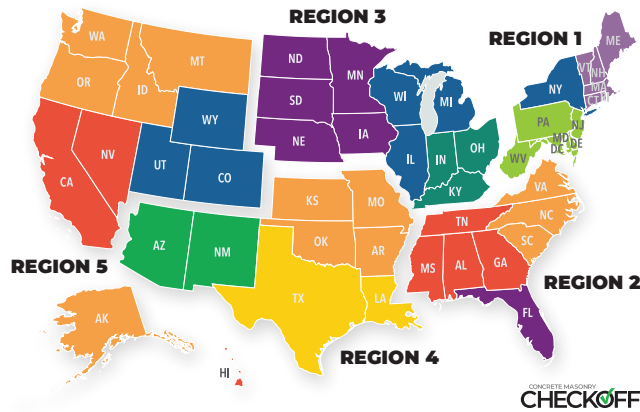


CONCRETE MASONRY
CHECKOFF

Fact Sheet #2



A REGIONAL FOCUS is a critical component of how the CMU Checkoff would be managed. Development of regional priorities and implementation of programs at the local level is critical to achieve the objective of creating value for all. At least 50% of program funds generated from each region will be spent to support regional projects. Five regions and fifteen districts are envisioned.

THE DEPARTMENT OF COMMERCE has the responsibility of oversight for the CMU Checkoff. They would register eligible voters, conduct the referendum, appoint members of the Board, ensure compliance with applicable rules and regulations, approve budgets, and provide authority for enforcement as needed. The DOC, nor any other government agency, has access to collected industry funds.

THE PROGRAMS that would be funded are the reason to vote for the checkoff. Identified areas of need include: improving building codes; supporting masonry education through universities; providing masonry design assistance; developing improved design software for engineers and architects; promoting the safety and resiliency of concrete masonry; developing an improved workforce for installation and manufacturing; encouraging innovation; and more!

IMAGINE A WORLD where the value of concrete masonry is better recognized in the market. This CMU Checkoff is needed to make that vision a reality!