

# MMPC NEWS

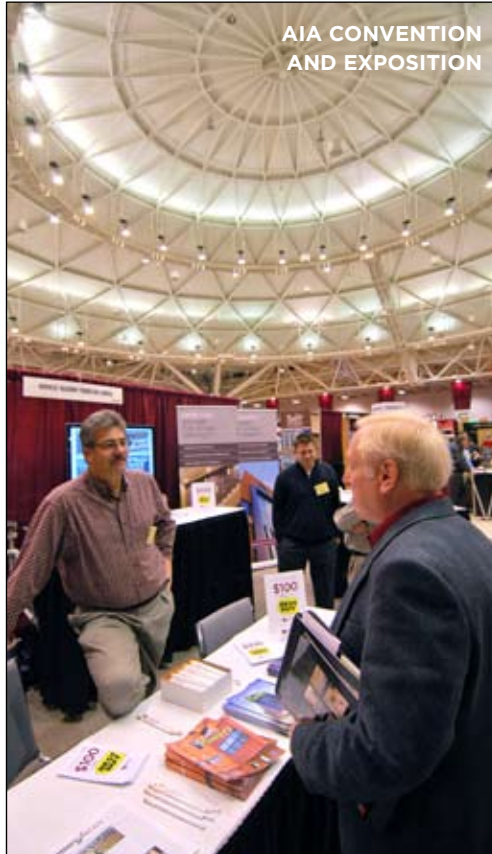


FROM THE  
**MIDWEST MASONRY PROMOTION COUNCIL**

## 74TH ANNUAL AIA CONVENTION AND EXPOSITION

The inaugural presence of the MMPC at the AIA Minnesota's Convention was a great success based on both the number of architectural contacts made, and the number of enthusiastic MMPC members that staffed our booth. Special thanks to MMPC members and staff who aided in our collaborative effort to promote the successes of masonry construction known to decision makers in the regional architectural market. The 12 booth volunteers included the following: Barry Blazevec, Gary Botzek, Todd Frantz, Heather Grazzini, Craig Hinrichs, Tamelyn Holter, Dave Joslin, Ruby Knutson, Scott Olson, Joe Oster, Sean Spraugel and Paul Weise. Key to our ability to introduce the MMPC was the five \$100 Prize Drawings and Architect Survey form available at our booth. The short survey was used to determine if any planned projects might require a masonry component, and what would prompt an architect to use a material other than masonry in a commercial, residential or municipal/government project. Plans are in place to have a more inclusive follow-up survey to identify the role of masonry in the current marketplace, and how the MMPC can work to increase its market share.

**DIGITAL PROJECT LIBRARY** We are in the process of developing our project photo database that will be used for our website, advertising and other marketing materials, educational programs, and presentations to the design community. In order to make this database as complete and representative as possible, we need your help. We are requesting any digital photography of local masonry projects you have access to. We need pictures of finished projects, as well



AIA CONVENTION AND EXPOSITION

as in-progress photography. We need projects representing all types of masonry materials, including block, brick, architectural precast, manufactured stone, natural stone, or any other hand set masonry. Photos may be emailed, but we would prefer that photos are burned to a CD and mailed to the MMPC office. There also is an MMPC file sharing website available to transfer photos, contact Craig Hinrichs for details. If possible, files should be named with project name and company so that we can keep track of them. If there are projects you have completed, but may not have good photography of, send a name of the project and location, and we can have someone visit the site and take pictures.



## ARCHITECTURE MINNESOTA

**MAGAZINE** The Architecture MN Magazine Jan/Feb 09 issue has been received by AIA members, related construction professionals and building owners. This issue includes the second iteration of our full page MMPC ad in a contemporary graphic style that promotes the use of masonry under the marketing outline "Masonry Solutions for Efficient, Expressive and Sustainable Design". Photographs from our Digital Library will be used in future ads.



## MINNESOTA SCHOOL BOARDS ASSOCIATION 88TH ANNUAL LEADERSHIP CONFERENCE

The next opportunity for an MMPC team to show our vitality is participating at the MSBA conference at the Minneapolis Convention Center in January. The targeted message is to showcase the many successful examples of masonry construction in Minnesota K-12 school district design, and how the MMPC can assist school districts in making masonry the best choice for upcoming projects. MMPC member volunteers again join Craig Hinrichs in the effort with the booth being staffed by Heather Grazzini, Todd Mittelstadt, Scott Olson, Mark Reichenbach and Sean Spraugel. MMPC banner signs (shown below) were modified with new pictures that demonstrate the successful use of masonry in the school environment for this convention. This event is also heavily populated by local and national architects and engineers who have a long history of working with perhaps the single largest project-type use of masonry construction in our area. The MSBA convention is an excellent venue to promote the continued success of masonry construction in the school market against the advancing use of alternative wall systems in this critical market.





