



## FOR IMMEDIATE RELEASE

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**Dick Jennison Resigns as President and CEO of BIA**

*Jennison Led Era of Significant Achievement  
Gregg Borchelt, Longstanding Leader at BIA, Named as Interim CEO*

**February 9, 2010 (Reston, VA)** - BIA Chairman Mike Jenkins announced that Dick Jennison had tendered his resignation as President and CEO of the Association – a position he held since August, 2002. Dick has elected to leave BIA in order to pursue other professional challenges and opportunities.

“Doubtlessly, we all have many good reasons to admire Dick’s work on our industry’s behalf over the past seven plus years as well as good memories of our times spent with him. As I reflect on the condition of our Association back in 2002 compared to where we are today, it is readily apparent that we have made considerable progress in the pursuit of our mission – and many of the successes relate to the initiatives and commitment that Dick has provided to our Association,” explains Jenkins. Among Jennison’s most notable contributions during his tenure are the following:

- Unification of the industry by merging three regional, autonomous brick associations under the Brick Industry Association umbrella organization
- Creation of the “Five Year Strategic Marketing Plan” to provide a strategic framework from which to align and measure programs and spending initiatives across BIA and its four regions
- Achievement of unqualified audit opinions for seven straight years
- Development of new and expanded Knowledge Capital Programs to provide fact-based, decision-making tools to its members
- Design, establishment and deployment of a new regional strategic business model utilizing manufacturer and distributor involvement in the 17 state Midwest/Northeast Region
- Performance testing and comparison of brick veneer and other residential claddings

Jenkins adds, “We wish Dick every success and the best of luck as he continues to develop his career. We are grateful for his many contributions as our Association is clearly a much more effective and functional entity than it was when he joined the organization in 2002.”

At the same time, Chairman Jenkins announced, with “a genuine source of pride,” that J. Gregg Borchelt, P.E., is now the interim Chief Executive Officer of the Association. Borchelt, Secretary of BIA, and head of the Engineering and Research department since 1988, is well-suited to help the Association fulfill its mission statement and continue its pursuit of the seven strategic goals.

## **About the Brick Industry Association**

The Brick Industry Association (BIA) is the national trade association representing distributors and manufacturers of clay brick and suppliers of related products and services. BIA's primary mission is to increase the market share of clay brick and safeguard the industry. Since its founding in 1934, the association has been the nationally recognized authority on clay brick construction and represents the industry in all model building code forums and national standards committees. BIA is involved in a broad range of activities that appeal to architects, builders, community officials, and consumers, including *Technical Notes on Brick Construction*, *Brick in Architecture*, *Brick In Home Building*, *Builder Notes*, national awards competitions, educational seminars, and numerous other programs. BIA also advocates the industry at the federal, state, and local level with its environmental, health, and safety work as well as educational programs for local municipal and planning officials. Along with the national headquarters, BIA is comprised of regions that manage programs in the Heartland, Midwest/Northeast, Southeast, and Southwest. Go to [www.gobrick.com](http://www.gobrick.com) and [www.greenbrick.com](http://www.greenbrick.com) for more information.