

BIA SALES & MARKETING COUNCIL
SMC BOARD MEETING AGENDA – August 20, 2015

Megan VanTassel, Chair Dana Krause, Vice Chair/Treasurer John Ralston, Secretary
Lori Milne, Past Chair
Coco Baker Philip Duncan Donna Garriques Don Keller Caron Kavanagh
Amber Norwood Mo Rahim Colin Roe Leilani Serrecchia Jason Wister

- I. Welcome, Introductions, BIA Board Update & Announcements - Megan VanTassel
- II. Action Item
 - A. Review of Meeting Notes from June.
- III. Budget Report - Dana Krause
- IV. Membership Report –
 - A. BIA = 495 (+16)
 - B. SMC = 123 (-17)
 - 1. Need volunteers for Renewal Calls and New
 - 2. Megan to call on Non-Renewals.
- V. Event Committees -
 - A. Crab Feed confirmed for February 19, 2016 - Citrus Heights Community Center
 - i. Dunk tank
 - ii. Carnival
 - B. Education –
 - i. Lunch & Learns -
 - 1. “How to Evaluate Your Competition” - Lori McGuire, September 30
 - a. 4 registered right now
 - b. Free to SMC Members. \$25 for non-SMC.
 - C. MAME - Refer to Timeline attached
 - i. Black/White Cocktail to Formal Dress Attire
- VI. NEW BUSINESS
 - A. BIA Events open for registration.
 - B. The Idea District - Christopher
 - C. Board Interest for 2016 to go out to membership in September. Please advise Angela of your interest to continue for 2016 or not, so we can determine how many vacancies we will have to fill.
 - D. Holiday Party?

Upcoming BIA Events - www.northstatebia.org/events

September 1 - Coffee with the CEO

September 10 - The Idea District

September 25 - MAME

October 5 - Business Exchange Mixer at Oak Park Brewery

October 16 - Breakfast Blend

NEXT MEETING: September 24, 9am, BIA Office,
Third Thursday of every month, 9:00am-10:15am

BIA SMC Board of Directors 2015 Attendance Sheet

Angela Tsukiji (916) 751-2740, angela@northstatebia.org

14 Directors

Executive Committee	ABSENCES	Jan	Feb	Mar	Apr	May	Jun	Aug	Sep	Oct	Nov	Dec
Megan Van Tassel	1	X	X	X	X	X	A					
Dana Krause		X	X	X	X	X	X					
John Ralston	1	A	X	X	X	E	X					
Lori McGuire	1	A	X	X	X	X	X					

Board Members

Coco Baker	1	x	x	A	x	x	x					
Philip Duncan	2	A	x	A	x	x	x					
Donna Garriques	1	x	x	x	x	A	x					
Caron Kavanagh		-	-	-	-	x	x					
Don Keller		x	x	x	x	x	x					
Amber Norwood	1	x	x	x	x	x	A					
Mo Rahim	2	A	x	x	x	x	A					
Colin Roe	2	x	x	A	A	x	x					
Leilani Serrecchia	1	x	x	A	x	x	A					
Jason Wister		E	x	x	x	x	x					

Honorary Board Members

Debra Bennett				x	x	x						
Christopher Brown		x	x	x	x	x	x					
John Oyoung		x	x	x		x	x					
Jo Sterling			x		x	x	x					
Noreen Tesolin		x				x						

Attendance Policy per Bylaws

Article VI, Section 6.A -

Should any elected Director miss three meetings of the Board of Directors during the elected term of office, the Director will be dismissed from the Board of Directors and the position declared vacant by the presiding officer. Absences associated with Sales and Marketing Council business may be excused, subject to approval of the Board of Directors in attendance.

In addition, the SMC Executive Committee members are required to attend the BIA Annual Installation Dinner, the SMC Annual Awards Dinner, and a minimum of 50% of the Sales and Marketing Awards meetings each year. The SMC Board of Directors are strongly urged to attend the BIA Annual Installation Dinner, and must attend the SMC Annual Awards Dinner and a minimum of 50% of the Sales and Marketing Awards Meetings each year.

BIA Sales & Marketing Council
Board of Directors Meeting NOTES – June 18, 2015

SMC Guests: Bonny Franklin, Scott Ostrode, Bridget Powers and Kristina Schwandt
BIA Staff: Angela Tsukiji

Meeting was called to order by Megan VanTassel at 9:02am and introductions were made.

