



## CCMPA Quarterly Update

### Executive Director's Report by Andrea McChesney

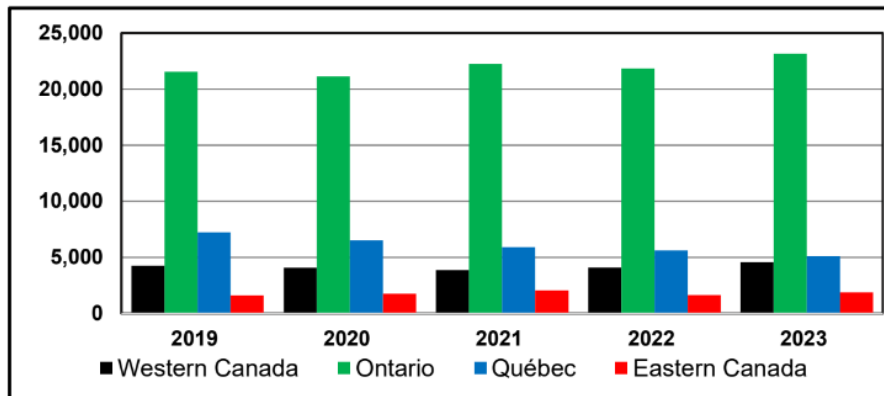
March 2024

CCMPA Members & Allies –

As predicted, Levy data communicates a strong finish to the year. After a successful end to 2023, we seem to find ourselves with an early spring and a busy Q1!

#### CCMPA - LEVY FUND

##### Block Sales by Region - 2019 to 2023 (000s)



	Total Year				
	2019	2020	2021	2022	2023
Western Canada	4,242	4,079	3,848	4,091	4,561
Ontario	21,550	21,141	22,274	21,847	23,180
Québec	7,244	6,521	5,909	5,620	5,116
Eastern Canada	1,611	1,764	2,053	1,639	1,878
Total	34,649	33,505	34,084	33,197	34,734

**There are several key wins so far this year for CCMPA, including gaining new CMU family members! We welcome back Heidelberg Materials with Lino Dinis as the key representative. And new to the fold are Patio Drummond, out of Quebec, represented by Philippe Girardin, as well as Euclid Canada, represented by Darryl Murray. This was a true team effort and I am grateful for all the support from our group. I'm happy to see our group growing and look forward to working more with all of you!**



EUCLID CANADA







From my perspective, there were several events that kept me on the go. In January, **CMDC and CCMPA co-hosted a technical design seminar** in Newfoundland, where I had the chance to discuss the carbon sequestration capacity of CMU and our EPD with the local design community. As always, Andrew Smith did a great job plugging us into the local network and presenting the many aspects of concrete masonry materials.

# Concrete Block 101

A technical design seminar for the architectural community presented by the Atlantic Masonry Institute featuring content from:



**Andrew Smith**  
P.Eng., M.A.Sc.  
Masonry Design Engineer

Andrew Smith will deliver a 1.5 hour presentation that will cover all the basics of concrete masonry materials, detailing, and contract language. He will also cover all the available industry resources which can help designer, including their new partition wall calculator.



**Andrea McChesney**  
HBA, MA  
Executive Director


As the Executive Director of the Canadian Concrete Masonry Producers Association, Andrea will present on all the work that the CCMPA is doing with concrete blocks to better understand their climate impact and to reduce the footprint of concrete block (CMU).



February 1st, Delta Hotels by Marriott St. John's  
**FREE REGISTRATION!!**  
9 AM-11 AM  
Coffee/Tea and Refreshments Provided

**ATLANTIC MASONRY INSTITUTE**

[CLICK HERE TO REGISTER](#)





We also had great success with the roll-out of the “Carbon Conversation 101” training in February. CCMPA, together with the Masonry Council of Ontario and the Cement Association of Canada, recently hosted a training session designed to coach our membership into being more comfortable, confident and competitive in conversations around carbon. In this half-day, team based, interactive session we covered a lot of material and used inbound / outbound markers to gauge the success of the session.

