

Retention Caller's Name: \_\_\_\_\_

Month: July 2019

# 1<sup>st</sup> Year Member Call Sheet

New Member: 6<sup>th</sup> month of membership

**Member Type:** «Membership\_Type»

**Company Name:** «Company\_Name»

**Contact:** «Primary\_Representative»

**Member Joined:** «Join\_Date»

**Address:** «Full\_Physical\_Address»

**Phone:** «Primary\_Phone»

**Email:** «Primary\_Rep\_Email»

**Business Activities:** «Primary\_Category»

**Spike Information:** «Sponsor\_Name»

## Suggested Talking Points for Call

- “Hi. My name is \_\_\_\_\_ and I am calling on behalf of the BIA of Lancaster County. I am a member, like yourself, and I wanted to take a moment to welcome you to the BIA and thank you for your membership.”
- Suggest: “Tell me how you feel your membership is going?”
- Ask: “Have you been out to any BIA events?”
  - If yes, “What did you think of the event?”
  - If no, “Are you planning to attend any of the upcoming events?”
- Invite: “Hey, why don’t you come to (name event here). I’ll be there. Look for me and I’ll be happy to introduce you to a few other BIA members. Sound good?”

## Upcoming BIA Events to Mention

- August 15<sup>th</sup> – BIA – The Whole Picture – BIA Office – 8am – 9am
- August 30<sup>th</sup> – Remodelers Council Clay Shoot – Lehigh Valley Sporting Clays
- September 17<sup>th</sup> – End of Summer PAC Party – Vargish Home – 6pm – 8pm
- October 3<sup>rd</sup> – BIA Member EXPO – Spooky Nook Sports – 11:00am – 1:00pm

## NOTES

Date Called: Comments:


How do you feel the call went? \_\_\_\_\_

Please Return to Pauline Wilton by fax at (717) 569-5187 or e-mail at pauline@lancasterbuilders.org

**Invoicing Process:**

60 – 90 days prior to due date - invoices get mailed

60 days prior to due date - Membership Committee Members will call/email those members that are coming due to thank them for their membership. (sample attached in email)

30 days prior to due date – For those that have not yet paid, they will receive their invoice stamped with reminder and The 10 Reasons to Belong flyer mailed to them.

15 days past due – Past Due Invoice mailed to them

30 days past due – A Board Member will call them

45 – 60 days past due – I will call and/or send a cancellation notice

When a member pays their membership dues – within a week they will receive a thank you email (sample attached in email)

**New Member Process:**

1 – 2 days of joining – New members will receive a welcome email (inserted in email)

1 – 2 weeks from joining – They will receive a new member packet

Within 2 weeks of upcoming BIA – The Whole Picture, they will receive an invite from me to attend the event.

6 months from join date – They will receive a phone call from a membership committee member or their sponsor/spike checking in on their membership so far. (sample attached in email)

On going –

- They will receive our bi-weekly e-news letter which includes upcoming events, education classes, Association News and Government Affairs
- They will receive printed newsletter each quarter
- They will receive a new member ribbon at events that they attend so membership committee members and Board members can easily recognize them and introduce themselves.



**Your Community. Your Builders.**

The BIA of Lancaster County

204 Butler Avenue, Suite 200

Lancaster, PA 17601

(717) 569-2674

[Staff@Lancasterbuilders.org](mailto:Staff@Lancasterbuilders.org)

[www.Lancasterbuilders.org](http://www.Lancasterbuilders.org)



# THE LITTLE BLACK BOOK OF BIA BENEFITS

*What do I get with  
my membership?*

# Benefits

## Three in One Membership

Your dues to the BIA also pays your membership with the Pennsylvania Builders Association (PBA) and National Association of Home Builders (NAHB).

## Networking

Networking opportunities through a variety of events including: Mingles, General Membership Meeting, Installation Banquet, Golf Outing, BIA Member EXPO and MORE!

## Discounts

Discounts to help your business save money—\$125 subscription to PA One Call, products, services and more.

## Professional Listing

Listed as a professional—The BIA is recognized by consumers as the source for reputable contractors and businesses.

## Quality Information

Staying on top of current industry news through Association resources.

## Reputation

The reputation of an established, respected 60+ year old professional trade association, over 400 members strong.