General announcements made regarding full staff in the Government Affairs department at the BIA, and the Meet & Greet of the GA team is on July 31st. Jason is working on the New Construction Saves Water infographic that will go on our website.

May meeting notes were reviewed. Motion to approve as written made by Lori Milne, and seconded by Jo Sterling. Approved as written by all present.

Budget - Dana reported that the final Crab Feed net revenue came out to be \$7520.

Membership - Membership in the BIA went down in May to 470 (-2).
SMC Membership increased to 139 (+2).

***SMC calls regarding needing to renewal membership will be made by Bonny Franklin, Bridget Powers, Lori Milne, Dana Krause, Caron Kavanagh.**

***Megan Van Tassel to make Thank you for renewing phone calls.**

Debrief Palladio, June 11th, Megan VanTassel & Donna Garriques. Chili competition was popular. Fun event. Keep in June for 2016. Maybe a carnival theme and have a dunk tank, DJ, dance instructor.

Education (Lunch & Learns) - Focus on new homes agent training.

1. The Art of Selling Value - Confirmed, July 7, Presenter Colin Roe, Lunch Host Christopher Brown.
2. How to Evaluate Your Competition - Confirmed, Sept 30, Presenter Lori Milne, Lunch Host Scott Short.
3. Thank you Jason Wister for the event flyer template. Looks sharp!

MAME September 25, Sheraton Grand, Items to work on:

1. Discussed emcee possibilities - Jim Suth, Markus Allen, Pat & Tom w/KNCI, Kelly Brothers, Jim Pelley.
2. Entry Review confirmed for August 6, 9am-2pm.
3. Determined that we will do a Save the Date postcard mailing.
4. Enhanced the highest level of sponsorship with VIP seating, champagne at table, valet parking.
5. Set up volunteers should plan to be at Sheraton at 3pm.

***Angela - Contact Jim Suth about being emcee.**

***Angela - Pricing for new sales volume trophy.**

***Jason - Update website and forms.**

Next Meeting - June 18, 9am-10:30am

Meeting adjourned at 10:15am.

Meeting notes prepared by Angela Tsukiji.



BUDGET 2015

Membership Goal - 150
Current Membership 123

Events	<u>BUDGET</u>	<u>ACTUAL</u>
Crab Feed - Feb 20	\$10,000	\$7,520
Builder Updates	\$0	
Palladio Mixer	\$10,000	\$18,254
Education	\$0	
MAME	\$15,000	

\$35,000 \$25,774

74%

BUDGET 2015

Membership Goal - 150
Current Membership

Events	<u>BUDGET</u>	<u>ACTUAL</u>
Crab Feed - Feb 19	\$9,000	
Home Tour	\$7,500	
Palladio Mixer	\$11,000	
Education	\$0	
MAME	\$17,500	

\$45,000

\$0

0%

NON-RENEWALS - Will you be renewing your SMC membership?

Wesley	Anderson	Desa Design	(530) 895-8886	wanderson@desadesign.com	8/1/15
Crystal	Betts	First American Title & Escrow	(916) 677-8005	cbetts@firstam.com	8/1/15
Alexandra	Strom	Homes by Towne	(530) 305-3555	alexandrastrom@hotmail.com	9/1/15
Amber	Norwood	K. Hovnanian Homes, Inc.	(916) 349-4052	anorwood@khov.com	9/1/15
Jaelle	Arciniega	KB Home	(916) 945-3880	jarciniega@kbhome.com	8/1/15
Zoe	Morillo	KB Home	(916) 945-3880	zmorillo@kbhome.com	9/1/15
Jason	Wister	PAIR Design, LLC	(916) 852-9299	jason@pairedesign.net	9/1/15

RENEWALS - Thank you for renewing your SMC membership.

