

2025

YEAR IN REVIEW



CONCRETE MASONRY
CHECKOFF

Photo credit: [oo-d-a] studio
LeParc Apartments, San Diego, CA

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2025 HIGHLIGHTS

A Note From CEO Kim Spahn

Year one of Beauty of Block is behind us, with all of its moving parts, and it's remarkable to see how much progress we've made in such a short time. We've celebrated milestones large and small, and none of them would have been possible without your continued guidance and support of the Checkoff.

One of the most pivotal achievements this year was launching the Block Design Collective and welcoming Technical Directors across all five regions. These leaders bring not only deep technical expertise but also a passion for advancing our industry. Their addition has strengthened how we serve producers, engage with the AEC community and shape the conversations happening around design and construction nationwide.

This year proved what's possible when we stay focused on the long game. We've seen collaboration between regions deepen, programs expand and relationships with AECs strengthen in ways that would have felt out of reach just a short time ago. From the launch of the Block Learning Hub to the evolution of Junior Block Layer and shaping the next generation across the regions, we're reaching more people, telling a stronger story and seeing the results of that shared investment begin to take root.



What I find most inspiring, though, is the collective effort behind it all. Every committee, every producer, every partner has shown what it means to be part of something bigger — to build not just for today, but for the future of this industry. We're proving concrete masonry checks all the boxes in a world that values strength, sustainability and authenticity. And as we look to the year ahead, I know we'll keep building on that foundation, together.

Kim Spahn — CEO

Reach out for more information



Association Collaboration

Our industry's strength has always stemmed from partnerships and collaborations, and we have continued to do just that in 2025.

In partnership with **Concrete Masonry & Hardscapes Association (CMHA)**, the Checkoff was proud to sponsor the first-ever Block Promoters Conference in St. Louis in early March. With over 130 industry members from all five regions in attendance, this 1.5-day conference gave block producers and their teams the tools they need to succeed in today's market. This year's theme — Building Blocks of Success: Promoting Concrete Masonry With Confidence — captured the event's mission of arming industry professionals with the knowledge and strategies to influence key decision-makers and design professionals.

Building on that momentum, the Checkoff also partnered with the **North Carolina Masonry Contractors Association (NCMCA)** to launch and strengthen the Junior Block Layer program, which introduces the next generation to masonry through hands-on competitions and learning opportunities. The partnership helped lay the groundwork for the program's future growth across Region 2, with plans to expand nationwide. Together, we developed the program's logo, contest guidelines, score sheets and registration forms to ensure a seamless structure for all future events.

Continuing to inspire and impact the next generation of masonry professionals, the Checkoff partnered with the **City University of New York's (CUNY) Bernard and Anne Spitzer School of Architecture** to engage students and celebrate craftsmanship through Concrete Masonry Day 2025 and the Green Wall Design Competition. Fourteen student teams initially presented their green-wall concepts at the Concrete Masonry Day event, with final designs constructed, and winners were announced in late May. The collaboration strengthened connections between academia and industry, helping shape the next generation of designers who understand the value of concrete masonry.

Strengthening this student pipeline even further, the Checkoff teamed up with **The Masonry Society (TMS)** to make attendance at the 2025 TMS Annual Meeting possible for students nationwide by covering travel and registration costs. Together, we created event materials to promote the opportunity and showcase the Student Masonry Bridge Competition, where future professionals designed, built and tested masonry bridge models before presenting their work to peers and industry professionals. This partnership represents a shared commitment to investing in education and inspiring the next generation of masonry innovators.

Continuing to bolster industry connections through collaboration, the Checkoff also worked alongside **The Masonry Advisory Council** to elevate awareness for their various events through consistent social media promotion. From educational workshops to industry showcases, these efforts helped spotlight The Masonry Advisory Council's work across multiple platforms and expand its reach to architects, engineers and contractors.

At the professional level, **Mason Contractors Association of America (MCAA)**'s recognition as a national finalist for the Truist Inspire Awards highlights the power of collaboration across our industry. The Checkoff was proud to partner in supporting their continued efforts to grow and inspire the next generation of our industry. Additionally, we helped amplify MCAA's "Top 10 Reasons to Join the Masonry Team" campaign and distribute their career-focused brochure, showcasing the many benefits of choosing masonry as a career. We also helped spotlight MCAA events across social media, expanding the program's reach to students, educators and future craftworkers nationwide.

Back by popular demand, the Checkoff again joined forces with the **Arizona Masonry Council**, **Texas Masonry Council** and **Masonry Institute of St. Louis** to support the Masonry Design Summit, an event created to connect architects and industry professionals through education and collaboration. The team promoted the event through email outreach and custom-designed producer materials, encouraging participation across the region. Featuring voices from association leaders and Checkoff representatives, the Summit highlighted the evolving role of masonry in resilient and sustainable design.

NATIONAL PARTNERS



REGIONAL PARTNERS



New Team Expands CMC's Capabilities

This year marked a pivotal chapter of growth for CMC as we welcomed a full team of Technical Directors across all five regions. Each of these hires brings unique perspective, curiosity and a genuine desire to strengthen the concrete masonry industry. Their diverse backgrounds and shared commitment to collaboration have already expanded our reach and enriched the conversations happening within the AEC community. Together, they reinforce the foundation of credibility we continue to build.



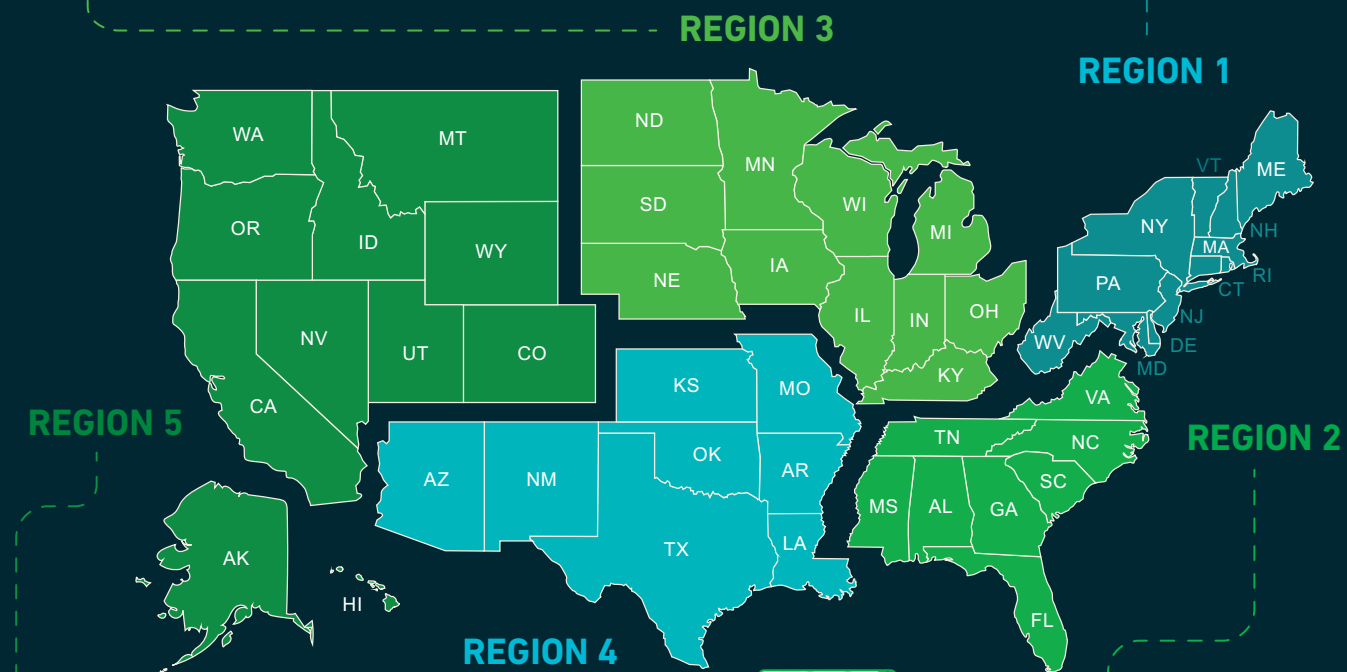
Region 3: Tino Kalayil, PE
TKalayil@blockdesign.org | 224.639.2164

Tino Kalayil, PE, is the Midwest Technical Director for Region 3 with the Block Design Collective. With engineering degrees from Marquette University and experience as both a structural designer and instructor, he helps architects, engineers and contractors across the Midwest turn complex building systems into practical masonry solutions.



Region 1: Chuck Rotondo
CRotondo@blockdesign.org | 609.578.1568

Charles (Chuck) Rotondo is the Northeast Technical Director for the Block Design Collective, representing Region 1. A New Jersey native and former carpenter turned firm owner, he has spent his career helping architects and contractors bring their visions to life while championing the beauty and versatility of concrete masonry across the Northeast.



Region 2: Danielle Mokris
DMokris@blockdesign.org | 850.628.5454

Danielle Mokris is the Southeast Technical Director for the Block Design Collective, representing Region 2. A former research civil engineer with the U.S. Army Engineer Research and Development Center, she led multimillion-dollar programs on concrete durability and cold weather construction and now applies that expertise to advancing CMU design across the Southeast.



Region 4: Lauren Kennedy
LKennedy@blockdesign.org | 817.301.4296

Irene Li is the West Technical Director for the Block Design Collective, representing Region 5. A structural engineer with broad experience in design, forensics and rehabilitation, she has worked on projects ranging from high-rise towers to structural testing, with deep expertise in concrete, steel and masonry systems.

