



CALIFORNIA
MASONRY
SUMMIT
& EXPO

CMSE-2025 Event Report

Produced by



Event Description

A full-day event for AEC Professionals to connect with the Masonry Trade and expand their Masonry knowledge in Sustainability, EPDs & LCAs, Architecture & Design Trends, Decarbonization, Building Materials, Energy Efficiency, AEC Software, Robotics, Fire Resistance and Resilience, BIM, innovations, and much more!

- 25 World Class Speakers
- 40+ Exhibitors & Industry Partners
- 14 Speaking Sessions & Panels for Learning & Continued Education
- Networking Opportunities
- Spin-the-Wheel Prizes!
- Masonry Architecture Design Awards Cocktail Reception

Objectives

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

The California Masonry Summit & Expo (CMSE) convenes AEC leaders to collaborate, network, learn, and bridge information gaps about masonry. Uniting the AEC Community with the Masonry Trade.

A full-day conference and expo focused on priority topics for AEC Professionals. CMSE-2025 took place in Los Angeles, CA at the Luskin Conference Center in the heart of UCLA.

An opportunity for NorCal / SoCal AEC professionals to network and connect with producers, contractors, and masonry experts, and to learn about sustainability, decarbonization, energy efficiency, innovation, technology, and all-things in the masonry industry.

A first-of-its-kind event focused on promoting the Masonry Trade, creating real impact and driving positive change for Masonry in our market. Making Masonry exciting for designers and AEC Professionals.

Engaging with AEC Professionals and Students, bringing them closer to Masonry, and ultimately influencing and inspiring decision makers and specifiers to adopt Masonry as a feasible solution for their projects.

Content

Speakers & Sessions

- 25 World Class Speakers
- 14 Speaking Sessions & Panels for Learning & Continued Education

Session Topics focused on AEC Professional's Priorities:

Architecture & Design, Low Embodied Carbon, Sustainability, Fire Resistance, Energy Efficiency, Technology and Robotics, Building Information Modeling (BIM), Building Materials & Products, Net Zero, LCA's, EPD's, Building and Energy Code.

LINE-UP SPEAKERS

May 9th, 2025. Luskin Conference Center & Hotel @ UCLA

 Becky Feldman USGBC California	 Sunup Matthew IMI	 Erica Garfinkel Morris Adjmi Architects	 Aideh Haghighi ZGF Architects	 Bob Habian Teet App	 Bob Wyckhuys Angelus Block	 Carol Lanham Lionakis Civic Studio	 Tom Cuneio 3DiQ Inc. & CAD BLOX LLC.	
 Stacey Olson Gensler	 George Cortez West LA College	 James Krueger HMC Architects	 Dr. Jo Tavares-Reager West LA College	 Kate Callahan Green Building Initiative	 Sergio González SoLa Impact	 Dave Intner Southern California Edison	 Dominique Houriet oo-d-a studio	
 Matt Oklevitch Construction Robotics	 Mark Swanson International Masonry Institute	 Dr. Marcela Oliva USGBC California	 Rachelle Habchi Carbon Leadership Forum	 Ricardo Nieva Multicoat Solutions	 Abdol Bahrami ORCO Block & Hardscape	 Adam Eldred Angelus Block	 Anthony Guerra Green Building Initiative	 Athenel Trazo AC Martin

20+ World Class Speakers • 40+ Exhibitors • Learning & Continued Education • Networking with AEC Professionals • Masonry Design Awards

www.CaliforniaMasonryCouncil.org

#masonry matters

Content

Sponsors, Exhibitors,
Speakers, and
Industry Partner's Logos

- 11 Event Sponsors
- 28 Exhibitors
- 15 Industry Partners (AEC & Masonry Orgs)



Content

Masonry Architecture Design Awards Jury

6 Renowned and highly recognized Architects, leading AIA Chapters and Board Members of Architecture and Construction Orgs in California.

USGBC California presented Sustainability Awards.