Margaret	Olmsted	Advantage Group	(916) 348-9000	margaret@taghomes.com	7/1/16
Shawn	Blazius	D.R. Horton - America's Builder	(916) 355-8111	sblazius@drhorton.com	7/1/16
Robin	Hogan	D.R. Horton - America's Builder	(916) 223-8016	rkhogan@drhorton.com	7/1/16
Tom	Seeley	D.R. Horton - America's Builder	(916) 869-6275	tseeley@drhorton.com	7/1/16
Lisa	Sharp	D.R. Horton - America's Builder	(916) 597-5322	lsharp@drhorton.com	7/1/16
Marcie	Elliott	Focus 360	(916) 847-6203	marciee@focus360.com	7/1/16
Daman	Baath	KB Home	(916) 595-9697	dbaath@kbhome.com	7/1/16
Erin	Swartout	MBK Homes	(949) 789-8300	erinswartout@mbk.com	7/1/16
Rodney	Jong	National Residential Mortgage	(916) 838-7520	rjong@natresdirect.com	7/1/16
Cathy	Rutter	Old Republic Title Co.	(916) 784-1551	crutter@ortc.com	7/1/16
Starr	Adair	Standard Pacific Homes	(916) 375-5209	sadair@stanpac.com	7/1/16
Joe	Armstrong	Standard Pacific Homes	(916) 375-5200	jarmstrong@stanpac.com	7/1/16
Terrence	Battle	Standard Pacific Homes	(916) 896-1193	tbattle@stanpac.com	7/1/16
Karambir	Dhillon	Standard Pacific Homes	(916) 294-7149	kdhillon@stanpac.com	7/1/16
Debra	Pitts	Standard Pacific Homes	(916) 375-5200	dpitts@stanpac.com	7/1/16
Debra	Stickel	Standard Pacific Homes	(916) 375-5200	jnicholson@stanpac.com	7/1/16
Charles	Wilkinson	Standard Pacific Homes	(916) 543-2159	cwilkinson@stanpac.com	7/1/16
Katie	Brandt	Taylor Morrison	(916) 355-8900	kbrandt@taylormorrison.com	7/1/16
Rachael	Harry	Taylor Morrison	(916) 355-8900	rharry@taylormorrison.com	7/1/16
Susan	Wade	Taylor Morrison	(916) 355-8900	swade@taylormorrison.com	7/1/16
Greg	Trujillo	Tim Lewis Communities	(916) 212-9965	gtrujillo@timplewis.com	7/1/16

NEW - Welcome to the SMC!

Kathy	Magner	Watt Communities	(310) 314-2415	kmagner@wattcompanies.com	7/10/16
Jerry	McCoy	Taylor Morrison	(916) 932-0950	jmccoy@taylormorrison.com	7/22/16
Jeanne	Polli	Taylor Morrison	(916) 932-0950	jpolli@taylormorrison.com	7/22/16

SMC Member Roster

John	Norman	Brookfield Residential	(916) 783-1177	john.norman@brookfieldrp.com	11/1/15
Sarah	Ramos	D.R. Horton - America's Builder	(916) 509-9483	sramos@drhorton.com	8/1/16
Jordan	Robinson	D.R. Horton - America's Builder	(916) 997-1251	jtroberson@drhorton.com	8/1/16
Cynthia	Askew	D.R. Horton - America's Builder	(916) 343-2448	cmaskew@drhorton.com	8/18/16
Donna	Garriques	Elliott Homes, Inc.	(916) 765-3055	d.garriques@elliotthomes.com	1/1/16
Colin	Roe	Fidelity National Title	(916) 521-5355	colin.roe@fnf.com	2/1/16
Isaac	Zipp	GALLINA LLP	(916) 638-1188	izipp@gallina.com	10/1/15
John	Foderaro	Guild Mortgage Company	(916) 486-6512	jfoderaro@guildmortgage.net	10/1/15
Janice	Cook	Homes by Towne	(530) 268-3200	jcook@hbtsac.com	11/1/15
Maggie	Difuntorum	Homes by Towne	(916) 531-3800	mdifuntorum@hbtsac.com	11/1/15
Christine	Fore-Pemstein	Homes by Towne	(916) 262-8808	cfore@hbtsac.com	9/1/16
Mo	Rahim	KB Home	(916) 945-3880	mrahim@kbhome.com	2/1/16
Matthew	Miller	KB Home	(916) 945-3880	mxmiller@kbhome.com	8/1/16
Jordan	Triveri	Keller Williams Realty - Real Experts	(916) 235-7045	jordantriveri@kw.com	1/1/16
Lorisa	Brosious	Landmark Builders	(916) 783-0356	lorisa@builtbylandmark.com	9/1/16
Debbie	Fisher	Marketshare, Inc.	(916) 773-7460	debbief@marketshareonline.com	8/1/16
Scott	Short	Mason-McDuffie Mortgage Corporati	(916) 248-4831	sshort@mmcdcorp.com	6/1/16
Lori	McGuire-Milne, MIRM	McGuire Research & Analytics	(916) 799-4550	mguireresearchca@gmail.com	4/1/16
Debra	Bennett	Meridian Media Group	(916) 276-0485	debra@meridiansignage.com	5/1/16
Laura	Black	Meritage Homes	(707) 359-2000	laura.black@meritagehomes.com	8/1/16
Vanessa	Diaz	Meritage Homes	(707) 359-2023	vanessa.diaz@meritagehomes.com	8/1/16
Erica	Hartwig	Meritage Homes	(916) 337-3846	ericka.hartwig@meritagehomes.com	8/1/16
Leann	Herr-Alves	Meritage Homes	(707) 359-2000	leann.alves@meritagehomes.com	8/1/16
Natasha	Moldoveanu (Chaffin)	Meritage Homes	(707) 359-2000	natashachaffin@gmail.com	8/1/16
Cassie	Campanale	Meritage Homes	(916) 771-0444	cassie.campanale@meritagehomes.com	9/1/16
Dustin	Corin	Meritage Homes	(916) 947-0228	dustincorin@hotmail.com	9/1/16
Mark	Edwards	Meritage Homes	(707) 359-2000	mark.edwards@meritagehomes.com	9/1/16
Bonny	Franklin	Motivational Systems, Inc.	(925) 449-1900	bfranklin@motivational.com	5/1/16
John	Oyoung	National Residential Mortgage	(916) 838-7520	joyoung@natresdirect.com	12/1/15
Eduard	Gubarik	National Residential Mortgage	(916) 223-4257	egubarik@natresdirect.com	3/1/16
Barbara	Vigil	National Residential Mortgage	(916) 838-7520	bvigil@natresdirect.com	10/1/15
Mickey	O'Regan	New Homes Media	(925) 820-2431	mickey@newhomesmag.com	10/1/15