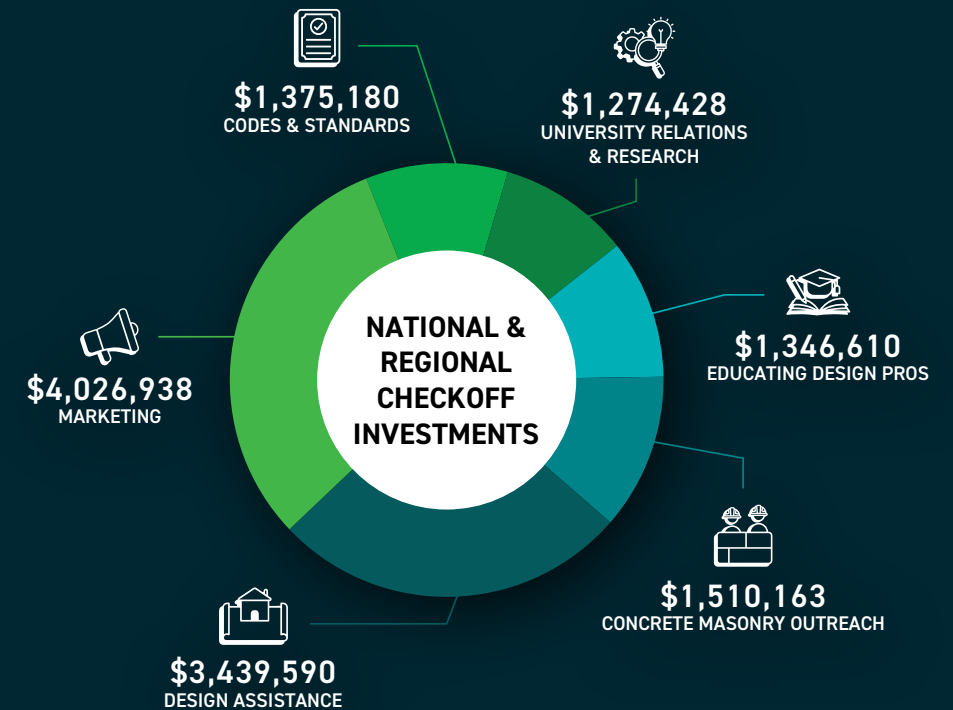
Lauren Kennedy is the Central Technical Director with the Block Design Collective and represents Region 4. She brings a wealth of field experience within the engineering space, ranging from her roles at Kiewit, MWH Constructors and most recently the Federal Aviation Administration.

PROGRAMS BY THE NUMBERS

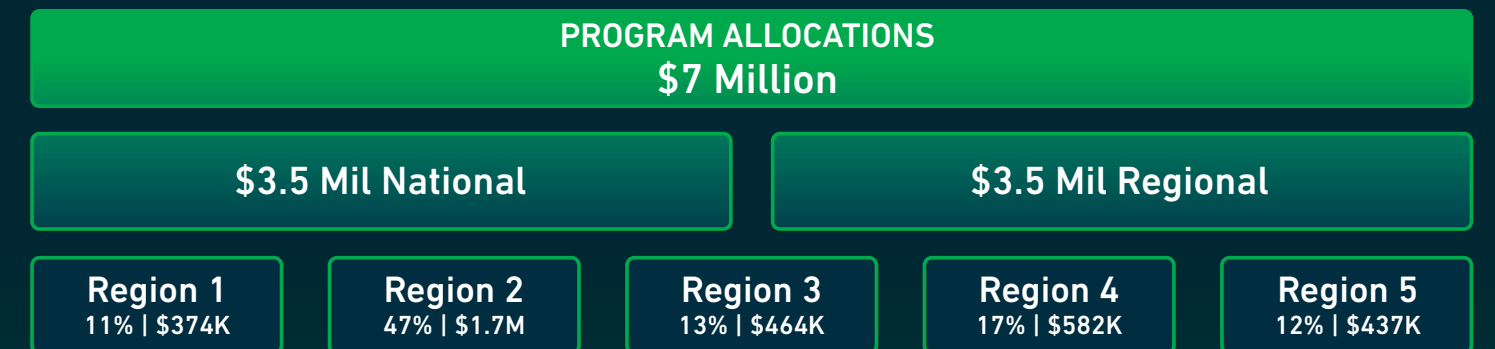
NATIONAL & REGIONAL PROGRAMS FUNDED

TOTAL FUNDING:
\$12,972,909

TOTAL PROGRAMS:
82



2025 PROGRAM ALLOCATIONS



The 2025 program allocations totaled \$6.4 million. The Board released \$650K for new programs to bring the total to \$7 million. Program allocations = Revenue - Escrow and Operations. The escrow is an investment held by the Checkoff earning 4.75% APR.

OUR VALUES



Stewards

We will invest every dollar as if it is our own.

Collaborative

Success in our industry is a team sport.

Transparent

We do things openly and honestly.

Resilient

Our products and our people stand the test of time.

Catalysts

We not only embrace change, we define it.

VISION



To build exquisite, enduring communities one block at a time.

MISSION



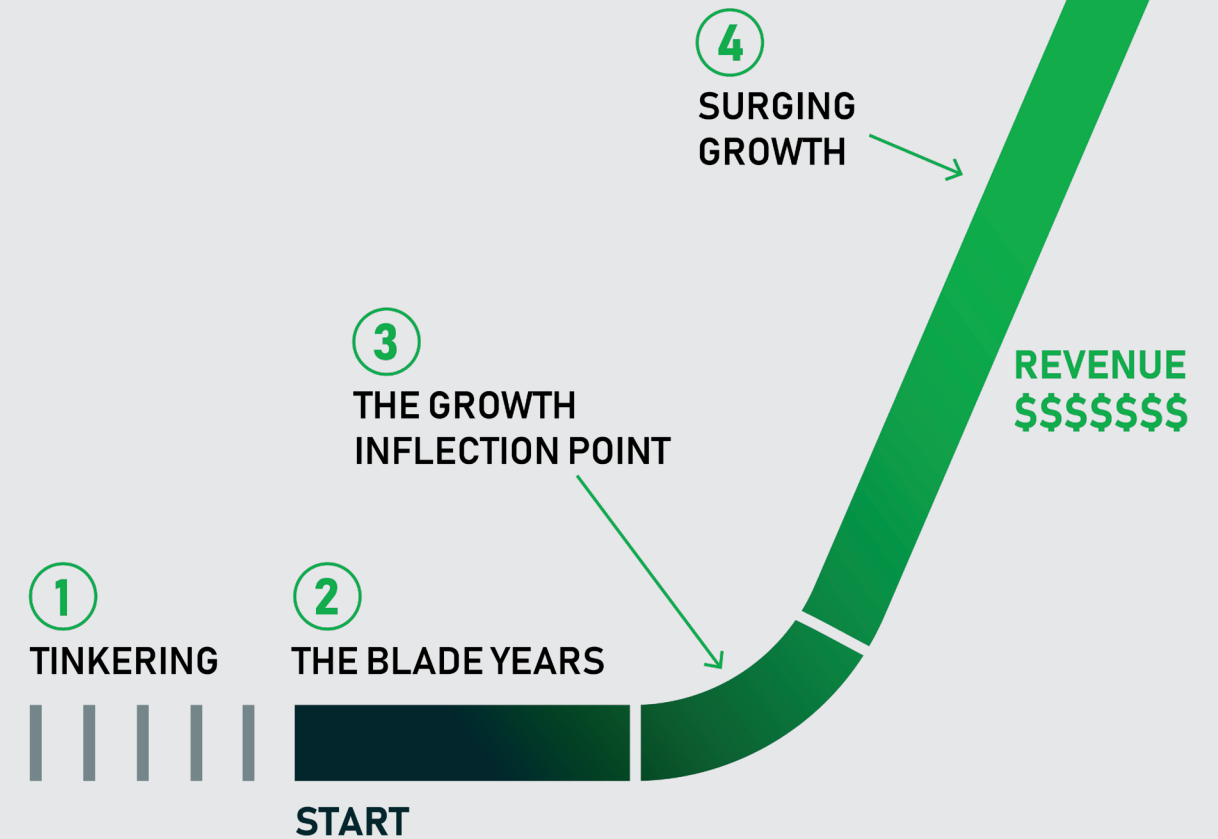
Drive demand for locally made concrete masonry products.

OBJECTIVES

- 1 Drive market share for CMU products.
- 2 Increase Net Promoter Score (NPS) among architects, designers and engineers.
- 3 Augment Checkoff dollars with pursuable funds to maximize financial impact.
- 4 Demonstrate tangible Checkoff value to block producers and contractors.

The Concrete Masonry Checkoff has set a bold goal to **grow CMU market share by 20% over the next five years**. Known as “20 x 5,” this initiative represents more than a number. It’s a movement to strengthen and expand the industry.

THE FOUR STAGES OF HOCKEY STICK GROWTH



The Hockey Stick Growth curve illustrates the early “blade years” focused on setup — building programs, forming partnerships and defining KPIs. Now, as those efforts gain traction, we’re reaching the growth inflection point — where momentum builds and impact accelerates.