CCMPA PRESENTS  
**THE CARBON CONVERSATION 101**  
 FEEL **COMFORTABLE & CONFIDENT** WITH THE CARBON BASICS OF BRICK & BLOCK

**FEBRUARY 29, 2024**  
 Delta Hotels by Marriott Toronto Airport & Conference Centre,  
 655 Dixon Rd, Toronto, ON M9W 1J3, Canada

Let's get real: even thinking about all the terms and acronyms floating around about carbon these days can be a little bit overwhelming, are we right?! But have no fear, CCMPA is here to help.

We have custom designed a half-day learning module built to support the masonry industry learning about the basics in the carbon conversation. Our aim is to efficiently and effectively equip you with enough knowledge that you can comfortably and confidently engage on key concepts and terminology. Additionally, we will coach you on where to find the technical resources you will need. All it takes is one day of your time and effort – we look forward to seeing you!

Concepts covered will include:

- Carbon Accounting
- EPD
- GWP
- PCR
- LCA
- Embodied / Operational Carbon
- Greenwashing

**\$95 per person**  
 February 29th, 2024  
 8:30 am – 1:00 pm  
 Networking Lunch Included  
 \*CCMPA Members & Employees only

Logos for MASONRY COUNCIL OF ONTARIO and Cement Association of Canada.

**CCMPA**  
 CANADIAN CONCRETE MASONRY PRODUCERS' ASSOCIATION

Registration Opens in January 2024:  
[CCMPA.CA/CARBON-CONVERSATION](http://CCMPA.CA/CARBON-CONVERSATION)

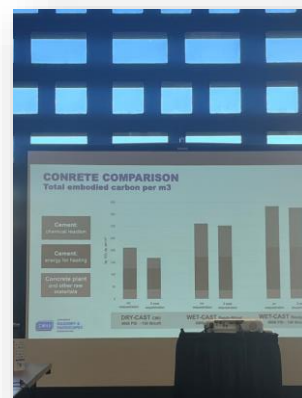
Overall, how would you rate the effectiveness and enjoyability of this training session?



*A sincere thank you to everyone who contributed to and participated in this event in any way - it was a collaborative effort! A special shout out to Andrea Boddy Consulting, Sarah Petrevan at the CAC & Andrew Payne from the MCO - you were all instrumental in the success of this event.*

**We are scheduling a Carbon Conversations 201 for the afternoon of Wednesday, September 18th at Nottawasaga Resort in Alliston, Ontario & we hope you can attend! (This is the day before our 2024 CCMPA AGM, Sept 19th).**

Together with Amanda Bedian, UMI, I co-chair the CAN/US Regional Execs team, and hosted a full day session in Denver in early February. The key areas of focus were a carbon overview by Heidi Jandriss (Jandriss Block) and a collaborative SWOT looking at the public-school market.





Finally – **SAVE THE DATE!** The **CCMPA AGM & Grimo Cup Golf Tournament** is formally announced, and will take place on **Thursday, September 19<sup>th</sup>** @ Nottawasaga Resort, in Alliston, Ontario. Online registration and payment options will be sent out in the following weeks.



See below for industry updates from our industry association partners – lots of exciting news from across the country!

As always, reach out directly with any questions, comments, feedback.

Keep healthy and well,

*Andrea*





## Q1 UPDATE ON CMDC-CCMPA PARTNER ACTIVITIES

### Textbook

The engineering textbook has been printed and delivered to the CMDC office in Mississauga. An overview of the changes in this new version of the textbook can be found here <https://www.canadamasonrydesigncentre.com/resources/textbook/>. Sales began on March 14, and arrangements are being made to run an advertising and promotion campaign with the help of Andrea Boddy. The textbook can be purchased through the same website where MASS is sold <https://masonryanalysisstructuralsystems.com/product/masonry-structures/>.

### MASS

MASS version 4.2 was released on Jan. 29, and provides a number of minor bug fixes as well as some additional calculation tools to help with seismic design. A detailed overview of this most recent update can be found here <https://docs.masonryanalysisstructuralsystems.com/2024/01/29/mass-version-4-2-release-notification/>.

