



Premium Contributing Associate Member Benefits Summary 2021

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 educates 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.

A BIA Premium Contributing Associate (PCA) membership offers benefits that are not available anywhere else regardless of cost. The following is a further explanation of those membership benefits:

Industry Specific Production, Shipments & Other Data & Statistics

Your PCA membership provides you with full, unlimited access to restricted data and reports that are only available to distributor, manufacturer and PCA 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. 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.

Unlimited Online Training

Another benefit of your PCA 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



Premium Contributing Associate Member Benefits Summary 2021

these unique and valuable training materials are included with your membership at no additional cost.

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.

Networking and Sponsorships Mean Sales Opportunities

As a PCA member, your employees can attend BIA National spring and fall meetings and network with the industry's decision makers. Your company will have the opportunity to heighten its profile with these decision makers by sponsoring BIA meetings. In the first quarter, PCAs can sponsor events at the Brick Forum which is the largest single event in the brick industry. In the second quarter, PCAs can support BIA's spring Board of Directors and program committee meetings, which attract manufacturers and distributors from all over the country. In the fourth quarter, your company can sponsor the BIA Fall Board and Council Meetings, an annual event that attracts the highest ranking decision makers of our member companies.

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**

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



Premium Contributing Associate Member Benefits Summary 2021

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.

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 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
Thin Brick

Member of BIA Logos

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