



## Distributor Membership Benefits 2020

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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. As a brick distributor, having an expert available at no additional cost to answer compliance questions related to OSHA's new silica rule is an extremely valuable member benefit. 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 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.



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### 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. This level of access to the leaders in the industry is only available to BIA members.

### 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 three program committees. The committees give member company employees and BIA staff an opportunity to consider program initiatives and make recommendations to the BIA Board of Directors regarding budget priorities and the strategic direction of BIA. The committees also provide opportunities for member companies to share industry information with each other and with BIA staff. The following are BIA's current Program Committee Options:

- **Marketing, Sales, & Training Committee**
- **Government Affairs & Compliance Committee**
- **Research, Codes & Standards Committee**

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

### Recognition in the Brick in Architecture Awards Competition

BIA conducts an annual Brick in Architecture Awards contest to highlight unique brick designs and colors for residential and commercial projects. BIA promotes contest winners so if your company sold the brick used in a winning project, the project and your company will get free valuable exposure across the United States.

### Member Company Listing on BIA's Website

BIA's website, [www.gobrick.com](http://www.gobrick.com), receives millions of 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 website has a modern design making it easy to use for members as well as to homebuilders, architects, homeowners and other potential users 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 brick marketing campaigns, 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. Non-BIA member companies are eligible to join a local council. The following are the operating local councils:

**Atlanta**  
**Baltimore/Washington**  
**Bluegrass**  
**Indiana**

**Landscaping & Paving**  
**Michigan**  
**Texas**

### 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 BIA Distributor, Manufacturer and Premium Contributing Associate members. Examples include: 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 or online consumer and builder surveys. There is no additional cost 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. A new MACT is expected by the end of 2020 and BIA technical staff and members continue to advocate the 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 National Ambient Air Quality Standards, greenhouse gas regulations and Waters of the US to name a few.



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- BIA conducts nearly 100 meetings on Capitol Hill each year to lobby on behalf of our members and the clay brick industry!
- 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 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.
- BIA's Brick PAC for a Stronger America 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 (BNO)

BNO 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.