CALIFORNIA MASONRY

DESIGN AWARDS JUDGES

#masonry
matters



Toni Lewis, AIA, LEED AP, CASp
Founding Principal, Lewis Schoepfle Architects
Vice President, AIA Los Angeles
2026 President-elect, AIA Los Angeles



Anthony Damon, AIA, DBIA, LEED Green Associate
Core Market Leader, DPR Construction
AIA San Diego and California Board of Directors
ACE Mentor San Diego Board of Directors



Bob Habian
Founder and CEO, Tect App
AIA, Masonry Expert



Ismar Enriquez, AIA, LFA, LEED AP
Design Lead and Project Manager, Practice
AIA Los Angeles Board of Directors
AIA California Board of Directors



Jessica Orlando, AIA, DBIA, WELL AP
Higher Education Practice Leader, Perkins&Will
Vice President/President-Elect, AIA Pasadena
& Foothill



Suyama Bodhinayake
Senior Associate, MG2 Design
Director of Advocacy and Sustainability, AIA
Orange County

Guest of Honor and
Sustainability Awards
Presenter

Julie Du Brow
Director of Communications &
Partnerships,
U.S. Green Building Council California



Content

Masonry Architecture Design Awards

- 17 Total Awards
- 14 Projects Awarded
- 12 Architecture Firms Awarded
- 64 Projects Submitted
- 1 Special Recognition
- 32 Project Posters Exhibition

MEET THE WINNERS HERE

Best in
Concrete Block

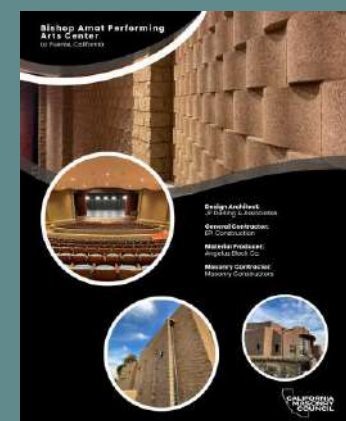
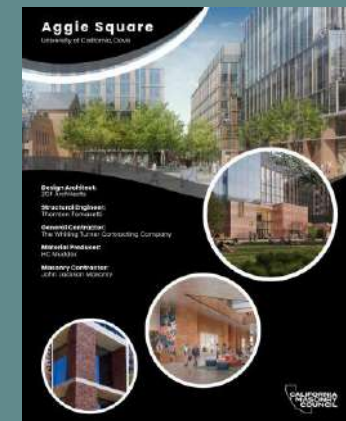
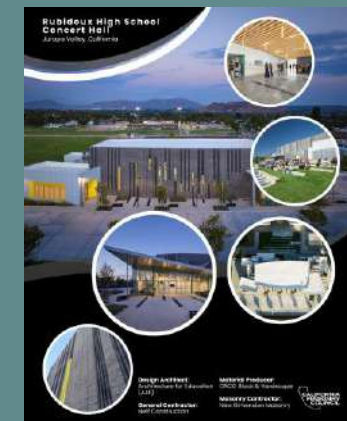
Best in Brick

