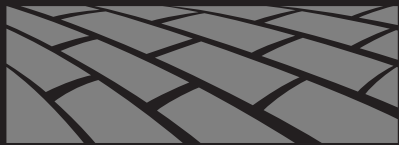


HEARTLAND *Brick News*

MARKETING UPDATES FROM THE HEARTLAND BRICK COUNCIL • FEBRUARY 2003

Heartland



BRICK COUNCIL

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Happy Birthday Heartland Brick Council!

It was just one short year ago — January 1, 2002 — that the BIA Region VI Brick Producers established the Heartland Brick Council as a marketing committee. HBC proudly joins the BIA-sponsored regional brick marketing program as the sixth marketing region. HBC joins the five current regional marketing groups — SouthWestern Brick Institute, Southern Brick Institute, Great Lakes Brick Council, Mid-Atlantic Brick Council and the Brick Institute of the Carolinas — in a collective effort to share the marketing knowledge and media expenses of the brick industry.

While I have been privileged to spend a portion of my professional time coordinating the marketing activities of this new group, it is really the Board of Directors that deserves the credit. This experienced group of industry leaders came together in the true spirit of cooperation, setting aside any business

rivalries or competitions, to put the brick industry on the map in America's Heartland. For this, I owe them my thanks for making my job a pleasure. Next time you see them, please give them a well-deserved pat on the back for their dedication and enthusiasm.

Mark Mahoney, HBC's Chairman, commented on our inaugural year, saying, "We've laid a lot of ground-work in our first year of operation, and we're excited about the opportunities we've worked to create for this region. The results of this past year's efforts will be put into action as our marketing plan shifts into full swing in February." You can read more about our 2003 marketing plan in the articles below.

Helping Build Your Market Share Brick by Brick,

Jeff Patterson

HBC EXECUTIVE DIRECTOR



Your HBC Board: (l to r) Harvey Cahoon, Rodney Paseka, Mark Mahoney, Don Herweyer, and Gary Davis.

Your feedback, ideas, questions or concerns are welcome! Contact Jeff Patterson at 1-877-202-5554.



Advocating for Brick Ordinances

The remainder of HBC's marketing dollars went toward capitalizing on the emerging trend of municipalities adopting brick ordinances governing new construction. To that end, HBC commissioned Whole Wheat Creative to produce an interactive CD-ROM to tell the story of how brick builds communities. This city planner's tool kit will be marketed throughout HBC's eight-state region by Jason Beske, a newly hired consultant with city planning experience. Our own interviews with a number of city planners indicate that city officials are quick to rely on outside consultants with expertise in specific matters and, indeed, need to do this because of inadequate staff.

Answering the call for help from local city planners, Jason will serve our region as the advocate in the crowd at planning and

zoning and city council meetings, as well as conducting his own one-on-one meetings with planners and other officials. While the impact of this CD-ROM and the employment of a consultant remain untested, all involved with the decision are convinced that the return on investment will be measured with increased wall share and increased brick sales.

The creation of this sophisticated electronic presentation was funded entirely by HBC, and we consider this groundbreaking CD-ROM (also available on VHS) our contribution to the industry's marketing effort. We will share it with other regions and have already received preliminary interest in its use by other regions. We expect to be able to begin its roll-out in our region on February 15. Call Jeff if you would like a copy of the CD-ROM.

Look for Brick on TV

A major component of the marketing plan Mark is referring to is our \$500,000 television advertising buy which will begin in February and run every other week through the end of March.

The media purchase has been split among the top markets in each of the eight states. The funds have been appropriated as follows:

MO - \$122,300
MN - \$125,600
WI - \$95,500
KS - \$90,900
NE - \$47,600
IA - \$35,700
SD - \$13,800
ND - \$10,900.

HBC is thrilled to be able to avoid exorbitant production costs by using commercials created by other regions, for the benefit of the entire industry. Current commercials selected to run include a 30-second spot created by the Southern Brick Institute titled *Questions*. In addition, two 15-second spots will be put together to create the alternating commercial. These two commercials were created by the SouthWestern Brick Council, are titled *Neighborhood* and *Season After Season*.

The spots can be found on-line at www.wholewheatcreative.com/work/swbrick/swbrick_frame.html. The ads we will be running can be viewed by clicking the two images of red brick houses (center and left icons).

BRICK DISTRIBUTORS PITCH IN

A tip of the hat to the Mid-States Brick Marketing Council for their contribution of \$50,000, furthering the frequency and reach of our campaign in the Twin Cities' market. Brick distributors and brick marketing councils can easily partner with our media buying effort. If you'd like to learn more about how your organization's marketing funds can be incorporated in the current or future media buys, contact Jeff immediately.