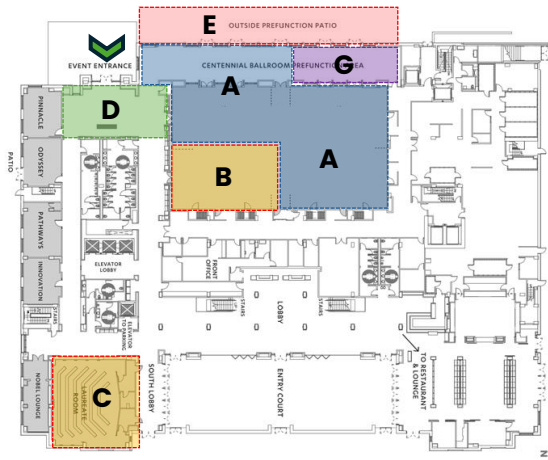


EVENT VENUE



Luskin Conference Center & Hotel @ UCLA.

- A**– Exhibition Area
- B**– Conference Room (195 Seating Capacity)
- C**– Laureate Room (90 Seating Capacity)
- D**– Registration
- E**– Industry Partners & Networking Lounge
- F**– Terrace (Level 3, not in map)
- G**– Coffee Break Area



EVENT LAYOUT

Layout may be subject to changes.



AVAILABLE SPACES

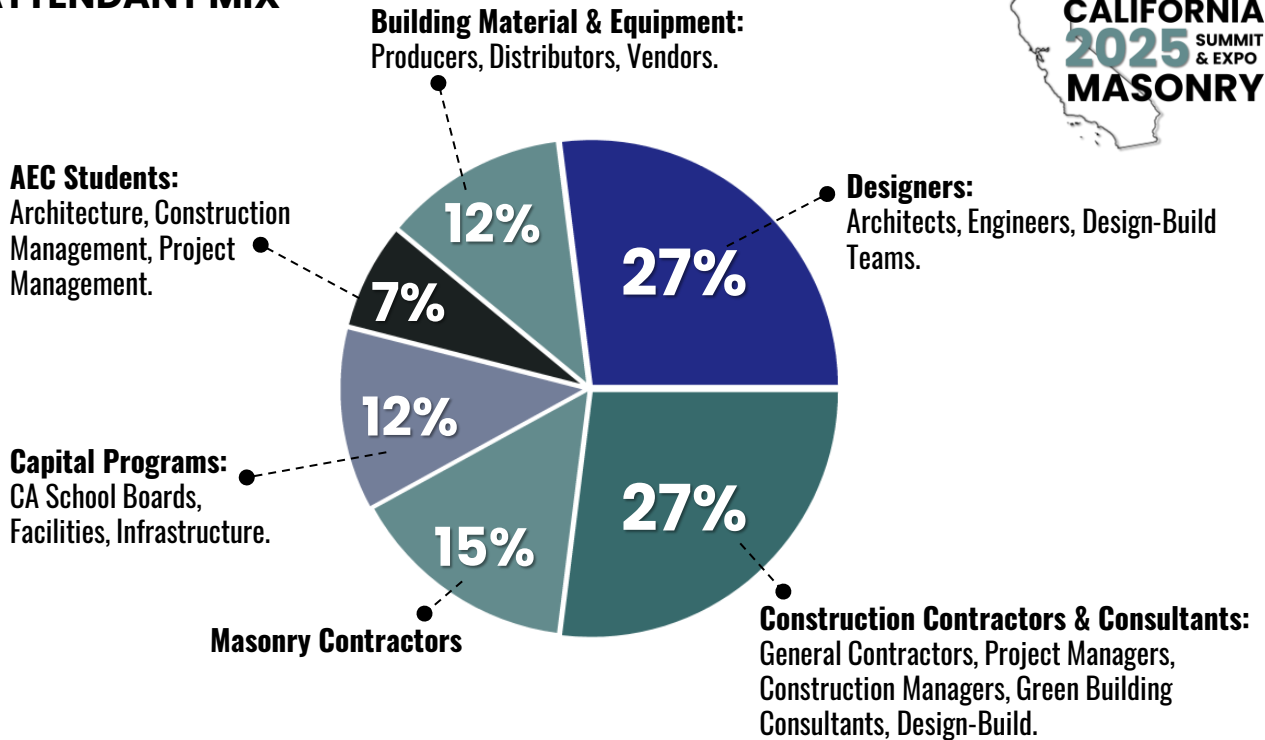
SPACE	SIZE	STATUS	POWER OUTLET
A-01	10' X 10'	AVAILABLE	YES
A-02	10' X 10'	AVAILABLE	YES
A-03	10' X 10'	AVAILABLE	YES
A-04	10' X 10'	SOLD	YES
A-05	10' X 10'	SOLD	YES
A-06	10' X 10'	AVAILABLE	YES
A-07	10' X 10'	SOLD	YES
A-08	10' X 10'	SOLD	YES
A-09	10' X 10'	AVAILABLE	YES
A-10	10' X 10'	AVAILABLE	YES
A-11	10' X 10'	AVAILABLE	YES
A-12	10' X 10'	AVAILABLE	YES
A-13	10' X 10'	AVAILABLE	YES
A-14	10' X 10'	AVAILABLE	YES
A-15	10' X 10'	SOLD	YES
A-16	10' X 10'	AVAILABLE	YES
A-17	10' X 10'	SOLD	YES
A-18	10' X 10'	SOLD	YES
A-19	10' X 10'	SOLD	YES
A-20	10' X 10'	AVAILABLE	YES
A-21	10' X 10'	AVAILABLE	YES
A-22	10' X 10'	AVAILABLE	YES
A-23	10' X 10'	AVAILABLE	YES
A-24	10' X 10'	SOLD	YES
A-25	10' X 10'	AVAILABLE	YES

