

Ohio Masonry Association / Tri-State Masonry Institute
Proposal Application
Concrete Masonry Outreach Proposal
2025

Project Manager: Emily Mandich, OMA/TMI Executive Director
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Amount Requested: Ongoing Program Request:
First Year \$50,000
Second Year \$50,000
Third Year and Each Year Thereafter \$35,000

What is the Intended Goal:

The Board of Directors of the OMA/TMI is focusing its resources in one major area. It is to develop a long-term program to establish for Ohio an aggressive Workforce Development Program through the employment of a full-time **Workforce Development & Training Coordinator**. The need is clear that the qualified worker shortage in our industry has continued to worsen over many years. We began to feel the lack of qualified workers as far back as 2008. Then the impact of Covid exaggerated the situation, and we find ourselves today scrambling to meet labor needs.

Masonry product units cannot be installed if we continually lack the manpower to put these units in place. We are also not finding quality candidates. They are being grabbed away by other construction crafts, manufacturing, and even the service industry. In addition, if we do not have quality applicants, how are we going to fill our leadership roles from first line supervision through upper-level management?

1. What Action Will Be Taken to Ensure Success:

- a. Our first action is to secure adequate funding. Securing operating capital from investors is the key to making any business undertaking successful. The OMA/TMI has already made a commitment of \$100,000 dollars from its operating budget toward the program. A proposed financial budget is shown as *Attachment A*.
- b. The investment needs to include a multi-year plan for a program such as this. Workforce Development takes hard work and time.
- c. A Search Committee will be appointed to secure funding and to hire the right individual that will lead the program. This person will need to have the following characteristics and skills:

- >> A grasp of all occupations available in the Masonry Industry, including field construction, concrete production plant work, project management, estimating, as well as upper management opportunities.
- >> This individual's focus would be on 16–25-year-olds for entry level positions. They would primarily work with High School and Junior High School Counselors and Joint Vocational Schools. In addition, they would need to be visible at Job Fairs, Ohio Skills Competitions, and with the Ohio Unemployment Bureau.
- >> Skills in using social media outlets as well as programmatic advertising would be required.
- >> Excellent writing and speaking skills will be necessary.
- >> Current OMA/TMI staff will work with this individual providing office support including assistance with the administrative and scheduling aspects of this program. OMA/TMI staff will provide a communication center as well. In addition, the current OMA/TMI office can provide this individual with database management support. The current OMA/TMI office will work with the Coordinator to establish a system of getting the information on possible candidates for employment to the member firms.

2. Goal Setting and Measurement of the Program's Success

- a. The initial Search Committee would then be converted to an on-going Coordinator Advisory Committee. They would provide the Coordinator with a working group that would hold regular meetings with the Coordinator (monthly), and have the ability to be in contact with the Coordinator as often as daily.
- b. This Advisory Committee will work with the Coordinator to establish a specific plan of activities. This Committee will report to the OMA/TMI Board on a regular basis. The Advisory Committee would provide the Checkoff Board with reports and updates as often as they would require. The Advisory Committee would be responsible for setting goals, both short-term and long-term, in conjunction with the Coordinator.
- c. The future ultimate goal is to expand this program. We all know that one individual cannot do all that we need to accomplish. The Advisory Committee will be responsible for coming back to the OMI/TMI Board for expanded support to add additional recruitment staff. The financial support for this type of expansion would need to come from the OMA/TMI membership, either through increased dues, additional membership, sponsorships, and an applicant referral fee.

3. Timetable

A proposed timetable is shown as *Attachment B*.

Summary:

The Masonry Industry in Ohio is severely lacking qualified employable individuals. In looking at other States, the model of employing a full-time person to recruit employment candidates to the industry has shown very good success. OMA/TMI wants to use this model in Ohio.

The MCAA Foundation funding request would help us to get this program up and going. OMA/TMI realizes that once this program gets established, the funding will need to continually shift toward being self-sufficient. But in the short run, financial help is needed.