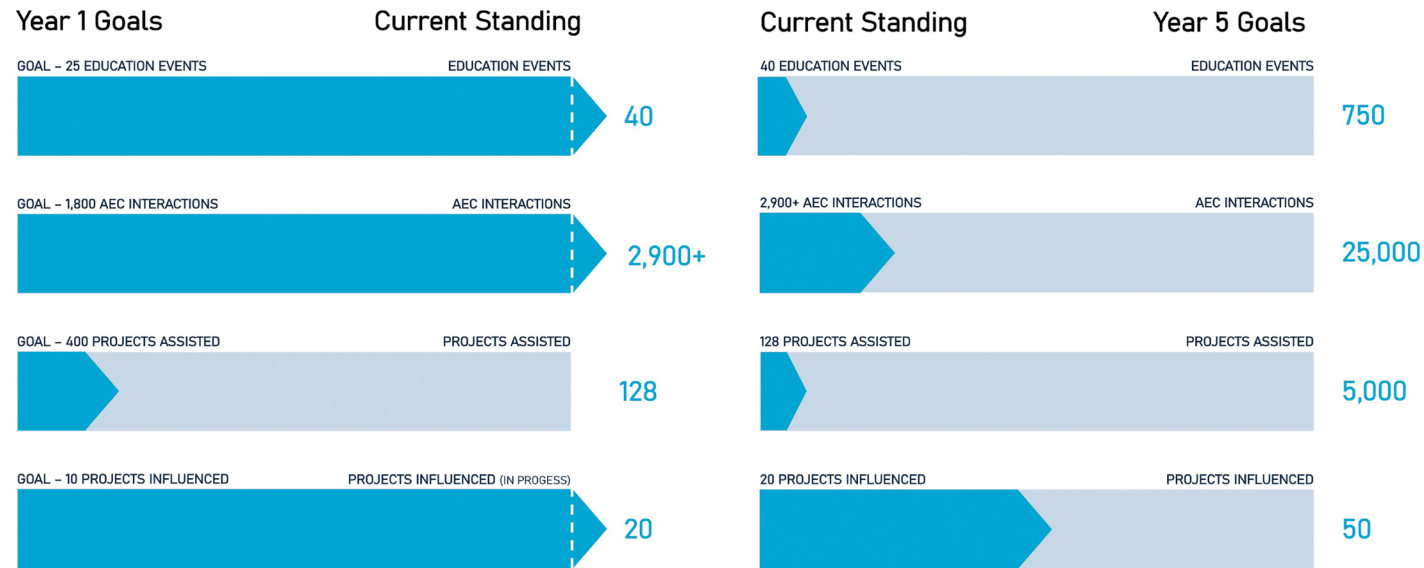
MEASURING OUR MOMENTUM: PROGRESS TOWARD 5-YEAR GOALS

Across all six focus areas, early KPIs show strong results. With this foundation in place, we're well positioned for the next phase of growth and a stronger future for concrete masonry.