Best in
Sustainability

Merit in
Concrete Block

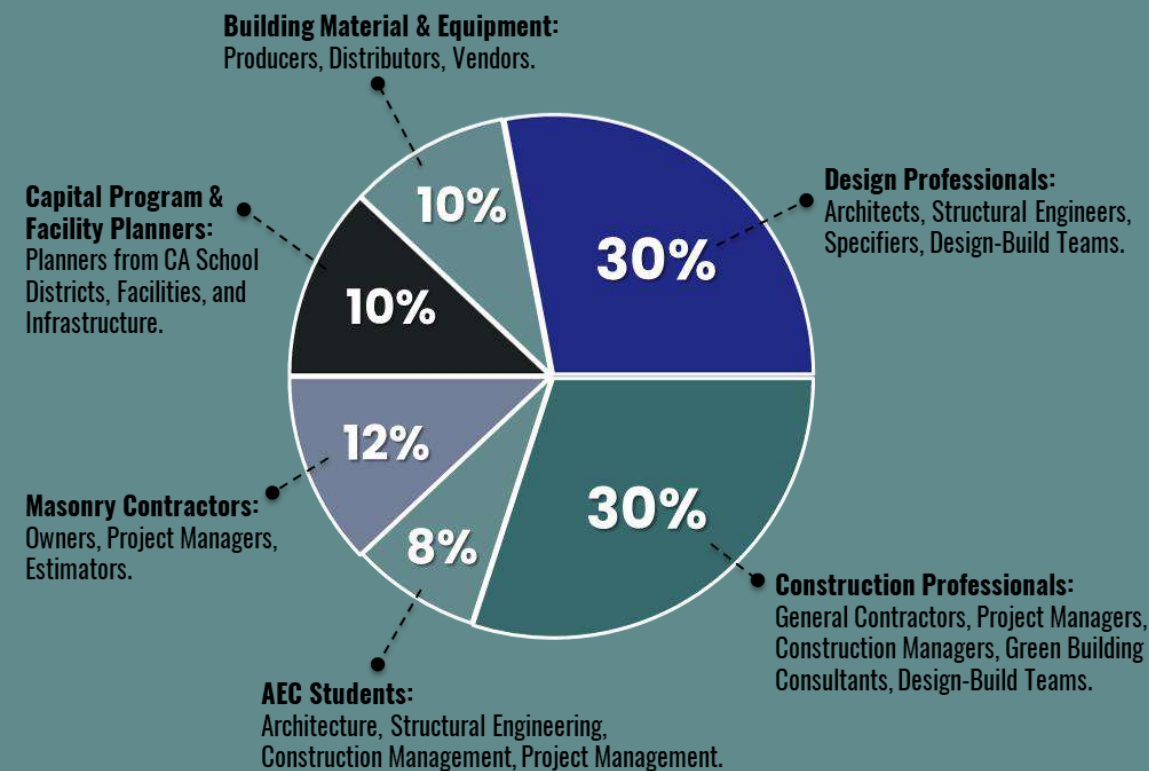
Merit in Brick

Merit in
Sustainability



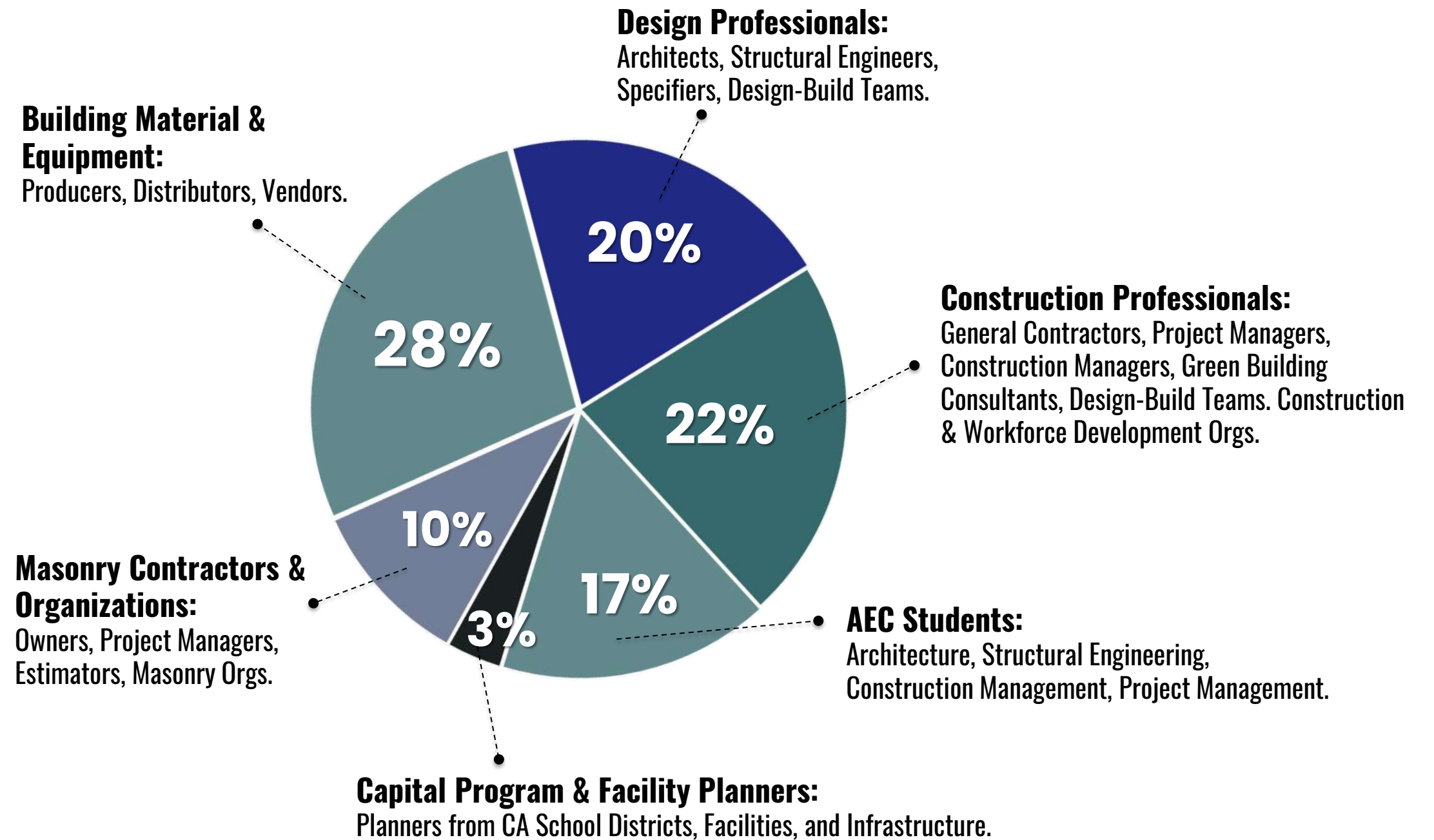
Audience Mix

Targeted Audience Mix:



Actual Audience Mix

CMSE 2025 had nearly 250 registrants with an impressive 85% show rate.



Marketing Partners

Organizations that helped CMC in promoting the event.



Marketing

CMC's Social Media Platforms

CMC launched its Social Media channels in May 2024.



California-Masonry-Council

1,906

LinkedIn Followers



CaliforniaMasonryCouncil

1,520

Instagram Followers

Mailing Subscribers, AEC Distribution List:



mailchimp

39,198

Subscribers

33%

Average Open
Rate

8.6%

Average Click
Rate

#masonrymatters

Marketing

Direct Marketing on CMC's Social Media Platforms



www.CaliforniaMasonryCouncil.org



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Event Direct Marketing on CMC's Social Media Platforms:



202,600
Impressions

935
AEC Interactions
(Reactions & Comments)

55
Reposts



207,080
Views

7,912
AEC
Engagements

11,840
Interactions
(Clicks, Likes, Follows,
Comments)



19,575
Event Site Visits

5.0
Event Rating

Continued Reach & Engagement

Video Recorded
Sessions, Design
Awards, and New
CMC Initiatives

It doesn't stop here...

