



Increase your engagement with SMC and make-the-leap to the next level by serving on a SMC committee today!

We want to involve new people, encourage innovative ideas, and hear the views of our members. If you would be interested in adding your time, talents and expertise to one of the standing committees of the SMC, please check out the committees below.

Marketing Committee

The committee's core initiative is to advance the brand value of the Council and its members. They oversee the marketing plan and the publications of the Councils initiatives, including the monthly, "Hot Topix White Report" and "People, Props & Properties". The committee also organizes the quarterly 50-minute Clinics and Hops & Homes events at local builder communities (currently hosted twice a year).

Programs Committee

The committee is responsible for planning the annual Leadership Summit bringing in speakers from across the Country that will have you wanting more! This is SMC's #1 event of the year! The committee also plans and produces the annual sundowner event which will include providing a platform for the members to network with the various vendors about their products from the designated builder community.

Education Committee

The committee is in charge of the planning and execution of the appropriate sales and marketing education programs for BIA members. This includes selecting the topic, content and speakers with the goal of providing members with the ideal sales and marketing tools to meet their educational needs.

Awards Committee

Driving recognition of SMC members within the industry, the committee is responsible for the planning and execution of Achievement Awards recognizing the top industry leaders. The committee is also in charge of researching new BIA membership opportunities by reaching out to builder communities across the County with the goal of creating and updating a master list each quarter for the SMC's coveted "Builder Road Show."

Committees meet on a monthly basis. Location and time differs from committee to committee. To sign up for one or more of the committees, e-mail SMC at GoSMCSanDiego@gmail.com with your contact information and which committee(s) you would like to join and someone from that committee will contact you.

Just looking to be a volunteer at SMC events? We can always use volunteers to help us with setting up/tearing down, check-in desk, confirming vendors, etc. Let us know if would like to be put on our volunteer list where we will contact you for assistance at the next event.

*Note: To be part of a committee, you and/or your company must be a BIASD and SMC member.
2017 SMC Committee Document*



**Building Industry Association
of San Diego County
Sales & Marketing Council**