This is a personal invite on behalf of the Masonry Institute of Michigan and myself for you and your company to become a member. Become a member of a well-respected Institute established over a half a century ago. Become a part of a learning process. Become a pro-active voice in making changes. Become the best you can be. You owe it to yourself, your employees and the industry you serve and are part of.

I know times are tough and you are probably tired of hearing this. So what are we going to do about it? We are going to work together to promote the best building system known to mankind. We have a plan and it’s called Masonry’s Role in the 21st Century. Please take the time to review the membership benefits.

Your father and perhaps your grandfather or a friend may have inspired your masonry career choice, but believe me, the masonry industry is no longer as it was in your father’s day. Sure it’s still one on top of two but it is much more than this. Remember on a per square foot wall basis, masonry walls can provide structure, enclosure, façade, redundancy, fire resistance, thermal resistance, sound resistance, and mold and mildew resistance, in truth, a complete building system! Please consider joining the Institute today by filling out the membership application on our website at: www.mim-online.org

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**Testimonials**

“Belonging to the Masonry Institute of Michigan is by far the smartest decision I have ever made in my 32 years in business... No place else can I exchange ideas with all of the players pertinent to my business: Architects, Engineers, Suppliers, and fellow Contractors. Throw in for free, one of the best Masonry minds in the industry - Dan Zechmeister.... ...As a Union Contractor I have to belong to IMI, I choose to belong to MIM.... I consider it an excellent investment.....”

**Kevin Ryan, President**
Masonry Developers, Inc.

“Being a member of MIM has provided opportunities for me to further my education and professional development. A partial list of things learned have included: structural design, information on materials, constructability considerations, etc.”

**Todd Dailey, President**
Dailey Engineering

“One benefit of membership is having plans reviewed at MIM. Having Dan review a plan that you will be bidding enables you to point out potential structural problems and possible code violations. The CM/GC will realize that you are being proactive and thorough while preparing the estimate. More often than not, the CM/GC will call you with questions and allow you to establish a relationship with that person. It’s good for future bidding with that contractor.”

**Larry Durkin, President**
Durkin & Company Contractors

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**MEMBERSHIP**

Brick $ .45
Block $ .90
Stone $1.35

Putting it all together...

PRICELESS!

www.mim-online.org
**Masonry’s Role in the 21st Century**

**SOFTWARE**
The masonry industry stepped boldly into the 21st century with the launch of Bentley’s RAM Advance v8, featuring a masonry module for structural engineers. What used to involve weeks of tedious hand calculations and spreadsheets can now be accomplished in a matter of hours. Entire multi-story low-rise and mid-rise loadbearing structures can be designed on a computer. Through the cooperative efforts of the masonry industry, the Masonry Coalition has

- Announced the “new software” to 120 engineering firms
- Trained in-house and/or at seminars 116 engineers

**ADVANTAGES**
For a lower initial construction cost with an enhanced construction schedule, design and construct the loadbearing masonry system. Life cycle cost analyses has shown that masonry systems over time are the most economical, especially when operational and insurance costs are factored in.

- No steel X-bracing is required
- No costly moment steel connections are required
- No complex foundations are required
- No shop drawings are required
- No lead time required for block back-up
- No cost increase for block back-up

**OUR GOAL**
The goal of the masonry industry is to educate architects, engineers, construction managers and craft workers on the advantages and benefits of using loadbearing masonry for all it’s worth. For the 21st Century and beyond, the goal of the masonry industry is to regain market share.