THE BEAUTY OF BLOCK DESIGN COLLECTIVE

YOU'RE INVITED!

EASTWEST PRODUCTS

Tour Our NEW Masonry Design Showroom

SERVING EASTERN NORTH CAROLINA DESIGN PROFESSIONALS

The Block Design Collective *Building Smarter with Concrete Masonry*

Join us for an introduction to the **Block Design Collective (BDC)** — a collaborative resource dedicated to helping architects, engineers, contractors, and owners confidently integrate concrete masonry units (CMU) into their projects.

Whether you are exploring masonry applications for the first time or refining complex project details, BDC delivers fast, reliable guidance and technical support focused on:

- Code compliance
- Detailing and constructability
- Material coordination
- Performance-driven solutions
- Design and aesthetic integration

Our goal is to help you determine if, where, and how CMU can improve your project's performance, appearance, resiliency, and overall value.

EVENT INFORMATION:
Tuesday, June 9th, 2026
10am – 2pm

LOCATION:
EastWest Products
720 East New Bern Rd.
Kinston, NC

**LUNCH WILL BE PROVIDED. OPTIONAL PLANT TOUR IMMEDIATELY FOLLOWING PRESENTATIONS.

SCHEDULE

10:00 AM — Welcome & Introductions
10:15 AM — The 5 S's of Concrete Masonry
11:20 AM — Why Masonry and Why Now?
12:30 PM — Lunch
1:15 PM — Optional CMU Plant Tour

PRESENTERS

Brett Hardy – Owner, EastWest Products
Tim Manning – President, NCMCA
Owner, Manning Masonry
James Cain – SCMA
Danielle Mokris – Technical Director, The Block Design Collective / National Checkoff

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Please RSVP by June 5th, 2026

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AIA / PDH Continuing Education Available

The 5 S's of Concrete Masonry

AIA Course No. 25-CP1
1.0 AIA/CES LU|HSW or 1.0 PDH Credit

Course Overview

Concrete masonry is commonly used for structural and architectural walls in buildings. Understanding the full extent of its applications and capabilities is important for creating resilient, sustainable, and cost-effective buildings. This course provides a general overview of the properties and performance characteristics of concrete masonry walls while demonstrating how to maximize the features and capabilities of CMU systems.

Learning Objectives

1. Explore the aesthetic versatility of CMU in various design styles.
2. Analyze construction and life-cycle cost benefits of CMU.
3. Identify factors contributing to embodied carbon and carbon sequestration.
4. Investigate CMU capabilities related to fire and life safety goals.

Why Masonry and Why Now?

A Push for CMU's Vital Role in Today's World

AIA Course No. 25-ST2
1.0 AIA/CES LU|HSW or 1.0 PDH Credit

Course Overview

This presentation explores how CMU can achieve style, savings, sustainability, safety, and resiliency in today's construction environment. We will discuss misconceptions surrounding concrete masonry and clarify the true capabilities of CMU while reviewing the industry's current position, innovation opportunities, and resources available to help designers create more efficient and resilient buildings.

Learning Objectives

1. Explore the aesthetic versatility of CMU in modern design applications.
2. Review common misconceptions and strategies for overcoming them.
3. Evaluate CMU's role in sustainable material selection.
4. Review CMU's performance in resilient construction applications.