



DATE: September 30, 2015

FOR IMMEDIATE RELEASE:



Milwaukee, Wisconsin area holds the 2015 SPEC MIX BRICKLAYER 500® Regional Competition

NEW BERLIN, WI —The 2015 SPEC MIX BRICKLAYER 500® Regional Competition for Wisconsin was held at IMI Training Center, in New Berlin, Wisconsin on Thursday, September 24th. Seven teams of brick masons and tenders vied for a spot in the 2016 SPEC MIX BRICKLAYER 500 World Championship Competition held in Las Vegas, Nevada. There, they will compete for over \$100,000 in cash and prizes including a new 2016 Ford F-250 4x4 XLT truck.



The 2015 SPEC MIX BRICKLAYER 500 Wisconsin Regional Competitors



Action at the 2015 SPEC MIX BRICKLAYER 500 Wisconsin Regional Event, hosted by the IMI Training Center

Nick Brock, a mason with Exteriors Plus, LLC in Fort Atkinson, Wisconsin, and his mason tender and brother, Jake Brock, edged out the rest of the competition to take home first place. His net count of 514 brick carried the opportunity to compete in the 2016 SPEC MIX BRICKLAYER 500 in Las Vegas for Nick, but it also came with \$800 cash, Marshalltown Toolbag and Trowel, and the King Cutter for stone from Natural Stone Veneers International. The SPEC MIX TOP CRAFTSMAN Award and a \$800 cash prize went to Mike Schlund, of Kowalski Masonry, Wausau, Wisconsin. Mike also finished in second place, taking home an additional \$500 cash, a Marshalltown Toolbag, and Marshalltown Trowel. Third place went to mason Jason Kelter of Pahlow Masonry, Shiocton, Wisconsin, who received \$300 cash, a Marshalltown Toolbag, and Marshalltown Trowel.



National and Local Sponsors were out in full force supporting the trade and demonstrating their products for competitors and spectators.

It was a beautiful day at the IMI Training Center to host Wisconsin SPEC MIX BRICKLAYER 500 Regional. There were many people in the crowd cheering on the competitors that travel from across the state. Many local and regional sponsors were in attendance, including Beta Max, Stabila, Prism Pigments, Natural Stone Veneers International, iQ Power Tools, and Mortar Net. Italian sausage, brats, hot dogs, and even some homemade jambalaya were served up for all in attendance.



First place winner Nick Brock and his mason tender and brother, Jake Brock, will be on their way to Las Vegas this February!



SPEC MIX TOP CRAFTSMAN winner, Mike Schlund, in action building his winning wall.

Final Results:

First Place

Mason – Nick Brock - 514 Brick

Tender – Jake Brock

Exteriors Plus, LLC, Fort Atkinson, Wisconsin

SPEC MIX TOP CRAFTSMAN

Mason – Mike Schlund - 470 Brick

Tender – Joe Sautner

Kowalski Masonry, Wausua, Wisconsin

2nd Place

Mason – Mike Schlund - 470 Brick

Tender – Joe Sautner

Kowalski Masonry, Wausau, Wisconsin

3rd Place

Mason – Jason Kelter - 407 Brick

Tender – Jeb Doecker

Pahlow Masonry, Shiocton, Wisconsin

The SPEC MIX BRICKLAYER 500 Regional and World Championship series of events are widely considered the masonry industry's strongest promotional program to showcase the skill, speed and craftsmanship of professional masons around the world. Established by SPEC MIX, Inc. in 2003, the SPEC MIX BRICKLAYER 500 is the trade's annual campaign that answers the question: "Who is the World's Best Bricklayer?" The winners of each regional qualifying competition earn free trip to Las Vegas to compete against 20 or more bricklayers in the World Championship held during the World of Concrete tradeshow on February 3rd, 2016.

The regional and championship contests consist of a two-person team; one mason and mason tender, that are given 60 minutes to construct a 26 foot 8 inch, double wythe brick wall that must be constructed to meet strict quality standards. The walls are judged by highly qualified, experienced industry experts that carefully follow a 10-point criteria system. The winning masons are ranked and awarded prizes based on the highest brick count while meeting the quality requirements and competition rules. The competition has four awards; 1st, 2nd, and 3rd place which are based on the highest net brick count meeting the quality standards. The 4th award, and arguably considered the most coveted prize (prize), the SPEC MIX TOP CRAFTSMAN is judged the most sellable wall. The walls are closely evaluated by carefully selected masonry officials carrying several years of bricklaying experience.

For more information on the SPEC MIX BRICKLAYER Regional Program call 888-SPECMIX or go to:

www.specmixbricklayer500.com

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