

APRIL 30, 2026, IRVINE, CA



CALIFORNIA MASONRY SUMMIT & EXPO 2026

#masonry
matters



Presents the 2ND edition of the California Masonry Summit & Expo, uniting our trade with the AEC Community!

Architecture &
Design

Sustainability
& Energy Efficiency

Building Materials
& Code

Technology
& Innovation

Produced by California Masonry Council
Contact: info@CaliforniaMasonryCouncil.org

WHAT TO EXPECT IN 2026

CALIFORNIA
MASONRY
SUMMIT
& EXPO
2026

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

A full-day conference and expo taking place in Irvine, CA at the AV Irvine Center.

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, and technology in the masonry industry.

Architecture +
Design Trends

Building +
Energy Code

Resiliency +
Fire Resistance

Technology + Robotics

LCAs + EPDs

Building Materials +
Products

Sustainability +
Green Building

Low Embodied Carbon

Net Zero +
Energy Efficiency

AEC Software +
BIM + VDC



#masonry
matters

THANK YOU!

CALIFORNIA
MASONRY
SUMMIT
& EXPO
2026

SPONSORS:



EXHIBITORS & SPEAKERS:



INDUSTRY PARTNERS:



#masonry
matters

SPEAKERS & PRESENTERS

CALIFORNIA
MASONRY
SUMMIT
& EXPO
2026

CMSE presents a world-class speaker's line-up!



CAROL LANHAM

AIA, Assoc. DBIA - Principal and Board of Directors @ Lionakis - VP of Communications @ AIA California



BEN STAPLETON

Executive Director @ USGBC California



CHRISTINE SUBASIC

PE, LEED AP, FIMS - Consulting Architectural Engineer specializing in Sustainable Design and Masonry



LANCE O'DONNELL

Principal @ o2 Architecture - Educator @ CalPoly Pomona



ROBERT M. SIMMONS

AIA - Partner & President @ SVA Architects



JOSE FELSMANN

Director of Business Development @ Southland Industries - Board Member @ DBIA Western Pacific Region



MARK SWANSON

AIA, CSI, LEED AP BD+C - North Central Regional Director @ International Masonry Institute (IMI)



IRENE LI

Technical Director @ Concrete Masonry Checkoff / Beauty of Block



JODI HOLMES ESCAMILLA

Regional Sales Manager @ H.C. Muddox



JANVI KANANI

AIA, LEED AP BD+C, DBIA - Principal @ Arcadis - Past President @ Assoc. for Women in Architecture + Design



ARNOLD SWANBORN

AIA, LEED AP - Design Principal @ CO Architects



JAMES KRUEGER

AIA, NCARB - Director of Design @ HMC Architects



STEVEN CHANG

AIA, LEED AP BD+C - Principal @ ZGF Architects



BOB HABIAN

AIA, Masonry Expert - Founder & CEO @ Tect App



DOMINIQUE HOURIET

President @ co-1-a studio - Architect / Developer / General Contractor



JEANNE CHEN

FAIA - Principal @ Moore Ruble Yudell Architects & Planners



SUNUP MATHEW

Director of Industry Development & Technical Services @ International Masonry Institute (IMI)



JESSICA JENSEN

DBIA - Design Manager @ McCarthy Building Companies



ABDOL BAHRAMI

Assoc. AIA, LEED Green Assoc. - Architectural Manager @ Orco Block & Hardscapes



ANDREW RUNNOE

PE, SE - Discipline Manager, Structural Engineering @ Coffman Engineers



ALEX BELANGER

Chief of Operations @ Fresno Unified School District (FUSD)

More to be confirmed soon...

#masonry
matters

OUR VENUE

**CALIFORNIA
MASONRY**
SUMMIT
& EXPO
2026

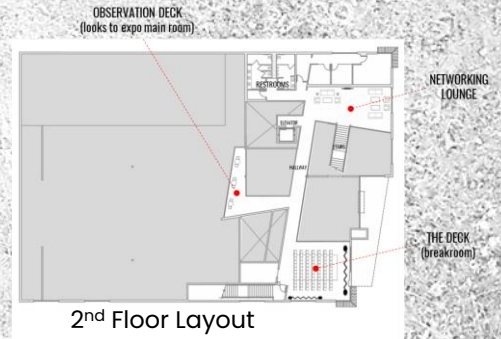


AV IRVINE EVENT CENTER
(2.5 Miles from Irvine Spectrum Center)
16500 SCIENTIFIC WAY, IRVINE, CA 92618

