



Contributing Associate Member Benefits 2018

Contributing Associate Membership Benefit Summary

About BIA

The Brick Industry Association (BIA) is the national trade association representing distributors and manufacturers of clay brick and suppliers of related products and services. The association has been the nationally recognized authority on clay brick construction since its founding in 1934, and it represents the industry in all building code forums and national standards committees. BIA provides a broad range of programs and services including online education & training classes; production, shipment and other data and statistics specific to the clay brick industry; *Technical Notes on Brick Construction*; *Brick in Architecture*; *Brick in Home Building*; *Builder Notes*; and a national awards contest. BIA strongly advocates on behalf of the clay brick industry at the federal and state levels. BIA staff educates city planners and elected officials about the many benefits of clay brick construction. These efforts have resulted in hundreds of masonry ordinances that require new construction to use a percentage of clay brick and other masonry cladding.

A BIA Contributing Associate (CA) membership offers benefits that are not available anywhere else regardless of cost. The following is a further explanation of those membership benefits:

Networking and Sponsorships Mean Sales Opportunities

As a CA member, your employees can attend BIA National spring and fall meetings and network with the industry's decision makers. Your company will have the opportunity to heighten its profile with these decision makers by sponsoring BIA meetings. In the first quarter, CAs can sponsor events at the Brick Forum which is the largest single event in the brick industry. In the second quarter, CAs can support BIA's spring Board of Directors and program committee meetings, which attract manufacturers and distributors from all over the country. In the fourth quarter, your company can sponsor the BIA Fall Board and Council Meetings, an annual event that attracts the highest ranking decision makers of our member companies.

Program Committees

BIA values and actively solicits member involvement and participation in determining the focus and direction of the programs and services it provides that are most valuable to our members. One of the ways for members to provide input is to participate on one of the six program



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committees. BIA has completely revamped its program committee structure providing almost thirty (30) additional voting committee positions for member employees. The committees give member company employees and BIA staff an opportunity to consider program initiatives and make recommendations to the BIA Executive Committee and the Board of Directors regarding proposed budget priorities and the strategic direction of BIA. The committees also provide opportunities for member companies to share information with each other and with BIA staff. The following are BIA's current Program Committee Options:

- Sales, Education & Training Committee
- Market Research Committee
- Market Positioning Committee
- Advocacy Committee
- Compliance Committee
- Research Committee

CA members can submit employee names for consideration for a voting seat on one of the above program committees.

[Member Company Listing on BIA's Website](#)

BIA's website, www.gobrick.com, receives over 1.5 million views per year and is the most content-rich website about clay brick. The website is the primary information source for members, brick design professionals, purchasers of brick and the media. BIA member companies are listed on the website where website visitors can use the list to locate brick and other products they wish to purchase. BIA will begin working on a complete website redesign later this year to improve its look and navigation making it even more useful and easy to use for members as well as to homebuilders, architects, homeowners and other potential purchasers of brick.

[Recognition in the Brick in Architecture Awards Competition](#)

BIA produces an annual multipage color insert in *Architect Magazine* of all of our Brick in Architecture Award winners that will be sent to over 78,000 architects in print and another 29,000 architects digitally. If your company is associated with a winning project, the project and your company will get valuable exposure to more than 107,000 architects across the United States.



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Brick News Online

This is a monthly electronic membership newsletter that is emailed directly to member employees with industry news, statistics, upcoming meetings, issues important to the industry and work BIA is doing to promote and safeguard the industry as well as activities of other members.

Local Councils

BIA established the local council program to address member programming needs at the local level. These councils can be established anywhere a group of companies wish to pool their resources to fund marketing, intelligence gathering, builder or architect outreach or other programming tailored specifically for that local market. It is another example of how BIA is providing opportunities for members to be able to tailor the services they want without trying to force all companies into a one-size fits all type of programming approach.

Member of BIA Logos

These logos can be used by all BIA members on promotional materials and their website.

Industry Specific Production, Shipments & Other Data & Statistics

Your CA membership does **not** include access to access to restricted data and reports such as: Monthly Brick Production & Shipment Report, Monthly Brick per Permit Report, Annual Industry Report and market intelligence information such as RSMeans residential installation costs for brick and other competing wall cladding materials by ZIP Code. This information is not even sold to non-member companies.

If your company would like unlimited, free access to this valuable information, consider upgrading your CA membership to a Premium Contributing Associate (PCA) membership. To upgrade, please contact Trish Mauer at tmauer@bia.org or at 703 674-1539.