



Why It Pays To Be a Member of BIA

With approximately 70% of all brick in the USA made by a member, BIA is the only national trade association specifically representing clay brick. While BIA offers the types of programs that other trade groups do, BIA also provides your business a real edge. Here's a sampling on how:

BIA's Advocacy Helps Fight Excessive Regulation. Do you like facing the federal government alone? Besides advocating for the industry in regulatory agencies, our expanding government relations program supports pro-brick candidates who support reasonable, fact-based regulation. Over the last year, our program has seen a 20% increase in support for work towards positive policy outcomes.

BIA's Technical Services Enables Brick Construction To Be the Best It Can Be. As the publisher of the industry's respected *Technical Notes* series, chances are that you or one of your customers has already relied on BIA's engineering team for professional guidance. But BIA does much more. BIA advances pro-brick positions in critically important U.S. building codes and standards forums. BIA also shepherds the development of a brick industry environmental policy declaration (EPD), which will soon become a vital component in communicating brick's environmental benefits.

BIA's Marketing Helps Members Compete Against Bigger Cladding Companies. Because most companies in the brick business are classified as small businesses, competing against larger companies in marketing can be tough. BIA has recently launched an industry-wide campaign utilizing the latest digital media and market research. The campaign has won a "2019 Gold Addy" for creative excellence, which means that this campaign was recognized as the very best by an affiliate of the American Advertising Federation. In addition, BIA's national *Brick In Architecture* Awards competition provides an ideal platform for members to gain widespread recognition for notable brick projects.

BIA's Data & Analysis Make Businesses Smarter. Do you really know how your company is doing in relation to the entire industry on an annual – or even monthly -- basis? You can with BIA's market intelligence. The *Annual Sales and Marketing Report* is the most comprehensive analysis of the U.S. clay brick industry and goes into more detail than any other report. BIA's Monthly Production and Shipment Reports, which The Federal Reserve requests for its own economic analysis and forecasting, provide the most current production, shipment and inventory data found anywhere. BIA's reports also enable companies to determine their own market share in the country, region, or even state.

BIA's Education and Training Programs Make Our Companies' Salespeople Smarter. Do the people selling your product really know your product? With BIA education, they will. BIA members attend member-exclusive webinars and can become "Certified Brick Specialists" by completing the 13-course, *Brick University Online* program. After earning this credential, "CBS" professionals can deliver BIA's pre-approved presentations to architects for required AIA credit.

Moving Forward: To compete in today's hypercompetitive climate, there has never been a better or more important time to join BIA. Not only will eligible companies access tools and programs that help individual businesses, but the industry also benefits with broader involvement and financial support for BIA. Contact a staff professional at www.gobrick.com or a BIA member for more information.

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