- ✓ 25,000 square feet
- ✓ Main Conference Room & Expo
- ✓ 3 Breakout Rooms
- ✓ Outdoor Expo & Games Area
- ✓ Networking Lounge

**Inquire about customizable
branded vinyl wraps!**

1st Floor Layout



***Event Layouts might be subject to changes.

**#masonry
matters**

EVENT PROGRAM & CONTENT

CALIFORNIA
MASONRY
SUMMIT
& EXPO
2026

Featured content for this event includes, but is not limited to the following:



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



6 Learning Sessions with World-Class AEC Speakers, Design-Build & Masonry Experts



Architecture Exhibition from CMC Masonry Architecture Design Competition 2025



Expo with 40 Exhibitors, Networking Events, and Amazing Spin-the-Wheel Prizes



2 Keynote Sessions with World-Class AEC Speakers



Masonry Architecture Design Competition for Students (\$12,000 in Prizes), Student Architecture Exhibition



2 Sessions of Hands-On Experiences and Games at the Outdoor Expo

Eligible sessions will be subject to CE Credits.

WHO SHOULD ATTEND?

Professionals in the AEC community working with CMU block, brick, or stone. Architects, Engineers, Construction Managers, Facility Planners, and anyone who wants to stay informed about new trends, products, building materials, sustainability, energy efficiency, software, innovation and technology.

#masonry
matters

SCHEDULE APRIL 30TH

Start	End	Activity	Session Title	Speaker	Expo Status	Where	
7:30 AM	9:00 AM	Registration Opens 7:30 / Networking Breakfast Snacks at Expo 8:00 to 9:00 / Architecture Exhibition at Patio Area Opens 8:00 AM			Expo & Patio Open 8:00 AM	Main Stage + Expo	
9:00 AM	9:25 AM	9:00 - 9:05 AM	Host and MC - Welcome and Opening Remarks	CMC + MC Jodi Holmes Escamilla - Regional Sales Manager @ H.C. Muddox	Expo Open	Main Stage	
		9:05 - 9:25 AM	Keynote Opening Session (20 min)	Ben Stapleton, Executive Director @ USGBC California - CONFIRMED			
9:25	9:30 AM	Transition - Same Room (5 min)					
9:30 AM	10:40 AM	Brick - Architecture Panel - Award Winning Architects			Expo Closed	Main Stage	
		9:30 - 9:35 AM	Session Sponsor Intro (5 min)	Session Sponsor TBD			
		9:35 - 10:40 AM (65 min)	Moderator	Sunup Mathew - Director of Industry Development & Technical Services @ International Masonry Institute (IMI) - CONFIRMED			
			ZGF Architects - Cal Poly SATRC Complex	Steven Joonha Chang - Principal @ ZGF Architects - CONFIRMED			
			CO Architects - UCR School of Medicine Educational Building II	F. Arnold Swanborn, AIA, LEED AP - Design Principal @ CO Architects - CONFIRMED			
ZGF Architects - Aggie Square	Steven Joonha Chang - Principal @ ZGF Architects - CONFIRMED						
WRNS Studio - Brickline Flats	WRNS Studio (To be Confirmed)						
10:40 AM	10:50 AM	Transition to Breakrooms (10 min)			Expo Closed		
10:50 AM	11:45 AM	Session A-1 (50 min)	Design-Build Panel - Presenting the "UC Riverside School of Business, Award of Distinction at the DBIA-WPR 2025."	Jose Felsmann - Director of Business Development @ Southland Industries - Board Member @ DBIA Western Pacific Region (Moderator) - CONFIRMED	Expo Closed / Patio Open	Breakroom (The Gallery 100px)	
				Jessica (Scott) Jensen, DBIA - Design Manager @ McCarthy Building Companies - CONFIRMED			
				Jeanne Chen, FAIA - Principal @ Moore Ruble Yudell Architects & Planners - CONFIRMED			
				Andrew Runnoe, PE, SE - Discipline Manager, Structural Engineering @ Coffman Engineers - CONFIRMED			
Session B-1 (50 min)	Beyond Thermal Mass, Concrete Block as a Building Material	Bob Habian AIA, Masonry Expert - Founder & CEO @ Tect App - CONFIRMED	Breakroom (The Deck 2nd Floor - 100px)				
Session C-1 (50 min)	Climate-Responsive Design - Balancing Resilience, Thermal Performance, and Embodied Carbon with Concrete Masonry	Irene Li - Technical Director @ Design Collective from Concrete Masonry Checkoff & Beauty of Block - CONFIRMED	Breakroom (Media Room 50px)				
Outdoor Session D-1 (55 min)	Hands-On Experience , Augmented Reality - Bricklaying with IMI	Mark Swanson, AIA, CSI, LEED AP BD+C - North Central Regional Director @ International Masonry Institute (IMI) - CONFIRMED	Patio				
Transition to Expo & Lunch							
11:45 AM	1:40 PM	11:45 AM - 12:30 PM	Expo Only Time			Expo & Patio Open	Main Stage + Expo
		12:00 PM - 12:15 PM	Student Session - Student Access Sponsor (only students)	TBD - Student Sponsor	Breakroom (The Gallery 100px)		
		12:30 - 1:15 PM	Lunch Served at Expo 12:30 to 1:30 / Expo & Networking	TBD - Lunch Sponsor (5min)	Main Stage + Expo		
			Keynote Speaker during Lunch (20 min) 12:50 to 1:10 PM	Carol Lanham, AIA, Assoc. DBIA - Principal and Board of Directors @ Lionakis - VP of Communications @ AIA California - CONFIRMED			
		1:15 - 1:25 PM	Student Awards Sponsors & Jury Intro (2 sponsors, 10 min)	Student Competition Sponsors - TBD			
1:25 - 1:40 PM	Student's Design Awards (15 min)	Competition Judges Presenting Awards: Toni Lewis, Jessica Orlando, Anthony Damon, Suyama Bodhinayake, Ismar Enriquez, Bob Habian.					
1:40 PM	1:50 PM	Transition to Breakrooms (10 min)			Expo Closed		

