

Join CMC Today!
Become a Member or Sponsor



**Connecting the A/E/C Community in
California with the Masonry Trade**

www.CaliforniaMasonryCouncil.org

About California Masonry Council

CMC's mission is to be a catalyst, advocate, and the best masonry resource in California. (Concrete Block, Brick, Stone)

Our organization promotes masonry as an essential design and building material while uniting our trade with the AEC community.

Our priorities are to connect, inform, and inspire AEC professionals, as well as the new generation of students in Architecture, Structural Engineering, and Construction Management; providing them with the resources, tools, and connections they need to successfully integrate masonry into their projects.

As California Masonry Council continues to grow, we have merged with the Masonry Institute of America (MIA), founded in 1957 under the name of Masonry Research, a promotion, technical and research organization established to improve and extend the use of masonry.

We are mainly active in California and collaborate with some national organizations for the development of national building codes, promoting innovation, improving existing building codes, conducting research projects, presenting seminars and writing technical and non-technical papers, active in the development and distribution of seminars and publications that enhance the use of masonry.

CMC is a non-profit organization.

Building a sustainable future
with Masonry...

CMC Timeline

1957

Masonry Research founded in California to improve and extend the use of masonry.

1963

Masonry Research officially becomes Masonry Institute of America (MIA) continuing to support technical publications.

1970's

MIA publishes Reinforced Masonry Engineering Handbook, begins SEAOC involvement, and kicks off ICC partnership under James Amrhein leadership as Executive Director.

1987

Masonry Inspector's Handbook 1st edition marks the start of an era of industry leadership & continued partnership with ICC.

1990s

Over the course of a decade, MIA sells over 32,000 books, publishes 16 new publications, becoming the best technical masonry resource for contractors and the AEC industry in CA.

2000s

MIA's industry stewardship expands under John Chrysler's leadership as Executive Director, being recognized with TMS President's Award '08, Fellow Membership '12, & collaborating in TMS review cycles.

2023

California Masonry Council (CMC) is founded as division of MIA to promote and expand masonry in CA.

CMC kickstarts a strategic plan in 2024, partnering with AEC orgs, creating programs and content, uniting the masonry trade and the AEC community.

2025

CMC is the organizer of the 1st CA Masonry Summit & Expo held in UCLA, and the 1st CA Masonry Architecture Design Awards for CMU and Brick, becoming a leading masonry organization in CA.

2026



MIA merges and becomes part of CMC kicking off a new era pushing masonry in CA into the future, continuing and expanding MIA's legacy.

2nd edition of the CA Masonry Summit & Expo held in Irvine with the addition of the 1st Masonry Architecture Student's Design Competition.

CMC continues to create new programs and content, bringing masonry closer to AEC professionals and supporting students in CA.

CMC signs new agreement with International Code Council for 5 Technical Publications in 2026, continuing MIA's legacy in Technical Publications.

CMC becomes the fastest growing masonry org in social media, with +2,900 followers in LinkedIn and +3,200 in Instagram since launched in 2024, with +34,000 active Mailing contacts.

Our First 2 years as CMC:

1st Edition of the California Masonry Summit and Expo 2025

- 250 Attendees at UCLA
- 25 World-Class Speakers
- 40 Exhibitors

1st Masonry Architecture Competition at CMSE 2025

- 17 Awards
- 3 Categories (Block, Brick, Sustainability)
- 68 Projects Submitted

Masonry Week Educational Program

- 2-4 Architecture Schools in CA
- 100 Students Reach Minimum
- Collab with Concrete Masonry Checkoff
 - Student's Scholarships
- Inaugural Masonry Week at USC

2nd Edition of the California Masonry Summit and Expo 2026

- 350 Attendees at Irvine CA
- Free Access & Transportation to 130 AEC Students
- 30 exhibitors and 24 World Class Speakers

1st Student's Masonry Architecture Competition at CMSE 2026

- \$12,000 Awarded in Scholarships
- 2 Categories (Block, Brick)
- 73 Students Registered

CASH Conference 2026 Masonry Pavillion

- CMC led a Coalition of Masonry Stakeholders exhibiting at the CASH Conference reaching +2,000 Education Facilities planning professionals in CA

Publications Contract with ICC

- A new contract with International Code Council for 5 Technical Publications in 2026, continuing MIA's legacy in Technical Publications

CMC Student Ambassadors

- New Program with Scholarships for Architecture Students in CA
- 4 Ambassadors with a \$1,000 Scholarship in our first year

Technical Support for the AEC Community in California

- Expanded reach of Technical Support for AEC Professionals in CA
- Providing guidance, knowledge and the best resources for Masonry Projects

Masonry Advocacy

- Active participation with Masonry and AEC orgs to promote, improve, and expand the use of masonry.

**Building a sustainable future
with Masonry...**

Marketing & Social Media

CMC launched Social Media channels in May 2024, becoming the fastest growing masonry org in social media.



LinkedIn

+2,900
Followers



Instagram

+3,200
Followers

Industry Partners

CMC has established close relationships with key organizations for marketing collaboration and cross-promotion of content and events.