Elizabeth	Matulonis	NEXT New Homes Group, Inc.	(916) 300-0159	edale@nextnewhomes.com	8/1/16
Scott	Bolli	NEXT New Homes Group, Inc.	(916) 600-9500	sbolli@nextnewhomes.com	9/1/16
Christopher	Brown, MIRM	NEXT New Homes Group, Inc.	(916) 300-0159	cbrown@nextnewhomes.com	9/1/16
Jennifer	Odama	Odama Realty	(916) 599-3607	jennifer@odamarealty.com	11/1/15
Bridget	Powers	Old Republic Title Co.	(916) 835-4565	bpowers@ortc.com	8/1/16
Don	Keller	Placer Title Company	(916) 446-7319	dkeller@placertitle.com	5/1/16
John	Ralston	Premier United Communities	(916) 783-6100	jralston@premierunited.com	4/1/16
Rich	Askew	Premier United Communities	(916) 783-6100	raskew@premierunited.com	8/1/16
James	Betley	PulteGroup	(925) 249-3200	james.betley@centex.com	11/1/15
Bob	DeWitt	PulteGroup	(925) 249-3200	dewitt.bob@gmail.com	1/1/16
Suzie	Gibbons	PulteGroup	(925) 249-3200	suzie.gibbons@PulteGroup.com	1/1/16
Julie	Hagans	PulteGroup	(925) 249-3200	julie.hagans@PulteGroup.com	3/1/16
Pat	Morgan	PulteGroup	(925) 249-3200	patricia.morgan@PulteGroup.com	6/1/16
Carolyn	Shankland	PulteGroup	(925) 249-3200	shankland@surewest.net	6/1/16
Ron	Carpenter	PulteGroup	(925) 249-3200	ron.carpenter@delwebb.com	9/1/16
Joey	Lowe	PulteGroup	(925) 249-3200	joey.lowe@PulteGroup.com	9/1/16
Kevin	Phipps	PulteGroup	(925) 249-3200	kevin.phipps@PulteGroup.com	9/1/16
Caron	Kavanagh	Ryan Young Interiors	(925) 337-3447	ckavanagh@ryan-young.com	5/1/16
Tony	Ammirato	Ryness Company	(916) 508-0649	tammirato@hotmail.com	5/1/16
Paul	Desmet	Ryness Company	(925) 820-3432	p.desmet@ryness.com	5/1/16
Tamara	Rumenapp	Ryness Company	(916) 435-2737	tamara4homes@gmail.com	5/1/16
Jeff	Shore	Shore Consulting	(530) 269-1045	jeff@jeffshore.com	5/1/16
Cassandra	Grauer	Shore Consulting	(530) 558-9109	cassandra@jeffshore.com	6/1/16
Amy	O'Connor	Shore Consulting	(678) 628-7734	amy@jeffshore.com	6/1/16
Ryan	Taft	Shore Consulting	(530) 558-9109	ryan@jeffshore.com	9/1/16
Daumian	Austefjord	Standard Pacific Homes	(916) 375-5200	daustefjord@stanpac.com	12/1/15
Brenda	Hubbard	Standard Pacific Homes	(916) 375-5200	bhubbard@stanpac.com	12/1/15
Michele	Joy	Standard Pacific Homes	(916) 375-5238	mjoy@stanpac.com	3/1/16
Jennifer	Padilla	Standard Pacific Homes	(916) 375-5200	jpadilla@stanpac.com	3/1/16
Nicole	Blackledge	Standard Pacific Homes	(916) 939-6729	nblackledge@stanpac.com	6/1/16
