



CALIFORNIA MASONRY SUMMIT & EXPO 2027

3RD edition of the California Masonry Summit & Expo, uniting our trade with the AEC Community!



CMSE-2027 is Produced by California Masonry Council
Contact: info@CaliforniaMasonryCouncil.org

#masonrymatters

NORCAL HERE WE GO! SAVE THE DATE!

APRIL 29, 2027, SAN RAMON, CA

What to Expect in 2027

The California Masonry Summit & Expo convenes AEC leaders to collaborate, network, learn, and bridge information gaps about masonry.

After 2 years of proven success, CMSE is back, now in Northern California. With 250 attendees in 2025, and 350 in 2026, we expect 250–300 for our first NorCal CMSE.

A full-day conference and expo taking place in San Ramon, CA at the Roundhouse Conference Center, a LEED Gold® certified space. Thursday April 29th, 2027.



An opportunity for NorCal / SoCal AEC professionals to network and connect with producers, contractors, architects, and masonry experts, and to learn about architecture, construction, sustainability, decarbonization, building materials, energy efficiency, innovation, and technology in the masonry industry.

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Event Content

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2 Architecture Panels featuring Award-Winning Architects (Concrete Block / Brick)

NEW!



Student's Exclusive Lunch Session "Introduction to Masonry Architecture and Construction"



Architecture Exhibition from CMC Masonry Architecture Design Competition 2025 & Student's Design Competition 2026



Networking Opportunities with +20 Exhibitors, Architects, Contractors, & Masonry Experts



Keynote Session, Design-Build Panel, and Contractors Panel



Award Ceremony; Masonry Architecture Design Competition for Students (\$12,000 in Scholarships)

NEW!



Student's Career Fair; speed-dating with Architects, Engineers, and Construction Contractors.



+



+



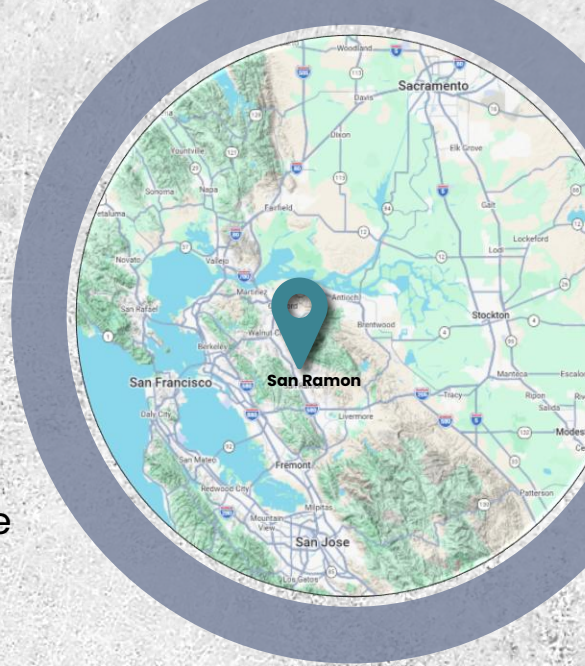
Happy Hour, Bricklaying Hands-On Experience, and Spin-the-Wheel

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Our Venue

SAN RAMON **ROUNDHOUSE** EVENT CENTER

San Ramon, Roundhouse is LEED Gold® certified Premier Venue & Meeting Space with conference center, banquet halls, auditoriums, board rooms, plazas & more at a convenient location 30 mins. away from Oakland SF Bay Airport.



TAHOE AUDITORIUM



2600 CAMINO RAMON,
SUITE 100
SAN RAMON, CA
94583-5000

THE LOBBY



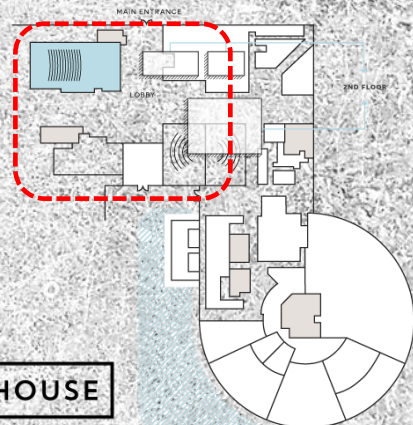
THE DOCK



TENAYA ROOM



JUNIPER ATRIUM



ROUNDHOUSE

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Agenda (draft)