**MMPC MEMBER VISITS** Craig Hinrichs continues to schedule visits with MMPC contractor and supplier members to gain industry insight and perspectives.

**MMPC WEBSITE** The Marketing Committee recently held its first meeting to begin the construction of the new website [www.MMPC.info](http://www.MMPC.info). The MMPC website is being developed with images from our Digital Library that serve as graphic examples that demonstrate the marketing outline "Masonry Solutions for Efficient, Expressive and Sustainable Design".

**GRAY BLOCK COMMITTEE** The MMPC was present at the December meeting of the Gray Block Committee at the United Labor Centre in Minneapolis. Attendees at the meeting included Olene Bigelow, Mike Cook, Bill Dentinger, Craig Hinrichs, Jim Lundquist and Mark Severson. Discussion included various ways to work together in 2009 to promote the masonry industry, including implementing the recommendations outlined in the Russell Herder report. The Russell Herder report titled "Market Insights and Perceptions Research" was completed in February 2008, and was sponsored by the IMI, BAC Local #1, MC&MCA and MCMA. Craig Hinrichs will work with Olene Bigelow to assemble team scenarios to target projects in various stages for conversion to masonry construction.

**MIDWEST MASONRY PROMOTION COUNCIL** The MMPC is comprised of masonry contractors, material producers and suppliers, and industry affiliates collaborating to promote masonry buildings both commercial and residential. Established in Summer 2008, the MMPC is well underway with strategies to achieve its goal of recapturing and growing the masonry market share in the local regional market. New programs are being developed with active participation by MMPC members to measurably influence the choice of both masonry wall system and facade materials by our target market of architects, engineers, construction managers, developers and owners.

**MMPC ADVISORY COMMITTEES** MMPC activities are gathering momentum in 2009 with six new committees that have been formed to give focus to our organizational and marketing efforts to effectively promote masonry construction. Each committee is chaired by a member of the MMPC Board of Directors and will meet as required. Members are encouraged to take part in the committees and to contact us to express an interest in participation. MMPC Committee responsibilities and members to date include:

- EXECUTIVE AND BUDGET COMMITTEE**  
 Members: Chair-Todd Frantz, Mark Severson, Tamelyn Holter, Sean Spraugel
- Make decisions for the organization and board between board meetings.
  - Prepare an annual budget to be presented to the board for review and approval.
  - Hire and evaluate staff and consultants.

- MEMBERSHIP RECRUITMENT, RETENTION, AND DUES COMMITTEE**  
 Members: Chair-Todd Frantz, Steve Brock
- Actively recruit new members for the organization.
  - Actively work to retain current members of the organization.
  - Recommend dues and fee schedules for membership.

- MARKETING COMMITTEE**  
 Members: Chair-Todd Mittelstadt, Brian DiGrado
- Develop marketing budget for board consideration.
  - Develop and maintain a website for the organization.
  - Research, develop, and place marketing advertising in relative print and electronic publications.

- COMMERCIAL COMMITTEE**  
 Members: Chair-Dave Joslin, Joe Oster, Brent Marlow, Cheri Nienkerk, Rick Theisen, Tab Meyer, John Thomas, Dave Kortum, Mark Reichenbach, Ryan Schniepp
- Develop and implement a marketing plan for the commercial aspects of the organization.
  - Conduct research and development of commercial projects, including case studies and digital library photos.
  - Review and work on state and national code issues of interest to the masonry industry in the Midwest.

- RESIDENTIAL COMMITTEE**  
 Members: Chair-John Pederson, Mark Joslyn, Kevin Lee
- Develop and implement a marketing plan for the residential aspects of the organization.
  - Conduct research and development of residential projects, including case studies and digital library photos.
  - Review and work on state and national code issues of interest to the masonry industry in the Midwest.

- EDUCATION COMMITTEE**  
 Members: Chair-Brian DiGrado
- Review and implement plans and strategies that develop and maintain a working relationship with employee training opportunities.
  - Work with colleges, vocational schools, apprenticeship programs, and other to position masonry as a strong career opportunity and choice.
  - Review, monitor, and make recommendations regarding the funding and use of funds from the Masonry Foundation.



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