Schedule might be subject to changes.

#masonrymatters

SCHEDULE APRIL 30TH

CALIFORNIA
MASONRY
SUMMIT
& EXPO
2026

Start	End	Activity	Session Title	Speaker	Expo Status	Where
1:40 PM	1:50 PM	Transition to Breakrooms (10 min)			Expo Closed	
1:50 PM	2:45 AM	Session A-2 (50 min)	Education Facilities Panel - School Districts	James Krueger AIA, NCARB - Director of Design @ HMC Architects (Moderator) - CONFIRMED	Expo Closed / Patio Open	Breakroom (The Gallery 100px)
				Alex Belanger - Chief of Operations @ Fresno Unified School District (FUSD) - CONFIRMED		
		Session B-2 (50 min)	LEED v5 - A Whole New Approach: Achieving Sustainable and Resilient Designs with Masonry (CE Credits)	Christine (Tina) A. Subasic, PE, LEED AP, FTMS - Consulting Architectural Engineer specializing in Sustainable Design and Masonry - CONFIRMED		Breakroom (The Deck 2nd Floor - 100px)
		Session C-2 (50 min)	CMU - Fire and Resiliency (CE Credits)	Abdol Bahrami, Assoc. AIA, LEED Green Assoc.: Architectural Manager @ Orco Block & Hardscapes - CONFIRMED		Breakroom (Media Room 50px)
		Outdoor Session D-2 (55 min)	Hands-On Experience	(TBD)		Patio
2:45 PM	2:55 PM	Transition to Main Room (10 min)			Expo Closed	
2:55 PM	4:15 PM	Concrete Block - CMU Architecture Panel - Award Winning Architects			Expo Closed	Main Stage
		2:55 - 3:00 PM	Session Sponsor Intro (5 min)	Session Sponsor TBD		
		3:00 - 4:15 PM (65 min)	Moderator	Mark Swanson, AIA, CSI, LEED AP BD+C - North Central Regional Director @ International Masonry Institute (IMI) - CONFIRMED		
			o2 Architecture - Sunnylands Administration & Operations Campus and Engineered Wetlands	Lance O'Donnell - Principal @ o2 Architecture - Educator @ CalPoly Pomona - CONFIRMED		
			SVA Architects - Woodbridge High School Performing Arts Center	Robert Simmons, AIA - Partner & President @ SVA Architects - CONFIRMED		
oo-d-a studio - LeParc Multi-family Building, North Park, San Diego	Dominique Houriet - President @ oo-d-a studio; Architect / Developer / General Contractor - CONFIRMED					
Arcadis - Great Whittier Regional Aquatic Center	Janvi Kanani, AIA, LEED AP BD+C, DBIA - Principal @ Arcadis - Past President @ Assoc. for Women in Architecture + Design - CONFIRMED					
Transition to Expo Happy Hour						
4:15 PM	5:00 PM	Expo Happy Hour (45 min) & Closing Remarks (5 min)		CMC + MC Jodi Holmes Escamilla - Regional Sales Manager @ H.C. Muddox	Expo Open	Main Stage + Patio + Expo
4:45 PM	5:30 PM	Dismantling / Load Out			Expo Open	

