

CMU Checkoff Guide

2020

How a successful and impactful Checkoff will support and benefit the entire concrete masonry industry.

CONCRETE MASONRY
CHECKOFF

INVEST IN A BETTER TOMORROW

cmuCheckoff.com

Imagine a world
that recognizes the
universal benefits of
concrete masonry.



**It's possible
with our
Checkoff.**

The benefits of concrete masonry
in construction are unparalleled.

But in a world where technology
can shift seemingly overnight,
the same is true for consumer
perceptions and attitudes. And in
turn, market share can and has
declined for our products.

This ever-changing landscape
creates the need for ongoing
research and promotion of
concrete masonry for which no
one company has the resources to
invest.

But an industry-funded Checkoff
can advance each and every one of
our companies with a portfolio of
programs that brings the benefits
of concrete masonry to the
forefront.

**Imagine the possibilities if
we can bring the resilience of
concrete masonry to the world.**

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How a Checkoff will benefit you:

A checkoff is an industry-funded, industry-led program that focuses on research, promotion and education. Checkoffs are built to have industry-wide participation and funding to advance the industry and create preference for a product.

Other industries, including softwood lumber, propane and numerous agricultural commodities, have successfully used checkoffs to promote their products and increase market share.

Everyone contributes at an equal rate and the combined efforts advance an industry forward. The final step in creating a Concrete Masonry Checkoff will be a vote among the industry.

If approved, investment in projects will be held to the highest criteria: **Will it drive demand for concrete masonry?**



CMU Checkoff Program Basics:

The administration of the Concrete Masonry Checkoff is designed to be streamlined and cost-efficient.

- **A penny per concrete masonry unit** manufactured and sold within the U.S. will be assessed at the initial point of sale.
- **Checkoff investments** will be overseen by volunteer board members appointed by the Secretary of Commerce.
- **Projects can be proposed** and funding leveraged to support local, state, regional and national initiatives.
- **At least half** of the program funds will be spent in support of regional programs.

What's Next?

- A draft Order created in partnership between the Department of Commerce and masonry industry leaders will be made public with an open comment period.
- Eligible concrete masonry manufacturing company representatives who have pre-registered to vote will be provided an opportunity to vote for or against implementation of the Checkoff. The vote to approve the CMU Checkoff is expected in 2020.
- The DOC will declare the Checkoff approved if a majority of the voting companies vote in favor of the program and if those companies represent a majority of the machine cavities of all voting companies.





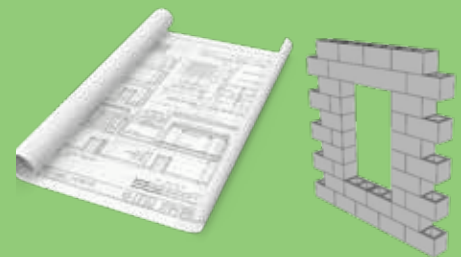
Safe, Resilient Communities

We envision a future where **our products are used to protect communities** and reduce the suffering and cost of recovery from natural disasters.

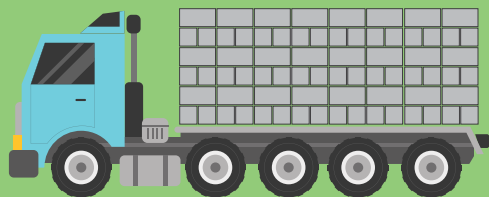
Concrete masonry can reduce the devastation of these disasters and help communities, businesses and people recover more quickly. With our Checkoff, we can make the resiliency of concrete masonry the right choice.

Empowered & Efficient Design

We envision a future where **concrete masonry is readily specified** and designers are given support and advanced tools to take advantage of our



Imagine the possibilities with a Checkoff that is funding training and education of designers who also have the tools and resources to design effectively and efficiently. A Checkoff will help architects, engineers, and builders achieve desirable aesthetics and structural integrity with concrete masonry.



Growth and Profitability

We envision a future where **demand for our products meets or even exceeds capacity**, allowing for more profitability, expansion and innovation.

A Checkoff will allow us to fund research of new technologies that will benefit all of concrete masonry. The top level objective is to expand and evolve the demand for concrete masonry products and systems.



Pledge your support today.



"I hope that you will join with me and other industry leaders to make the Concrete Masonry Checkoff a reality. This will be a game changer for us all. Together we can invest in programs that will drive market demand, increase our market share, and improve all of our businesses."

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Major Ogilvie

Volunteer Chair

Concrete Masonry Checkoff Campaign



How to get involved:

- **Review the program overview and FAQ's online at cmuCheckoff.com.**
- **Become a champion** and help us get out the vote.
- **Mail or Email** an endorsement.
- **Vote YES!**

Questions?

Contact us at: info@cmuCheckoff.com

