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## SEE THE MASONRY INNOVATIONS & WORKFORCE DEVELOPMENT ZONE AT THE WOC

LAS VEGAS, NV—Described as the “Biggest Masonry Party on the Planet,” each year MASONRY MADNESS® Day has a new event that draws World of Concrete attendees to the Gold Lot of the Las Vegas Convention Center. It’s called the “Masonry Innovations & Workforce Development Zone” and it’s sure to be a hit.

This year when spectators walk into the MASONRY MADNESS™ Arena they will have the opportunity to take part in 10 different live, hands-on learning demonstrations that showcase the most recent innovations impacting the masonry industry. From cutting-edge products and equipment to technology driven software systems and innovative masonry wall systems, experts in their field will provide information and training that will change how masonry projects are built in the immediate future. Below is a list of the demonstrations and learning events in the Masonry Innovations & Workforce Development Zone:

- **SAM the Robotic Bricklayer**
- **BIM-Masonry 3D Modeling**
- **IMI/BAC & Masonry Installation**
- **Silica Dust Solutions**
- **Natural Stone Thin Veneer Systems**
- **NCMA Outdoor Living Display**
- **Moisture Management for Masonry**
- **Innovative Material Mixing Systems**

It all starts on Tuesday, February 2nd at 9:30AM Pacific Time when the gates open to MASONRY MADNESS Arena the learning continues through Thursday the 4<sup>th</sup>. This is the same WOC location that serves as the battle field for the

2016 SPEC MIX BRICKLAYER 500® World Championship, SPEC MIX TOUGHEST TENDER®, the MCAA's Fastest Trowel on the Block and Masonry Skills Challenge. It's the ideal setting for masonry minded people to gather, network and discover better ways to improve their efficiencies, quality and profitability.

Masonry construction has evolved into a craft that is significantly less labor intensive and offers a work environment that is much safer than ever imagined. The Innovation & Workforce Development Zone will prove the masonry industry has significantly evolved over the past 5 to 10 years and it's a career path that deserves serious consideration by all demographics. The construction industry as a whole is in a growth mode. Mason contractors and companies manufacturing, distributing and marketing the products on building sites are all seeking ambitious colleagues ready to go to work.

When you're at the World of Concrete be sure to set your schedule to visit the Gold Lot and take part in the Masonry Innovations & Workforce Development Zone. It's the newest addition to MASONRY MADNESS Day established for people whose heart race at the site of bricks, blocks and mortar or individuals looking for a business and career full of opportunity. Don't miss this opportunity...you'll love what you see!