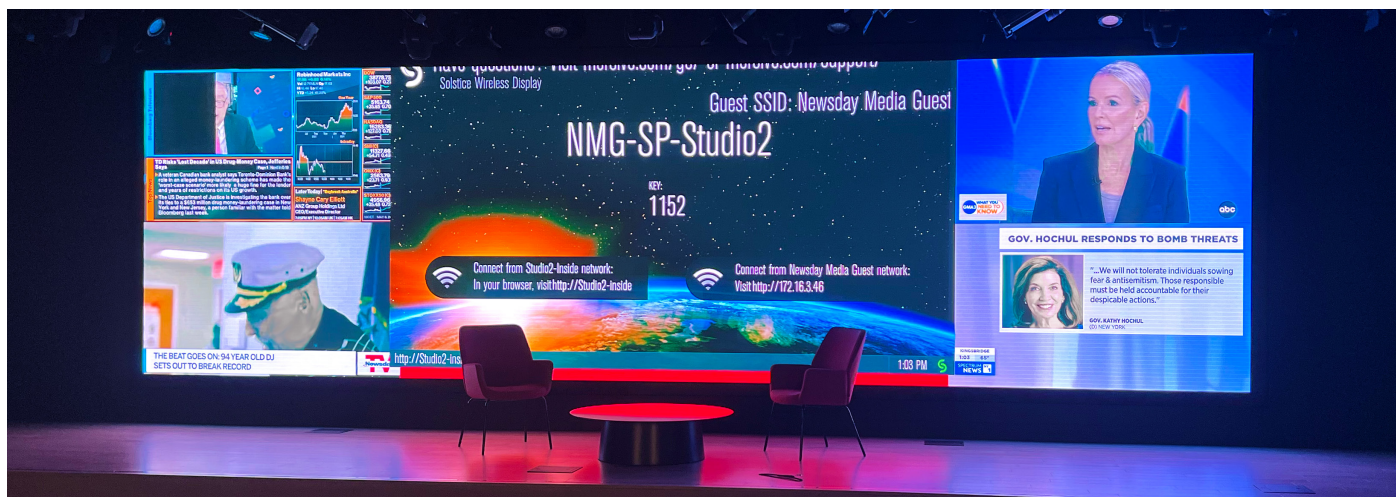




THE MASON MONTHLY

May 2025 - Issue 2



HEADLINES

^Who recognizes this project featured above?

- The Annual Mason Blood Drive Date Has Been Locked In!
- **Mason wins Most Engaging Exhibit Booth SLEDie**
- Have You Seen the New Mason247.com?
- Mason joining Edge— an exclusive group of the most elite global AV Integrators
- Project Highlight: Exploring HyFlex Functionality @ Lehman College
- Meet Some of the **Faces of Mason**



Find our premium 10x20 booth (Booth S2), right next to the registration table when you walk into the trade floor!

See you at the Suffolk County HIA-LI Trade Show on May 29th!

We couldn't be more excited to sponsor the HIA-LI Trade Show for the first time on May 29th! This massive trade show connects Long Island businesses and will take place at Suffolk Community College in Brentwood. Historically, this event has pulled over 4500+ attendees comprised of mainly key decision makers for various local businesses. We have a premium 10x20 booth right next to the registration table where we'll be rolling out our brand new trade show exhibit set up. Come find us to connect, learn about Mason, and get some swag!



MAY BIRTHDAYS!

The whole Mason Technologies family extends happiest birthday wishes to:

Elvin A • Lucas B • Richie B • Edwin CG • Todd C • Cesar F • Delroy H
Richard H • Jon K • Rafael L • Mike M • Connor M • Erik M • Anthony M
Caleb M • Julian O • Jonathan P • Frank P • Tony V • Pete W
and the amazin' Adam Mason!

Mason's Annual Blood Drive Officially has a Date! Join Us and Save Lives on **June 20th!**



 **New York Blood Center**

OUR ANNUAL MASON TECHNOLOGIES BLOOD DRIVE

We at Mason Technologies pride ourselves on always being there for our business partners and friends — and now, we're asking all of you to help be there for the world.

We're proud to announce our upcoming **Annual Blood Drive**, hosted at **Mason HQ (517 Commack Rd., Deer Park, NY)** in partnership with the New York Blood Center (NYBC).

Date: JUNE 20, 2025

To make this event a success, we need volunteers to pledge their donation in advance. Donating blood is simple, takes about an hour, and can save up to three lives. Your donation can help: cancer patients, accident victims, individuals undergoing surgery, mothers during childbirth, people with sickle cell disease, and so many more.

Let's do our part to support the health and safety of our community. Will you help us save lives?

