

## **MCAC NEWS BRIEF**

A Snapshot of MCAC Headlines | 7.29.2022 | Issue 24



Proudly Serving the Southern California Masonry Industry Since 1947.

## **Top Stories In This Briefing**



MCAC and Industry Partners Secure Final Cut Media to Show *Why Masonry* is a Fire Resilient Solution



Governor Signs AB 2173 Making 5% Public Works Retention Permanent



ICPI and NCMA Merge Pledging to Continue Working with National Mason Contractors Association



## **Production Company Retained for Fire Resiliency Video**

As we have been reporting, UC Davis is hosting its inaugural <u>Wildfire Resilient Structures</u> <u>Conference (WIRES)</u> Conference February 2023 in San Diego, CA to bring stakeholders and decision makers together with the goal of improving the wildfire resilience of California's buildings and other structures. Mason Contractors Association of California (MCAC) and its industry partners, Concrete Masonry Association of California and Nevada (CMACN) and Masonry Institute of America (MIA), will be attending the WiReS Conference and participating as a sponsor.

Our planning committee has been hard at work preparing to put masonry in front of this unique audience. At the center of this effort is a video to showcase masonry's fire resistance. After collecting referrals, soliciting proposals from local and national production firms and evaluating portfolios of work, <u>Final Cut Media (FCM)</u> was selected for the task. Our

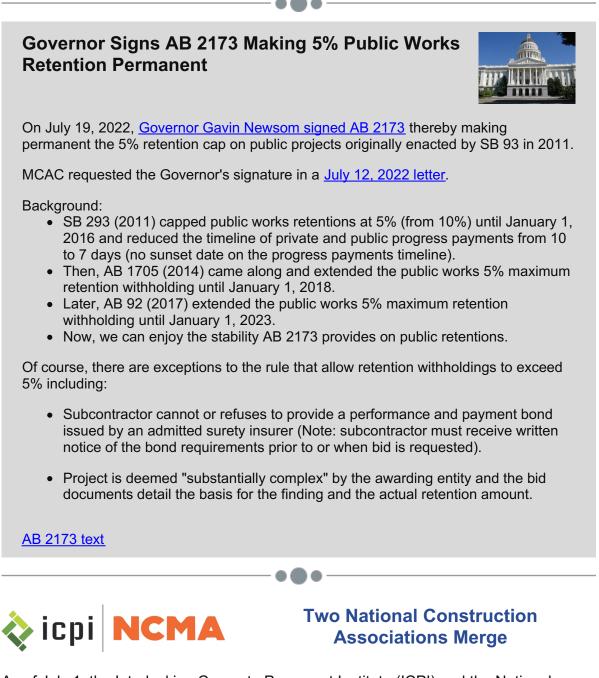
production kickoff meeting is August 2, and we are excited to work with the FCM team to bring our vision to life.

The final feature video will be displayed at the masonry booth during the WiReS Conference and shorter cut-down versions will be shared among our industry partners and members for use at future trade shows, when bidding on projects, and for posting to social media platforms (websites, Facebook, Instagram, Twitter, etc.).

## The Objective

Illustrate to WiReS Conference attendees, specifically architects, engineers, manufacturers, building officials, government representatives, homeowners, insurers, realtors, and lenders how masonry construction supports the conference goal of improving wildfire resilience of California's building and other structures.

Let's *show* them <u>'why masonry</u>' is a solution to building fire resilient structures.



As of July 1, the Interlocking Concrete Pavement Institute (ICPI) and the National Concrete Masonry Association (NCMA) are a single entity known as ICPI-NCMA.

ICPI-NCMA represents the producers of concrete masonry, segmental concrete pavement, segmental retaining walls, manufactured stone veneer, and more, as well as contractors that install a wide variety of hardscape products.

Representatives from the newly formed entity say we can expect collaboration on workforce development and market growth between MCAA (Mason Contractors Association of America) and ICPI-NCMA to continue citing tremendous opportunities for mason contractors in hardscape installation.

The unified association looks forward to continued partnership and success with \*MCAA and mason contractors.

Masonry Magazine article <u>here</u> ICPI-NCMA News <u>here</u>

> \*Membership in MCAC = Membership in MCAA State + National = More membership Value

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