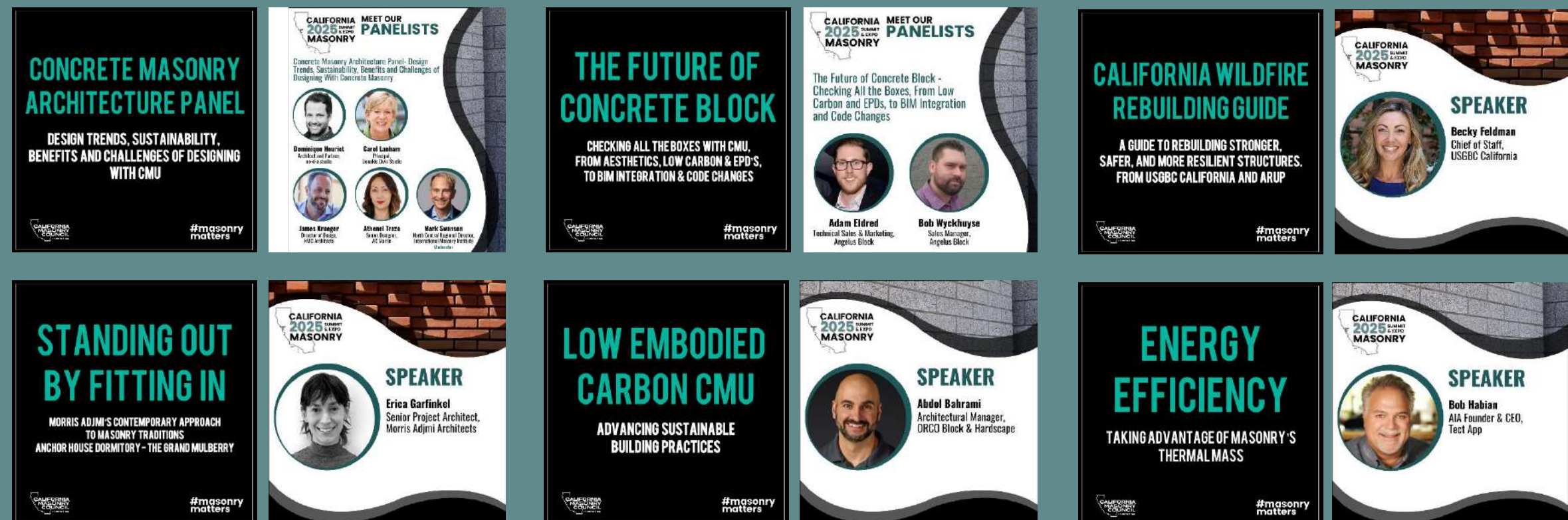
[WATCH RECORDED SESSIONS HERE](#)

Outreach to new audiences and engagement will be continued, featuring high-quality content.

6 outstanding sessions from the CMSE event were professionally recorded and will be available for promotion and viewing on the CMC website.

Architectural flyers and interviews with awarded architects will be featured on CMC's social media platforms.

Other initiatives and programs from CMC will be announced soon!

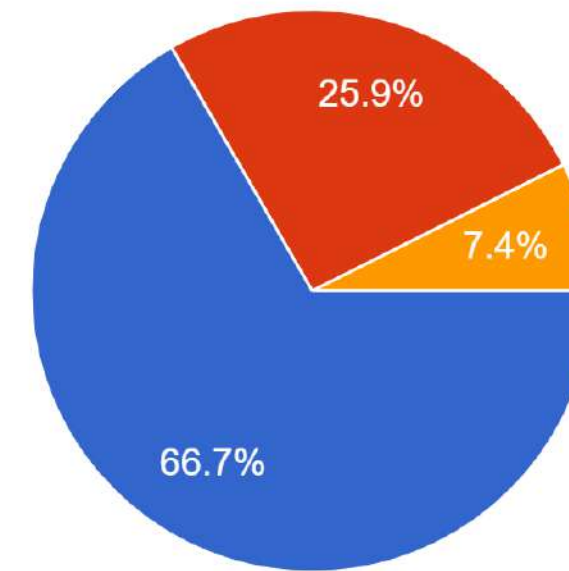


Satisfaction Survey

Attendee Survey

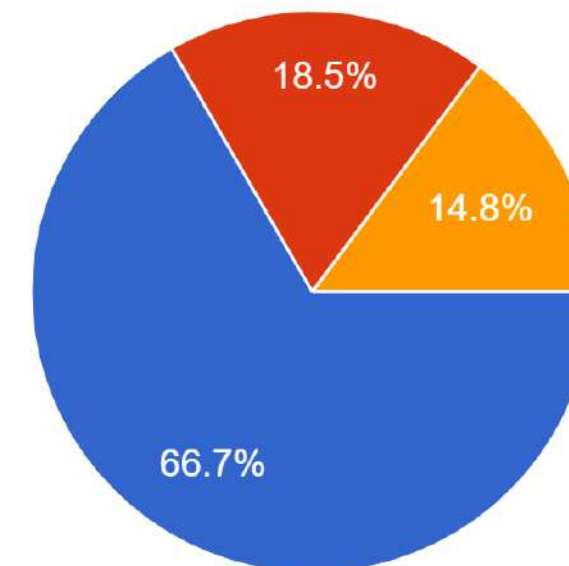
- Event Expectations
- Attending in the Future

How did this California Masonry Summit & Expo compare to your expectations?