Industry & Marketing Partners



Marketing & Social Media

CMC's performance and engagement rates in Social Media channels continues to grow with focus on high-quality content and priority topics to the AEC Community in CA.

Our numbers from the last 12 months:

Mailing Subscribers, AEC Distribution List:



39,198
Subscribers

33%
Average Open
Rate

8.6%
Average Click
Rate



202,600
Impressions

935
AEC Interactions
(Reactions & Comments)

55
Reposts



207,080
Views

7,912
AEC
Engagements

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



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Building a sustainable future
with Masonry...

A/E/C Priority Topics

CMC is committed to bring the AEC Community and the Masonry Trade closer to topics that are a priority to our community, and the built environment.

As a connector and valuable resource among masonry stakeholders, CMC brings experts and industry leaders together to drive growth and positive change.

Our priority topics are those that drive informed decisions when specifying building materials.

Architecture & Design Trends

Building + Energy Code

Low Carbon + Decarbonization

Net Zero + Energy Efficiency

Sustainability + LCAs + EPDs

Resiliency + Fire Resistance

Technology + Robotics

BIM + VDC + AEC Software

Building Materials + Products

Innovation in Masonry

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MASONRY INSTITUTE OF AMERICA

PROVIDING TECHNICAL SUPPORT AND PUBLICATIONS SINCE 1957
MIA IS NOW PART OF CALIFORNIA MASONRY COUNCIL



NEED TECHNICAL SUPPORT ON MASONRY?, SCHEDULE A MEETING

CMC Today

As of May 1st, 2026, the Masonry Institute of America (MIA) has officially merged into CMC, becoming part of the California Masonry Council (CMC) to consolidate technical assistance, publications, and resources streamlined into a unified platform with an expanded reach.

This initiative is part of CMC's long-term strategic plan to strengthen our organization and enhance our ability to serve our trade and the AEC Community while **continuing with MIA's legacy of being a trusted technical resource.**

Our Technical Services continue to be fully operational throughout this transition, expanding our service offerings including **"Technical Support"** for Contractors, Architects, Engineers, Manufacturers, and anyone who requires technical assistance for a masonry project in California.

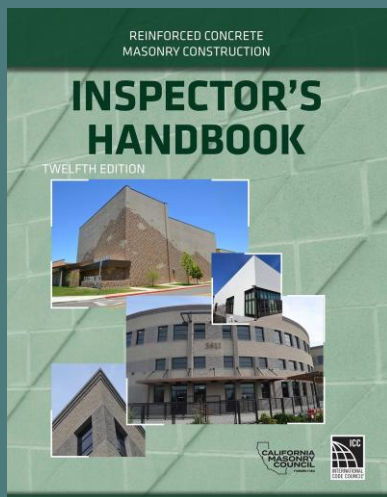
Our team is available to assist with all technical inquiries and publication needs.

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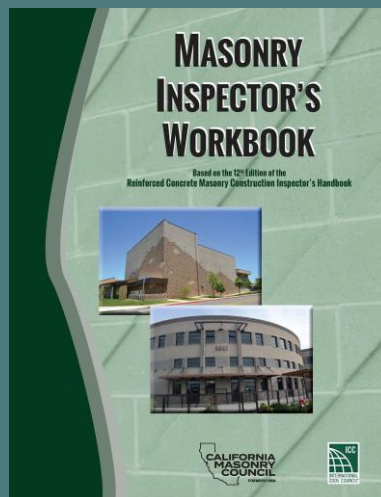
New Publications with ICC

CMC will continue to develop Technical Publications in partnership with International Code Council (ICC); the following publications during 2026:



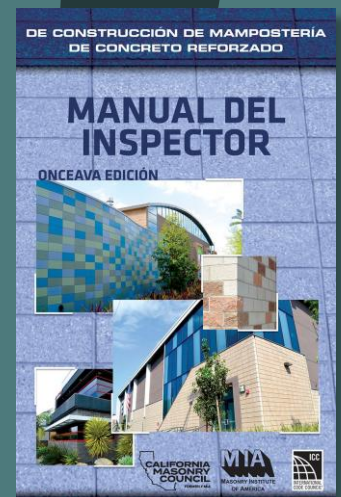
Reinforced Concrete Masonry Construction Inspector's Handbook, 12th Edition

Coming in 2026



Masonry Inspector's Workbook (Based on the 12th Ed. RCMC Inspector's Handbook)

Coming in 2026



Manual del Inspector de Construcción de Mampostería de Concreto Reforzado, 11.^a Edición

