



## Distributor Membership Benefits 2018

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### Distributor 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 educate 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.

#### Expert Technical Staff Support

Member companies enjoy the support of BIA's expert technical staff at no additional cost. BIA staff are available to provide guidance on any clay brick technical or construction related problem or question regarding brick construction and answer regulatory compliance, building code and health and safety questions. BIA staff can also assist in arranging meetings on Capitol Hill with your elected Senators and Congressmen/women on any industry or company specific issue or legislative matter.

BIA staff support is an important benefit to all members but even more so for smaller companies that many times cannot afford to have engineers, architects, lobbyists and other specialists on their payroll.

#### Unlimited Online Training

Another benefit of your distributor membership is the unlimited access of BIA's highly regarded online education classes. Member companies can train all of their employees on essential aspects of the clay brick industry from manufacturing to dealing with job site problems to comparing brick with other competing wall cladding materials. In addition, member employees can participate in quarterly live webinars about important topics related to the industry. All of these unique and valuable training materials are included with your membership at no additional cost.

#### Networking Means Sales Opportunities

As a distributor member, your employees can attend BIA National spring and fall meetings and learn about the important work BIA is doing and can also network with other BIA members including the CEOs of our distributor and manufacturer member companies. You also receive a discounted rate for the annual Brick Forum. This level of access to the leaders in the industry is only available to BIA members.



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### 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 to for members to provide input is to participate on one of the six program 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

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

### 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 61,000 architects in print and another 29,000 architects digitally. If your company manufactured the brick used in a winning project, the project and your company will get valuable exposure to more than 90,000 architects across the United States.

### Member Company Listing on BIA's Website

BIA's website, [www.gobrick.com](http://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.



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### 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.

### Industry Specific Production, Shipments & Other Data & Statistics

Your distributor membership provides you with full, unlimited access to restricted data and reports that are only available to Distributor, Manufacturer and Premium Contributing Associate members. Examples include: Monthly Brick Production & Shipment Report, Monthly Brick per Permit Report, Annual Industry Report, Market Share Reports that calculate your company's percentage of brick shipped by state, by any group of states and nationally and includes your company's market ranking, and market intelligence information such as RSMMeans residential installation costs for brick and other competing wall cladding materials by ZIP Code. There is no additional fee to access this valuable information that can only be obtained through your BIA membership. This information is not even sold to non-member companies.

### Advocacy & Lobbying to Safeguard the Industry

One of the most important aspects of BIA's mission is the safeguarding of the clay brick industry. BIA has a strong lobbying program to advocate the industry's position at the federal, state and local levels as the following examples demonstrate:

- BIA advocates revisions to proposed and promulgated rules issued by government agencies such as the EPA's Brick MACT (Maximum Achievable Control Technology) to attempt to improve the rule for our members. That work resulted in the EPA issuing the first of its kind health-based MACT rule that will save the industry significant compliance costs. Despite that huge success, BIA's fight for a better MACT rule is not over now that the MACT has been promulgated. BIA technical staff and members continue to advocate lowering of numerical limits for mercury and other non-mercury metals that threaten to reverse the gains achieved on the health-based rule.
- BIA also strongly advocates the industry's position on other regulatory and legislative issues such as the OSHA silica rule, the upcoming MSHA silica rule, the National Ambient Air Quality Standards, greenhouse gas regulations and Waters of the US to name a few.
- BIA had nearly 100 meetings on Capitol Hill to lobby on behalf of our members in the past year alone!
- BIA represents the industry in all building code forums and national standards committees such as ASTM, The Masonry Society, The Masonry Alliance for Codes & Standards the US Green Building Council, the International Residential Building Code, the International Building Code and various state building code councils.



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- BIA provides expert testimony on Capitol Hill to proactively educating lawmakers about the impact of proposed legislation on the industry as a whole as well as specific member companies.
- BIA and members are working hard to delay compliance with the Brick MACT until all legal actions have been resolved in the courts. We also working with OSHA to try to minimize the compliance costs associated with the new OSHA silica exposure rule which is important to you as a distributor member. BIA staff also helps members with compliance questions and problems at no additional cost.
- BIA's Brick PAC (Political Action Committee) provides campaign contributions to legislators supportive of the brick industry to help ensure they remain in office to continue to work on behalf of the industry.

### [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.

### [Member of BIA Logos](#)

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