January 20, 2016

<<FIRST\_NAME>> <<LAST\_NAME>>

<<COMPANY>>

<<ADDRESS>>

<<CITY>>, <<STATE>> <<ZIP>>

 Ref.: (a) Mason Contractors Association of America;

 Encl.: (1) MCAA Membership Application;

Dear <<FIRST\_NAME>>,

As a fellow mason contractor, you are familiar with the challenges we face in our efforts to be successful in this business of masonry. Unlike years ago, today we need to wear so many hats to protect our company. It seems we need to be part attorney, part accountant, part safety expert, part chemist, and so on. Fortunately, we can rely on the collective strength of an industry group such as Mason Contractors Association of America (MCAA) to help ensure our success. Among other things, the MCAA serves on the front lines of ever-growing OSHA standards, changing industry codes and constant threats to our market share from other products.

My company has been a dues paying member of the Mason Contractors Association of America for several years. We do so to help strengthen our industry and to network and learn from others in the industry. The MCAA is made up of, and driven by contractors just like you and me. Mason contractors of all sizes and specialties. Together, we are actively taking part in the stewardship of the industry from which we choose to earn a living. By joining the MCAA, you would be standing shoulder to shoulder with others in our state who are already active MCAA members.

In addition to all of the good coming from MCAA efforts on behalf of our industry, my company has benefited through our networking with MCAA contractors from other markets as we are always willing to share ideas and experiences since we are not necessarily geographic competitors.

I’ve attached a membership application. Feel free to contact the MCAA at 800-536-2225 or visit www.masoncontractors.org/join if you wish to discuss joining this valuable association.

Sincerely,

<<YOUR\_NAME>>