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Special Edition



Masonry Worx wishes you a
M E R R Y
C H R I S T M A S



I Looking Back

Oh what a year it has been! From being active advocates for the industry to making great headway in the various mandates we are undertaking it is safe to say that 2018 has been a pretty productive one for MasonryWorx.



Blake Palmer
President



Bob Sanders
Out-going President



Andrew Payne
Executive Director



Conroy Murray
Marketing

Our Government Relations efforts has worked to develop a body of policy language for Official Plans, Secondary Plans and Urban Design Guidelines where policies were influenced at the municipal level, specifically focusing on increasing the use of masonry. Being active in over 40 municipalities in the Province of Ontario, MasonryWorx has undertaken a Municipal Strategy approach which is consistently providing fruitful results.

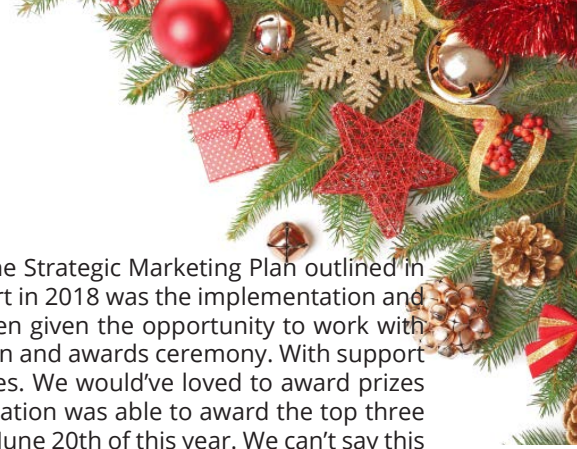
Our association has also grown to foster strong alliances with other industry partners. Collaborations such as working with the Alberta Masonry Council in developing the "Integrating masonry on six-storey wood-frame" support documents with numerous presentations, gaining insight from the Texas Masonry Council on how they accomplished collaborating fragmented associations in achieving a sustainable funding model, their Government Relations, marketing strategies, how revenues are generated, their Voluntary Checkoff Program, non-dues revenue among many other initiatives.



Being a part of the National Concrete Masonry Association's 100 year celebrations was also very monumental for MasonryWorx as the association was afforded the opportunity to collaboratively reflect on how the industry has evolved and how it is moving forward. In conjunction with the 100-Year Celebration, the Midyear Meeting gave Masonryworx the opportunity to meet with NCMA members and committees, giving our input in strategizing for the future.

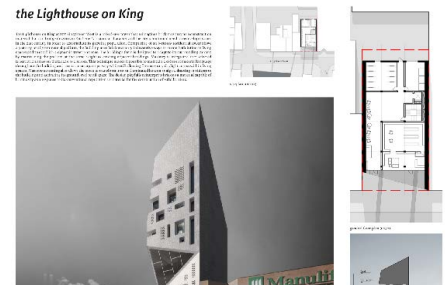


Photo: MasonryWorx Lunch and Learn with Hamilton City Planners



Marketing & Public Relations

The association has been very active in fulfilling its marketing mandate based on the Strategic Marketing Plan outlined in 2017. One of the first order of business for our Marketing and Public Relations effort in 2018 was the implementation and support of the MasonryWorx Design Competition. We were honoured to have been given the opportunity to work with the University of Waterloo in executing and hosting our second annual design competition and awards ceremony. With support from the department and participation from the students, we received numerous entries. We would've loved to award prizes for the level of detail and craftsmanship that went into each project however, the association was able to award the top three winning teams at the School of Architecture's annual Awards Banquet which was held on June 20th of this year. We can't say this enough but the association is really excited and looking forward to the third staging of the competition in 2019.



