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PRESS RELEASE

CONCRETE MASONRY LEADERS STRESS THE IMPORTANCE OF A UNITED INDUSTRY

DOC announces results of CMU Checkoff referendum

Washington, DC, Monday, December 20, 2021 - Department of Commerce (DOC) announced today that concrete block producers have approved the CMU Checkoff, with the majority of manufacturers representing the majority of machine cavities in operation of those manufacturers voting yes. The CMU Checkoff was the vision of block producers who wanted a way to drive demand for block and win back lost markets.

"The CMU Checkoff is a game-changer for our industry. With our checkoff we are taking control of our future and ensuring that block will be on top today, tomorrow and well into the future," said Major Ogilvie, CMU checkoff campaign chairman. "I want to thank those who invested so much to get us here and to thank those voting for giving this decision the thought and consideration it deserved. Today is the day we move forward in regaining market share."

The next step in the CMU Checkoff is the implementation of the Order, which will be the responsibility of the board of directors. In the near future, block producers will have the opportunity to nominate producers to serve on the volunteer board. Ogilvie stressed that the board will represent producers of all sizes and geographic locations.

The CMU Checkoff was first established with the approval of the Concrete Products Research, Education and Promotion Act by Congress on October 5, 2018. Volunteer block producers worked closely with the DOC to create the framework for the checkoff, ultimately resulting in a draft Order that

producers and the general public had the opportunity to comment on. The final Order was published on September 15, 2021, and was followed by a registration period, then a vote of registered producers from October 15 through November 15.

“As we look to the future of the CMU Checkoff, I can’t stress enough how important it is that we are united in making this the strongest, most effective checkoff that benefits all producers,” said Ogilvie.

Checkoff leaders report over a thousand people, from producers to suppliers to contractors, all worked to make the checkoff a reality. While creating a strategic plan will be one of the first responsibilities of the board of directors, producers across the U.S. have identified six key focus areas for funding: marketing, codes and standards, education and research, workforce recruitment, supporting design, and educating design pros.

“At the end of the day, the CMU Checkoff is about creating new demand for CMU block and ensuring each and every producer benefits from checkoff investments,” said Ogilvie. “What makes our checkoff special is the fact it’s a way for us to all move forward together, united as an industry. We can be unstoppable.”

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