### University Research

An overview of past CMDC-CCMPA research projects can be found on the CMDC website here <https://www.canadamasonrydesigncentre.com/research/#projects>. Some of the highlights from our research programs that occurred over the last quarter are provided below:

#### Carleton University

A recent application has been accepted for funding with Carleton University. This project aims to quantify the behaviour of reinforced concrete block walls subject to the impact testing needed for fixed barrier walls commonly found in courthouses, holding cells, and prisons. This research will utilize existing CMDC data as well as small-scale experimental testing and modelling at Carleton to create a design guide so that walls can be detailed for a specific security rating without the need for physical testing.

#### University of Waterloo

Our most recent research project “Masonry, Masons and Machines: Leveraging Augmented Reality to Improve Productivity, Health and Safety Outcomes” began in January of this year. Over the next 5 years we will be working with the University of Waterloo as well as with the Ontario Masonry Training Centre (OMTC) to explore ways to better integrate augmented and virtual reality technologies within masonry education.

#### University of Manitoba and Red River College

We have held several high-level meetings and are finalizing a plan to instrument several full-scale masonry buildings located on the Red River College Campus. The results from this monitoring will shed light on the thermal resistance and thermal mass properties of masonry wall systems within the context of real-world conditions.

#### University of British Columbia

Preparations are underway for construction of four full-scale masonry shear walls with a novel type of boundary element detail aimed at improving seismic performance, with testing expected to occur over 2024.



We're thrilled to report that *Le Rendez-vous de la maçonnerie* hosted by AEMQ on February 15th and 16th, 2024, was a resounding success! Participants gathered for insightful conferences and engaging exhibitions, creating an enriching experience for all involved.

The event provided a platform for attendees to delve into interesting topics within the masonry industry, fostering valuable discussions and networking opportunities. The feedback from participants has been positive, highlighting the quality of the presentations and the breadth of knowledge shared.

We extend our gratitude to all those who contributed to making this event a success, including the speakers, exhibitors, and attendees. Your enthusiasm and dedication are truly appreciated. Stay tuned for updates on future events and initiatives within the masonry community. Together, we continue to drive innovation and excellence in our field.

Best regards.

**AEMQ**

Nous sommes ravis de vous annoncer que *Le Rendez-vous de la maçonnerie*, organisé par l'AEMQ les 15 et 16 février 2024, a été un franc succès ! Les participants se sont réunis pour des conférences instructives et des expositions captivantes, créant une expérience enrichissante pour tous les participants.

Cet événement a fourni une plateforme aux participants pour explorer des sujets intéressants dans l'industrie de la maçonnerie, favorisant ainsi des discussions précieuses et des opportunités de réseautage. Les retours des participants ont été positifs, mettant en avant la qualité des présentations et l'étendue des connaissances partagées.

Nous exprimons notre gratitude à tous ceux qui ont contribué à faire de cet événement un succès, y compris les conférenciers, les exposants et les participants. Votre enthousiasme et votre dévouement sont vraiment appréciés.

Restez à l'écoute pour des mises à jour sur les événements et initiatives futurs au sein de la communauté de la maçonnerie. Ensemble, nous continuons à promouvoir l'innovation et l'excellence dans notre domaine.

Cordialement,

**AEMQ**





2024



CANADA  
MASONRY  
DESIGN  
CENTRE

## Rendez-vous de la maçonnerie AEMQ Conference

Le Rendez-vous de la maçonnerie 2024 de l'AEMQ fut un franc succès, rassemblant un grand nombre d'entrepreneurs membres ainsi que d'autres intervenants et intéressés de l'industrie de la maçonnerie. Le programme technique du congrès comportait une série de conférences pertinentes pour les participants sur des sujets variés allant de la gestion d'entreprise à la santé et sécurité sur les chantiers, y compris un panel de discussion d'associations du domaine de la construction. Durant l'AGA les membres de l'AEMQ ont eu l'occasion de prendre connaissance des rapports des divers comités de l'Association, ainsi que des activités récentes du Canada Masonry Design Centre (CMDC) et de la Canadian Masonry Contractors Association (CMCA) au bénéfice de l'industrie. Notamment, le CMDC a annoncé que son nouveau site web, y compris les informations techniques qui y sont présentés, est maintenant disponibles en français.