If you're interested in donating, please fill out the pledge form through the QR code below or reach out to RHughes@Mason247.com for the form link.

Thank you for your support —
and feel free to share this with friends and family!

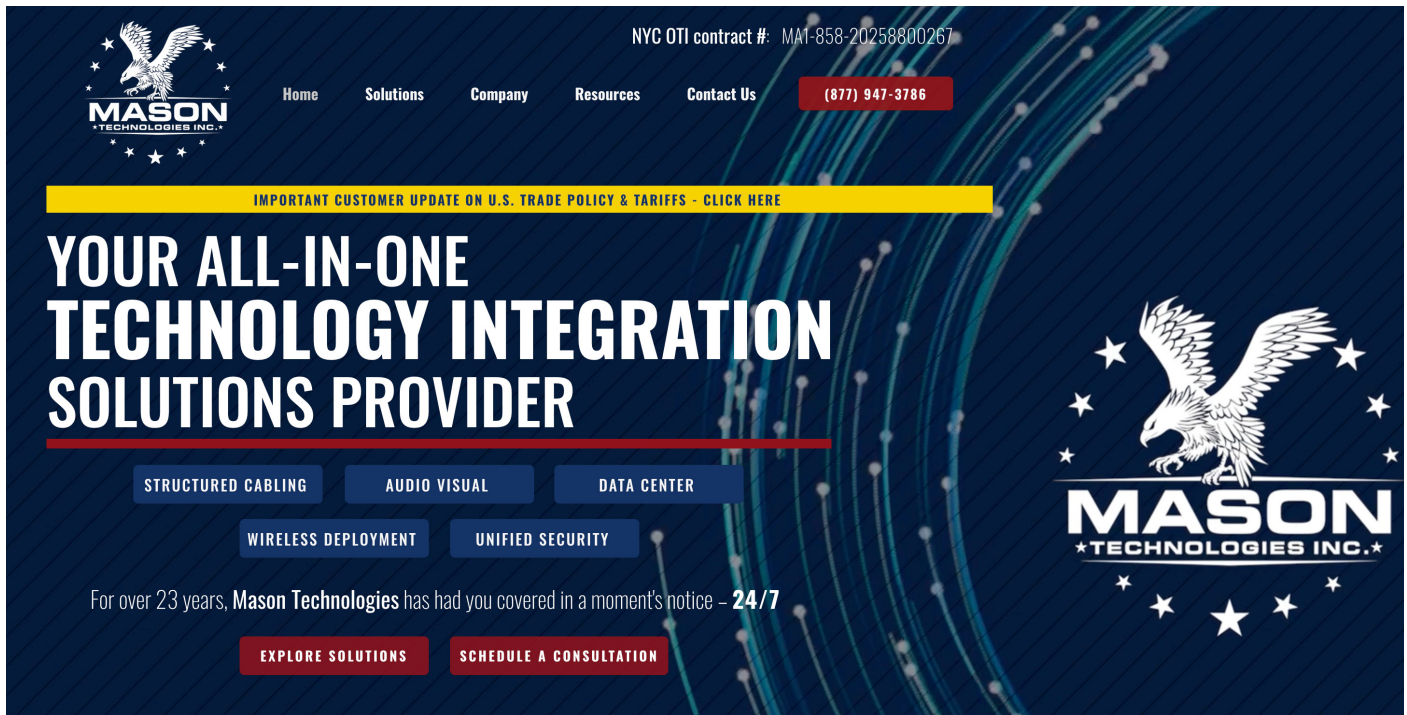
**It's going to be a great day at Mason,
and food will be provided for all donors!**

*(we're talking real, crave-worthy food and snacks that
we're dishing out, not just a platter of plain wraps!!)*



<https://forms.office.com/r/x9EuC96kf5>

Check Out the New MASON247.COM!



We've leveled up—and we're just getting started.

Mason Technologies Inc. takes pride in delivering best-in-class execution, care, and service on every project. Now, we have a website that truly reflects that standard.

Our newly redesigned site is more interactive, more informative, and more Mason—because your experience with us should be seamless from the first click to final install.

- **Enhanced solution pages that break down our service verticals in greater detail**
- **Project & company highlights to showcase the impact of our work**
- **Live job board on our Careers page for those looking to join the Mason family**
- **New contact forms to make getting in touch easier than ever**
- **A refreshed NYC OTI contract overview page (# MA1-858-20258800267)**
- **A refined visual experience that better represents the Mason brand in 2025**
- **A fully mobile-friendly experience—get the same Mason quality, whether you're on your phone, tablet, or desktop.**

And this is just the beginning, with more pages and features coming soon.