- Exceeded my expectations
- Met my expectations
- Fell below my expectations

How likely would you be to attend our events in the future?



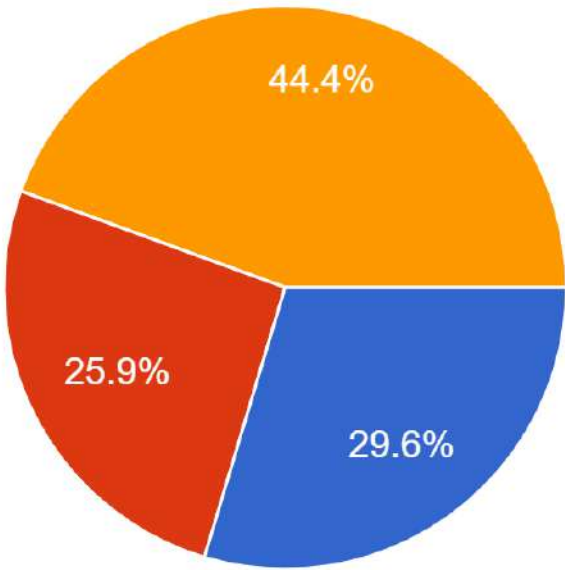
- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

Satisfaction Survey

Attendee Survey

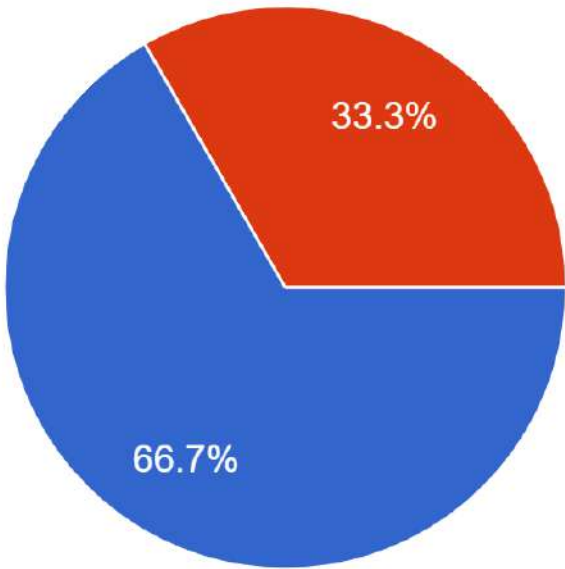
- Event being on a Friday
- Length of the Event

How did you feel about the event being held on a Friday?



- I liked it
- I didn't mind
- I would have preferred an earlier day of the week (Tuesday -Thursday)

How did you feel about the overall length of the event?