SPACE	SIZE	STATUS	POWER OUTLET
B-01	10' X 15'	AVAILABLE	YES
B-02	10' X 15'	AVAILABLE	YES
B-03	10' X 15'	AVAILABLE	YES
B-04	15' X 20'	SOLD	YES
B-05	10' X 15'	AVAILABLE	NO
B-06	15' X 15'	AVAILABLE	NO

SPACE	SIZE	STATUS	POWER OUTLET
C-01	10' X 6'	AVAILABLE	YES
C-02	10' X 6'	AVAILABLE	YES
C-03	10' X 6'	AVAILABLE	YES
C-04	10' X 6'	SOLD	YES
C-05	10' X 6'	AVAILABLE	YES
C-06	10' X 6'	AVAILABLE	YES

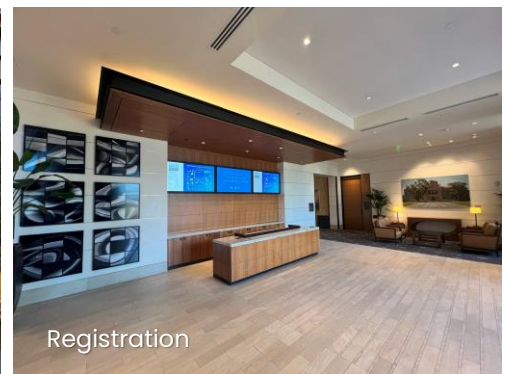


ATTENDANT MIX



Your participation and contribution helps support:

- Sponsored travel expenses for 120 curated AEC professionals, members of CA Industry Partners.
- Free Access Passes for 50 AEC students
- High-level speakers and presenters
- Total event attendants expected from 350 to 500.










OUR CONTENT:

Sustainability + LCAs + EPDs	Net Zero + Energy Efficiency	Technology + Robotics
Architecture & Design Trends	Building + Energy Code	BIM + VDC + AEC Software
Low Carbon + Decarbonization	Resilience + Fire Resistance	Building Materials + Products

SCHEDULE (May 9th, 2025)

***Schedule may be subject to changes.










TIME	SESSION	PROGRAM	LOCATION	PASS	SPEAKERS & PANELISTS		CE CREDITS
7:30 AM	EXPO	REGISTRATION OPENS 7:30 AM	REGISTRATION	ALL	Registration Opens 7:30 AM @ Luskin Center		
8:00 to 8:45 AM	1-A	EVENT OPENING, LUSKIN CENTER CASE STUDY, A LEED PLATINUM MASONRY BUILDING	Conference Room 1	General Access	Speaker & Presentation to be Confirmed. Luskin Center Case Study	LEED Platinum Certification (US Green Building Council), 2017 LA County Sustainability Award, Los Angeles Architecture Awards (LA Business Council), 2017	
	1-B	GREEN BUILDING INITIATIVE (GBI) - GREEN GLOBES	Laureate Room	General Access	Green Building Initiative (GBI) - Speaker & Presentation to be Confirmed 	Speaker & Presentation to be Confirmed	
8:50 to 9:35 AM	2-A	MORRIS ADJMI ARCHITECTS, BRICK ARCHITECTURE & DESIGN, THE GRAND MULBERRY & ANCHOR HOUSE @ UC BERKELEY	Conference Room 1	General Access	Morris Adjmi Architects NY - MA Architects (Confirmed) 	Mastering Brick Architecture & Design, Green Building & Net Zero - Project Highlights: The Grand Mulberry & Anchor House at UC Berkeley.	
	2-B	SPONSORED SESSION - TO BE DEFINED	Laureate Room	General Access	AVAILABLE	Speaker & Presentation to be Confirmed	
9:35 to 10:00 AM	EXPO	COFFEE BREAK - ONLY EXPO TIME	EXPO ONLY	General Access	Dedicated Expo Time, Coffee Break at Expo	Dedicated Expo Time, Coffee Break at Expo	
10:00 to 10:45 AM	3-A	CMU LIFE CYCLE ANALYSIS (LCA), LOW EMBODIED CARBON, CARBON SEQUESTRATION	Conference Room 1	General Access	Abdol Bahrami - Assoc. AIA, LEED Green Associate (Confirmed) 	Architectural Manager @ ORCO Block & Hardscape.	
	3-B	SPONSORED SESSION - TO BE DEFINED	Laureate Room	General Access	AVAILABLE	Speaker & Presentation to be Confirmed	
10:50 to 11:35 PM	4-A	DESIGN-BUILD, SUSTAINABLE CONTRACTING; COLLABORATIVE STRATEGIES FOR CARBON REDUCTION	Conference Room 1	General Access	Shaun Flater, Director - Environmental @ Flatiron. (Confirmed) 	Leads Flatiron environmental negotiation and enforcement strategies to achieve timely settlement of NOV's, CAOs and civil liabilities. Lead for environmental management systems, organizational structure and operational systems development of Flatiron environmental responsibilities.	
	4-B	MASONRY BIM RESOURCES - BUILDING INFORMATION MODELING FOR CONTRACTORS	Laureate Room	General Access	Emma Hirsch, Corporate Sustainability Manager @ Flatiron. (Confirmed) 	M.Sc. in Sustainability Management, ENV SP. Manages Flatiron's GHG and Net Zero initiatives, LCA process, and environmental and sustainability assessments in the preconstruction and design phase of construction.	
					Tom Cuneio - Founder & Owner of 3DIQ Inc. & CAD BLOX LLC.	Masonry BIM (Building Information Modeling) intelligence & resources for Construction Contractors.	



