

# **Building Industry Association of Stark County**

## ***Sales and Marketing Council***

The Sales and Marketing Council (SMC) was founded in 1991 in order to enhance the sales and marketing capabilities and reputations of those who represent the Building Industry Association of Stark County (BIA). The SMC was designed to bring the newest and finest marketing methods and professionalism to the general membership through educational and motivational programs, seminars, workshops, training materials, group idea exchange, and the recognition of successful members through awards programming. These activities are to complement the HBA through mutual support of efforts by the BIA and SMC and the recognition that the SMC's purpose is to promote the growth and development of the BIA.

The many benefits of the SMC are:

**Networking:** As a member you can join with other professionals in the home building industry who are involved in residential sales and marketing. The people you can meet through our meetings provide you with valuable contacts in the building industry.

**Education:** The SMC also provides workshops, seminars and professional educational programs. These programs can offer you the most up-to-date information in the industry from some of the top speakers in the country.

**Fun:** All year long a full schedule of special events promoting activities among members and their guests. Through this interaction with other professionals in the industry you can contribute to your own professional growth.

**Recognition:** An added bonus is the annual SMC Awards competition each year. Finalists and winners in the competition are chosen from the "best" in our industry, and the awards are given in a wide range of categories including individual sales achievement, product design, all types of advertising, on-site displays, and more! All the above benefits are just from our local SMC. The National SMC membership includes benefits such as national seminars, a speakers bureau of national experts, special rates on audio and video cassette training, telephone hotline to top marketing experts, subscription to *SALES AND MARKETING IDEAS*, NAHB convention programs, and nationally recognized NSMC Awards.

### **BUILDING INDUSTRY ASSOCIATION OF STARK COUNTY**

#### ***Sales & Marketing Council Membership Application***

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

\_\_\_\_\_ Attached is my remittance of \$75.00 for Annual Dues  
(Your dues includes membership with the National Association Sales & Marketing Council)

\_\_\_\_\_ I would like to join a committee; please call me to discuss which committee.

Method of Payment: \_\_\_\_\_ Check \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ Discover \_\_\_\_\_ American Express

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Mailing Zip Code \_\_\_\_\_

Company Name or Name on Card \_\_\_\_\_

Mailing Zip Code on Card \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsor: \_\_\_\_\_ Real Estate License # \_\_\_\_\_