Want to be part of the next wave? If you're a partner and want to collaborate on a co-branded case study, blog article, or product review—let's make it happen.

Reach out to marketing@mason247.com, and let's build something great together.

Mason Technologies Officially Joins the Edge Network



Mason Technologies Inc. is proud to join Edge, the most exclusive group of elite AV systems integrators! This partnership reflects our commitment to delivering exceptional integration, unmatched responsiveness, and top-tier service & support to our partners and clients.

We're honored to stand alongside industry leaders who share our dedication and high standards of excellence, and the impact is already noticable. Our Engineering, Sales and Marketing teams have already begun getting involved in key task forces and group discussions to brainstorm new ways to provide the highest level of service and execution for our clients and stand out against the competition. We're talking pricing, strategy, and even discussing how to best approach the new tariff impacts on our industry. What an exciting, beneficial honor to be a part of this group, and it's just the beginning! Cheers to the successful and impactful journey ahead.

Mason Wins “Most Engaging Exhibit Booth (SMB)” At The 2025 SLEDie Awards

We're excited to share that Mason Technologies Inc. has been recognized with the Most Engaging Exhibit Booth (SMB) Award at e.Republic's 2025 hashtag#SLEDIE Awards! The SLEDIE Awards (SLED Industry Excellence Awards) acknowledge and celebrate the best marketing and communication initiatives from a diverse range of organizations in the state, local and education markets.

Over the past year, we've had the opportunity to participate in e.Republic's GovTech NY IT Leadership Conference, GovTech CUNY Conference, and GovTech NY Technology Forum—events where collaboration, innovation, and connection were at the forefront. Our goal wasn't just to show up; it was to bring real value to the conversations happening in the state, local, and education (hashtag#SLED) space.

What put us over the edge?

- A big team effort — we had the warmest, most passionate experts from our business development, operations, marketing, and leadership teams on-site at each event to engage, educate, and connect with those who visited our booth.
- The debut of "M450N" 1.0 and 2.0, our showcase demo racks, highlighting our work in Structured Cabling, Audio Visual, and Unified Security — and showing, not just telling, what we bring to the table.
- A fully branded experience, from our banners to marketing materials to a newly designed brochure showcasing our capabilities and company information.
- Plenty of swag—bags, water bottles, desk necessities, and, of course, chocolate!

We're incredibly proud of this recognition from e.Republic and grateful for the opportunity to contribute to these conversations. More than anything, we're looking forward to an even bigger and bolder presence in 2025!

What trade shows and events are you attending this year? Let's connect.



PROJECT SPOTLIGHT

HYFLEX FUNCTIONALITY FOR LEHMAN COLLEGE

Lehman College sought to **upgrade the technology across the majority of its classrooms and auditoriums to support HyFlex capabilities**—enabling a seamless hybrid learning experience. Additionally, they required a centralized remote management server for all newly installed equipment to streamline oversight and control across close to **200 classrooms and multiple auditoriums**.

Lehman knew they needed an upgrade but didn't know where to start, so they called Mason. Our engineers and technicians got to work right away, **spending countless hours assessing the situation and designing a plan that fit within the college's budget without sacrificing quality or reliability of the technology**.



We at Mason Technologies prefer to handle the **design and build** of our projects so that we can make sure we're delivering the most state of the art technology solutions within a client's budget without taking shortcuts or making crucial sacrifices.

That's the approach Lehman College entrusted us to take for this project. Our process was supported by **rigorous site surveys accompanied by countless meetings** with key Lehman College decision makers to identify and address the nuances and idiosyncrasies of each space across the campus. This allowed us to **order materials with precision and execute the installation efficiently**. Mason worked seamlessly with campus Facilities to make sure **all proper permitting was secured**, and kept a clear and **consistent stream of communication with campus Public Safety** to ensure everyone was safe and informed each step of the way.

For the **close to 200 classrooms and multiple auditoriums**, our work included the design, installation and training of dozens of Lehman College staff for:

- New **lecterns, projectors, projector screens, speakers, display monitors, auto-tracking cameras, and ceiling microphones**.
- New **control systems** implemented for intuitive room management.
- Newly configured rooms with **Global Viewer Enterprise** for centralized, single-pane-of-glass management.

Coordination with the end user ensured that every room met operational expectations and aligned with campus needs.

Lehman College deemed this project an overwhelming success. **Mason delivered fully upgraded classrooms and auditoriums with HyFlex learning capabilities and centralized resource management**, solidifying trust and establishing an ongoing partnership with Lehman College for future projects. Having demonstrated our elite expertise on this transformative project, Lehman College now turns to Mason as their go-to partner for other Audio Visual and Structured Cabling needs across their campus.

