

September 2019, Inaugural Issue



New England Concrete Manufacturers Association
The Hardscape and Masonry Newsletter



A Letter from the President

Larry Nicolai,
Pavers by Ideal

In this issue:

- ♦ What's new at the NEH Expo
- ♦ A Thank You to Executive Director, Dave Dimmick
- ♦ CMU Committee Update
- ♦ Check-Off Program and much more

New logo, new executive management team and a renewed effort on masonry promotion underscores exciting changes happening at NECMA! Coupled with the success of our Northeast Hardscape Expo, NECMA is well on its way to accomplish the Board's goal to provide meaningful information, services and support to our members, contractors, government agencies and design professionals through-out the New England area.

Recognizing changing trends, our association re-branded itself several years ago as the New England Concrete Manufacturers Association to address the growth of hardscape products. Our show has generated significant revenue and we are well along in planning for our 4th show being held at the Hartford Civic Center in 2020. We are projecting a bigger and better show in this larger venue and are ahead of last year's numbers for exhibitors already signed up.

To build upon this success, Brian Scanlon and Wally Card serve as our executive management team. Brian has extensive experience in both the green and hardscape industry; Wally brings in-depth knowledge in hardscapes and masonry which will serve companies actively promoting CMUs. Both Brian and Wally have been integrally involved with the Hardscape Expo and are eager to promote the efforts of NECMA on behalf of our members.

With the revenue from the show, NECMA is making meaningful progress in developing a comprehensive hardscape curriculum for vocational schools. In another article, you will read about the partnership we have enjoyed with the Essex County Sheriff's Department. Working with Dave Collins, a masonry instructor at Essex Tech High School and founding member and President of the Massachusetts Trowel Trades Assoc., and top officials of the Sheriff's Department, we implemented a workforce training program for pre-release prisoners as they look to be meaningful citizens as they assimilate back into the community.

Not a member of NECMA? We invite you to join. Let's work together to build our constituency and strengthen our brand to advance the products our members sell and expand the markets they serve.

Thank You!

Thank You to Dave Dimmick

Dave Dimmick became the Director of the New England Concrete Masonry Association in January of 2000. His accomplishments in the following years included development of marketing, communication and educational programs, as well as the introduction of a highly successful architects training program that reached many in the New England area. Mr Dimmick served as a past Chairman of the Air Barrier Task Group for the NCMA, and participated in several other committees. In January of 2010, Dave became the Director of the Northeast Precast Concrete Association. Mr. Dimmick formed the Fire Safety Construction Advisory Council, (FSCAC) which worked with directors in New England and New York as well as key industry representatives. The FASCAC group addressed building code issues both at the state and national level in conjunction with the



Masonry Alliance for Codes and Standards (MACS). The program also yielded the original FSCAC Cost Comparison Study.

Dave celebrated his retirement during the Annual NECMA Holiday Party in December.

Thank You Dave for your lasting contributions to the NECMA.

Great Show! See you next year.
Save the Date:
MARCH 11-12, 2020
We're Moving!
**CONNECTICUT
CONVENTION CENTER
HARTFORD, CT**



NEH Expo Update

Bigger and better than ever, the Northeast Hardscape Expo 2020 is taking shape. Booth Sales are exceeding expectations, with new vendors, products and services recognizing the importance of a trade show that specializes in the Hardscape industry.

The Hardscape Installer Competition will certainly be back again, with the interest in testing a teams skill, craftsmanship and speed against others in the industry. The 2020 event is ready to entertain again!

Be sure to enter your team as soon as possible to assure a chance to compete.

Identifying and rewarding the efforts of the talented contractors in our industry is just one of our many missions. This year we will again offer the Awards of Excellence to all contractors that submit worthy projects to be judged by a professional panel. Go to NEHEXPO.com for entry details.

The education program is also coming together with new ideas and new topics. The education committee always welcomes your input, if you have an idea for a new or emerging topic, please let us know.

You can contact Brian Scanlon
bscanlon@necma.com



Second group of students have now graduated.

The Essex County Pre-Release Center in Lawrence has just completed it's second Hardscape Training program. Thanks to the efforts of the NECMA and instructor Dave Collins of Essex Tech. The students are awarded a certificate of completion from the NECMA after extensive practical skills in Hardscaping are applied in a real-time setting. The program runs for 8 hours per week, 8 weeks per session, and 4 times a year with 10-12 inmates per class. The students who are recruited are within a 6-36 month period before release.

Hardscaping students learn the fundamentals of masonry for construction and landscaping. Included is the art of laying brick, concrete block, pavers, SRW's and stone. Much of the major funding for the program was provided by a grant from the Carl D. Perkins Career and Technical Education Act.

Massachusetts Association of Vocational Administrators Summer Meeting

Henry Camosse and Brian Scanlon both were given the opportunity to address the regions Vocational Masonry instructors. Henry introduced a Certified Concrete Technologist Program during his presentation titled, 'How we can Best Leverage Industry Resources'. Brian delivered a power-point presentation updating the instructors on the CheckOff, ICPI Workforce Development, NECMA programs, the NEHEXPO, and additional NCMA programs. He was able to hold a short forum at the end of his presentation to discuss some of the challenges Vocational Schools are currently addressing.