Scott	Frogner	Standard Pacific Homes	(916) 375-5200	sfrogner@stanpac.com	8/1/16
Art	Delage	Standard Pacific Homes	(916) 375-5200	adelage@stanpac.com	10/1/15
Holly	Auwinger	Standard Pacific Homes	(916) 375-5280	hauwinger@stanpac.com	9/1/15
Jennifer	Herron	Standard Pacific Homes	(916) 920-0200	jherron@stanpac.com	9/1/15
Jeff	Martin	Standard Pacific Homes	(916) 375-5200	jmartin@stanpac.com	9/1/15
Cindi	Van Meter	Standard Pacific Homes	(916) 375-5200	cvanmeter@stanpac.com	8/1/15
Jo	Sterling	Sterling Creative	(916) 923-9400	jo@sterlingcreative.net	6/1/16
Shirleen	Von Hoffmann	Summit Funding, Inc. - Builder Group	(916) 266-4400	svonhoffmann@summitfunding.net	12/1/15
Steve	Danforth	Taylor Morrison	(916) 355-8900	sdanforth@taylormorrison.com	11/1/15
Rachel	Newland	Taylor Morrison	(916) 932-0950	rnewland@taylormorrison.com	11/1/15
Noreen	Tesolin	Taylor Morrison	(916) 275-5913	ntesolin@taylormorrison.com	12/1/15
Jim	Cox	Taylor Morrison	(916) 355-8900	jfcx@taylormorrison.com	1/1/16
Janine	Schneider	Taylor Morrison	(916) 355-8900	JSchneider@taylormorrison.com	1/1/16
Mike	Costello	Taylor Morrison	(916) 355-8900	mcostello@taylormorrison.com	11/1/15
Michael	Romanov	Taylor Morrison	(916) 580-7344	mromanov@taylormorrison.com	5/1/16
Brian	Mallison	Taylor Morrison	(916) 355-8900	bmallison@taylormorrison.com	6/1/16
Debra	Russum	Taylor Morrison	(916) 434-3837	drussum@taylormorrison.com	6/1/16
Ed	Delliquadri	Taylor Morrison	(916) 355-8900	edelliquadri@taylormorrison.com	8/1/16
Jill	Eyler	Taylor Morrison	(916) 355-8900	jeyley@taylormorrison.com	8/1/16
Elisa	Galvez	Taylor Morrison	(916) 355-8900	egalvez@taylormorrison.com	8/1/16
Jenny	Pfitzer	Taylor Morrison	(916) 932-0950	jpfitzer@taylormorrison.com	8/1/16
Terri	Thomas	Taylor Morrison	(916) 355-8900	tthomas@taylormorrison.com	10/1/15
Linda	Schwartz	Tim Lewis Communities	(916) 783-2300	lschwartz@timlewis.com	11/1/15
Linda	Sender, CSP	Tim Lewis Communities	(916) 783-2300	lsender@timlewis.com	5/1/16
Leilani	Serrecchia	Tim Lewis Communities	(916) 783-2300	lserrecchia@timlewis.com	6/1/16
Dana	Krause	Umpqua Bank	(916) 563-1763	danakrause@umpquabank.com	10/1/15
Philip	Duncan	VITEK Mortgage Group	(916) 486-6430	pduncan@teamvitek.com	8/1/16
Joseph	Martini	VITEK Mortgage Group	(916) 974-4150	jmartini@teamvitek.com	8/1/16
Chuck	Scott	VITEK Mortgage Group	(916) 486-6430	cscott@teamvitek.com	8/1/16



