



Associate Manufacturer Member Benefit Summary 2020

Associate Manufacturer Membership Benefit Summary

The following benefit summary is for an Associate Manufacturer membership as opposed to a “full” Manufacturer membership that provides even more member benefits.

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.

Associate Manufacturer Eligibility

The Associate Manufacturer (AM) membership was created to provide clay brick manufacturing companies with significantly discounted dues level option to join BIA and is available to any clay brick manufacturer that ships 30 million or less of Standard Brick Equivalents (SBE) annually.

Associate Manufacturer Dues

AM members shipping up to 15 million SBE annually receive a 65% dues discount; AMs with shipments over 15 million but less than 30 million SBE annually receive a 50% dues discount from the dues level paid by a full manufacturer member.

In exchange for lower dues, AM members do not receive the same member benefits as a full manufacturer member but AMs do receive a quota of BIA staff hours to help with technical issues or problems and have the option to purchase information about the industry that is not available anywhere except BIA.



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A BIA AM membership offers benefits that are not available anywhere else regardless of cost. The following is a further explanation of those membership benefits:

Potential Employee Benefit Cost Savings

BIA manufacturer members have affordable employee benefit options under a plan called NAM Health Care that may significantly reduce benefits costs especially for companies with 99 or fewer employees. There are multiple medical, dental and vision plans to choose from as well as basic life insurance coverage. These options may result in savings of 15% or more. **Please go to <https://bia.namhealthcare.com/> to obtain a free quote** (quotes may be obtained prior to joining BIA) or to obtain more information.

Expert Technical Staff Support

BIA staff are available to provide guidance on any technical or construction related problem or question regarding brick construction. 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 matters.

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. An AM member in good standing will receive up to the following annual number of hours of free support from BIA staff (advocacy, compliance & engineering) based on the shipment ranges below:

- Shipments (in 000s SBEs) from 1 to 15,000: **15 Hours of Staff Support**
- Shipments (in 000s SBEs) from 15,001 to 30,000: **25 Hours of Staff Support**

Proprietary Information on the U.S. Clay Brick Industry

BIA is a one stop source of information related to clay brick industry. This member benefit is especially significant since the US Census Bureau has stopped reporting industry specific information making BIA the sole source for this information. AM members have the option to purchase the following reports six months after their original issue date:

- Monthly Production & Shipment Reports
- Monthly Brick Statistics & Permits by State Reports
- Annual Brick Industry Reports

Please refer to AM Member Information Access Price List for more information



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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.
- BIA conducts 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.
- 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'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.

Networking Means Sales Opportunities

AM members are welcome and encouraged to attend BIA's spring and fall meetings. AMs will learn about the important work BIA is doing by attending these meetings 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.

Because of the significant dues discount AM members receive from the level of dues paid by full manufacturer member, AMs cannot participate on any of BIA's program committees, the Manufacturer Council, the Executive Committee or the Board of Directors.



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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 manufactured the brick used in a winning project, the project and your company will get free valuable exposure across the United States.

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 located 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 Company Listing on BIA's Website

BIA's website, 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.

Try BIA Membership Risk Free

Membership does not require a long-term commitment. There is no minimum membership period and AM member dues are paid on a monthly basis. Please consider joining BIA and experience first-hand the many benefits and value your company will receive from being a member. If you conclude your company is not receiving appropriate value from its BIA membership, simply notify us in writing (email is fine) that you are resigning and only owe dues through the end of the month such notification was received. This makes joining BIA and seeing all of the benefits of membership essentially a risk free proposition.