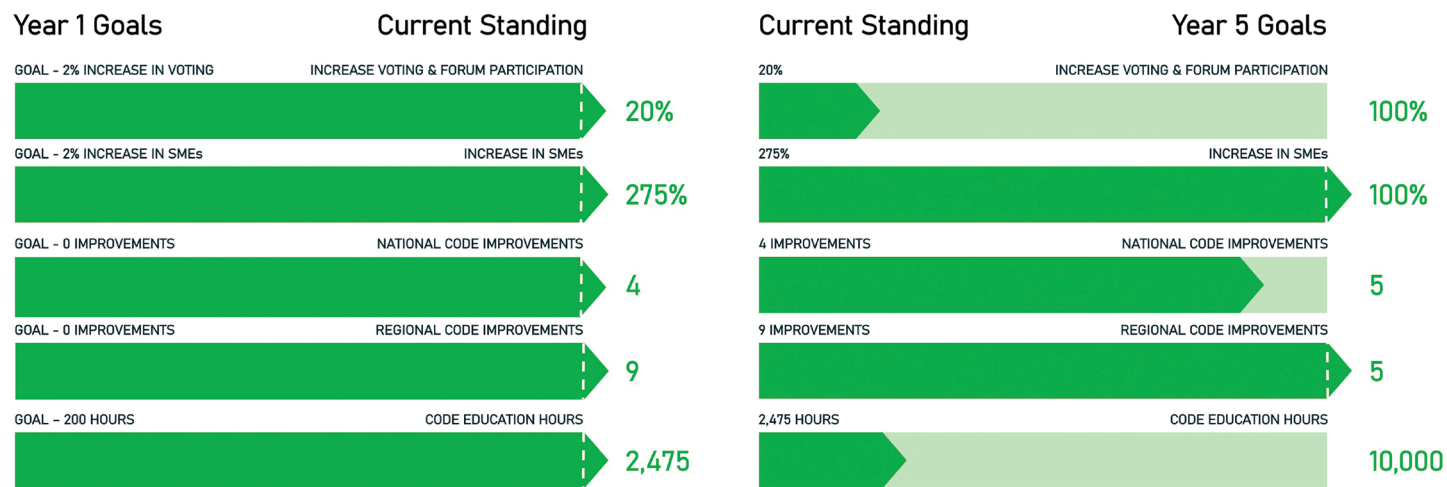


SCAN THE QR CODE TO
VIEW THE REPORTS ON
CONCRETEMASONRYCHECKOFF.ORG

Block Design Collective

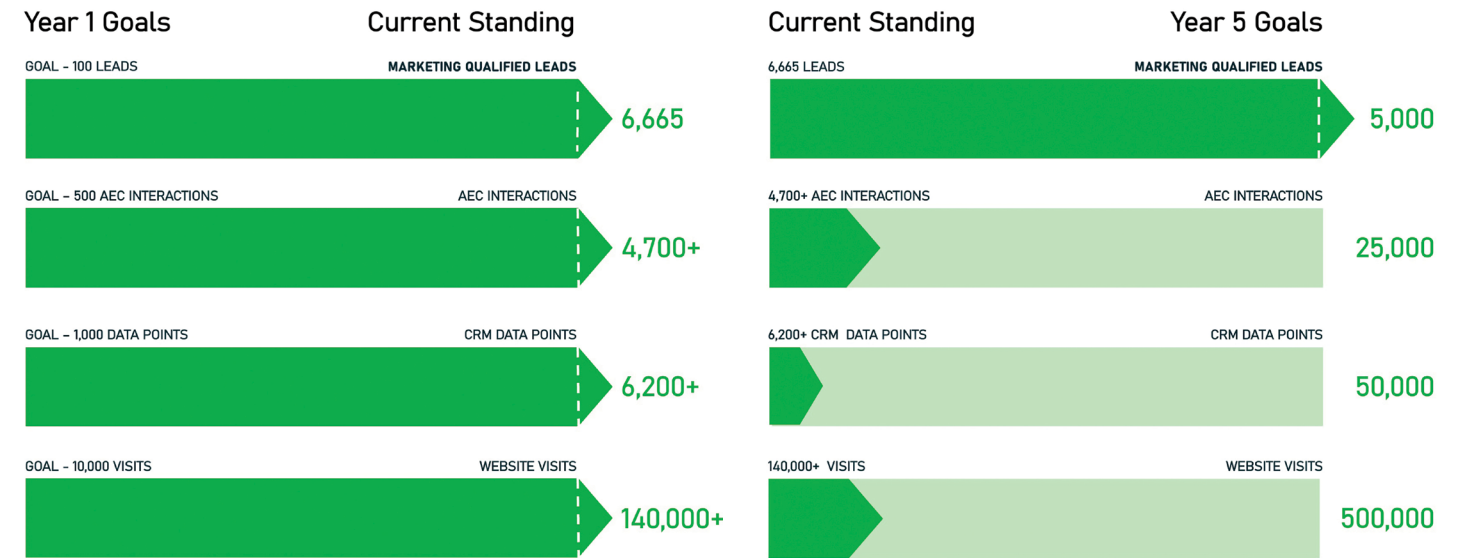


Codes and Standards

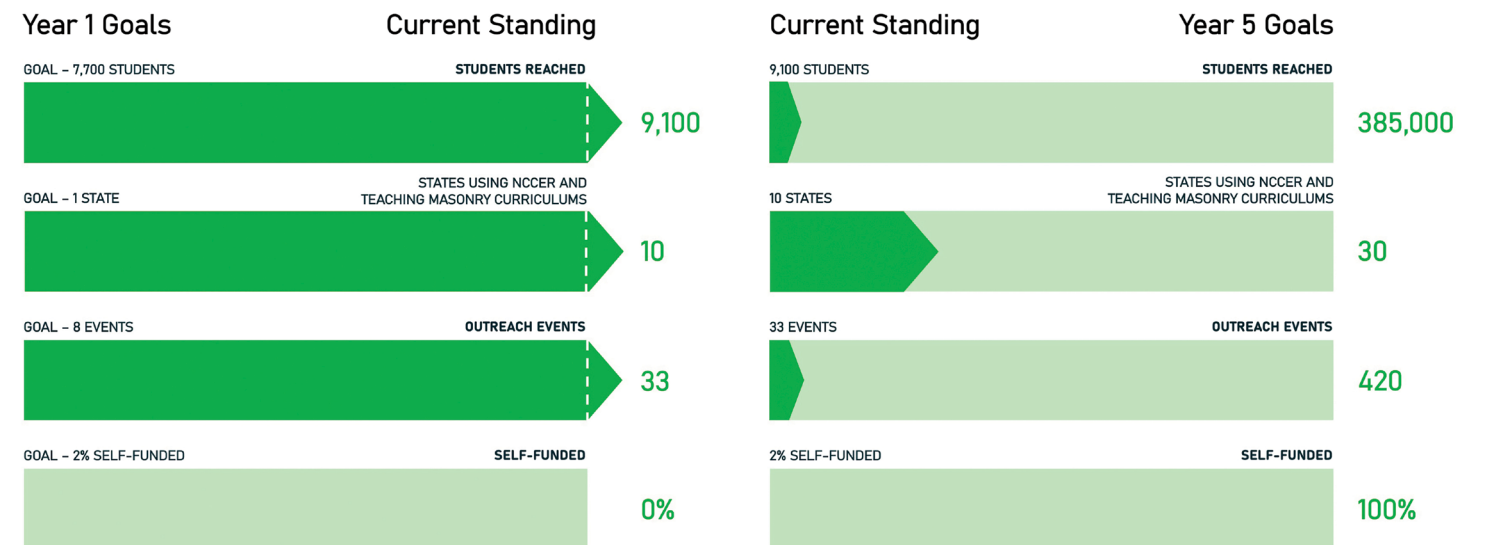


MEASURING OUR MOMENTUM: PROGRESS TOWARD 5-YEAR GOALS

Marketing

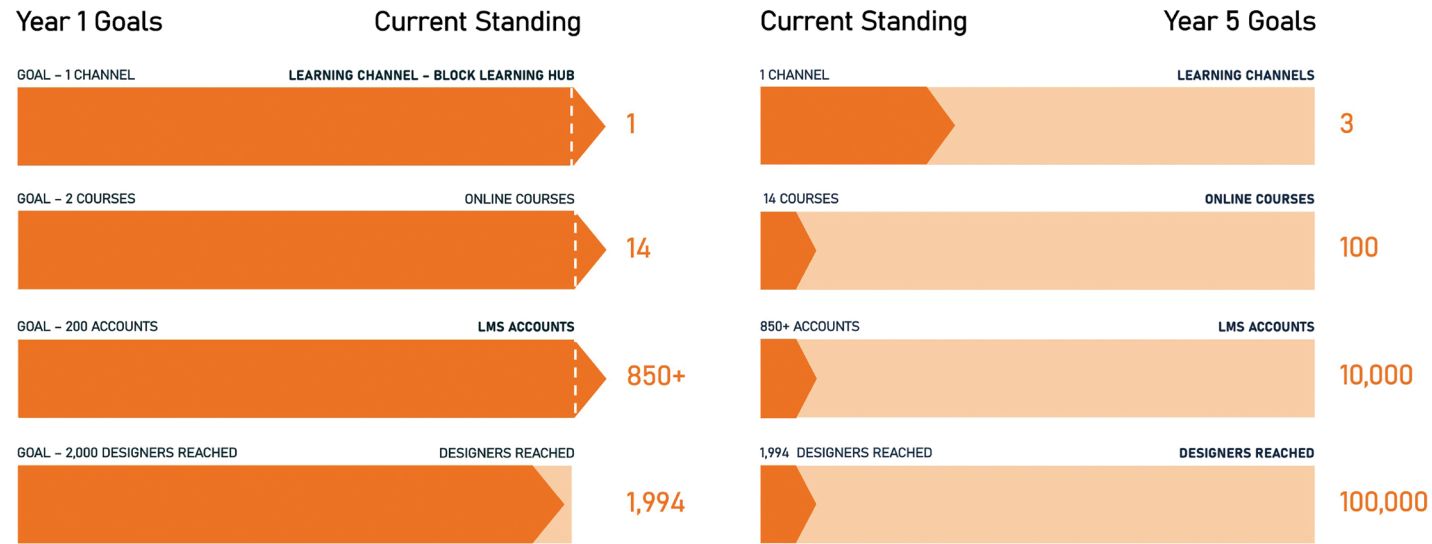


Concrete Masonry Outreach

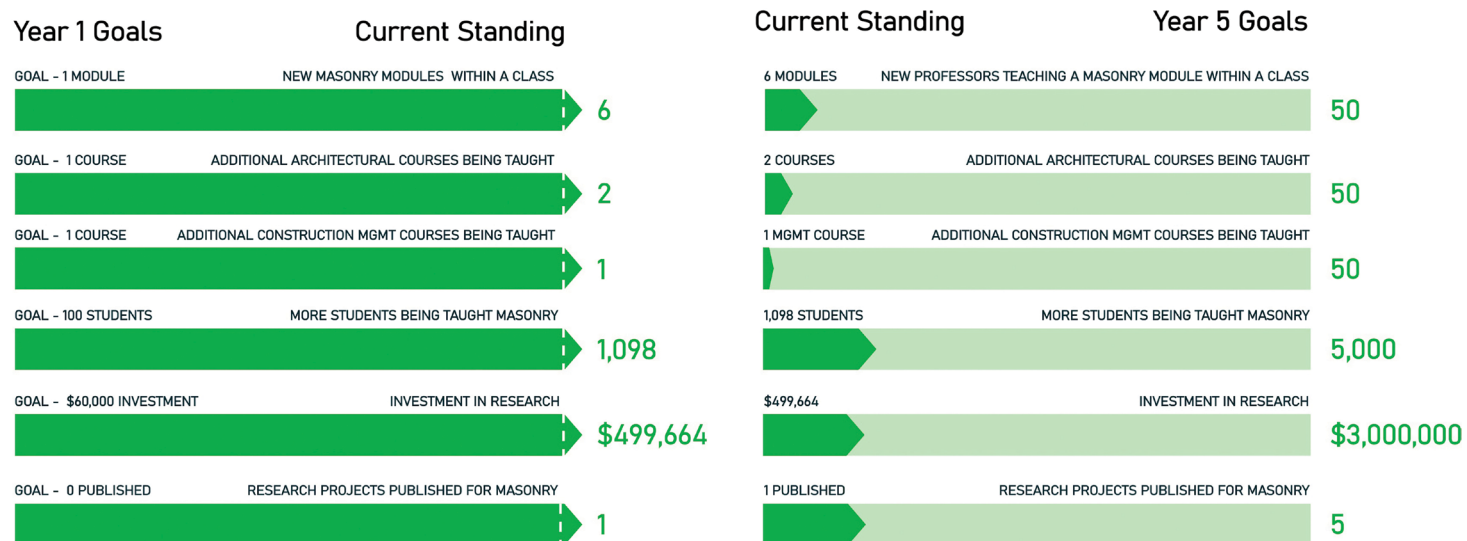


MEASURING OUR MOMENTUM: PROGRESS TOWARD 5-YEAR GOALS

Block Learning Hub



University Relations



A YEAR OF PROGRESS, PARTNERSHIP AND PURPOSE

To My Fellow Industry Partners and Colleagues,

Looking back on my time as Chair of the Concrete Masonry Checkoff Board, I've been struck by the determination, creativity and optimism that define this group. The work ethic and vision I've seen across this industry speaks volumes about who we are and what we're building together.

The Checkoff's strength lies in its people who share the belief that our industry's best days are still ahead with so much more work to do. When people from different regions of the country bring their experience and perspectives together, something powerful happens. You start to see ideas take shape. You see confidence grow. You see a future that feels both sustainable and full of promise.

Thank you for the opportunity to serve as your Chair this year. I'm proud of what this team has accomplished and thankful for the relationships that continue to shape our work. Our foundation is strong, and the sense of purpose behind it all continues to inspire me. I'm looking forward to seeing all that we will accomplish in 2026 and beyond.



Sincerely,

Kendall Anderegg

Kendall Anderegg — Chair of the Board

BEAUTY OF BLOCK

2025 OVERVIEW

THE BEAUTY OF BLOCK



The Beauty of Block marketing campaign is the unified voice of the Concrete Masonry Checkoff. Based on research with more than 400 architects, engineers and contractors, the program was designed to expand perceptions of concrete masonry units (CMUs) beyond its traditional roles and position concrete block as a strong, sustainable, safe and stylish building material.

In its first year, Beauty of Block has become a nationally recognized brand, supported by regional campaigns that tailor messages to local priorities. Through paid media, strategic partnerships, social engagement and a robust producer toolkit, the program is amplifying concrete block's story and creating demand among AEC decision-makers.

Public Relations & Thought Leadership: National & Regional Campaigns

Over the past year, we used an editorial-style strategy to reintroduce CMU to AEC audiences who'd indicated they were open to hearing our side of the story. Rather than a hard sell, we focused on informing — sharing credible insights, project examples and context that invited people to connect the dots and see block for themselves. Our goal was simple: replace competitor-fed assumptions with a clearer understanding of what CMU can do.

Modern Contractor Solutions and Building Envelope kept the industry current on hires, RFPs and long-term plans. The ICC's Building Safety Journal, the leading authority for code officials and planners, expanded our reach within the regulatory community, and Business Journals connected us with developers, owners and executives in key markets.

Our mix of earned, sponsored and syndicated coverage put relevant stories in front of the right people. ARCHITECT Magazine, Architectural Record and AIA channels reached core design audiences, while trades like Concrete Products,

Placements across top dailies and business outlets reflected regions dense with architects — Boston, Los Angeles, Chicago, New York, San Francisco, Dallas and Seattle — helping us keep the message consistent where it mattered most.

