

TWO ORGANIZATIONS. TWO UNIQUE PURPOSES.
One mission: Better tomorrow for block.

CORE RESPONSIBILITY

MARKETING, EDUCATION + PROMOTION

Funded through mandatory one-cent assessment on every CMU sold



CORE RESPONSIBILITY

ADVOCACY + TECHNICAL EXPERTISE

Funded through membership and industry support

Build and promote a national brand for CMU	MARKETING	Support brand with technical expertise
No direct lobbying	ADVOCACY	Direct lobbying with legislators and government agencies
Create, house and promote national design center	DESIGN SUPPORT	Provide technical expertise
Fund content for design pro education	AEC EDUCATION	Provide technical support for design pro education content
Fund support national and regional codes and standards initiatives	CODES & STANDARDS	Execute national and regional codes and standards initiatives
Build a pipeline of future masonry installers	WORKFORCE DEVELOPMENT	Leverage opportunities with hardscape contractors
Fund innovation and installation research	RESEARCH	Conduct design and performance research
Provide regular ROI reporting and updates on checkoff-funded activities	PRODUCER EDUCATION	Provide ongoing professional development and innovation opportunities for masonry producers
Support and participate in national events	INDUSTRY ENGAGEMENT	Serve as the national convener for the industry through events and networking

The following information reflects work shared and coordinated by the Checkoff and CMHA, acknowledging that additional work is lead and conducted by key industry partners such as state and regional associations, TMS, MCAA and IMI.