

Our industry is coming together to create a checkoff and it is well on its way to becoming THE thing that makes a difference for the concrete masonry industry. Here's what you need to know at a glance.

THE VISION of the CMU Checkoff is to create the future path where concrete masonry is the product of choice by more effectively generating and leveraging industry investments to support needed research, education, and promotion that generates more demand and more sales.

 <p>We envision a future where our products are used to protect communities and reduce the suffering and cost of recovery from natural disasters.</p>	 <p>We envision a future where concrete masonry is readily specified and designers are given support and advanced tools to take advantage of our products.</p>	 <p>We envision a future where demand for our products meets or even exceeds capacity, allowing for more profitability, expansion and innovation.</p>
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THE FUNDING:

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

$$\text{1 Penny} \times 1\text{B (estimated)} = \$10\text{M (annual program investments)}$$

THE MANAGEMENT of the funds and decisions on programs would be by a Board consisting of 15-25 CMU manufacturers which must include reps from all regions of the U.S., all sizes of companies, and supported by input from suppliers and masonry contractors. No company can have more than 2 reps.

THE VOTE to approve the CMU Checkoff is expected to be held in 2020. Every manufacturer who makes concrete block would be eligible to register to participate in a referendum. Passage requires a majority of the manufacturers voting in favor who also represent a majority of the machine cavities in operation of those manufacturers voting. The checkoff could also be terminated by the industry later by a similar referendum if visions are not achieved.

THE PRODUCTS included in the program would be all concrete masonry units with a depth of 3-in. or more: concrete block, architectural block, concrete brick, concrete masonry veneer units, etc. Excluded: hardscape products, utility brick, thin concrete masonry veneer, cast stone, lintels, manufactured stone, cast stone, clay masonry, etc.