BUILDING SAFETY JOURNAL

Salisbury Post

NEWS SCOPE

ARCHITECT

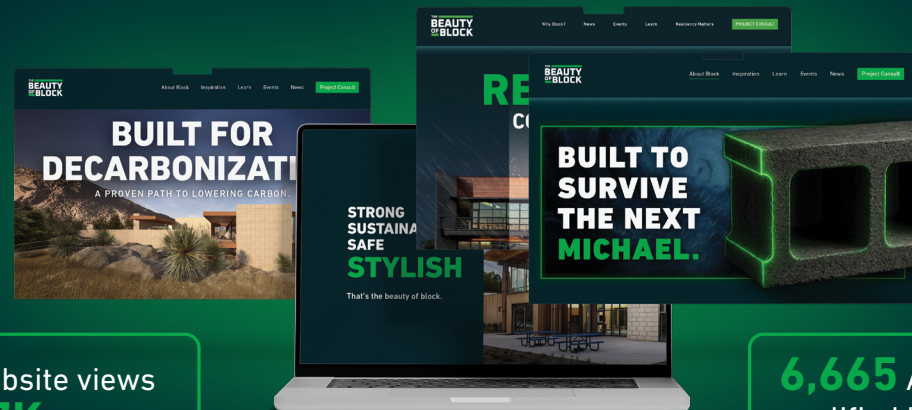
AP NEWS (The Associated Press)	37,653,050
Los Angeles Times	18,944,506
City University of New York	17,051,097
San Francisco Gate	12,607,694
KTLA-TV (Los Angeles, CA)	5,816,345

Chicago Tribune	4,967,106
Milwaukee Journal Sentinel	3,769,674
The Sacramento Bee	2,242,768
Crain's Chicago Business	930,612
Ventura County Star	717,034

1,262 unique placements

Potential reach: 373,743,561

11.8M+ paid media impressions



200% increase in web sessions

140K+ website views from over 87K users

6,665 AEC marketing qualified leads

1 unified voice representing the industry through Beauty of Block



4,800+ registrant contacts added through sponsored webinars



3 social channels (LinkedIn, Facebook, Instagram) activated with over 1.35 million impressions and 24,500 engagements

BLOCK DESIGN COLLECTIVE

THE
**BEAUTY
OF
BLOCK**
DESIGN COLLECTIVE

The Block Design Collective (BDC) represents a pivotal piece of Beauty of Block and how our industry connects with the AEC community. Serving as a responsive, nonprofit team offering free support to the AEC community, the BDC drives early project influence through content, education, project assistance and concept proposals that elevate the use of CMU. Through its four pillars of online resources — education and training, online resources, design assistance and concept proposals — designers have all the tools to be successful in using the BDC.


Today, many designers haven't had the opportunity to explore the full potential of concrete masonry, and that's where the BDC comes in. Our responsive, regionally focused team helps design professionals evaluate if, when and how CMU can best fit into their projects, offering objective support through detailing, code compliance, performance guidance and so much more.

To date, the BDC team has engaged 20 projects through its services, and roughly **180,000+ CMUs** have been added to projects through BDC initiatives. With the BDC still in its early stages, this number will continue to grow as the team scales its efforts and broadens its impact across more projects. The BDC team will continue to stay connected with designers through regionally tailored newsletters from the Technical Directors.

For producers, the BDC serves as both a partner and amplifier for your business. Whether it's co-hosting educational events, supporting outreach at trade shows or connecting design teams with your Regional Technical Director, every collaboration helps amplify awareness to assist with building long-term demand for concrete masonry through educating design pros.

The more we align our local expertise with the BDC's national network, the closer we get to reaching our goal and increasing our reach to influence designers across the country.

5 Regional Technical Directors hired to support the specific needs of areas across the country

~180,000+ concrete blocks specified into project plans 

40 AECO education events 

2,900+ AECO interactions across **140 AECO** events and meetings

3,149 contacts added to our database for future communications

On-site presence at **3 national conferences** including AIA, Greenbuild and National Council of Structural Engineers Associations (NCSEA)

128 projects assistance tickets, **20** engaged and influenced



**NO COST.
NO STRINGS.
EVERYTHING TO GAIN.**

"The Block Design Collective has taken on the important task of creating straightforward tools that help designers improve efficiency, manage costs, and lower carbon impacts through concrete masonry. These resources offer immediate, practical value to the profession."

SAM RUBENZER
PE, SE
FORSE CONSULTING



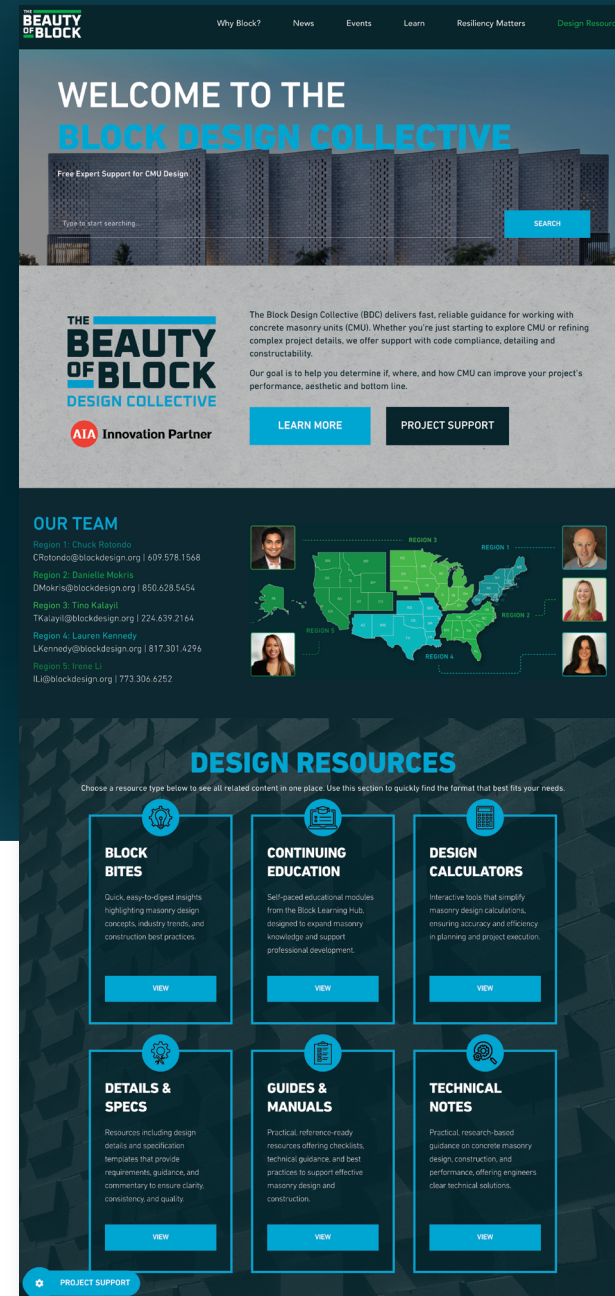
Scan the QR Code to See the Block Design Collective Video



The BDC is now fully operational, with five regional directors actively engaging with design professionals and stakeholders to advance concrete masonry design.

At the heart of this momentum is the launch of the new BDC website — a user-friendly, content-rich hub that makes designing with CMU easier than ever. Featuring typical starter details, Block Bites and delegated design guides, the site provides a single, credible source for up-to-date technical information and practical tools to help design professionals specify and build confidently with concrete masonry.

Scan the QR Code to Explore the Block Design Collective Resources





EDUCATING DESIGN PROS

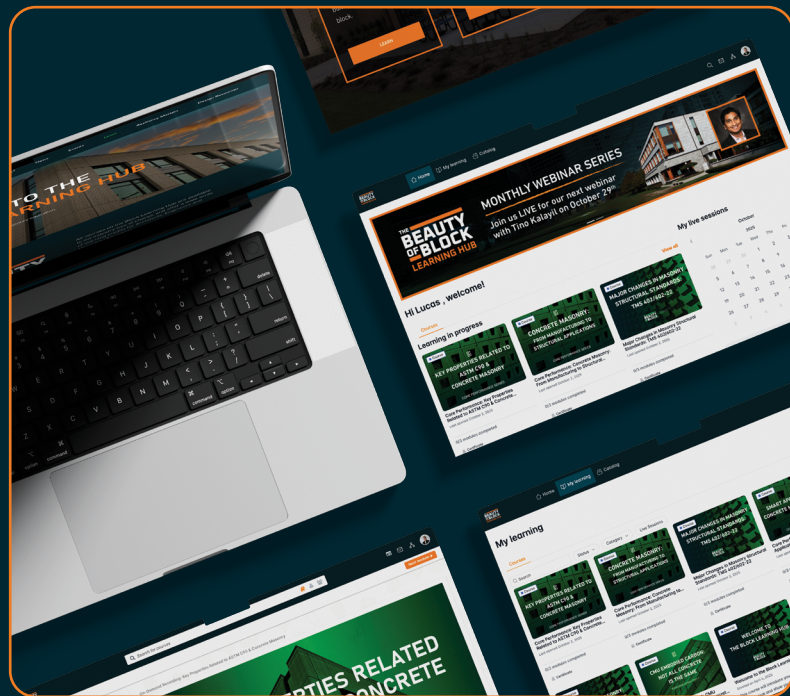
INTRODUCING

THE BEAUTY OF BLOCK LEARNING HUB

Launched in April 2025, the Block Learning Hub represents a major step forward in how to educate and engage the design community. Built to serve architects, engineers and contractors, the Hub offers on-demand courses, expert-led webinars and resources that explore the full potential of concrete masonry. The goal is to assist designers with tools, resources and information to help them build confidence with specifying CMU in their projects.

Since its launch, the platform has already reached 850+ AEC professionals over 14 courses and counting, reflecting a strong appetite for credible, accessible and industry-aligned learning. Each interaction, whether through an AIA-accredited course or a live training, builds designers' confidence in CMU.

In addition to the accredited courses, the Train the Trainer course prepares participants to become approved Checkoff presenters, expanding CMU education across the industry.