- Just right
- Too long
- Too short

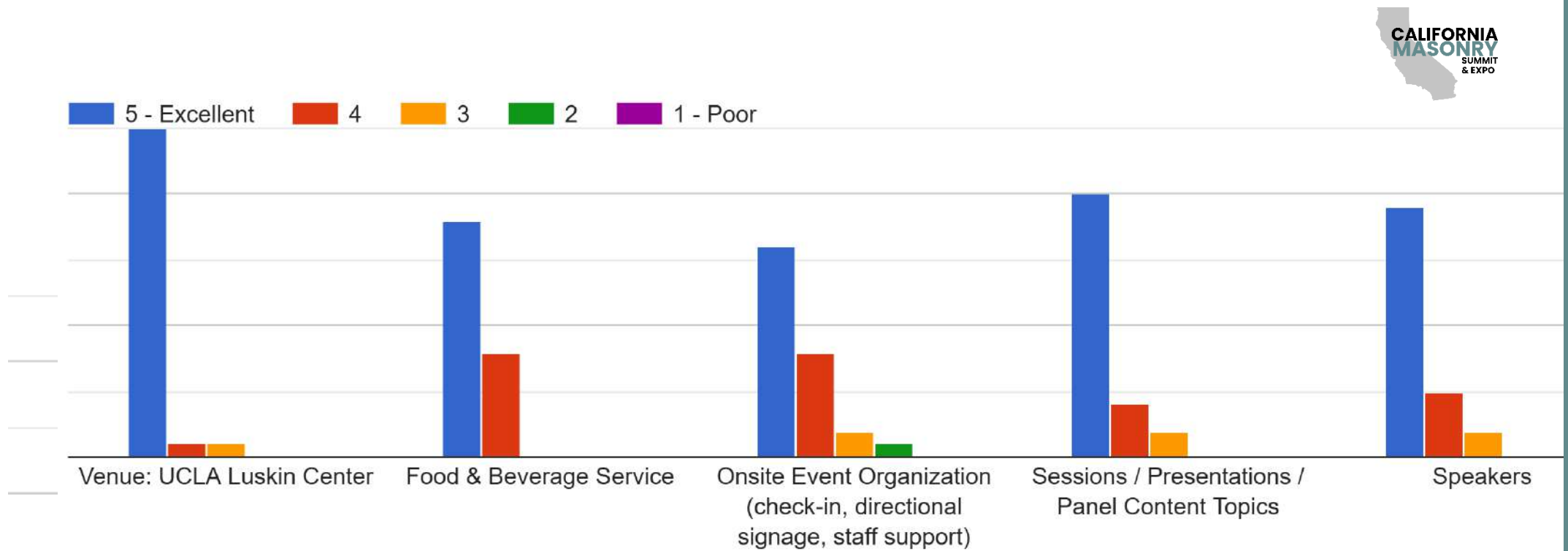
Satisfaction Survey

Attendee Survey

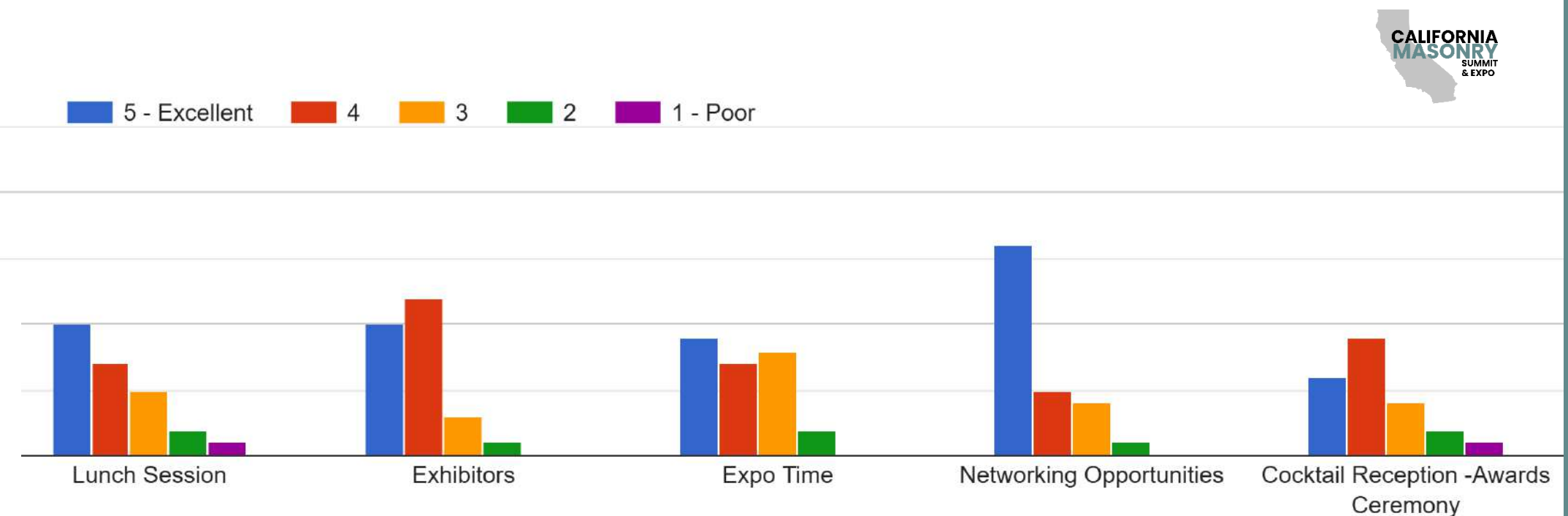
Event Features Rating:

