



SPEC MIX BRICKLAYER 500® PRESS RELEASE

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SPEC MIX® , Inc.

2/5/07

Contact: Jeff Farmakes, 651-905-8109 - for more information regarding this event.

For Immediate Release:

“WHO IS THE WORLD’S BEST BRICKLAYER?” Official Results of the 2007 SPEC MIX BRICKLAYER 500® National

The SPEC MIX BRICKLAYER 500® competition decides, “Who is the World’s Best Bricklayer?” This timed, 60 minute competition was held on Wednesday, January 24th, 2007, during the World of Concrete / World of Masonry trade show. This is the largest annual construction trade show in the world. It is held once a year at the Las Vegas Convention Center, in Las Vegas, Nevada. The official attendance at this four day show set a record with over 92,000 paid attendees.

The 2007 SPEC MIX BRICKLAYER 500 National is a bricklaying competition comprised of the best bricklayers in the world. Twenty, 2-man teams made up of a mason, and mason tender, compete to lay the most bricks defined by strict quality standards. The competition has the largest winner’s purse of any masonry competition. The competitors compete for well over \$100,000 in cash and prizes before a crowd of 4,500 spectators. The 2007 overall winner, Mike Boll, age 34, a mason with G Porter & Company, from Oak Lawn, Illinois, was declared “World’s Best Bricklayer,” with a 791 brick performance, the second highest count ever at the National event. For his win Mike took home a new 2007 Ford F-250, XLT, V10, SuperDuty, CrewCab, 4 x 4 truck with custom wheels and Baja tires, \$5,000 in cash and thousands in sponsor prizes.

Established to showcase the skill and craftsmanship of masonry, the contest requires all masons to meet the quality standards of the event. They have 60 minutes to complete their 26 foot, double wythe brick wall. The competition has four awards, 1st, 2nd, and 3rd place are based on the highest brick count meeting the quality standards. The 4th award, the SPEC MIX TOP CRAFTSMAN® is for the most sellable wall over 500 brick. This award is the second most coveted award at the event, and has the second highest award purse.

Jeff Burton, Miter Masonry Construction, from Cincinnati, Ohio, came in 2nd place with 723 brick laid. Jeff won \$4,000 in cash and thousands in sponsor prizes.

Bill Morrisette, mason, with Morrisette Masonry, age 62 from Rock Spring, Georgia, won this award for 2007 and was declared the TOP CRAFTSMAN for laying 683 brick and building the most sellable wall. Bill also won 3rd place overall with his history-making, dual prize performance. This was the first time this has happened at the national level. Bill won a new Polaris Limited Edition Sportsman 500 2X ATV or \$7500 in cash, and additional thousands in sponsor prizes. A new \$6,000 EZ Grout Mixer to donate to a tech school of his choice. Bill decided to donate the mixer to the Lakeview-Fort Oglethorpe High School, Fort Oglethorpe, Georgia, Mike Mayfield, Instructor. For his overall third place win, Bill also took home an additional \$3,000 in cash and thousands in sponsor prizes.

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Alfredo Garcia, mason tender, Morrisette Masonry, Rock Spring, Georgia, won the SPEC MIX TOUGHEST TENDER award with a winning time of 20 minutes, 14 seconds. Alfredo won \$2,500 cash and hundreds in sponsor prizes.

To download/view the promotion video for this 2007 SPEC MIX BRICKLAYER 500 National competition go to: <http://www.specmix.com/promotionalwork.html> Be sure to turn up your volume.

This competition is made up of bricklayers from regions nationwide. Competition bricklayers came from states such as Ohio, Wisconsin, California, Utah, Michigan, Mississippi, Virginia, Iowa, Arizona, Colorado, Arkansas, Minnesota, Illinois, South Dakota, New York, and Georgia. Mason competitors were winners of 2006 SPEC MIX BRICKLAYER 500® Regional events or were past National winners.

Outcome information of the competition is given as follows: name of the bricklayer, name of their mason tender, their company or sponsor, where they are from, amount of brick laid, and what they won.

1st Place:

Mike Boll, bricklayer
Ken Huizenga, mason tender

G Porter & Company
Oak Lawn, Illinois

791 brick laid

Prizes: Loaded 2007 Ford F-250, XLT, V10, SuperDuty, CrewCab, 4x4, with custom wheels and Baja Tires, \$5,000 in cash and additional thousands in sponsor prizes.

2nd Place:

Jeff Burton, bricklayer
Raymond Burton, mason tender

Miter Masonry Construction
Cincinnati, Ohio

723 brick laid

Prizes: \$4000 in cash and additional thousands in sponsor prizes.

3rd Place:

Bill Morrisette, bricklayer
Alfredo Garcia, mason tender

Morrisette Masonry
Rock Spring, Georgia

683 brick laid

Prizes: \$3,000 in cash and additional thousands in sponsor prizes.

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SPEC MIX TOP CRAFTSMAN[®] AWARD

Bill Morrisette, bricklayer
Alfredo Garcia, mason tender

Morrisette Masonry
Rock Spring, Georgia

683 brick laid

Prizes: Choice of a new Polaris Limited Edition 500 X2 ATV or \$7,500 in cash, a new \$6,000 EZ Grout Mixer to donate to a training center of his choice, and additional thousands in sponsor prizes.

SPEC MIX TOUGHEST TENDER[®] AWARD

Alfredo Garcia, (mason tender for Bill Morrisette)

Morrisette Masonry
Rock Spring, Georgia

Prizes: \$2,500 in cash and hundreds in sponsor prizes.

Truck, cash, and prizes provided by these 2007 SPEC MIX BRICKLAYER 500[®] National sponsors:

Widely recognized by the construction industry as the *premiere* event at the WOC/WOM, the success of the competition is largely attributed to the support of its sponsors. Working together to promote the masonry trade and its members, numerous companies pull together by making both cash and product contributions. Sponsorship levels are categorized as Platinum, Gold, Silver, and Contributor, which are based on commitments of \$25,000, \$10,000, \$5,000, and below \$5,000 respectively.

Platinum Level

SPEC MIX[®], Inc.
Ford Trucks
Hydro Mobile
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MAXIMIZER by TXI
Masonry Construction Magazine

Gold

Marshalltown Company
Crick Levels
Prism Pigments
Husqvarna
Acme Brick
Ash Grove

Continued

Silver

Gatorback Mortarboards
Prosoco

Contributor Level

Sterling Handling Equipment
E-Z Mix Products
Rinker Materials
Building Lime Group
Safway Scaffolding
JLG
Mortar Net USA Ltd.

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The ® mark should always be used on the 2007 SPEC MIX BRICKLAYER 500[®], and SPEC MIX[®], Inc., the first time either term is used in body copy and always used when either term is in a headline or sub-headline. If being used for editorial we ask that the full term be once at the beginning of the article, there after, “event or competition” would be acceptable terms. Please do not cut, rename or edit the legal trademark of the event so as to maintain the legal brand name and its integrity.

If you have any questions regarding this event, need images, video footage or logos, please contact me.

Regards,

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