



MMPC Mission Statement

The organization's goal is to recapture and grow masonry market share in the Midwest region by developing and implementing highly effective tools and programs to measurably influence choice of both masonry wall system and facade materials by architects, engineers, construction managers, developers and owners.

Benefits of Membership

- Strong participation from contractors, suppliers, producers and manufacturers gives MMPC's members the ability to leverage the "Strength in Numbers" multiplying effect to counteract competitor's promotional efforts and thereby increase masonry's share of the total construction market
- Broad industry support of MMPC's efforts results in greatly increased credibility and confidence in masonry systems and its associated members
- Full time Technical Marketing Director dedicated to promoting masonry in commercial and residential construction markets
- Members help shape MMPC marketing programs through participation in the following committees: Marketing, Commercial, Residential and Education
- Members benefit from a masonry system focused promotional effort; what other organization or individual effort can provide the same?? Without MMPC's efforts in the construction marketplace, masonry systems essentially have no advocacy versus competitive systems on-going promotion efforts
- MMPC promotional efforts provide members with valuable feedback from key decision makers giving our industry members a "window to the marketplace" and enabling us to appropriately react to changes in the marketplace
- Member companies gain visibility through MMPC advertising, website, newsletters, trade shows, case studies and all other promotional activities
- The MMPC Marketing and Promotion Plan is a carefully researched, professionally developed, highly coordinated and sustained effort resulting in maximum possible growth for the masonry market. Strategic plan targets and influences key decision makers to choose or convert projects to masonry early in the conceptual stage of the design process
- MMPC marketing and promotional initiatives:
 - AIA/CES HSW accredited presentations that focus on masonry solutions for efficient, expressive and sustainable design
 - A website that features the benefits of masonry and includes educational materials, still and video image galleries and links to other online masonry resources
 - Bi-Monthly ads in Architecture MN magazine that feature local masonry projects
 - The MMPC quarterly newsletter communicates the council's activities and progress to members and other interested parties
 - Trade show exhibits at the AIA, CSI and School Board Association conventions
 - Cost-Benefit analysis of masonry helps decision makers make informed choices