14 courses available in the Hub

4 live webinars, continuing monthly

850+ users enrolled since launch

16 webinars hosted through all Educating Design Professionals programs with **875 attendees**

The Block Learning Hub is a cornerstone of collaboration. By equipping AECs with knowledge, inspiration and connections, we're ensuring that concrete masonry remains at the center of resilient, sustainable design conversations for years to come.



CONCRETE MASONRY OUTREACH

MCAA Takes Major Step in Advancing Industry Outreach and Education

The Masonry Foundation, established by the Masonry Contractors Association of America (MCAA), was named one of six national finalists for the Truist Inspire Awards, honoring nonprofits that build career pathways and stronger communities. This recognition validates MCAA's forward-thinking approach to outreach and education through the ReCastED program, which helps skilled tradespeople transition into teaching roles in Career and Technical Education (CTE) to inspire the next generation of builders.

In 2025, MCAA advanced several major initiatives, including modernizing the National Center for Construction Education and Research (NCCER) masonry curriculum, which sets national training standards for masonry instruction. The association also developed the Wall Evaluator, a 3D scanning and assessment tool for masonry education and jobsite evaluation, and expanded its leadership team. Robert Melgaard now serves as National Director of Outreach and Education, with Jason McCoy and Connor Birdsong joining as Regional Directors to further strengthen education, youth engagement and innovation across the industry.

Opened **Outreach & Education Office** in Tallahassee, FL



Updated National Masonry Curriculum Levels 1-2 (**NCCER**)

Supported **engagement events & skills competitions** in multiple states



Regional Directors hired in Regions 2 & 3



50 students have accepted positions in the industry

The Masonry Foundation, established by MCAA, was honored as **one of six national finalists** for the Truist Inspire Awards and received a **\$35,000 grant**. This recognition highlights the Foundation's leadership and reinforces its ongoing efforts to strengthen and elevate the masonry industry nationwide.





National University Education and Research Program

The National University Education and Research Program is rebuilding CMU education nationwide by establishing, or re-establishing, partnerships between the masonry industry and leading colleges and universities. Collaborations with institutions — including Clemson University, Auburn University, Georgia Tech, the University of Colorado, the University of Wyoming, North Carolina State University, Oregon State University and Cal Poly, to name a few — are helping restore concrete masonry's presence in the classroom through research, scholarships and hands-on learning.

After years of limited CMU exposure in university curricula, renewed engagement is bridging that gap. Regional teams are making strong inroads with schools in their own backyards, reinforcing this national effort through Blockfest-style events, workshops and design competitions that give students and educators real-world experience with concrete masonry.



917 students receiving masonry instruction

Added 1 masonry construction management course

3 scholarships in development for 2026: Engineering, Architecture, Construction Management

13 Universities & Institutions Engaged: NC State, Georgia Tech, Wake Tech, Auburn, Forsyth Tech, Northwest Technical College, TN College of Applied Technology, UC Davis, Cal Poly Pomona, CU Boulder, Colorado School of Mines, Clemson University and additional partner sites

3 schools have implemented full masonry engineering semester courses

Notable Research Studies:

- Texas storm surge market analysis
- Undergraduate study comparing CMU vs. wood framing
- Impact of Concrete Masonry Units on the Resilience of the Built Environment

The Checkoff supported the creation of **Introduction to Masonry Design**, a new structural engineering curriculum now available to all universities

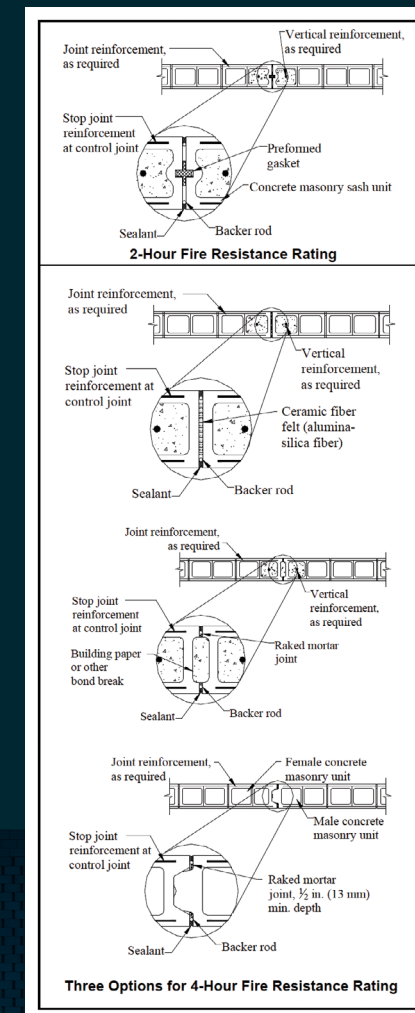


National Building Codes Education and Outreach

The National Codes & Standards program builds and maintains a trusted network of technical experts representing the concrete masonry industry in every major code, standard and technical forum. Through ongoing collaboration and advocacy, the program ensures that masonry has a strong, credible voice in the conversations shaping the future of safe, efficient and resilient construction.

This year, that influence continued to expand. Experts across ICC, ASCE 7, TMS 402/602, ASTM and ACI worked together to review and respond to more than 1,800 code proposals, defending industry priorities and helping secure four positive national code changes.

The team also led key discussions on seismic design, fire safety and energy performance, while strengthening partnerships with organizations such as the Athena Institute, MIT Concrete Sustainability Hub and Building Transparency to advance data accuracy and life-cycle research for masonry materials.



12 subject matter experts engaged in codes work

1,935 total hours dedicated to codes engagement across all forums

12 voting participants across national and regional committees

3 national negative code proposals defended

10 industry partners actively contributing to code development

4 national positive code changes adopted

Across RAC 2 and RAC 4, local engagement continued to drive meaningful policy and planning outcomes. In RAC 2, **eight masonry ordinances** passed alongside **four vinyl siding bans** across Alabama and Georgia, with 10 additional ordinances currently in progress. The team also remained active across Florida, engaging with **22 communities** in the state as they work through updating architectural design standards, materials guidelines and broader planning policies.

In RAC 4, outreach and coordination with local officials led to **14 additional masonry ordinances adopted this year**, with two more currently in progress. Across both regions, this reflects **22 total ordinances passed** and **12 ordinances in progress** year to date.

INVESTOR RELATIONS

Clear communication has always been at the heart of how we build trust with our producers and investors. This year, we focused on keeping our investors connected every step of the way through weekly newsletters, webinars, social media and a revamped website. Our goal has always been to make sure our stakeholders feel informed, involved and confident in the direction we're heading, and that commitment will continue to guide us in the years ahead.

Quarterly town halls, updating producers on important decisions from Board meetings and noting important timelines for assessment due dates and program deadlines.

Ongoing PR + reputation efforts that investors can share with their networks.

The simple choice that delivers: Why CMU block makes sense for Louisville's schools

EFFICIENT BY DESIGN: UNLOCKING CMU PERFORMANCE THROUGH DELEGATION

CONCRETE CHANGE: WHY CMU DESERVES A FRESH LOOK IN LOW-CARBON DESIGN

Monthly Program Webinars with program leads presenting important updates on how their programs are shaping the future of the concrete masonry industry.

691 registrants across National and Regional town halls

76,928 impressions on Concrete Masonry Checkoff's LinkedIn

295 registrants from **3** program webinars in 2025

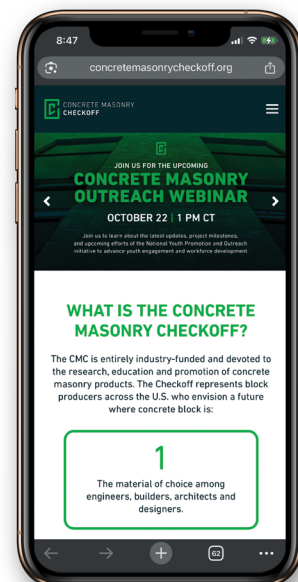
77 emails sent in 2025

25.1% average open rate for emails

7,057 engagements on Concrete Masonry Checkoff's LinkedIn

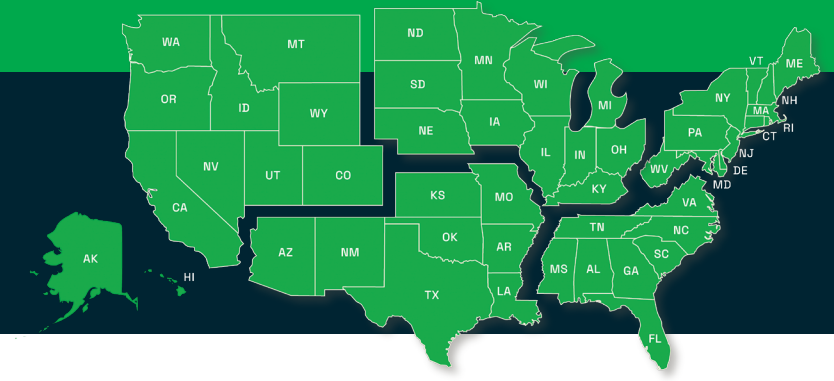
Weekly emails from the Checkoff highlighting recent events and Checkoff programs.