AEMQ's 2024 Rendez-vous de la maçonnerie (AGM and conference) was a great success, bringing together a large number of member contractors as well as other stakeholders and interested parties from the masonry industry. The technical program for the conference included a series of seminars on a variety of topics ranging from business management to health and safety on construction sites and included a panel discussion with various construction industry associations. During the AGM, AEMQ members had the opportunity to hear about the activities of the Association's committees, as well as recent efforts by the Canada Masonry Design Centre (CMDC) and the Canadian Masonry Contractors Association (CMCA) for the benefit of the industry. Notably, the CMDC announced that its new website, including the technical information presented therein, is now available in French!

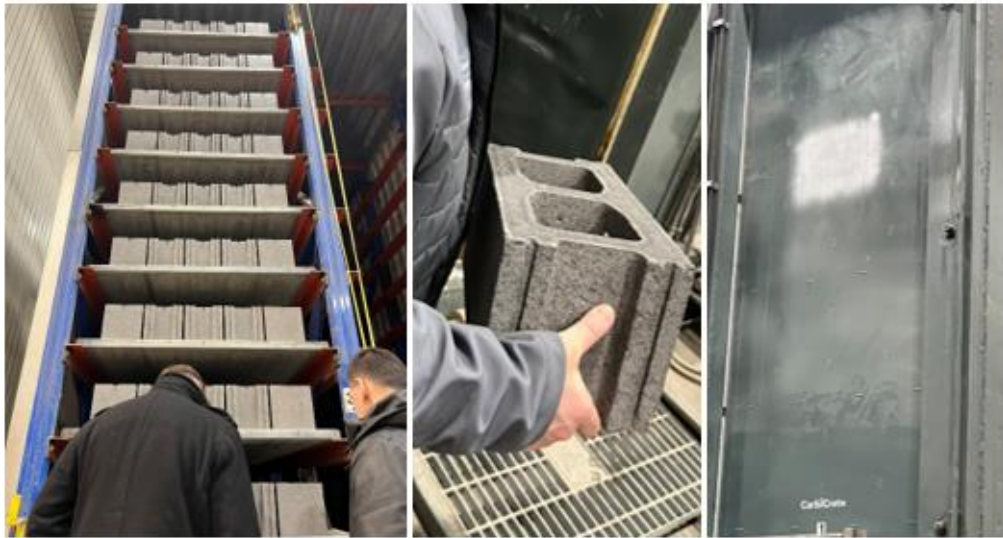


Photo credit: Caroline Perron



Le congrès fut aussi l'occasion de discussions entre l'ACPMB, l'AEMQ et Patio Drummond pour solidifier nos efforts collectifs du développement de l'industrie de la maçonnerie. À la suite de ses discussions, Patio Drummond s'engage à se joindre à l'Association des producteurs et à contribuer à nos objectifs de l'industrie en participant au programme du Bloc Lévy. La compagnie Patio Drummond apporte avec elle une capacité de production importante de blocs de béton, ainsi qu'une nouvelle technologie écologique et carbo-négative de production. Une délégation représentant l'AEMQ et le CMDC a eu l'opportunité de visiter l'usine de production où d'innombrables produits de béton sont fabriqués à chaque jours, y compris les fameux éléments de maçonnerie Carbicrete.

The conference was also an opportunity for discussions between the CCMPA, the AEMQ and Patio Drummond to solidify our collective efforts for the development of the masonry industry. As a result of those discussions, Patio Drummond is now committed to joining the Producers' Association and contributing to our industry goals by participating in the Block Levy programme. Patio Drummond brings with it a significant production capacity of concrete blocks, as well as a new ecological and carbon-negative production technology. A delegation representing AEMQ and CMDC had an opportunity to visit the production plant where myriad concrete products are manufactured every day, including the famous Carbicrete masonry units.







