

## MMPC 2012 Work-plan Objectives

1. Schedule and present existing and new AIA Continuing Education System programs for a total of 80 presentations to Minnesota architectural/structural design firms and others. With an average attendance of 12 or more design professionals (up to 40 in some cases) close to 1,000 decision makers will again be directly influenced in 2012. Presentations will include the existing two programs on single wythe CMU and masonry cavity walls along with two new programs.
2. Collect contact information at each of 80 presentations to add to the MMPC distribution contact list of architects and engineers. Send monthly email blasts to design professionals and to the MMPC distribution contact list with items of interest to each group (include photos and video links.)
3. Create and present a third AIA Continuing Education Systems program that promotes the use of masonry in residential foundations, core element and veneer applications in single and multi-family projects. Present the program weekly beginning in mid-March to a total of 40 builders or architects specializing in residential construction.
4. Create and present a fourth AIA Continuing Education Systems program that promotes the use of masonry in the repair, restoration, remodeling and re-use of commercial and public buildings. Present the program weekly beginning in mid-June for a total of 25 times.
5. Develop and implement a tactical strategy to influence 12 Minnesota based companies to use masonry for their building projects. Target mid-sized companies that are currently in a building mode. Meet with key decision-makers at each company to introduce the MMPC and gather information regarding their current and future building plans.
6. Keep the MMPC website current with photo documentation and written material. Add a minimum of two new projects to the MMPC.info case studies project each month. Coordinate with MMPC member companies, MC&MCA and MCMA to compile photos and project information.
7. Attend and represent the MMPC at trade shows including the AIA Minnesota Annual Convention and numerous other AIA events, along with the BATC Products and Services Show.
8. Make ten contacts and one personal visit to existing and potential MMPC members each week. Assist the Membership Committee in recruiting new members as a "closer" when requested. Receive Membership Committee minutes with potential member recruiting list to assist with ongoing committee activities.
9. Attend regularly scheduled and ad hoc meetings of multiple groups including the MMPC Board of Directors, MMPC Executive Committee, and MMPC Advisory Committees. Take notes at meeting to be processed and distributed by Capitol Connections. Represent the MMPC at the MC&MCA/MCMA convention, and attend meetings of the MMC (Minnesota Masonry Coalition) to coordinate work efforts.
10. Record promotional activities and report on implementation of MMPC Work Plan Objectives as they directly influence specific actions resulting in increased masonry market share. Report quarterly to the MMPC Executive Committee with quantifiable results for evaluation.