# Get Involved

## **Great ways to become an active member:**

- Attend an activity
- Volunteer at an event
- Sponsor an event
- Advertise
- Encourage a business associate to join
- Donate a door prize
- Join the Remodelers Council
- Serve on a Committee:
  - Government Affairs
  - Membership
  - Parade of Homes
  - Spring Home Show
  - BIA Promotions
  - Community Service

## **A great way to stay connected is through BIA Publications:**

- Membership Directory
- Newsletter: Lancaster Builder
- E-Newsletter: BIA Briefing
- Spring Home Show Guidebook
- Parade of Homes Guidebook

**Get up to date information—visit our website!**  
[www.lancasterbuilders.org](http://www.lancasterbuilders.org)

# Partnership Opportunities

## Sponsorships:

There is a wide variety of sponsorships to choose from:

- Sponsorship Packages that include a combination of event sponsorships and advertising.
  - Pinnacle Partner
  - Building Industry Pillar Partner
  - Association Event Partner
  - Industry Support Partner

## Advertising:

There are many advertising options to choose from - packages to ala carte selections.

- Quarterly Newsletter - The Lancaster Builder
- Bi-weekly E-newsletter - The BIA Briefing
- Web Page Carousel Ads - located on BIA's home page

## Enhanced Web Package: (\$79 Investment)

The package includes:

- Priority placement in your business category
- Company logo displayed
- 5 highlights with linked text
- Upload 15 photos & link your YouTube video
- Large 1600 character description of your business

# Remodelers Council

## The Remodelers Council - \$75 per year

The BIA Remodelers Council is made up of home improvement contractors, suppliers, and service providers like you who are dedicated to their craft and want to further their professional development. As a member, you'll have access to these tools:

- Peer Networking at quarterly meetings
- Discounts
- Education on legal issues, codes, industry trends and technology relating to small remodeling firms
- Membership with National Association of Home Builders (NAHB) Remodelers Council
- Listed as a professional council member through BIA and NAHB websites
- Exclusive information, subscriptions and content through NAHB.org's Remodeling Channel
- Access to the National Remodelers Show
- **Remodeling Showcase Awards (RSA)** - Enter your favorite recent remodeling project in our RSA program. Many categories are available to highlight your unique projects and talents. Projects will be judged by industry professionals and celebrated at our annual dinner event.



# Spring Home Show

## Three days. Thousands of consumers. A chance to showcase your business!

The annual BIA Spring Home Show brings thousands of consumers to your booth over the course of three days in early Spring. Many exhibitors claim to get more than a third of their business for the year from this show.

With over 120 exhibitors, the Spring Home Show draws potential customers from all over the region — customers who are looking to you for home ideas and professional remodeling services. The BIA conducts a multi-faceted marketing campaign to get the word out, and bring business to your door!

“We’ve gotten over 30 qualified leads, we are still scheduling appointments, and several have already turned into sales.” - First Time Exhibitor



## Advocating For You

Our Government Affairs program keeps current on issues affecting all members. It aims to advocate for the industry position on issues and stay involved in a proactive way.

Lobbyists at the local, state and national levels are working every day to promote your business interests on industry-related issues, such as:

- Air, Waste & Wildlife
- Zoning Issues
- PennDOT
- Business Taxes
- Code Issues
- Federal & State Agencies
- Chesapeake Bay Strategy

## Industry Action Fund

The BIA of Lancaster County has established an Industry Action Fund (IAF) for the purpose of assisting with legal cases that would benefit the industry as a whole.

**The BIA IAF helps to litigate the issues that influence your ability to do business!**

# Education & Lancaster Building Industry Foundation

Training and educational opportunities abound for BIA members.

As a benefit to members, we provide access to a multitude of industry specific programs.

- OSHA & Safety Programs
  - First Aid/CPR
  - Sales & Marketing
  - Trade & Business Skills
- NAHB Designation Courses



Since its inception in 1995 as the “Charitable Arm of the BIA” the LBI Foundation, a 501©(3), has contributed:

- Over \$190,000 in scholarships for students pursuing secondary educations in the construction trades
- Gifts of materials, supplies along with hours of labor
- Over \$96,000 in grants to various local organizations, institutions, and relief funds

# Parade of Homes

**One week. Dozens of New Homes.  
Thousands of potential customers!**

Every June, consumers await the biggest home event of the summer - the Lancaster/Lebanon Parade of Homes! Participating builders submit their best new homes for judging and touring, resulting in fantastic exposure and great marketing opportunities!

A panel of judges score homes on a variety of levels, with award winners announced at the elegant Parade of Homes Gala. Winning a Parade of Homes award is a great PR tool for your company!

## Holiday Homes on Parade:

The BIA’s festive winter event - Holiday Homes on Parade features newly built or remodeled homes decorated for the holidays in a December home tour!



