

# BLOCK DESIGN COLLECTIVE OVERVIEW FOR PRODUCERS AND BLOCK PROMOTERS

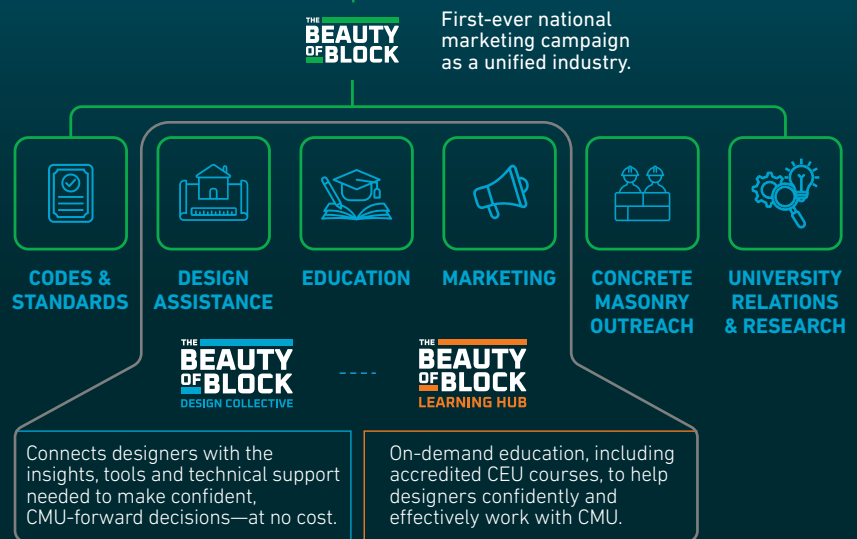
THE  
**BEAUTY  
OF BLOCK**  
DESIGN COLLECTIVE

**Big Picture:** The Concrete Masonry Checkoff (CMC) drives market growth through a connected set of initiatives—each serving a unique function while working in concert to expand CMU’s appeal across audiences, sectors and stages of design.



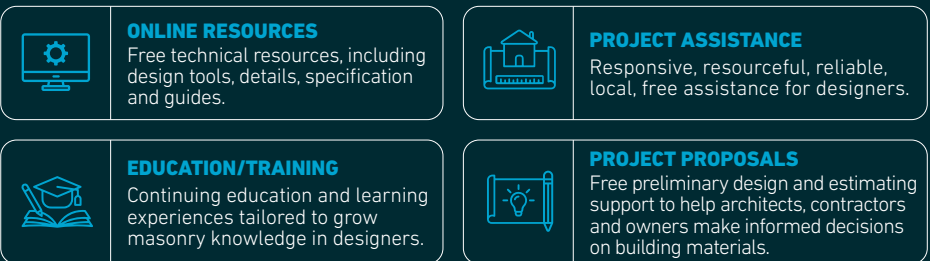
## HOW THE BLOCK DESIGN COLLECTIVE FITS IN

The Block Design Collective (BDC) is one of those key initiatives—a responsive, nonprofit team offering free support to the AEC community. It drives early project influence through content, education, project assistance and concept proposals that elevate the use of CMU.



## TRANSFORMING THE INDUSTRY

Underlying each of these pillars is a drive towards innovation and moving the industry forward. By educating and promoting things like delegated design, prefabricated masonry, or dry-stack methods, we can showcase innovative practices and trends that create excitement around our industry. Let’s make CMU the train that everyone wants to jump on.



## OUR TEAM

Our team of Regional Technical Directors is backed by a trusted network of practicing designers and architects with extensive masonry experience. Together, we bring a shared commitment to problem-solving, partnership, and delivering support at the highest possible level.

### Region 1: Chuck Rotondo

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### Region 2: Danielle Mokris

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### Region 3: Tino Kalayil

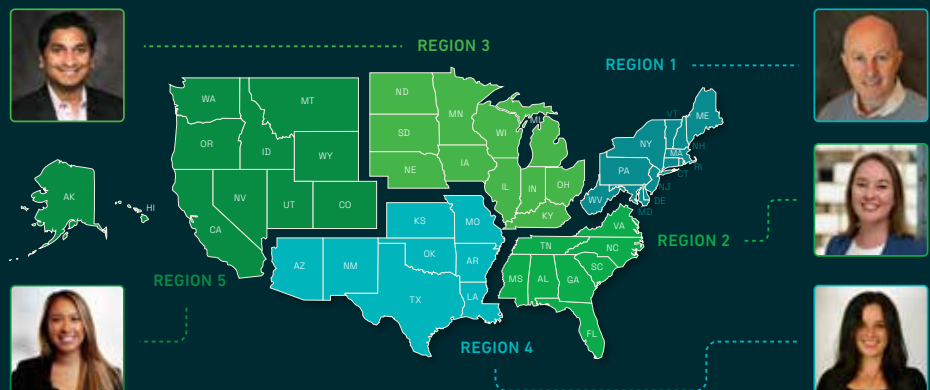
TKalayil@blockdesign.org | 224.639.2164

### Region 4: Lauren Kennedy

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### Region 5: Irene Li

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# WHY THE BDC MATTERS

The reality is that many designers haven't had a deep dive into concrete masonry—that's where we come in. The BDC offers free, expert-backed support to help AEC teams navigate performance, detailing, code compliance and more.

**We help design teams evaluate if, when and how CMU can be integrated into projects—bringing clarity and objectivity to the process.**

## PARTNERING WITH THE BLOCK DESIGN COLLECTIVE

The Block Design Collective makes it easier to say "YES" to CMU. Here's how you can team up with us:

### Share Expertise:

For anyone interested in sharing their own expertise, we're offering a Train the Trainer course through the Block Learning Hub, designed to help producers and their staff present AIA credit courses in their region. To enroll, reach out to [learn@beautyofblock.com](mailto:learn@beautyofblock.com) for more information.

### Promote Together:

Need some promotional fliers for an upcoming trade show? Want some Beauty of Block promo swag to hand out at a lunch-and-learn? Shop through our [storefront resources](#) and check back frequently for the latest items!



Registration Code:  
**BofBMerch**

### Partner With Us:

We're here to support your projects from concept to completion. Whether you need help with specifications, code compliance or structural performance, the BDC can be an extension of your team. The earlier we get involved in your design process, the better because we can help shape stronger, smarter outcomes. Spot a great project opportunity? Loop in your Regional Technical Director, and they will take it from there.

### Plan Events With Us:

Include the BDC to enhance your events, seminars, and trainings and promote a unified industry. Reach out to your Regional Technical Director and we can help with planning, speaking and promotions.

### Share Ideas:

We want to be transformational and innovative—taking the industry to the next level. If you have ideas for tools, resources, or initiatives for AECs that can help accomplish that, we're all ears!