The “Sustainability Construction Practices with Concrete Masonry” is a *featured story* in the November 2023 edition of Construction Canada Magazine. The article was authored by Dr. Mark Hagel (Alberta Masonry Council) and Mike Lafontaine (Expocrete) and discusses the historical evolution and current applications of concrete masonry units (CMUs) in construction, highlighting their environmental benefits and resilience. CMUs have become versatile building materials used for both structural and architectural purposes. They offer advantages such as carbon dioxide sequestration, fire resistance, impact resistance, and moisture storage, making them suitable for mitigating extreme weather

events.

Carbon sequestration in CMUs occurs through *weathering carbonation* and *pre-carbonation* methods, which involve the absorption of carbon dioxide during curing processes. Additional efforts to make CMUs more climate-friendly include reducing embodied carbon through the use of Portland Limestone Cement (GUL) and enhancing operational carbon efficiency through improved thermal modeling.

Environmental Product Declarations (EPDs) provide information on the carbon footprint of CMUs, with substitution of cement types showing a reduction in Global Warming Potential (GWP). Collaboration with the University of Alberta has led to improved thermal bridging values for CMU walls, enabling designers to create more accurate thermal models of CMU walls and demonstrating that the achievement of net-zero energy building requirements with CMU is possible.

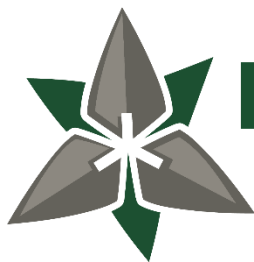
The article emphasizes the importance of accounting for the thermal mass effects of CMUs, which contribute to energy efficiency and climate-friendly construction practices. The masonry industry aims to further reduce its carbon footprint through innovative manufacturing processes and enhanced thermal performance in building envelopes.



<https://www.constructioncanada.net/publications/de/202311/index.html>



Alberta Masonry Council is hosting its 5<sup>th</sup> Alberta Masonry Design Awards on September 20, 2024 in Edmonton. Big Thank you to CCMPA for being the Platinum Sponsor



# MASONRY COUNCIL OF ONTARIO

The **Masonry Council of Ontario (MCO)** has been actively engaged in government relations campaigns, advocating on behalf of its members at both the municipal and provincial levels. Here are the key highlights from the first three months of 2024:

## 1. Municipal Engagement:

- MCO interacted with **twelve municipal governments** across Ontario, including major growth areas like **Mississauga, Oshawa, Oakville, and Pickering**.
- Notably, the **City of Mississauga** released its draft Official Plan, which emphasizes the use of masonry in new developments. Key policy highlights include:
  - In the downtown core, building designs will incorporate high-quality, resilient, and durable materials such as **stone and clay brick**.



- For the Lakeshore Corridor, aesthetic and high-quality building materials will be required. The first four stories of buildings must use durable materials like **brick or stone**.
- Street facades will prioritize design quality, with materials used on the front extending around to any visible side or back.
- Building materials will be chosen based on functional and aesthetic quality, sustainability, durability, and ease of maintenance.
- Buildings should be designed to **retain solar heat in winter** and minimize sun penetration in summer.
- All development applications will be evaluated not only through the Official Plan but also against applicable Urban Design Guidelines, including the City's Green Development Standards. The city reserves the right to impose requirements for resilient and thermally resilient building designs.

## 2. Major Win for the Masonry Industry:

- The City of Mississauga's commitment to masonry represents a significant victory for the industry.
- MCO's government relations team has been actively engaging with Mississauga on this matter since **2020**.

## 3. Provincial Collaboration:

- MCO is collaborating with the **Canadian Concrete Masonry Producers Association (CCMPA)** and the **Canada Masonry Centre (CMC)**.
- Together, they are in discussions with the **Ministry of Education** regarding the **Building Modern Schools Faster** policy announced in late 2023.
- Throughout Q1, MCO, CCMPA, and CMC met with members of Minister of Education **Stephen Lecce's staff** to position masonry as a key stakeholder in school construction in Ontario. They advocate for input from the masonry industry in further policy development.

## Looking Ahead:

As we move forward, MCO remains committed to representing the interests of our members in Ontario. We're dedicated to achieving more advocacy results over the coming year and ensuring that the voice of the masonry industry is heard.

Thank you for your continued support and participation,

Sincerely, Andrew Payne, Executive Director, MCO.