Scan the QR Code to Learn More



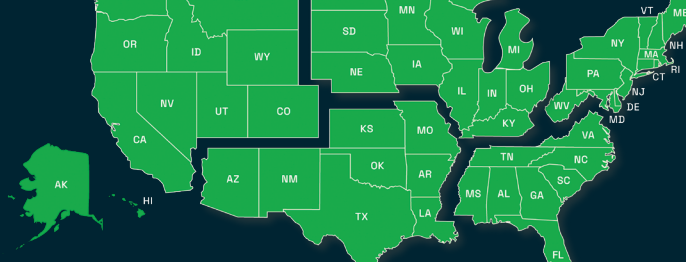
PROGRAM PROSPECTUS

NATIONAL

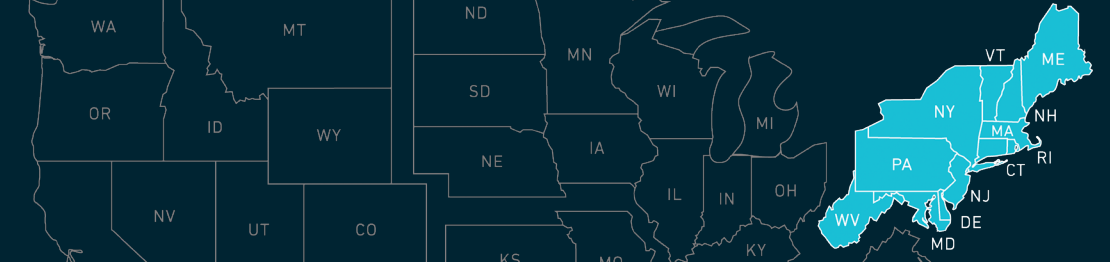


PROGRAM	OVERVIEW	FUNDING
National Marketing Program	Continues a unified, national marketing campaign that communicates the benefits of building with block across multiple channels, including a new website, paid media and industry relations. After focusing on architects in Year 1, the Year 2 campaign will continue engaging architects while expanding outreach to contractors.	\$1,550,000
Block Design Collective: National Design Assistance Network	Creates a centralized resource hub to address concerns and promote concrete masonry as the preferred structural system among architectural, engineering and contractor (AEC) communities. The new website is now live, and you can now explore the officially launched platform to connect, collaborate and build with confidence.	\$1,200,000
National Youth Promotion and Outreach Program	Addresses the skilled labor shortage through a three-year initiative that engages the next generation of craftworkers through hands-on learning opportunities. In partnership with the Mason Contractors Association of America (MCAA), this program emphasizes regional implementation of modern curriculum for students and educators alike, helping to build a promising pipeline of skilled workers.	\$550,000
National Building Codes Education and Outreach Program	Works with CMHA to mobilize a network of subject matter experts across the codes and standards spectrum to bring block's safety and economic and environmental advantages to the forefront. Additionally, cutting-edge software will be used to monitor state and local code activities and automatically alert regional/local contacts of potential threats and opportunities.	\$425,000
Block Learning Hub	Serves as a virtual library, offering free access to educational programming for architects, engineers and contractors (AECs). Increasing familiarity and understanding of concrete masonry systems empowers building professionals to specify CMU into their project plans with confidence.	\$305,000
Impact of Concrete Masonry Units on the Resilience of the Built Environment	Enlists the Massachusetts Institute of Technology (MIT) CSHub team to work with CMHA stakeholders to develop credible estimates of structural fragility for current CMU construction standards. Using this information, the research team will quantify and map the economic, environmental and societal benefits of CMU construction.	\$300,000
The Benefits of Energy Modeling for Concrete Masonry Building Code Compliance	Educates building design professionals, primarily architects and mechanical engineers, on using energy modeling to meet energy code requirements with single-wythe concrete masonry construction.	\$150,000

NATIONAL



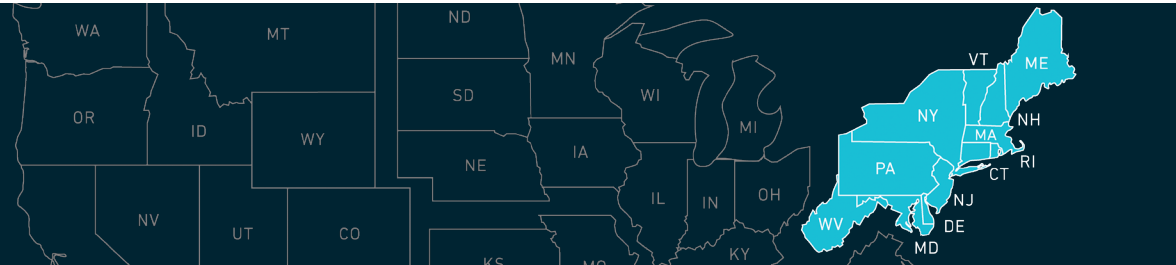
REGION 1



PROGRAM	OVERVIEW	FUNDING
CMHA Block Technical Promoters	A two-day educational conference focused on equipping industry personnel with the tools they need to succeed. The primary focus of this conference is to demonstrate how to leverage and integrate the Block Design Collective resources and support functions into their daily activities, bringing direct, measurable value to their local designers.	\$100,000
University Construction Management Program Masonry Module	Creates a four-part educational module designed to help university instructors integrate masonry into construction management courses. Each one-hour lesson covers materials, safety, on-site activities and masonry's role in modern commercial projects, complete with videos, presentations and reference materials. The content also supports high school and industry training applications, building a stronger foundation of masonry knowledge among future project leaders.	\$50,000

PROGRAM	OVERVIEW	FUNDING
Spitzer School of Architecture — Design + Build Program: Concrete Masonry Green Wall System	Develops 5-15 prototypes of concrete block green-wall systems: documentation at CD level, with course plans, section elevations, axonometric representation of systems, key details and perspectival representations; sketch models; and full-scale prototypes (finished at event).	\$36,000
Masonry MasterClass for Architects and Engineers	Expands upon the 2024 Checkoff-supported program (24R1-030), which successfully improved masonry design quality among experienced engineers and architects in New York state. Originally developed for structural engineers, the course now includes architects and focuses on advanced design and detailing techniques that reduce construction costs and prevent on-site issues. Building on last year's success with 54 attendees, this proposal extends the program to all of Region 1 with a goal of reaching 100 participants.	\$29,000
Masonry Education Day	Renews a long-standing educational seminar series first developed in 2018 to strengthen code-based masonry installation and design practices. The program equips masons with both the "how" and the "why" behind code requirements, bridging knowledge gaps, improving on-site quality and restoring designers' confidence in masonry. Although not part of a certified training or curriculum program in New York State, these seminars have successfully fostered peer-to-peer learning and elevated masonry standards across the region.	\$27,000
Mid-Atlantic Masonry Skills Challenge	Encourages masonry students to increase their proficiency and pride in their work product. This program will support prizes for the top 3 competitors at each level as well as the travel expenses for the grand prize winners at each level to attend the national competition.	\$25,000
Student Travel Reimbursement for TMS Meeting	Provides reimbursement for full-time undergraduate students in their senior year interested or already engaged in concrete masonry technologies. This offsets the registration cost and travel expenses associated with attending the presentation segment of The Masonry Society (TMS) Annual Meeting.	\$21,000
Concrete Masonry Day New York	Promotes the benefits of CMU through various efforts during an in-person learning day including offering four AIA-accredited presentations, trade show/expo booths for additional awareness and promotions, and a panel discussion on lower embodied carbon CMU.	\$18,000
Introducing Structural Masonry Design Software Into University Curriculum	Provides 40 licenses for Direct Design Software to be made available to fourth-level masonry students and master's and doctoral students in civil engineering at Pennsylvania State University. Training on the software will also be provided during the course.	\$11,200
Expanding and Enriching Concrete Masonry Classes Across Regions	Expands a successful teaching mentorship program from Region 5 to a national scale, supporting instructors who teach masonry design across varied academic settings. The program mentors faculty and design professionals on masonry codes, design concepts and teaching methods, strengthening the understanding and use of concrete masonry nationwide through coordinated efforts across RACs.	\$8,800

REGION 1



PROGRAM	OVERVIEW	FUNDING
Region 1 Block Design Collective Support	Ensures that the Regional Technical Director has the tools and resources needed to maximize their impact in the AEC community. A primary function of this program includes the development of a contracted design assistance network through which, during the early stages of design, AECs will be given project-specific guidance to reduce legwork and realize the benefits of CMU.	\$217,000
Region 1 Marketing Program	Increases awareness of CMU advantages among core AEC audiences (via Beauty of Block campaign elements). Additionally, this establishes a passive, cost-effective means of examining behaviors/motives of qualified audiences. Last, it builds an actionable database of mobile device IDs/AEC contacts to inform/optimize subsequent communications.	\$155,000
Impact of Construction Type on Initial Cost of Construction	Develops a construction cost model to accurately evaluate the relative construction cost of a multi-residential building constructed using six different construction materials: wood framing, light gauge steel framing, masonry walls/precast floors and ceilings, precast construction, ICF walls with precast plank, and ICF walls with ICF floors and ceilings.	\$37,000