Photos: Projects from Masonryworx Design Competition 2018

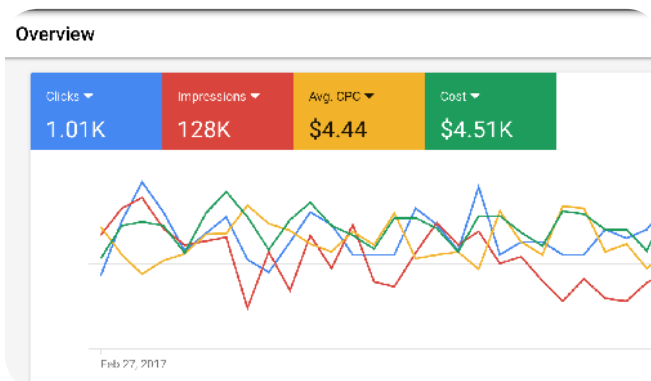
The second major objective in achieving the association's 2018 Marketing/PR mandate was the expansion of the MasonryWorx's social media initiatives. Although this is an ongoing process, the association has hit its target in the forecasted growth areas for followers and engagement with the addition of the instagram platform this year.

The association was also very active at various events and conferences geared towards strengthening our industry. Through our presence at these events, we were able to engage our target audiences. Whether they were Planners, Architects or Government Officials the association was able to form key alliances and relationships from networking and advocating in which we will work to continue fostering these relationships in 2019 and beyond.

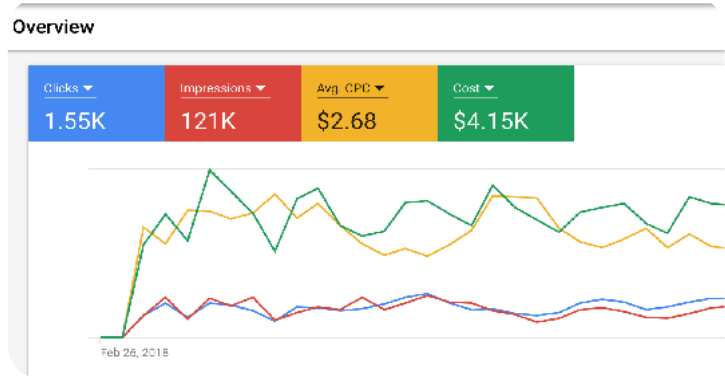
Google Ad Campaigns

In 2017, MasonryWorx launched the first leg of its Google Adwords Campaign in an effort to increase traffic on the website by promoting the "Integrating masonry on six-storey wood-frame" document. The campaign also targeted allies such as Planners, Architects and other stakeholders by sharing resources including in our policy documents. Because of the campaign's results in the first year, it was necessary to launch a second in 2018 which saw even greater successes. MasonryWorx's SEO has been greatly increased through these campaigns.

CAMPAIGN 1 (2017)



CAMPAIGN 2 (2018)



Overview comparing MasonryWorx Google Ad Campaigns

MasonryWorx AGM

MasonryWorx Annual General Meeting 2018 culminated on Tuesday November 13th of this year and the support was overwhelming. John O' Grady, Founding Partner at Prism Economics and Analysis gave a concise Masonry Industry Economic update followed by John Armstrong who gave a Government Relations update on the association's progress/initiatives. The main presenter Tony Topping, Director of Public Policy and Government Relations at the Texas Masonry Council did well on delivering insights on the successes of his association while giving the members in attendance different perspectives that MasonryWorx can adopt in achieving our overall mandate and strengthening our industry.



3-D Printer

The 3-D printer donated by MasonryWorx to the University of Waterloo, School of Architecture has now been delivered and is fully operational. This printer will now give students the opportunity to expand their creative boundaries working with clay. The University of Waterloo, School of Architecture hosted its first design night on November the 28th where students produced conceptual modeling with the clay printer. This is the first event with students interacting and doing such models and they will be exploring the use of cementitious materials in the future.



Photos: University of Waterloo Design Night with 3-D Printer



Moving Forward

As we look forward to ringing in a brand new year, we reflect on the achievements and setbacks we faced as an association. We want to express our unwavering gratitude to our members, stakeholders, industry partners and everyone who makes this industry great. In closing this year's chapter, we want to wish you a Merry Christmas and a Happy New Year!