Dear NCMA Member,

For the upcoming COMMEMORATIVE ISSUE of SMART | dynamics of masonry where industry leaders gather and speak, three editorial features and one advertising feature will be of note in celebration of the NCMA 100-year anniversary at the Mid-Year Meeting July 31.

Industry experts have written about significant innovations that have stimulated the industry in new directions. Pigments, finishes, engineered structural masonry wall systems have completely changed the purposefulness of concrete masonry to essentials in constructing commercial buildings in the US and Canada. Billy Wauhop writes about innovations in state-of-the-art block plants. Bob Thomas writes about opportunities for the future.

In every issue, you read about how Building Information Modeling for Masonry (BIM-M) is making huge strides in designing masonry and making it more efficient to construct. As we ReBrand Masonry, it stands out as resilient to withstand disasters with unparalleled high performance, increasing efficiencies and versatility for innovative aesthetics.

Ensure you are included and that the issue is distributed to those who should read it. There are five ways to participate.

INDUSTRY LEADERS SMART | dynamics of masonry will recognize for FREE all NCMA member leaders/families, both past and present, who built this industry. Please email company name and location, founders by name and generation of leaders and family members who have followed to publisher@bsyoung.com. High resolution photos may be included. We depend on YOU to send us that information. There is NO charge for this listing.

You must submit information to be included.

INNOVATIONS Participate in the unique Innovations Feature. NCMA members are invited to Share Your Company’s Innovations over the last 100 years in the COMMEMORATIVE ISSUE. Innovations perk up the industry making it more competitive. Year after year. Don’t miss this opportunity to be recognized among your peers as contributing significant innovations of CMU. Architects, structural and energy engineers, A/E/C educators, general contractors and mason contractors reading SMART | dynamics of masonry where industry leaders gather and speak will also be impressed with so many innovations.

State your innovation and how it moved the industry forward. Aesthetics | efficiencies | integral pigmentation | new colors | blending colors within block | blending block colors in the wall | new finishes | strength for resilience | high performance | engineering design | optimizing energy performance | prefabrication | robotics | BIM-M software | supplemental cementitious materials | carbon sequestering | carbon calculator | energy calculator | cost efficiencies | LEED | EPD | HPD | insulation for cavity walls | insulation for single wythe | acoustic performance | wall systems | fire compartmentation | energy efficient wire ties | new types of flashing | coalitions to introduce new products | services and methods | equipment and tools | and more...

Give us a bit of history, who created the innovation or efficiency. If a customer suggested or requested this innovation, give him or her credit as well. And tell us how it has changed the industry. If producers have purchased a company who has contributed innovations, be sure to include those for the current owner with proper disclosure.

Please send in high resolution photos, company and product logos, text to explain what your innovation is and how it has enhanced the industry by May 23 to publisher@bsyoung.com.
You may **purchase space** as much as you wish at **$100/column inch** based on 3-column format with 27” per page. Contact Betty Young with questions. **313.806.9184 | publisher@bsyoung.com.**

Make **SMART|dynamics of masonry** your marketing tool. Sponsor subscriptions to your customers. Purchase extra copies of this very special issue.

**Let’s make this Innovation Feature an amazing read.  Excitement for this celebration!!!**

**SPONSOR SUBSCRIPTIONS TO YOUR CUSTOMERS & A/E/C EDUCATORS**

A great number of Concrete Masonry Associations and producers rely on **SMART|dynamics of masonry** as your cutting edge marketing tool. When you take this publication to Lunch & Learns, it commands the attention of attendees. From cover to cover. Architects can receive AIA/CES-HSW credit by reading two articles and completing the exam. Many order a box of every issue for this purpose, golf outings, award recognitions and other events. All magazines may be imprinted with courtesy of name.

Thank you for **Sharing the Knowledge** through your support and circulation of **SMART|dynamics of masonry**. We hope you continue to value the content that readers crave in this industry supported publication as a worthy investment in the education and promotion of the masonry industry to the design community. Keep your customers educated about all the advancements and efficiencies in masonry as well as attributes and advantages. When you share exemplary projects with us, your customers will be reading about your successes. In both print and digital editions. Perfect.

**4-issue subscription is half off at just $26.** And that includes the **COMMEMORATIVE ISSUE**.

**SPECIAL DISCOUNTED ADVERTISING RATES** for this entire year of 2018. Full page ads are on sale for **just $2018.** 20% off LOCAL ad rates. Be recognized as a producer or distributor of a wall system with your competitive edge | a signature project using your products | your leadership in a BIM-M project gleaning incredible efficiencies | projects where you were involved in design assist | any project where block became the solution | project where you Value-Engineered Masonry IN.** It is worth featuring. Your ad can be a part of a new image we are creating for CMU. Be part of the impact this creative advertising section at the front of the magazine will have on the design community. It will create a new attitude gleaning new respect for all that block can be.

Those with and without an innovation can take advantage of the most cost effective ad rates ever. Targeted audience of architects, engineers, educators, masons and owners are interested in all the advancements of masonry and all that you are doing and producing. Call Betty at **313.806.9184** for more information and to book your space. Even creative ideas and production.

**EDITORIAL FEATURES** Publishers Betty and Elizabeth Young want to showcase your most exemplary projects **using masonry for all its worth** or other pertinent articles. Please let Elizabeth know of your project that is worthy of feature. Contact Elizabeth at **eyoung@bsyoung.com.**

**Let’s attract new fresh attention!  The time is now.**

**MASONRY|the Future of High Performance Communities**

See you in Chicago,