Schedule might be subject to changes.

AEC STUDENT PASS

100 Free Access &
Transportation Buses

FREE

Conference, Expo, Lunch, non-alcohol Happy Hour, Spin-the-Wheel

EVENT PASSES

Individual Full-Access
Passes

\$180

All-Inclusive: Conference, Expo, Lunch, Happy Hour, Spin-the-Wheel

#masonrymatters

STUDENT DESIGN COMPETITION

CALIFORNIA
MASONRY
SUMMIT
& EXPO
2026

We are honored to present the Jury for our 1st Architecture Competition for Students in California. With two categories: “Brick” and “Concrete Block”, we will award a total of **\$12,000 in Scholarships.**



JESSICA ORLANDO

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



ANTONY DAMON

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



ISMAR ENRIQUEZ

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



TONI LEWIS

Founding Principal @ Lewis
Schoeplein Architects -
President @ AIA Los Angeles



SUYAMA BODINAYAKE

Senior Associate @ MG2 Design -
Director of Advocacy and
Sustainability @ AIA Orange County



BOB HABIAN

AIA, Masonry Expert - Founder &
CEO @ Tect App

**#masonry
matters**

DEMOGRAPHICS

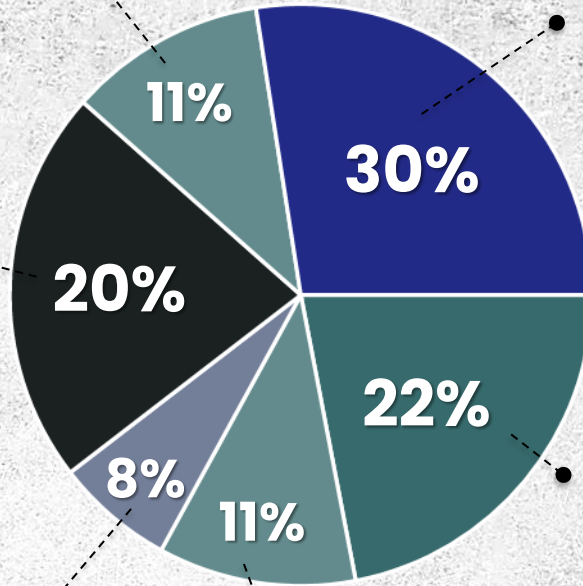
ATTENDANT MIX (350 to 450 Attendees)

Building Material & Equipment:
Producers, Distributors, Vendors.

Design Professionals:
Architects, Structural Engineers,
Specifiers, Design-Build Teams.

AEC Students:
Architecture, Structural
Engineering, Construction
Management, Project
Management.

**FREE ACCESS &
TRANSPORTATION FOR
100 STUDENTS FROM
PARTICIPATING CAMPUSES**



Construction Professionals:
General Contractors, Project
Managers, Construction Managers,
Green Building Consultants, Design-
Build Teams, Construction &
Workforce Development Orgs.

**Capital Program & Facility
Planners:**
Planners from CA School Districts,
Facilities, and Infrastructure.

**Masonry Contractors &
Organizations:**
Owners, Project Managers,
Estimators, Masonry Orgs.

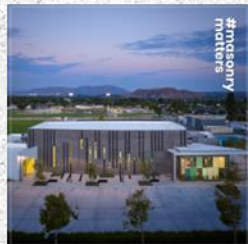


#masonry
matters

AWARD-WINNING ARCHITECTURE

EXHIBITION AND ARCHITECTURE PANELS

CALIFORNIA
MASONRY
SUMMIT
& EXPO
2026



#masonry matters

OFFERINGS

SPONSORSHIPS, BOOTHS, AND MORE!