OMA/TMI feels that from the beginning, our plan should have other sources of funding in addition to the MCAA. This leverages the MCAA contribution to the program and shows a commitment from those involved.

The most important part of our proposal is that the OMA/TMI has a deep bench of individuals that are ready to volunteer their time toward the success of this program.

ATTACHMENT A

Ohio Masonry Association / Tri-State Masonry Institute

Projected Budget 2026-2028

Concrete Masonry Outreach Proposal

Start Up Year - 2026



Income:

OMA/TMI	\$125,000.00
GLCPC (requested)	\$25,000.00
Cement Masonry Checkoff (requested)	\$50,000.00
MCAA Foundation (requested)	\$50,000.00
NCMA Foundation (requested)	\$50,000.00
Company Sponsorships	\$10,000.00
Total Projected Start-Up Income	\$310,000.00

Expenses:

Coordinator Salary , Benefits, Taxes	\$140,000.00
Coordinator Vehicle Costs (Car/Trailer payment, fuel, insurance and maintenance)	23,000.00
Supplies (laptop/computer hardware, office supplies, cell phone, etc.)	20,000.00
As an alternative to the above expenses upon hiring an employee, we advertise for a qualified individual as a consultant and have them bid an admin fee.	
Travel costs (meals, hotel, customer/applicant luncheons, etc.)	16,000.00
Marketing (website (\$5000), programmatic marketing campaign (\$7500), database software (\$2400), promo item giveaways, hands-on masonry demo materials and tools, sponsorships/exhibit fees, display booth purchase and maintenance)	50,000.00
Office Support (payroll processing, scheduling, bookkeeping, contact database, website maintenance, social media administration, applicant referral program administration, office workspace)	20,000.00

Total Projected Start-Up Expenses: \$269,000.00

Net Income (Expenses) \$ 41,000.00

Note: \$41,000 net income to be applied as a separate reserve account, independent of the OMA General Fund, to be used specifically toward the Workforce Development project.

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Projected Budget 2026-2028

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3rd Year - 2028



Income:

OMA/TMI	\$45,000.00
GLCPC (requested)	\$25,000.00
Cement Masonry Checkoff (requested)	\$35,000.00
MCAA Foundation (requested)	\$35,000.00
NCMA Foundation (requested)	\$35,000.00
Company Sponsorships	\$50,000.00
Referral Fees	\$50,000.00

Total Projected Start-Up Income \$275,000.00

Expenses:

Independent Consultant Admin Fee	\$177,000.00
Travel costs	17,400.00
Marketing	54,000.00
Office support	21,600.00

Total Projected Expenses: \$270,000.00

Net Income \$ 5,000.00

Note: \$5,000 net income to be applied to the separate Workforce Development account Reserve.

FOURTH QUARTER 2026	THIRD QUARTER 2026	SECOND QUARTER 2026	FIRST QUARTER 2027	2027	THIRD QUARTER 2027
<ul style="list-style-type: none"> • Search Committee complete job description and establish procedure for obtaining applicants 	<ul style="list-style-type: none"> • Search Committee interviews candidates and makes selection • Convert Search Committee to Coordinator Advisory Committee • Coordinator Advisory Committee works with Coordinator in establishing goals and a working calendar • Orientation session between OMA office and Coordinator • Begin to secure funding and budgeting for 2027 • Design website to connect potential work candidates with employers 	<ul style="list-style-type: none"> • Coordinator Advisory Committee updates program process with OMA/TMI Boards • Coordinator develops working calendar for 2027 	<ul style="list-style-type: none"> • Coordinator Advisory Committee conducts six-month Coordinator review 	<ul style="list-style-type: none"> • Coordinator works independently. Monthly meetings with Coordinator Advisory Committee • Coordinator submits annual report at OMA Conference 	<ul style="list-style-type: none"> • Coordinator begins development 2028 schedule and budget and begins independent
<p>Final year budget function search committee</p> <p>Placement of search committee at OMA Meeting</p>					