Meet your new Executive Director Team



Wally Card

I am excited and welcome the challenge of being the co-director of NECMA. My experience includes 10 years of sales of CMUs to architects, contractors and dealers with Park Ave Cement Block. In addition to 10 years experience with Ideal Concrete Block in sales of hardscape products, I was affiliated and served on committees with RINLA, CCLA, CSIRI, and various other construction associations during my career. Since semi-retiring in 2010 I have stayed involved with associations and companies in the masonry/hardscape industry, and for the last four years been active in producing the NEH Expo. Although much of the time Brian and I have spent working this year has involved the NEH Expo, and the transition of the association as co-executive directors, we have individual and mutual goals for NECMA. My immediate goal is to promote more membership and increased involvement on committees by our member companies and their employees. We need new ideas, energy and commitment if we are to stay vibrant and effective. I will be looking for an active membership committee shortly and hope to talk to you soon.

Brian Scanlon

Listen closely to our industry, it is constantly asking new questions. How do I find qualified employees? Can I be profitable and still be competitive? Does anyone actually teach this stuff? My 30 years in the Landscape and Hardscape arena has given me the opportunity to answer many of these questions. The NECMA is in perfect position to help answer these questions also.



I have been given the directive to utilize the talented, knowledgeable and experienced membership of our association to find real solutions for our industry. I have spent my career as a Horticulturist, a General Manager for Camosse Masonry Supply and currently the owner of my own Landscape Design Firm, with each of these vocations the most important skill was to listen to what the customer wants, and to provide the best solution. Educators, contractors and manufacturers need constant and consistent information to remain viable in this face-paced economy, I see the NECMA as one of the best associations to sponsor needed outreach. Collaboration with many other groups is also my objective, to combine resources and create effective, timely programs.

CMU Committee Update — Rich Vicino , Chairman

We are excited to announce the revival of the CMU committee within the NECMA. With the hopeful acceptance of the Check-Off program, our group is focused on developing programs designed to help bring block back to forefront in New England. We are beginning our efforts with involvement with local building code agencies including the Southeastern Massachusetts Building Officials Association (SEMBOA), New England Building Official Education Association (NEBOEA) and the Board of Building Regulations and Standards (BBRS). New committee also understands the need for a refreshed look to architects and helped with NEMCA logo redesign. We are excited to show architects the need to believe in block. We are open for all input both members and non-members.

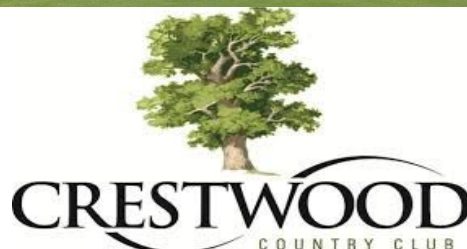
necma Annual Golf Outing

Hello and thank you golfers and sponsors of the 2019 NECMA golf outing. What a day!!!! Despite a gloomy (rainy) forecast, we set up registration to make the most of the golf outing at Crestwood Country Club. The golf committee hopes you make a few good shots and more than a few renewed acquaintances and new friends.

We look forward to the 2020 outing and with that in mind would like to ask for your help. We have heard that we should move the outing to a new course and want your input for courses that are close to Central Mass or West-Metro Boston. Please send us any course names that might qualify, and we will contact them for rates and availability for next year.

This year outing was successful because of you and your support and we look forward to another great day next year.

Thank you! Your Golf committee-
Wally, Lauren and Brian





Concrete Masonry CheckOff Update - Heidi Jandris



A checkoff is an industry-supported program designed to have industry-wide participation and funding to advance the industry. The checkoff can fund programs that fall within the broad categories of research, education, and promotion. It can also include ensuring that engineers, architects and other designers and specifiers understand why and how best to integrate concrete masonry into the most effective structures. It is not a government tax, and it can't be used for political gain. A board of directors representing our industry will be responsible for allocating funding to projects that address a regional or an industry-wide challenge or opportunity. The projects can be proposed by associations or entities at the local, state, regional or national level. For any given region, half of the funds come back to that region, and half will go toward programs on a national level.

There are 2 types of check-off programs, agricultural implemented by the USDA, and non-agricultural which require specific congressional authorization. The CMU checkoff received this authorization in October of 2018 and will be administered by the Chamber of Commerce. The industry will have an opportunity to provide public comment to the order prior to the referendum (voting). The timeline isn't firm yet, but most likely the CMU checkoff will be voted on by manufacturers early 2020. Learn more on our industry's efforts to invest in ourselves by visiting the outreach campaign website at:

www.cmucheckoff.com

The Funding

THE FUNDING for a more coordinated industry promotion effort would come from pooling one penny from every CMU sold in the United States.

x1B=\$10M

(estimated)(annual program investments)