

March 6, 2023

Dear Valued Customer,

As some of you may be aware, the concrete masonry industry lobbied the federal government to create a “checkoff” program for concrete masonry producers. Checkoffs have primarily been used by agricultural industries which led to programs and campaigns like “Got Milk,” “Beef – It’s What’s for Dinner,” and “Pork – The Other White Meat.” After much hard work on Capitol Hill, the Concrete Masonry Checkoff was established with the approval of the Concrete Products Research, Education and Promotion Act by Congress on October 5, 2018. On December 20, 2021, the Department of Commerce announced that a majority of concrete block producers approved the Concrete Masonry Checkoff to drive demand for concrete block and win back lost markets.

**What does the checkoff mean for you?** By provision of the Act, the producers established a one cent per concrete masonry unit assessment to be charged by all concrete masonry producers in the United States. These assessments will be sent on a quarterly basis to the Concrete Masonry Checkoff Board for investment in programs, product research education, and promotion. At least fifty percent (50%) of funds that come from a region will return to that region for investment in local programs, research, education and promotion. This checkoff is a watershed moment for concrete masonry and masonry as a trade. Our competitors in the wood industry have their own checkoff and invest over \$25 million annually in promoting their products which, as you see daily, has been very effective in getting wood greater share of walls and structures. It is time for our industry to fight back and promote the durability, sustainability, and strength of our product and people. As a proud member of the Concrete Masonry Checkoff Board, I will be helping to spearhead this effort.

The assessments will begin on April 1, 2023 and be shown on your invoices at the bottom as another line item after the invoice subtotal. The assessment is not subject to sales tax. In addition, this language will appear on each invoice in which concrete masonry units are assessed:

“1 cents per masonry unit goes to the Concrete Masonry Checkoff Board pursuant to the Concrete Masonry Products Research, Education, and Promotion Act of 2018”

I apologize for the late notice with respect to the checkoff program and the impending assessments, but it has been a fast-moving process over the last few months.

Thank you for your business and support for our industry.

Very truly yours,

Brendan Quinn  
President