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	LOBBY	TAHOE AUDITORIUM	TENAYA ROOM	JUNIPER ATRIUM	THE DOCK
8:00 AM	Registration & Networking 8:00 – 8:50 		Career Fair – Students Speed Dating 8:00 – 8:50		
9:00 AM	10 MIN BREAK 	Architecture Panel CMU Presenters TBD 9:00 – 10:00			
10:00 AM	15 MIN BREAK 	Keynote Speaker 10:15 – 10:45			
11:00 AM		Design-Build Panel Presenters TBD (DBIA W/P) 10:45 – 11:45			
12:00 PM			Lunch Session – Students Only Introduction to Masonry 11:45 – 13:00	Lunch General Round Tables 11:45 – 13:00	
1:00 PM		Architecture Panel BRICK Presenters TBD 13:00 – 14:00			
2:00 PM	30 MIN BREAK 	Student's Design Awards 14:30 – 15:00			
3:00 PM		Contractors Panel (Owners and GCs) 15:00 – 16:00			
4:00 PM					Happy Hour & Networking Hands-on and Spin The Wheel 
5:00 PM					16:00 – 17:00



Exhibitors, Networking, Architectural Exhibition are Open during these times.

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Free Access & Transportation for 100 AEC Students

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A powerful and successful strategy from CMSE-2026 was providing Free Access and Transportation Buses to Students from Architecture, Civil Engineering, and Construction Management programs. More than 130 Students attended in 2026.

In 2027 we will continue to do this, working with our CMC Student Ambassadors at UC Berkeley, California State Sacramento, and other NorCal universities to get 100 AEC Students attending the event.



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Student's Career Fair

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For Architects, Engineers, Contractors, Building
Material Producers and Vendors:
Meet Your Future Employees

Take advantage of this opportunity to get your company in front of eager, up-and-coming young AEC professionals by becoming an exhibitor at the 2027 Student Career Fair at CMSE.

Those who participate will get to meet +100 students from Architecture, Civil Engineering, and Construction Management programs who are looking for internships, jobs, mentorship, and learning opportunities!

Career Fair Schedule

Thursday | April 15th, 2027

7:00 AM – 8:00 AM | Career Fair Exhibitor Setup

8:00 AM – 9:00 AM | Student Career Fair – Speed Interviewing

10:00 AM | Career Fair Exhibitor Breakdown

4:00 PM – 5:00 PM | Happy Hour Networking

Participating as a Career Fair Exhibitor is FREE. *Subject to CMSE-Committee approval. (limited spaces)



Building a sustainable future
with Masonry...

Student's Architecture Design Competition – 2027

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The Award Ceremony for our 2nd Architecture Competition for Students will take place at CMSE-27, with \$12,000 to be awarded in Scholarships.



JESSICA ORLANDO

Higher Education Practice Leader
@ Perkins & Will – President @ AIA
Pasadena & Foothill



SUYAMA BODHINAYAKE

Senior Associate & Studio Lead @
MG2 Design – Secretary of the Board
of Directors @ AIA O.C. – Chair of
Advocacy @ AIA CA Climate Action



BOB HABIAN

AIA, Masonry Expert – Founder &
CEO @ Tect App



ISMAR ENRIQUEZ

Design Lead and Project
Manager @ Practice – AIA Los
Angeles Board of Directors – AIA
California Board of Directors



TONI LEWIS

Founding Principal @ Lewis
Schoepfle Architects –
President @ AIA Los Angeles



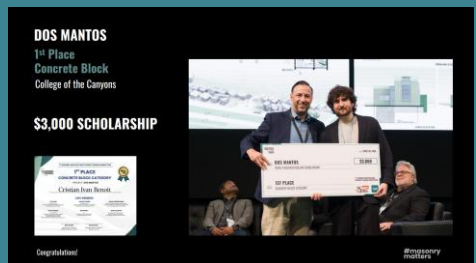
ANTHONY DAMON

Core Market Leader @ DPR
Construction – AIA San Diego and AIA
California Board of Directors – ACE
Mentor San Diego Board of Directors

Our Jury for our 1st Architecture Competition for
Students in California in 2026.