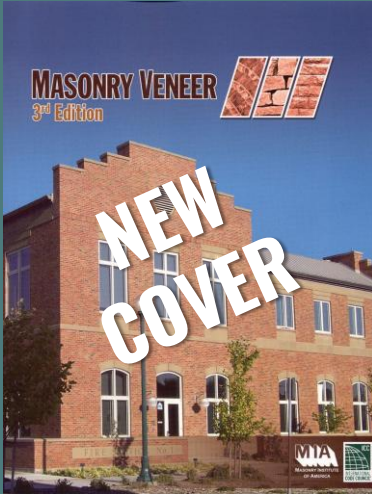
Coming in 2026



MASONRY INSTITUTE OF AMERICA
Original Publication

New Publications with ICC

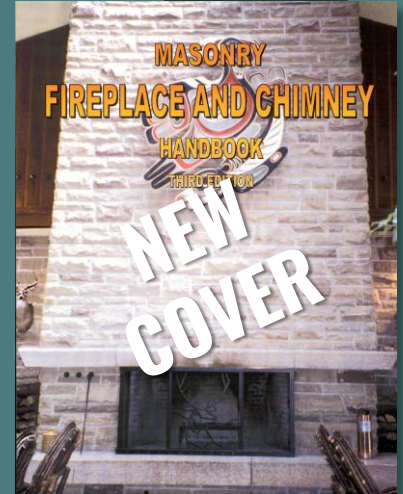
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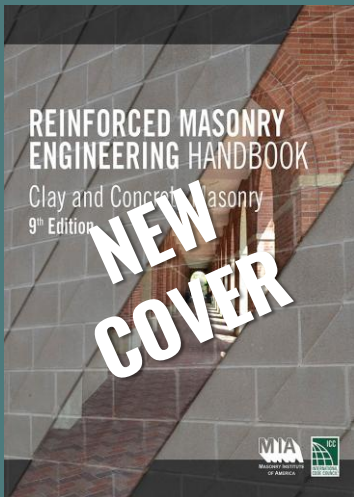
Masonry Veneer, 4th Edition
Coming in 2026



Architectural Masonry Design Manual, 5th Edition
Coming in 2026



Masonry Fireplace and Chimney Handbook 4th Edition
Coming in 2026



Reinforced Masonry Engineering Handbook, 10th Edition
Coming in 2027-2028

New publications and partnerships for 2027 - 2028 will be announced soon!

Invitation to Support CMC

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Our team is diligently developing new programs, events, and resources to further our mission of being California's best masonry resource, fostering connections between the Masonry Trade and the AEC Community, and promoting industry growth.

We would like to express our sincere gratitude to all our valued partners with MIA and CMC as we navigate through the new era of CMC and reaffirm our commitment to continue to work for the good of the Masonry Industry and serving our community.

Finally, we want to invite you to continue supporting CMC through Sponsorship and Membership opportunities, we need your support to do more!

Please review our offerings in the following pages, your support is critical to our mission.

CMC is a non-profit organization.

THANK YOU!



Sponsorships & Memberships:

LEGACY SPONSOR

Price: \$10,000 Annual Investment

Our annual Legacy Sponsors receive exclusive, advance opportunities to position their companies in front of our audience at our statewide events through targeted marketing, on our website, and throughout our social media channels.

Exclusive benefits include:

- ☐ Logo recognition as a Legacy Sponsor on CMC's website for one year.
- ☐ 50% Discount on CMC Publications and previous MIA Publications.
- ☐ 25% to 50% Available Discounts for ICC Publications (International Code Council) and TMS Publications (The Masonry Society). **Discounts can vary depending on availability.
- ☐ Logo recognition during one year as a Legacy Sponsor on every CMC's regular Newsletter Email to 34,000 contacts. (10 – 12 emails)
- ☐ One Dedicated Social Post in CMC's Social Media (LinkedIn and Instagram).
- ☐ 25% Discount on CMC Event Sponsorship Opportunities, Exhibitor Prices, and Event Passes.

(Dues can be paid in monthly installments, one payment, or quarterly)

Sponsorships & Memberships:

GOLD SPONSOR

Price: \$6,000 Annual Investment

Our annual Gold Sponsors get to position their companies in front of our audience at our statewide events through targeted marketing, on our website, and throughout our social media channels.

Gold benefits include:

- ☐ Logo recognition as a Gold Sponsor on CMC's website for one year.
- ☐ 50% Discount on CMC Publications and previous MIA Publications.
- ☐ 25% to 50% Available Discounts for ICC Publications (International Code Council) and TMS Publications (The Masonry Society). **Discounts can vary depending on availability.
- ☐ 20% Discount on CMC Event Sponsorship Opportunities, Exhibitor Prices, and Event Passes.

(Dues can be paid in monthly installments, one payment, or quarterly)

Sponsorships & Memberships:

SUPPORTING MEMBER

Price: \$3,000 Annual Investment

Membership benefits include:

- ☐ 25% Discount on CMC Publications and previous MIA Publications.
- ☐ Up to 25% Available Discounts for ICC Publications (International Code Council) and TMS Publications (The Masonry Society). **Discounts can vary depending on availability.
- ☐ 10% Discount on CMC Event Sponsorship Opportunities, Exhibitor Prices, and Event Passes.

STANDARD MEMBER

Price: \$1,500 Annual Investment

Membership benefits include:

- ☐ 15% Discount on CMC Publications and previous MIA Publications.
- ☐ Up to 25% Available Discounts for ICC Publications (International Code Council) and TMS Publications (The Masonry Society). **Discounts can vary depending on availability.

(Dues can be paid in monthly installments, one payment, or quarterly)



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For Sponsoring or becoming a Member, please contact:

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THANK YOU FOR SUPPORTING!

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