



2020 Sales & Marketing Council Board of Directors Application Form

Name: _____

Company: _____ Position: _____

Work phone (_____) _____ Cell Phone (_____) _____

Email Address: _____

Years with Current Company: _____ Company Years with BIA: _____

Years in SMC: _____ Previously served on BIA Committee, Council or Board: YES / NO

If yes, please describe: _____

Describe your understanding of the purpose of the Sales & Marketing Council:

Describe why you are interested in serving:

How would you like to contribute to the success of the 2020 Board and SMC Membership? Please check all areas of interest.

Membership Drive	Membership Retention	Fund Raising/Sponsorships	Awards & Programs, Event Planning
Marketing Creation	Social Media Implementation	Registration & Check-in	Long Range Planning
Marketing Planning	Event Research	Event Implementation	Chairing a Committee
Serving on a Committee	Joining the Executive Chairs	Phone Calling	Awards Program Implementation
Finance & Budget	Awards Submissions	PPP Director	PPP Editor
Publications	SMC Services Awareness	White Paper Editor	

Tell us about yourself! What special skills, talents, passions, abilities or characteristics do you have that make you an ideal fit and contributor for service on the SMC Board?

With what other homebuilding industry professionals do you interact during the normal course of your business?

Builders	Developers	Land Acq.	Engineers	Leasing Teams	Sales Teams
Marketing Directors	Sales Managers	Builder VPs	Advertising Agencies	HOA Mgmt. Companies	Architects
Escrow Co.	Title Co.	Media Suppliers	Lenders	Project Managers	Home Buyers
Purchasing	Merchandising Firms	Sign Companies	Temp. Service Providers	Accounting	Home Design Firms (finishes)
Superintendents	Customer Service Reps	Printers	Product Suppliers	Landscape Architects	Landscape Firms
Web Designers	Digital Marketing	Event Planners			

Any other professionals that you work with that relate to the Sales & Marketing Council?

Share 3 ideas on how the Board can better create value for the SMC membership:

- 1) _____
- 2) _____
- 3) _____

What goals would you put in place for SMC Board in 2020? How would you define success for the Board?

What other boards/committee/organizations do you serve with? What is the expected time commitment with those obligations?

Requirements for Board Members in 2020 will include:

- *Contributing at monthly Board meetings
- *Serving on at least 1 committee (will include additional monthly calls or meeting)
- *Attending 1-2 events per quarter
- *Adding 3 new members to the SMC membership

Does your current *work and volunteer schedule* allow for the above commitment? YES / NO

**Email or fax completed application to Zoe Rashid
Fax: (858) 552-1445 / Email: zoe@biasandiego.org.**

All applications must be received no later than September 27, 2018.