# NAHB Discounts

Through the National Association of Home Builders (NAHB), you'll receive great discounts on products and services from:

- **Amazon Business**
- **UPS**
- **Houzz**
- **General Motors**
- **Lowes**
- **Hertz**
- **Office Depot**
- **Dell**
- **Geico**
- **Ticket Monster**
- **Nissan/Infiniti**
- **And More!**

Some members who use these discounts report that they recoup their dues investment in a year with the savings they receive.

Visit [www.nahb.org/ma](http://www.nahb.org/ma) for more information.

# Rebate Program

PBA will send builders and remodelers a check in the mail every quarter when you buy from companies participating in their rebate program. Associate members who supply or install any of the 50+ Manufacturer brands can be listed in the Associate Member Directory. Brands include:

- **Therma Tru**
- **Delta**
- **Heatilator**
- **Progress Lighting**
- **Carrier**
- **Bradford White**
- **Bryant**
- **VACUFLO**
- **Jacuzzi**
- **AZEK**
- **Sherwin Williams**
- **And More!**

Visit [www.HBArebates.com](http://www.HBArebates.com) for more information.

Retention Caller's Name: \_\_\_\_\_  
Retention Call Month: October 2019    Membership Due: December 2019

# **Retention Call Report**

<b>Company:</b>	«Company_Name»
<b>Primary Contact:</b>	«Billing_Contact_First_Name» «Billing_Contact_Last_Name»
<b>Business Nature:</b>	«Categories»
<b>Contact info:</b>	«Mailing_Address_Line_1», «Mailing_City», «Mailing_State» «Phone»
<b>Member Joined</b>	«Join_Date»
<b>Email:</b>	«Email»
<i>If the member's information has changes, please make note of changes</i>	

“I’m just calling to thank you for your support and membership in the BIA; we really appreciate that you’ve made us a priority. We hope that you’ll continue to see the value in membership, and we hope that you’ll make use of all we have to offer to help promote and protect your business.”

What did you originally join for? \_\_\_\_\_

Have we provided you with all you expected? \_\_\_\_\_

What benefits/activities are you enjoying from membership? \_\_\_\_\_

Is there anything the Association can do to further help your business? \_\_\_\_\_

## **(Review one or two benefits from your Little Black Book that might apply to this member)**

We hope you’ll continue to support the industry and enjoy the benefits of being a member! Can we count on a renewal from you this year?

**YES**

**NO**

Cost: Membership was too expensive/not enough value  
 Service: Dissatisfied with member service received  
 Other: \_\_\_\_\_

If the member DOES NOT plan to renew... Would you consider rejoining the BIA in the future?

Never                             Maybe                             Definitely (when) \_\_\_\_\_

Any additional follow-up needed? If YES, what? \_\_\_\_\_

Upcoming Events:

- October 18<sup>th</sup> - EZ Marketing Seminar – Discover Lancaster – 8am – 10am
- November 12<sup>th</sup> – BIA – The Whole Picture – BIA Office – 8am – 9am
- November 21<sup>st</sup> – GMM & Pillar Awards Dinner – Cork Factory – 5:30pm – 8:30pm


Please Return to Pauline Wilton by fax at (717) 569-5187 or e-mail at [Pauline@LancasterBuilders.org](mailto:Pauline@LancasterBuilders.org)



## BIA: The Whole Picture



## Mission Statement

To promote our member companies  
while advocating for  
a fair market business  
environment that meets the  
housing & building needs of  
Lancaster County.

## BIA Overview

- Founded in 1956
- Federated System with PBA & NAHB
  - One of 34 local associations in PA
  - One of over 700 associations nationally
- Territory is Lancaster County
- About 380 member companies

## Membership Make-Up

### Builder Member

- Dues \$680 per year

### Associate Member

- Dues \$680 per year
- Approximately 1/3 builders to 2/3 associates

### Affiliate Member

- Employee of member company
- Dues \$35 per year

# Executive Committee - 2019

**President-**

Keith Petrisek

**Vice President-**

Matt Grosh

**Immediate Past President-**

Shawn Garman

**Associate VP -**

Lori Bentley

**Secretary -**

Steve Cook

**Treasurer -**

Jason Herr

**Executive Officer -**

Karen Watkins (No vote)

**Presidential Advisors –**

Bruce Gingrich, Mark Stanley, Jeff Stauffer

# Board of Directors 2019

**Builder Directors**

Randy Blank, Jared Erb, Louie Hurst,  
Jordan Metzler, Andy Toms

**Associate Directors**

John Bear, Shannon Hockenberry, Tom Keller, Frank  
Vargish

**Executive Committee**

**Presidential Advisors**

## BIA Staff

### Karen Watkins, Executive Officer

- Spring Home Show
- Building Industry Foundation
- Government Affairs
- Oversees day-to-day operations