The Sales & Marketing Council presents:

How to Evaluate Your Competition

DATE / TIME:

Wednesday, Sept. 30, 2015
11:30 AM – 1:00 PM

WHERE:

North State BIA
1536 Eureka Road,
Roseville, CA 95661

[REGISTER ONLINE NOW](#)

Space is limited!

Please contact Rebekah
with any questions:
rebekah@northstatebia.org
or (916) 751-2770.

SMC Members can attend
complimentary, but RSVP/
registration is required with
promo code SMCMemberSEPT.

SMC Membership is \$95.00.

North State BIA Members
that are not members of the
Sales & Marketing Council
(SMC) can attend for \$25.00.

Designed by BIA Member:
PAIR design | pairdesign.net

Learning who you are and who your competitors are will give you an advantage when selling homes.

 **TALKING POINTS:**

- Who are your competitors and how well do you know them?
- What are the advantages and disadvantages when compared to the competition?
- Why would your potential buyers choose your product over your competitor's product?
- What does your community offer that is superior to your competition?



SPEAKER:

Lori McGuire-Milne with McGuire Research & Analytics



LUNCH HOST:

Lunch will be graciously hosted by Mason-McDuffie Mortgage

MAME TO DO & CHECK LIST

TO DO:

	<input checked="" type="checkbox"/>	Emcee confirmed
	<input checked="" type="checkbox"/>	Open for entry submittal via BuilderFusion
<i>Debra/Megan</i>	<input checked="" type="checkbox"/>	Décor Update
	<input checked="" type="checkbox"/>	Assign volunteers & date for sales volume entries
	<input checked="" type="checkbox"/>	Volunteers to tour with judges
<i>Ioannis</i>	<input type="checkbox"/>	Press Release to Bee and local media
	<input type="checkbox"/>	Contract with valet parking
<i>Coco/Leilani</i>	<input type="checkbox"/>	Entry Review and Tally/Audit sales volume entries
	<input checked="" type="checkbox"/>	Start marketing the event to membership

AUGUST

	<input checked="" type="checkbox"/>	Send out sponsor confirmation Letters - ongoing
<i>22-Sep</i>	<input checked="" type="checkbox"/>	Book board room to review event production day before event.
	<input type="checkbox"/>	Assign who will be trophy presenter & set time for volunteers to be at event
<i>Angela</i>	<input type="checkbox"/>	Confirm entertainment - Photo Booth
	<input type="checkbox"/>	Décor update
	<input type="checkbox"/>	Consider Photographer's Scope of Work
	<input type="checkbox"/>	Press Release to Bee and local media
	<input type="checkbox"/>	Book MAME food tasting with Caterer
	<input type="checkbox"/>	Order ALL decorations for event (plants, centerpieces, napkins, awardsetc)
	<input checked="" type="checkbox"/>	Online judging (week before judges' arrival)
	<input checked="" type="checkbox"/>	In-house judging (2 days)
	<input type="checkbox"/>	Available for individual interviews
	<input type="checkbox"/>	Individual Interviews and Judging – BIA Office, 9a-5p

SEPTEMBER

	<input type="checkbox"/>	Sponsor Calls - Ongoing
	<input type="checkbox"/>	Winners and Sales Volume Lists - PREPARE
	<input type="checkbox"/>	Order Plaques and Awards
	<input type="checkbox"/>	Décor Confirmed
	<input type="checkbox"/>	Final details on script
	<input type="checkbox"/>	Final details on visual program
	<input type="checkbox"/>	Compile content for printed program
	<input type="checkbox"/>	Proof awards
	<input type="checkbox"/>	Prepare and send material for Sacramento Bee
	<input type="checkbox"/>	Finalists/Winner List in Word Doc to Producer

MAME TO DO & CHECK LIST

TO DO:

DEADLINES

- | | |
|---------------|---|
| 14-Sep | Sponsor Reservation Deadline |
| 14-Sep | Sponsor Ad Deadline |
| 31-Jul | Online Entry Submittals Closed |
| 3-Aug | Winners to Producer & Script Writer |
| 18-Sep | Program to Printer |
| 14-Sep | Sponsor Logos & Design Elements to Producer |
| 22-Sep | Script Review at BIA |
| 18-Sep | Event registration deadline |
| 22-Sep | Press Release to Bee (to be printed Sat. after the event) |

DAY OF EVENT

25-Sep

- | | |
|---------------|---|
| 2pm | Committee arrives to decorate & set up
- centerpieces, signage, programs, awards |
| 4:30pm | Photo Booth Set Up |
| 5pm | Emcee/Entertainment arrives/setup |
| 6:45pm | Announcement to take seats |
| 7pm | Program begins |
| _____ | |



NORTH STATE BIA 40TH ANNUAL AWARDS PROGRAM

SEPTEMBER 25, 2015

SHERATON GRAND HOTEL, SACRAMENTO, CALIF.

MASTER OF CEREMONIES

JIM SUTH

REGIONAL SALES TRAINER, DR HORTON

SCHEDULE OF EVENTS

6 O'CLOCK

MIX-N-MINGLE, NO HOST BAR

7 O'CLOCK

SEATED DINNER, PROGRAM BEGINS,
WINNERS ANNOUNCED

Stay for the NEXT After Party hosted by
NEXT New Homes Group and National
Residential Mortgage

DRESS ATTIRE

BLACK/WHITE COCKTAIL

\$80 TO ATTEND (a table of 10 is \$800)

AWARD CATEGORIES FOR BUILDERS AND NON-BUILDERS

MARKETING

WEBSITE

SOCIAL MEDIA

DESIGN & ARCHITECTURE

CUSTOM HOME & REMODEL

SALES/MARKETING/SUPERINTENDENT

ESCROW

LENDER OF THE YEAR

ABOVE & BEYOND AWARD

COMMUNITY OF THE YEAR

SALES VOLUME

See www.northstatebia.org/mame for complete list of categories.

SPONSORSHIP

A VARIETY OF SPONSORSHIP LEVELS ARE AVAILABLE FROM \$500-\$5,000

CONTACT ANGELA TSUKIJI | 916.751.2740 | or angela@northstatebia.org



REGISTRATION FORM Or register online at www.NorthStateBIA.org/MAME

Name	Phone	Company	Email
Attendee Names/Company		1.	3.
		2.	4.
Total \$	<input type="checkbox"/> Check Enclosed (Payable To BIA) <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> American Express		
Name on Card (Print)	Signature	Card No.	Exp. Date
Email form to angela@northstatebia.org		Fax form to 916.677.5734	For more information please contact Angela Tsukiji 916.751.2740 or angela@northstatebia.org

MAME 40 SPONSORSHIPS



LEVEL

SINATRA | \$5,000

- Recognition in press release to media
- Recognition at event (signage and presentation)
- Recognition on BIA website, social platforms, and e-News
- Inclusion in slideshow (3 images)
- Registration for 10 people
- Full page ad in printed program
- Only 4 available
- VIP seating and 5 valet parking passes
- A bottle of champagne at your table

LEVEL

HAYWORTH | \$3,000

- Recognition at event (signage and presentation)
- Inclusion in slideshow (2 images)
- Registration for 4 people
- Half page ad in printed program

LEVEL

GABLE | \$2,000

- Recognition at event (signage and presentation)
- Inclusion in slideshow (1 image)
- Registration for 2 people
- Quarter page ad in printed program

LEVEL

BOGART | \$1,500

- Photo Booth Sponsor (logo on photo strips)
- Registration for 1 person

LEVEL

HEPBURN | \$1,250

- Your company logo projected above the stairway leading down to our event space
- Only 2 available
- Registration for 1 person

LEVEL

HARLOW | \$1,000

- Recognition at event (signage and presentation) and on website
- Registration for 1 person

LEVEL

ASTAIRE | \$500

- Recognition on North State BIA social platforms
- Recognition in BIA e-News

All sponsorships will be recognized at the event and on website and social platforms



PLEASE SELECT A SPONSORSHIP LEVEL

Commit to a sponsorship level by September 7, 2015

SINATRA LEVEL HAYWORTH LEVEL GABLE LEVEL BOGART LEVEL HEPBURN LEVEL HARLOW LEVEL ASTAIRE LEVEL

Name _____ Phone _____ Check Enclosed (Payable To BIA) Mastercard Visa American Express

Name on Card (Print) _____ Signature _____ Card No. _____ Exp. Date _____

Email form to angela@northstatebia.org

Fax form to 916.677.5734

For more information please contact Angela Tsukiji 916.751.2740 or angela@northstatebia.org



HOME SWEET HOME!