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Click Images to See 2026 Student's
Design Awards Press Release:



Our Jury for 2027 will be announced soon.

78 Students participated in 2026, we expect a growing number of students in CA for 2027.

The Competition will be divided into two categories: Concrete Block and Brick.

World-Class Speakers

Session Topics focused on AEC
Professional's Priorities

Architecture & Design, Construction, Design-Build, Green Building, Fire Resistance, Energy Efficiency, Technology and Innovation, Building Materials & Products, Net Zero, Low Embodied Carbon, LCA's, EPD's, Building and Energy Code.

Our Panelists and Speakers for 2027 will be confirmed soon!

Our Speakers from CMSE-2026:



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Our Panels from 2026

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World Class Panels to be expected in 2027,
Panelists will be confirmed soon!

**CONCRETE BLOCK
ARCHITECTURE PANEL**

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MATT BOWMAN
AIA, LEED AP BD+C, Team
Design Architect/Owner at
International Masonry Institute (IMI)

JANET ARANGO
AIA, LEED AP BD+C, Design
Architect - Civil Engineer & Architect
Working in Architecture + Design

ROBERT M. SIMONS
AIA, LEED AP BD+C, President &
Past President of IMI

DOMINIQUE HOSSET
AIA, LEED AP BD+C, President of
Jorin + Jorin Studio
Architect, Designer, and
General Contractor

LANCE O'DONNELL
AIA, LEED AP BD+C, President of
Jorin + Jorin Studio
Architect, Designer, and
General Contractor



**BRICK
ARCHITECTURE PANEL**

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SUNUP MATTHEW
Director of Building Development &
Technical Services at International
Masonry Institute (IMI)

ARNOLD THOMPSON
AIA, LEED AP - Design Principal
at IMI Architects

STEVEN CHANG
AIA, LEED AP BD+C, President
at IMI Architects

JEANNE CHEN
FAA, President of Moore Ruble
Yudell Architects & Planners



Watch **CMSE-2026**
Event Recap



Watch **CMSE-2025**
Event Recap



**AWARD-WINNING ARCHITECTURE
DESIGN - BUILD PANEL**

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JOSE FELSMANN
Director of Business Development at
Southland Industries - Board Member
at DBIA Western Pacific Region

JEANNE CHEN
FAA, Principal at Moore Ruble
Yudell Architects & Planners

ANDREW RUNNIE
P.E., Structural Engineer
Structural Engineering at
Coffman Engineers

JESSICA JENSEN
DBIA - Design Manager at
McCarthy Building Companies

We're excited to announce a fantastic Design-Build Panel with Jeanne Chen Principal at Moore Ruble Yudell Architects & Planners, Andrew Runnie, S.E. Structural Engineer from Coffman Engineers, and Jessica Jensen, Design Manager at McCarthy Building Companies; moderated by Jose Felsmann Director of Business Development Southland Industries and Board Member at DBIA Western Pacific Region at the California Masonry Summit & Expo 2026 (CMSE) on April 30 in Irvine, CA.



UC Riverside School of Business.
Award of Distinction at the DBIA-WPR 2025.

**CALIFORNIA
EDUCATION FACILITIES PANEL**

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JAMES KRUEGER
AIA, NCARB - Director of Design at
HMC Architects

ROLAND MUELLER
Facilities Asset Development Director
for Planning + Design at Los Angeles
Unified School District (LAUSD)

ALEX BELANGER
Chief of Operations at
Fresno Unified School District
(FUSD)

This panel brings together Facility Planning Executives from CA School Districts to share their plans and projects; discuss the role of masonry materials in Education Facilities and explain decision-making from the owner's perspective for specifying building materials. Moderating this conversation will be James Krueger, Director of Design at HMC Architects.