As with all the thousands of integrations that we tackle, large-scale (like this one) or small, we were able to gain valuable insights and learnings to improve our future work. We ensured minimal disruptions to daily operations and solidified even further Lehman College's trust in our company for a continued relationship.

Like on all our jobs, Mason prioritized quality and timeliness—completing the job on time with precision and confidence, and working around the clock (including nights & weekends) to deliver on whatever Lehman College needed. Our solutions are built to last, minimizing the need for post-project adjustments and ensuring our clients, like Lehman College, remain satisfied long after the work is done. We're not called back to redo our work, we're called back when there's a new project to conquer!

FACES OF MASON

Olga B

With over 25 years of experience across industries like distribution, professional services, and manufacturing, Olga brings a wealth of knowledge to her role as Director of Finance. She's focused on revamping reporting, streamlining processes, and strengthening policies to support Mason's continued growth—and she's leading the finance team with the goal of becoming a strategic partner to the entire organization.

Before Mason, Olga spent 14 years climbing the ranks at a semiconductor manufacturer, ultimately serving as VP of Finance. Now, she's excited to bring that expertise to Mason.

Outside of work, Olga enjoys time with her family, jogging with her German Shepherd Bexx, and brushing up on her Spanish. Her favorite getaway? San Francisco—where her two sons now live and where she finds something new to love with every visit.

Sandra V

Sandra keeps things moving as a Senior Inside Project Manager across a wide range of clients—from the Department of Education to Sanitation, DCAS, and beyond. Her days are fast-paced, unpredictable, and full of personality—just the way she likes it. “We know how to lock in, but we're also always laughing. It makes the craziness worth it.”

Before joining Mason 5 years ago, Sandra managed a radiology practice for 14 years, but needed a role closer to home. While the industry changed, the multitasking stayed the same—juggling projects, personalities, and surprises all day long.

Outside of work, Sandra brings the energy too. She danced Portuguese folklore for 15 years, speaks the language fluently (her dog Boomer even understands it!), and lives for plain pizza, Peaky Blinders, and any team her kids are on. Oh, and yes—Benfica > all.

Chris H

Chris leads the AV Project Management team at Mason, overseeing everything from pre-sale surveys to programming, staging, and site coordination. He also manages one of our longest-running clients, St. John's University, where Mason is the preferred vendor for Structured Cabling and AV.

A proud “Mason Lifer,” Chris has spent his entire adult career—nearly nine years—with the company. Originally on track for a career in criminal justice, he pivoted when Mason offered him a path to grow, and he hasn't looked back.

Outside of work, you'll find Chris deep in DIY home projects—either with his fiancée or helping out at his identical twin brother's house down the street. He's also a fan of video games with friends and fantasy novels, especially anything by Brandon Sanderson.

FACES OF MASON



Apollo Mason



Luna Mason



Nala Mason

The Mason family just got a little bigger—and a lot more drooly. Say hello to the newest four-legged members of the pack, “The Triplets”: Apollo Mason, Luna Mason, and Nala Mason!

The Triplets are Boerboels, are a South African breed known for their loyalty, intelligence, and massive size, and are already making their presence known.

Apollo, the lovable big brother, keeps a watchful eye on his sisters.

Luna is curious, confident, and always two steps ahead.

And then there’s Nala—the “tiniest” of the bunch, but packs a big personality! She wasn’t part of the original plan, but the second the Masons met her, they knew the trio had to stick together.

Originally bred to protect homesteads in South Africa, Boerboels are fearless but affectionate, making them perfect guardians and cuddle buddies. Once full-grown, these three may top out at over 600 lbs combined!

There’s nothing quite like the joy of bringing dogs into the family: muddy pawprints, happy chaos, and unconditional love included.

Welcome to the Mason family, Apollo, Luna, and Nala—you’re already stealing hearts (and maybe a few shoes, too).

The triplet Boerboels define adorable!

DERBY

THE MONTHLY



THOUGHTS

FUNNIES OF JIM DERBY

*I said to my daughter, "Mary, do you think I'm a bad father?"
She replied, ... "My name is Vivian."*

*Do you think the guy who invented the umbrella
was going to call it the brella
...but then hesitated?*

*Want to hear a word I just made up?
...Plagiarism*

*I'm writing a book on reverse psychology
...please don't buy it.*

*Every morning, I get hit by the same bicycle
...it's a vicious cycle.*

*I tried to catch fog yesterday
...mist.*

We're taking calls for a joke of the month, and a riddle of the month. If chosen, your joke/riddle may appear in next month's newsletter! Send submissions to marketing@mason247.com

