The Building Industry Association of San Diego (BIA)
OUR MISSION

The Building Industry Association of San Diego County is a united voice advocating for the development of housing and commercial facilities needed to ensure sustained economic opportunity in the San Diego community.

About BIA

The Building Industry Association (BIA) of San Diego exists to represent the many companies that plan, design, and build the many places where San Diegans live, work, and play. Members of the BIA generate thousands of jobs in the greater San Diego region and together are one of the most important driving forces in our local economy.

The BIA engages and marshals the collective influence of those who are engaged in the building industry to address issues that impact the development industry in San Diego County.

The BIA unites the industry and the broader business community around a common vision for the region and is respected and sought after as a partner for its expertise, perspective, and influence. The BIA is pro-active and solution-oriented in identifying and addressing issues that impact community growth and development.

BIA Focus:

- Representing the building industry and influencing decisions that affect the ability to build and develop in San Diego County
- Providing the platform for effective networking for member companies
- Enhancing industry credibility as a positive agent of change in the community
Members Doing Business With Members
Whether a builder/developer, a subcontractor, a consultant, or a vendor/manufacturer, as the market continues to move upward, relationships will be critical to achieving company goals. As a member of BIA San Diego, companies are part of a collective group that understands the value of the bigger picture. The philosophy of "Members doing business with members" is a vital component so an industry can withstand a recession, as well as prosper during years of construction growth.

Member Discount Program
As a member, companies automatically qualify to receive many discounts that can have a dramatic positive effect on budgets. Discounts such as cell phone or other wireless services, office supplies, paper shredding, health insurance, and worker’s compensation insurance all can add up to save money. In fact, many members have said the savings experienced through this program easily pays for membership.

Local, State, and National Membership
When a company joins the local BIA San Diego, it also gains membership at no extra cost into the California Building Industry Association (CBIA) and the National Association of Homebuilders (NAHB). With these memberships, members also support important initiatives at the state and national level that impact the local building industry.

Membership value can mean different things to different members. For most, networking and new business development are at the core of the reasons to join. But, for many of our members, there are other reasons, both personally and professionally, that bring value to their membership.

- **Networking** – Position company in front of potential clients/customers
- **Legislative** – The BIA is recognized as the strongest voice in San Diego County influencing legislative/policy issues on behalf of the industry
- **Member Discount Program** – Save valuable dollars toward normal operating budget
- **Supporting an Industry** – The stronger the BIA, the stronger the building industry, which often means more projects and jobs
- **Professional** – Be a part of an Association that can offer personal and professional growth

**Builder Testimonial**
“Being a member is necessary. Getting involved and meeting me face-to-face at events becomes crucial in order to develop the relationship that turns into business.”

– Janice Patterson, Chelsea Investments/Emmerson Construction
Members often see a much higher return on their membership when they get involved. This “Road to Involvement” is an important ingredient to seeing maximum value of membership. BIA San Diego has many different opportunities to get involved. Individuals can network at events, rolling up sleeves and volunteer on a council/committee, or just be available when action is needed with Crusader and Project Green Light. Member involvement is the best way to maximize membership. Contact BIA San Diego for more information about getting involved.

**Councils & Committees**
Volunteer on a Council/Committee and help make an impact to support the building industry. Join other industry colleagues on a wide variety of niches within the business. Here are some of the main Councils/Committees that are available for involvement. For more information about our Councils/Committees, please visit our website at: www.biasandiego.org

**Building Resource Council (BRC):** Council represents the consulting side of the industry. These individuals are asked to use their expertise to help support issues that are being driven by our Public Policy Council and other legislative efforts.

**Specialty Subcontractor Council (SCC):** This council is in place to provide a forum for Subcontractors to address issues that pertain to their niche. Educational seminars and specific subcommittees tackle these issues.

**Sales & Marketing Council (SMC):** This council represents all the categories that support the sales & marketing functions of the industry. The individuals range from sales/marketing representatives of builders to all companies that feed into this group such as sign companies, interior designers, mortgage companies, etc.

**y|GEN Council:** Often referred to as the next generation of leaders, this council is more age-specific. This is an ideal council for someone in your company who falls in between the young 20s to 30s. Professional growth and ability to network with others who will be in leadership roles at the same time in the future is a big appeal for joining.