- Venue
- Food & Beverage
- Organization
- Sessions / Presentations
- Speakers
- Lunch Session
- Exhibitors
- Expo Time
- Networking
- Awards Ceremony

Please rate the following features of the event on a scale from 1 to 5 (with 5 being Excellent and 1 being Poor):



Please rate the following features of the event on a scale from 1 to 5 (with 5 being Excellent and 1 being Poor):



Satisfaction Survey

Attendee Survey

- Written Response Compilation;
“What is Wanted for our Next
Event”.

What would you like to see at our next event?

Summary of written responses, in order of relevance.

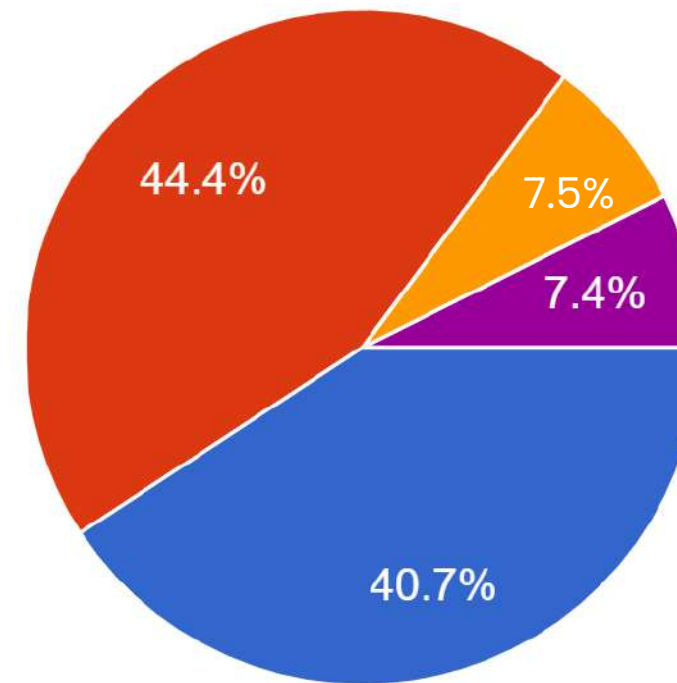
- 1- Increase Architecture & Design Panels and Content, including Brick and other Masonry applications.
- 2- Increase Expo Time for Exhibitors and Networking.
- 3- Increase Traffic (number of Attendees and Exhibitors).
- 4- Easier access with less traffic to Venue, closer to OC. Not in LA, not on a Friday.
- 5- More AEC Students and Architects.
- 6- Lower number of Sessions.
- 7- Lower Ticket Pricing.
- 8- Have Raffle/Spin-the wheel Prizes by the end of the day to keep attendees until the final session. More prizes, high quality.
- 9- Lunch included with all Tickets.
- 10- More Masonry Orgs working together.

Satisfaction Survey

Attendee Survey

- Overall Event Rating.

How would you rate the event overall?



92% Approval Rate

- Excellent
- Very Good
- Good
- Neutral
- Could Be Better
- Not So Great
- Did Not Like It

Photo & Video Gallery

Event Photos and Recap Reel are available for Download at the following link:

- ✓ Photo Gallery (Sessions, Expo, Networking, Lunch, Design Awards).
- ✓ Event Final Program.
- ✓ Video Reel – Event Recap.
- ✓ Masonry Architecture Design Awards – Winners Press Release.

SEE EVENT GALLERY HERE

Event Recorded Sessions are available for free viewing at CMC Website.



SEE EVENT VIDEO HERE



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Luskin Conference Center & Hotel @ UCLA



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See you in 2026!

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