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.

TIME	SESSION	PROGRAM	LOCATION	PASS	SPEAKERS & PANELISTS		CE CREDITS
11:35 to 2:00 PM	5	SPONSORED LUNCH SESSION	Terrace - Level 3	 Full Access Pass	AVAILABLE	Speaker & Presentation to be Confirmed	
	EXPO	EXPO CRAWLING & SNACK NETWORKING	EXPO ONLY	General Access	Dedicated Expo Time, Networking & Snacks at Expo	Dedicated Expo Time, Networking & Snacks at Expo	
2:00 to 2:45 PM	6-A	ENERGY EFFICIENCY, TAKING ADVANTAGE OF THERMAL MASS	Conference Room 1	General Access	Bob Habian, AIA, Founder & CEO @ Tect App. (Confirmed) 	Masonry Expert, Champion of innovation for building product manufacturers and design professionals.	
	6-B	SPONSORED SESSION - TO BE DEFINED	Laureate Room	General Access	AVAILABLE	Speaker & Presentation to be Confirmed	
2:50 to 3:35 PM	7-A	MASONRY FIRE RESITANCE, RESILIENCE & DURABILITY	Conference Room 1	General Access	Sunup Matthew, Director of Industry Development & Technical Services @ International Masonry Institute (IMI). (Confirmed) 	Structural Engineer (UT), and a LEED™ Accredited Professional who has 20 years of experience in the design of structures using masonry, steel and concrete.	
	7-B	SPONSORED SESSION - TO BE DEFINED	Laureate Room	General Access		Speaker & Presentation to be Confirmed	
3:40 to 4:25 PM	8-A	CA EDUCATION ARCHITECTURE OUTLOOK, TRENDS, PRIORITIES AND OBJECTIVES PANEL DISCUSSION	Conference Room 1	General Access	To Be Confirmed - Hussain Agah, MSCE, PMP, CCM, LEED AP.	Associate Vice Chancellor, Facilities Planning & Development. Director-at-Large & National Liaison at CMAA Southern California Chapter; Board of Directors at Community College Facility Coalition (CCFC).	
					To Be Confirmed	Education Facilities Planner	
					James Krueger, AIA, NCARB. (Confirmed) 	Director of Design @ HMC Architects.	
					To Be Confirmed - Rachel Adams	Partner & Managing Principal @ A4E - Architecture for Education Inc.	
8-B	SDG 9.1, RESILIENT INFRASTRUCTURE - PARADOXES OF UN CEMENT TASK FORCE	Laureate Room	General Access	To be Confirmed - Stacey Olson C.I.D., LEED Fellow 	Senior Associate Director of Sustainable Design @ Gensler, Global Wellness Leader		
4:25 to 5:30 PM	EXPO	COFFEE BREAK - ONLY EXPO TIME, EXPO CLOSES 5:30 PM	EXPO ONLY	General Access	Dedicated Expo Time, Coffee Break at Expo, Expo Closes 5:30 PM.		
5:30 to 6:30 PM	COCKTAIL EVENT	CLOSING EVENT - CMC MASONRY DESIGN AWARDS, BRICK, CONCRETE BLOCK, & GREEN BUILDING	Terrace - Level 3	 Full Access Pass	Event closing ceremony and cocktail; presenting awards to: Architect, Structural Engineer, General Contractor, Masonry Contractor, Masonry Material Manufacturer, and Owner. **Green Building Consultant for Best Sustainable Project.	Concrete Block Award - Best Design Concrete Block Award - Best Use of Materials Brick Award - Best Design Brick Award - Best Use of Materials Green Building Award - Best Sustainable Project	



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EXHIBITORS



SPEAKERS



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