## BIA Staff

### Melanie Capanelli, Director of Programs & Communications

- Parade of Homes & Holiday Homes on Parade
- Remodelers Council & RSA
- Website Development & Maintenance
- BIA Promotions Committee



# BIA Staff

## Pauline Wilton,

Director of Member Services

- Membership Committee
- Member Benefits & Programs
- Pillar Awards & Member Events
- Education
- Community Service Committee



# BIA Staff

## Kathy Baugus

Admin. Assistant

- Registrations and Invoicing
- Office logistics
- Assists with events and projects



## Networking – Getting Your Name Out

### BIA Membership activities

- Events
- Shows
- Meetings
- Committee & Council Involvement
- The International Builders' Show
- Education



## Advocacy on Your Behalf

Lobbyists at local, state and national levels working to promote industry-related issues

- Zoning issues
- Air, waste & wildlife
- Labor, safety & health
- Business taxes
- Code issues
- Federal & State agencies
- Active Government Affairs Committee



# Education

As a benefit to members, we provide a multitude of industry-specific programs

- OSHA & Safety Programs
- First Aid/CPR
- NAHB Courses & Designations
- Partnership with ABC Keystone
- Code Updates and More!



# Benefits through PBA

## Insurance

- Worker's Comp
- Health Insurance

## PA One Call

- \$125 per year fee paid by PBA



## PSECU Membership

- Free checking services & ATM access

## Home Builders University

- Discounted education courses



# PBA Rebate Program

## Builders & Remodelers:

- One quick & easy form
- Checks sent every quarter
- Average savings for those that participated in 2018 was \$1,366.10

## Associates:

- If you supply or install any of the participating manufacturers, you can be listed in the [Associate Directory](#).



# NAHB Member Advantage

Members  
Save Millions

Put Your NAHB Membership  
to Work Now.

Money-saving discounts that benefit  
you, your business and your family

[nahb.org/Savings](http://nahb.org/Savings)

SAVINGS



# National Purchasing Partners

**npp** National Purchasing Partners

Building Industry Association of Lancaster County

**Sign up. Sign in. *Save.***

NPP is a B2B marketplace where association members save on products and services they use every day. Join for free today.

NPP members enjoy exclusive offers and negotiated pricing from brands like these:

verizon<sup>✓</sup>

Office DEPOT

SHERWIN-WILLIAMS

Airgas<sup>✓</sup>

UniFirst<sup>✓</sup>

priceline<sup>✓</sup>

YRC<sup>✓</sup>

Staples<sup>✓</sup>

HOME DEPOT<sup>✓</sup>

# National Purchasing Partners



Wireless Voice & Data Services for your Business

Receive up to 22% OFF monthly access fees\* and up to 35% OFF smartphones, tablets and accessories.

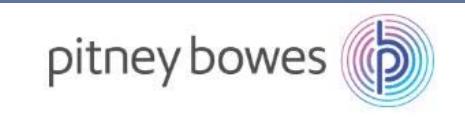
# National Purchasing Partners



## Paints, Stains, Industrial Coatings & Supplies

NPP members receive national account contract pricing on paints, coatings and supplies. Also receive free services like order planning and specification recommendations.

# National Purchasing Partners



Signing up is free and easy - To access the discount pricing, register with NPP: [mynpp.com/bia-of-lancaster](http://mynpp.com/bia-of-lancaster)

# Member Information Center

## Member listing on our website

- Member Companies receive 3 business categories
- Link to company website
- Brief description of company
- Contact information including address, phone number, etc.
- Enhanced Web Package available - \$79 annual fee
  - Add logo, pictures, link to YouTube videos, etc.