REGION 2



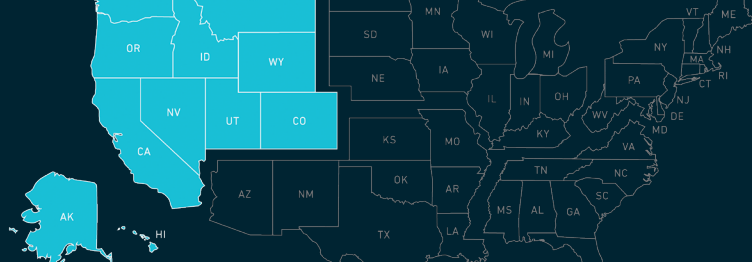
REGION 2



PROGRAM	OVERVIEW	FUNDING
30-Mile Offshore Program	Launches a four-month educational campaign to inform key stakeholders about Florida's potential expansion of a building code highly favorable to concrete masonry. While not advocating for legislative outcomes, the program focuses on educating lawmakers, insurance companies, architects and municipalities about the Miami-Dade Standard and its impact on resilient construction. Efforts will center on the Tallahassee market, with additional outreach to decision-makers in their home regions as opportunities arise.	TOTAL: \$305,000 Regional Funds: \$105,000 National Funds: \$200,000
Masonry-Framed Homes Program	Brings together complementary efforts to advance the development and adoption of concrete masonry residential construction nationwide. The program includes the creation of digital masonry home models and a cost-effective, engineering-stamped CMU system adaptable across the U.S., along with a nationally recognized CMU Single Wythe Wall Design Guide developed by Atkinson-Noland & Associates. Together, these initiatives provide design resources, best practices and grassroots support to promote masonry-framed homes and safe rooms, helping make resilient, durable housing more accessible to builders, designers and homeowners.	\$275,000
Youth Masonry Promotion and Outreach	Implements proven masonry programs at the state and regional levels, including hiring and educating instructors and engaging boots-on-the-ground masonry contractors and producers. This program is expected to serve as a blueprint for other regions to adopt going forward.	\$255,000
Region 2 Codes Education Program	Fills a critical role in hiring a Code Consultant to actively participate in code processes within the state in which they are hired. The Consultant will work with industry to identify existing codes that require improvement, clarification or correction, and submit proposed changes and justification as needed.	\$221,000
University Education and Research Program	Establishes a comprehensive university outreach initiative in Region 2 to expand CMU education and research opportunities across the academic network. The program strengthens partnerships with universities to grow CMU-focused research, introduce new masonry courses and increase scholarship availability for students pursuing masonry-related studies. Through hands-on experiences like workshops, Blockfest events and a planned Masonry Design Summit, the initiative builds grassroots engagement and cultivates the next generation of designers and educators who understand and value concrete masonry.	\$200,000
Educational Outreach and Partnership Program	Focuses on select cities throughout Region 2, highlighting the following key core message aspects of concrete masonry construction: resilience, durability/versatility, energy efficiency, environmental benefits, and design support and confidence.	\$167,000
Region 2 Design Assistance Help Desk	Establishes a centralized resource to provide design assistance and technical support to architects, engineers and contractors across the region. The program will appoint a dedicated coordinator to oversee operations, manage inquiries and ensure consistent, high-quality service to the AEC community. In addition, it will build a comprehensive contact management database, execute targeted outreach campaigns and strengthen the regional design assistance network.	\$145,000

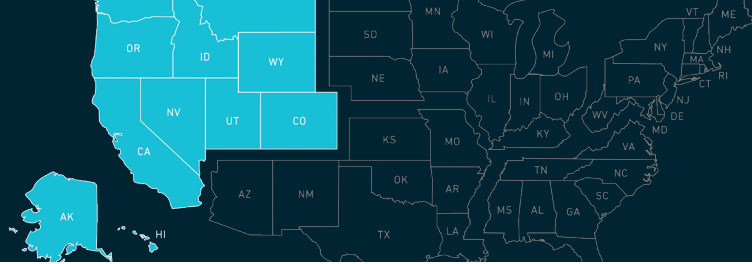
PROGRAM	OVERVIEW	FUNDING
Region 2 Block Design Collective Support	Supports the promotional and educational initiatives of the Region 2 Technical Director within the National Block Design Collective. This program equips the Technical Director with the tools and resources needed to strengthen relationships across the AEC community and increase the use of concrete masonry units (CMUs). Through trainings, seminars and the development of a contracted design assistance network, the initiative will provide early design-stage guidance to AEC professionals, making CMU the preferred choice for projects throughout Region 2.	\$120,000
R2 Cost Analysis of Competitive Framing Solution in the Single-Family Segment	Develops a comprehensive cost study comparing the total cost of construction and ownership for single-family homes built with concrete masonry versus alternative framing systems. The program will highlight key differences in resiliency, long-term value and performance to educate homeowners, builders and masonry organizations. In addition to producing specific deliverables, this initiative will create a dynamic tool that can be updated as cost inputs evolve, supporting ongoing promotion of concrete masonry in the single-family market.	\$42,000
Student Travel Reimbursement for TMS Meeting	Provides reimbursement for full-time undergraduate students in their senior year interested or already engaged in concrete masonry technologies. This offsets the registration cost and travel expenses associated with attending the presentation segment of The Masonry Society (TMS) Annual Meeting.	\$30,000
Expanding and Enriching Concrete Masonry Classes Across Regions	Expands a successful teaching mentorship program from Region 5 to a national scale, supporting instructors who teach masonry design across varied academic settings. The program mentors faculty and design professionals on masonry codes, design concepts and teaching methods, strengthening the understanding and use of concrete masonry nationwide through coordinated efforts across RACs.	\$8,800

REGION 5



PROGRAM	OVERVIEW	FUNDING
Region 5 Block Design Collective Support	Supports the promotional and educational initiatives of the Region 5 Technical Director within the National Block Design Collective. This program equips the Technical Director with the tools and resources needed to strengthen relationships across the AEC community and increase the use of concrete masonry units (CMUs). Through trainings, seminars and the development of a contracted design assistance network, the initiative will provide early design-stage guidance to AEC professionals, making CMU the preferred choice for projects throughout Region 5.	\$200,000
Creating Resilient Design Building Code Provisions for Masonry Buildings	Supports the development of new seismic-resilient design provisions for masonry structures as part of the Building Seismic Safety Council's (BSSC) Provisions Update Committee process. The project conducts background research to establish prescriptive design requirements that enable masonry buildings to achieve functional recovery following major seismic events. Outcomes will include a detailed research report, proposed code language for inclusion in ASCE 7-34 and active participation in advancing masonry's role within future resilient design standards.	\$160,000
Region 5 Marketing Program	Increases the awareness of CMU construction and begins to build knowledge of the resources available to design professionals through the Checkoff, specifically in Region 5. The overall objective of this project is to maximize audience exposure and engagement, driving interest in keeping block top of mind and engaging potential customers through a lead generation journey that leads to increased demand and sales of CMU. This will be a multiyear effort.	\$80,000
Cal Poly COMPASS	Increases awareness and representation of students in the Concrete Masonry construction industry. The COMPASS Program will focus on outreach (local high schools, community colleges and four-year universities), field trips or prearranged summer internships for students with the Concrete Masonry Association of California and Nevada (CMACN) member companies, research experience in areas pertaining to the concrete and masonry industry, and career fairs.	\$68,000
Concrete Masonry Building Core Design	Establishes the first version of concrete masonry stair and elevator core design guide and the publication and distribution of simple design tables that can be used by design engineers to quickly, easily and efficiently design reinforced concrete masonry cores.	\$55,000
Concrete Masonry Open-Access Learning for Construction Management Students	Developed by the CSU Fresno Construction Management Department, this program creates a free, open-access learning platform to educate students, professionals and enthusiasts on concrete masonry structures. The curriculum features modules on materials, design, sustainability, construction methods and safety — delivered through video lectures, quizzes and case studies. By offering certifications, mentorship and industry engagement, the program expands accessibility to high-quality masonry education and supports career development across the construction industry.	\$35,000

REGION 5



PROGRAM	OVERVIEW	FUNDING
Fresno State Construction Management Entrepreneurship Program	Supports a construction entrepreneurship course to construction management and Lyles College of Engineering students at California State University in Fresno, California, to provide students with the technical skills, business development knowledge and support to launch an entrepreneurial business from idea to launch. This program hopes to attract students interested in starting new business ventures in concrete masonry and other construction trades.	\$25,000
Masonry MasterClass Webinars	Supports the development and distribution of six educational Masonry MasterClass webinars for design professionals over a one-year period. Webinars will be taught by the Rocky Mountain Masonry Institute (RMMI) staff and will be made available to attendees throughout Region 5, in cooperation with the Northwest Concrete Masonry Association (NWCMA).	\$25,000
Spring and Fall Classes at the University of Colorado Expanding Masonry Curriculum	Renews and builds upon the U of Wyoming Expanding Masonry Curriculum program by moving from curriculum development to practical implementation. This phase focuses on teaching a class using the newly developed masonry curriculum and gathering feedback to refine and strengthen the materials. The program brings applied masonry education to the largest university in Colorado, advancing hands-on learning and expanding academic engagement with masonry design.	\$20,000
Student Travel Reimbursement for TMS Meeting	Provides reimbursement for full-time undergraduate students in their senior year interested or already engaged in concrete masonry technologies. This offsets the registration cost and travel expenses associated with attending the presentation segment of The Masonry Society (TMS) Annual Meeting.	\$15,000
Sacramento State CM Program	Expands the 2024 ASC 6&7 Student Competition to give students more time to learn about the concrete industry and work on practice problems. This competition promotes innovation and provides a platform for students to showcase their skills and knowledge, especially with Concrete Solutions.	\$10,000



Looking back on 2025, it has been an especially meaningful year. I've loved working alongside all of our dedicated program leads across both the regional and national levels this year, as seeing their ideas turn into real progress has been the best part of my job. I'm so proud of what we accomplished together this year, and I'm excited for what's coming in 2026 as we roll out the new programs everyone worked so hard to get approved.

Alicia R. Hodges

Alicia Hodges — Program Director

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OF BLOCK**



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