CALIFORNIA
MASONRY
SUMMIT
& EXPO
2026

CMSE-26 brings together exciting keynotes, engaging panels and breakouts, and fun networking opportunities. CMSE-26 provides sponsors multiple opportunities to engage with attendees, targeting their specific audience or increasing brand awareness, while supporting the Masonry trade.

EVENT SPONSOR

Presenting
Architecture Panel (2)

\$10,000

Premium Booth + 5 Min Intro at Main Stage + 3 Passes + Large Logo

STUDENT'S SPONSOR

100 AEC Students Free Access
& Transportation Buses (1)

\$10,000

Speaking to Students at Special Session 15 Min + 2 Passes + Badges

DESIGN AWARDS

Presenting Student's Architecture Awards (\$12,000 in Checks) (2)

\$7,500

5 Min Intro at Main Stage Presenting Awards + 2 Passes + More

PLATINUM SPONSOR

Presenting Breakout Sessions (4)

\$6,000

Booth + 5 Min Intro at Breakroom Session + 2 Passes + Large Logo

GOLD SPONSOR

Event Sponsorship (5)

\$3,000

Prominent Logo + 2 Passes + Banner on CMC Newsletter

HAPPY HOUR

Presenting Happy Hour Kick-Off (1)

\$7,500

Presenting + 5 Min Video at Main Stage + 2 Passes + prominent Logo

LUNCH

Presenting Lunch with Video (2)

\$4,000

5 Min Video at 30' Video Wall at Lunch + 2 Passes + Prominent Logo

COFFEE

Branded Coffee, Tea, & Water Stations (1)

\$3,500

Branded Stations + Prominent Logo + 2 Passes

SPIN THE WHEEL

Branded Spin – the – Wheel & Prizes (1)

\$3,500

Branded Spin-the-Wheel + Prominent Logo + 2 Passes

Branded Vinyl Stickers at the event venue are available as "add-ons" for all sponsorships.

3' x 3' VINYL LOGO: \$350

EXHIBITOR BOOTHS

Interior 8x6' **\$1,850**

Hands-on Outdoor **\$2,500**

Logo on Event Material + 2 Passes

Offerings are subject to availability.

#masonry
matters



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!

Click to See Design Awards:



Click to Watch Event Video and Event Report:

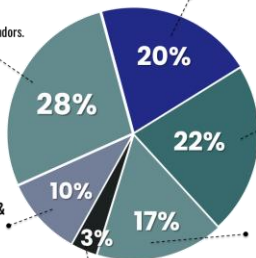


High level of participation in our first year!

- 11 Event Sponsors
- 28 Exhibitors
- 15 Industry & Marketing Partners

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

Building Material & Equipment:
Producers, Distributors, Vendors.



Masonry Contractors & Organizations:
Owners, Project Managers, Estimators, Masonry Orgs.

Capital Program & Facility Planners:
Planners from CA School Districts, Facilities, and Infrastructure.

Design Professionals:
Architects, Structural Engineers, Specifiers, Design-Build Teams.

Construction Professionals:
General Contractors, Project Managers, Construction Managers, Green Building Consultants, Design-Build Teams, Construction & Workforce Development Orgs.

AEC Students:
Architecture, Structural Engineering, Construction Management, Project Management.

Actual Audience Mix

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

92% Approval Rate



MARKETING & MEDIA

CALIFORNIA MASONRY
SUMMIT
& EXPO
2026

Direct Marketing on CMC's
Social Media Platforms
from **CMSE 2025**



CaliforniaMasonryCouncil.org



California-Masonry-Council



CaliforniaMasonryCouncil

#masonrymatters



202,600
Impressions

935
AEC Interactions
(Reactions & Comments)



207,080
Views

7,912
AEC
Engagements

Mailing Subscribers, AEC Distribution List:



39,198
Subscribers

33%
Average Open
Rate

8.6%
Average Click
Rate

MARKETING & INDUSTRY PARTNERS



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

The 2nd Masonry Summit & Expo in California, uniting our trade with the AEC Community is brought to you by:



CaliforniaMasonryCouncil.org



[California-Masonry-Council](https://www.linkedin.com/company/california-masonry-council)



[CaliforniaMasonryCouncil](https://www.instagram.com/CaliforniaMasonryCouncil)

Event production by:



Verdical Group

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



Subscribe to our Newsletter

**CALIFORNIA
MASONRY
SUMMIT
& EXPO
2026**

**#masonry
matters**