



CLICK TO SUBMIT A FORMAL COMMENT BY THE OCTOBER 8 DEADLINE

Good Afternoon,

The MCAA is encouraging our members to take a few minutes and submit comments regarding the proposed CMU Checkoff Program. From the beginning, the MCAA has been supportive of this effort.

In recent years, the masonry market has faced erosion driven largely by misleading promotion from the wood industry. Their well-financed checkoff program funds the effort to replace masonry in segments we have traditionally dominated.

Every contractor I've spoken with has expressed frustration over the wood industry entering and effectively stealing our markets. Our concern is not just for the health of business, but for the safety and sustainability of communities being built.

The only way we can start to recapture those markets is through a well-funded campaign that accurately portrays the unparalleled resiliency, beauty, and sustainability of masonry. Many feel this is our one shot to legitimately reclaim market share.

The CMU Checkoff Program will help fund research to practically demonstrate the benefits of our materials. The installer is an integral part of this process, and here is your opportunity.

We would strongly recommend you reach out to your block producers and let them know the importance of supporting this program. Ultimately, it is you who will be funding the program as the customer. Producers need to know that we see value in collectively working to restore and grow the masonry market.

[Click here](#) or on the large red button above to be taken to the place where your voice can be heard. The Public Comment portion is open until **Thursday, October 8th**.

Please feel free to reach out to me with any questions.

Best,
Jeff Buczkiewicz
MCAA President and CEO