## Do You Have a Log in?

- Register for events
- Pay invoices & More



# Other Tools You Can Use

## Targeted Marketing

- Listed as BIA member – a professional!
- Enhanced Web Options
- Sponsorships including year long packages
- Advertising
  - BIA Briefing, Lancaster Builder, Web Page Carousel, SHS & POH Guidebooks, Membership Directory
- BIA database for your own direct marketing Some Ideas Include:
  - Direct mail campaign, Product demonstrations, Seminars, Open Houses, Introduce yourself as a new member

# BIA Publications

- Membership Directory
- Newsletter: *Lancaster Builder*
- E-newsletter: *BIA Briefing*
- Guidebooks
  - *Spring Home Show*
  - *Parade of Homes*

## New Member Benefit

**Get Your Marketing Done Right**

Exclusive Benefits for BIA Members

- Small Business Websites
- Search Engine Optimization
- Facebook Marketing/Advertising
- Direct Mail Made EZ
- Free Marketing Advice On-Call



# Publication Subscriptions



Complimentary copy sent to BIA members

- Susquehanna Style
- Lancaster Builder Newsletter

Additional publications and resources are also available for free or at a reduced rate through NAHB

Discount on advertising in R&A Magazine for BIA members

## Spring Home Show – *New Location!*

**2020 Dates: March 6 - 8**

Marketing opportunity provided by the BIA for members to showcase their products & services to the Lancaster community

- Held each Spring
- Trade show - over 100 booths
- 3,000+ consumers in 3 days!

*New Location: Wyndham Lancaster  
Resort & Convention Center  
Booths still available!*



# Parade of Homes

## 2020 Dates: June 13 – 21

Marketing opportunities for members to showcase their products and craftsmanship.

- Gala and awards ceremony
- One of the largest & most revered home events in PA!
- **Parade of Homes Gala – June 12<sup>th</sup> at the Lancaster Country Club**



# Holiday Homes on Parade

Tour newly built & remodeled homes in Lancaster County and experience dazzling displays of design, décor & detail.

**December 6<sup>th</sup> & 7<sup>th</sup>**

**Tickets:** Early Bird Price: \$12 per person;  
Regular Price: \$15 per person

For more information visit:  
**[www.holidayhomesonparade.com](http://www.holidayhomesonparade.com)**



## Remodelers Council

- Promotes professional remodeling in Lancaster County
- Educational programs scheduled throughout the year
- Remodelers Showcase Awards
- \$75 per year

BIA Remodelers Council Holiday Social hosted by GR Mitchell – December 5, 4 -6pm at Spring House Brewing Co. 209 Hazel St., Lancaster

Council members FREE to attend: \$15 for non-members



## Charitable Arm of the BIA



### Mission:

- **The mission of the Lancaster Building Industry Foundation is to provide, by means of charitable giving, community based opportunities, education, and service related to the building industry.**

# Committees

- Spring Home Show Committee
- Parade of Homes Committee
- Membership Committee
- Government Affairs Committee
- Remodelers Council Steering Committee
- BIA Promotions Committee
- Community Service Committee
- Lancaster Building Industry Foundation

# BIA Activities

**There's always something happening at the BIA!**

- Membership Events
- Annual Banquet
- Annual Golf Outing
- Legislative Activities
- General Membership Meeting
- Professional Development Programs
- Consumer Events – SHS & POH
- Remodelers Council Meetings/Events
- Building Industry Foundation Fundraiser Events





**Announcing a New  
Awards Program...**

## BIA PILLAR AWARDS

- 18 Awards in Three Categories:
  - Advertising & Marketing Awards
  - Company Achievement Awards
  - Professional Achievement Awards
- Call for entries will start in August.
- Members will have access to new custom award software!

November 21<sup>st</sup> – General Membership Meeting & Pillar Awards Dinner  
Cork Factory Ballroom – 5:30pm – 8:30pm

## Opportunity for Involvement

- Advertise
- Sponsor an event
- Host a Mingle
- Attend an activity
- Volunteer at an event
- Encourage a business associate to join
- Donate a door prize
- Join a council
- Serve on a committee
  - Government Affairs, Membership, Parade of Homes, Spring Home Show, Community Service, Promotions



**And when you just don't know how to  
get involved... Just ask!**

## Benefit Recap

Why companies join:

- Networking
- Business Knowledge
- Advocacy
- Education and Professional Development
- Publications
- Preferred Member Programs
- Member Discounts & Rebates
- Variety of Events
- Targeted Marketing



## FAQs

Q. How do I know what's happening at the BIA?

A. Visit the BIA Website [www.LancasterBuilders.org](http://www.LancasterBuilders.org) and read your newsletter and BIA Briefing



Q. How do I register for an event?

A. Visit the BIA Website, OR  
Call the BIA at (717) 569-2674

## Association Contacts

- BIA of Lancaster County  
(717) 569-2674  
[www.lancasterbuilders.org](http://www.lancasterbuilders.org)
- Pennsylvania Builders Association  
(717) 730-4380  
[www.pabuilders.org](http://www.pabuilders.org)
- National Association of Home Builders  
(800) 368-5242  
[www.nahb.org](http://www.nahb.org)

## Questions?



# Thank you!

