

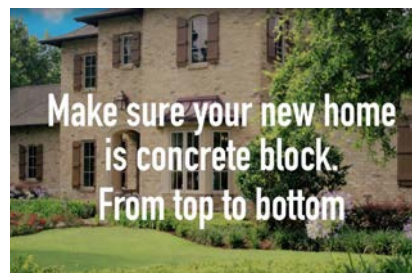
2016 Accomplishments



- Participated in 2 major events statewide with AIA, delivering over 2,100 CEU's to Architects in Florida
- Published and distributed 4,400 copies of MAF's Masonry Excellence Awards to all Florida AIA Members
- Launched the AIA/MAF online Masonry Certification Program on the AIA Distance Learning Site



- Managed 10 registered apprentice programs with 165 apprentices currently. An increase of 60% from 2015.
- Partnered with Florida Department of Corrections to train inmates in 8 facilities across Florida with 180 participants currently.
- NCCER Accredited Training Sponsor (ATS) for 130 schools in 45 districts across Florida, totaling over 3,000 students.
- Sponsored 26 NCCER High School Masonry and Construction Technology programs with 250 students as a feeder into apprenticeship programs.



- Completed Multi-market Block Homes TV campaign aimed at consumers
- Completed statewide Digital/Social Campaign resulting in over 9 million impressions
- Created new website www.concreteblockhomes.com and four 3-5 minute video vignettes