Presenters:

LAUSD **Fresno Unified School District**

Moderated by: **HMC Architects**

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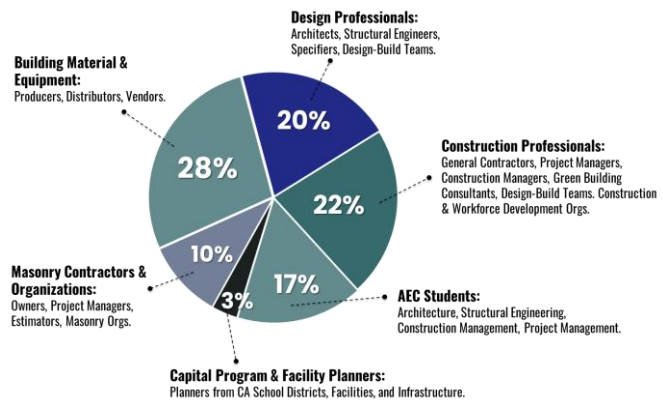
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OUR NUMBERS FROM CMSE-2025

The first edition of the California Masonry Summit & Expo in May 2025 at UCLA's Luskin Conference Center was a big success!

High level of participation in our first year!

- 11 Event Sponsors
- 28 Exhibitors
- 24 World Class Speakers
- 15 Industry & Marketing Partners
- 250 Attendees
- 92% Approval Rate



EVENT SPONSORS

PLATINUM SPONSORS

GOLD SPONSORS

EXHIBITORS, SPEAKERS, AND INDUSTRY PARTNERS

CMC is grateful to our Sponsors, Speakers, Exhibitors, and Industry Partners for supporting, promoting, and making this event possible.

Click to See Design Awards:



Click to Watch Event Video and Event Report:



OUR NUMBERS FROM CMSE-2026

The second edition of the California Masonry Summit & Expo in April 2026 at AV Irvine Event Center, was an even bigger success!

352 Total Attendees in our 2nd Year

- 24 World Class Speakers
- 28 Exhibitors & Industry Partners
- 11 Speaking Sessions & Panels for Learning & Continued Education
- Networking Opportunities
- Spin-the-Wheel Prizes!
- Masonry Architecture Student's Design Awards Ceremony; \$12,000 Awarded in Scholarships

Speakers & Presenters



Event Sponsors



Exhibitors



Industry & Marketing Partners



Click Image to See Event Report
from 2026:



Click to Watch Event Video and Event Report:



Sponsorship Opportunities

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SPONSORSHIPS, EXHIBITOR SPACES, AND MORE!

CMSE-27 brings together exciting topics, engaging panels, keynote, exhibitors, awards ceremony, and fun networking opportunities.

This event provides sponsors multiple opportunities to engage with attendees, targeting their specific audience or increasing brand awareness, while supporting the Masonry trade.

EVENT SPONSOR

\$10,000

STUDENT'S FREE ACCESS SPONSOR

\$10,000

STUDENT'S DESIGN COMPETITION

\$10,000

PLATINUM SPONSOR

\$5,000

GOLD SPONSOR

\$3,000

HAPPY HOUR

\$2,500

LUNCH SPONSOR

\$1,500

SPIN THE WHEEL

\$3,500

STUDENT'S CAREER FAIR EXHIBITOR

FREE Subject to Committee Approval

Sponsorships and Exhibitor Spaces are subject to availability, confirm your space today!

**All options can be paid in one or multiple installments before 6/30/2027.

Additional Event Passes \$180 each.

EXHIBITOR SPACES

Interior 8x6'
22 Available **\$2,250**

Hands-on Outdoor
During Happy Hour
(2 Available) **\$1,500**

Logo on Event Materials + 2 Passes

The 3rd Masonry Summit & Expo in California, uniting our trade with the AEC Community is brought to you by:



www.CaliforniaMasonryCouncil.org



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CaliforniaMasonryCouncil

California Masonry Council (CMC)'s mission is to be a catalyst, advocate, and the best masonry resource in California.

Our organization promotes masonry as an essential design and building material while uniting our trade with the AEC community (architecture, engineering, and construction).

CMC is a non-profit organization.

info@CaliforniaMasonryCouncil.org



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