**BIA Cares:** BIA Cares is the charitable arm of the BIA and supports the diverse charitable passions of members by contributing the industry’s unique set of skills to the philanthropic arena.

**Events Committee:** As a member of the Events Committee, individuals will have an opportunity to shape how the events are created and managed. This is a task-oriented group that represents a wide range of the building industry.

**Communications Committee:** Help determine how the BIA communicates with membership and the external public. This committee is ideal for those in a communications/marketing role within a company.

**Membership Committee:** Membership is at the heart of the Association. This group helps bring in new members, as well as provide a great resource for new members through our New Member Liaison program.

**Legislative/Policy/Political:** There are a number of Councils/Committees that focus on different areas of legislative/policy issues, including overall policy direction for the BIA, urban, or geographic-specific issues. Additionally, there are opportunities to get involved in specific issues such as housing affordability and stormwater.
General Membership Events
Monthly general membership events bring together hundreds of representatives from companies in every corner of the building industry. Builders, Developers and General Contractors; Engineers & Consultants; Subcontractors; Marketing Professionals; Vendors; Manufacturers; and others take advantage of the opportunity to build relationships in a friendly atmosphere over a cold drink. Explore potential new business opportunities at a BIA event once a month.

Educational Seminars
BIA understands that knowledge is power, so the Association equips members with the most relevant information available. Educational seminars occur throughout the year and cover relevant topics such as market trends, new technology, field issues, marketing tactics, and legal developments.

Crusader
Members are given an amplified voice in the community with the Crusader email advocacy program. The BIA government relations team constantly monitors legislation around the county and notifies members when actions are being planned that merit support or opposition. By participating in the Crusader program, each voice will be heard as a collective industry by elected officials in the targeted municipality.

Project Green Light (PGL)
PGL is a simple concept. BIA builders post projects on www.biasandiego.org when requesting government approvals. BIA members, who sign up for PGL, support those projects by writing letters or attending local government review meetings in person. Builder members benefit from the show of support and Associates/Subcontractors benefit by making solid relationships with builder members.

CONSULTANT TESTIMONIAL
“By getting involved and volunteering on the Building Resource Council (BRC), I was able to offer my expertise to the Association. It allowed me to demonstrate my professional value to the industry and gave me personal satisfaction that I made a difference.”

– Mark Freed, Landmark Development Services
eNewsletters
This weekly publication is the one-stop source for all of BIA’s most important news. Read this email for information about government affairs, upcoming events, membership activities, and local building industry news.

People & Projects
Member companies are featured each week in the newsletter. Contact the BIA Communications Department for more information.

Job Listings
BIA likes to help its members find the best talent available. Send job listings to be published in the eNewsletter and the careers section of the website.

Event Blasts
Dedicated event emails are sent periodically. Watch for these emails to get the most up-to-date information about the next networking opportunity or educational seminar.

Social Media
BIA is active on a number of social media platforms. Follow BIA San Diego on Facebook, Twitter, LinkedIn, Instagram, and YouTube.

BIA Political Action Committee (PAC)
The BIA PAC is comprised of an outstanding group of industry leaders selected to make decisions on how and when to spend the industry’s political dollars to ensure a favorable business and political environment for San Diego’s building industry. PAC members carefully review the political landscape and thoughtfully allocate resources to influence key races or issues.

In addition to donating monies to political campaigns, BIA PAC board members also research voting records, conduct polling, and analyze local & state initiatives. Together with the BIA Political Communications Committee, it serves as a well-recognized, respected political force in the region.

Build SD PAC
The mission of the (build)sd Political Action Committee is to form a broad-based coalition among all BIA-member employees in support of political issues that affect the building community at the local and state levels. Through fundraising and active participation in select campaigns, the goal of the (build)sd PAC is to create a cohesive grassroots effort to facilitate the building of a better San Diego.

SUBCONTRATOR TESTIMONIAL
“My main objective as a subcontractor is to increase our business with builders.

Staying connected is critical for me to maximize my business growth.”

— Sharon Smeltzer, ValleyCrest Landscape