Honoring All Top Achievers! . . . The North State Building Industry Association’s Major Achievements in Marketing Excellence awards, otherwise known as MAME, honor top achievers in the new home industry. These sales and marketing award winners cross all BIA membership areas and include builders, marketing agencies, interior designers, HVAC companies, landscaper design, architects, remodelers and more.

Be a part of MAME’s 40th anniversary special section to be published in both The Sacramento Bee the day following the awards dinner, and in Yes! Sunday Select. Combined readership for both publications exceeds 640,000 readers.

Readers will enjoy the honorary list of this year’s MAME winners, timely builder-sponsored content, and other housing-related feature stories. New home sales in the region are strong --- Bee readers are 19% more likely to own a second home than the market average --- and the momentum is growing. If your work or business is even remotely associated with the homebuilding industry, you won’t want to miss the opportunity to promote your business to a quality audience of homeowners and prospective customers.

Publication Timeline

Publication Dates: Saturday, September 26, Sacramento Bee & Sunday, September 27, Sunday Select
Camera-ready Deadline: Monday, September 21
Space Reservation and Copy Deadline: Monday, September 14

Reserve the ad package that best fits your advertising budget:

Ad Packages	BIA Members Investment	Non-BIA Members Investment	Print Ad Sizes	Digital (300 x 250, between Sept. 26 and Nov. 1)
Prem Full Bk Page	\$2,350	\$2,850	6 col. x 9.75"	100m impressions Prem News Netwk or Category
Full Pages	\$1,800	\$2,200	6 col. x 9.75"	40m impressions sacbee.com ROS or yahoo RON
Dbl Trk Fold Out Strip Ad	\$1,500	\$1,800	12 col. x 2"	40m impressions sacbee.com ROS or yahoo RON
Page 2 Vertical Half Page	\$1,350	\$1,650	3 col. x 9.75"	40m impressions sacbee.com ROS or yahoo RON
Half Page Vertical	\$1,160	\$1,400	3 col. x 9.75"	40m impressions sacbee.com ROS or yahoo RON
Half Page Horizontal	\$1,160	\$1,400	6 col. x 4.75"	40m impressions sacbee.com ROS or yahoo RON

Call your Account Manager today to reserve your advertising message in this commemorative anniversary edition or 916/321-1373.



THE SACRAMENTO BEE
 Stay Connected » sacbee.com



Revised: 8/19/15

Planning Communities. Building Dreams.



northstatebia.org

**2015 CALENDAR – In Progress
(Subject to Change)**

SEPTEMBER

- 1 Coffee with the CEO
- 9 PAC Fundraiser, Folsom
- 10 The Idea District
- 15 “Field of Dreams” Golf Tournament, Winchester Country Club
- 17 Biz Tech Webinar: 8 Steps to Creating Sales
- 17 Builder HR Managers Forum: Employment Law
- 25 MAME Awards, Sheraton Grand, Sacramento
- 30 SMC Lunch & Learn: How to Evaluate Your Competition

OCTOBER

- 5 Business Exchange Mixer, Oak Park Brewery
- 14 Biz Tech Webinar: CRM - A Better Way to Interact with Customers
- 16 Breakfast Blend
- 30 New CA Laws & How They Affect the Building Community

NOVEMBER

- 3 Coffee with the CEO
- 11 Biz Tech Webinar: SEO - How to Get More People to Your Website
- 19 Regional Housing Forecast

DECEMBER

- 2 Annual Meeting of the Members, The Firehouse, Old Sac
- 9 Biz Tech Webinar: What is the Cloud and How to Reduce IT Costs
- 10 Member Appreciation Holiday Luncheon

2016

January 15 - Installation of Officers at the Hyatt Regency Sacramento

February 19 - Crab Feed at Citrus Heights Community Center

May 9 - Spring Golf Tournament at Catta Verdera Country Club

Register to attend events online at www.NorthStateBIA.org

Interested in sponsoring an event?

Contact Angela at angela@northstatebia.org, (916) 751-2740



Biz Tech Webinar Series

FOUR monthly seminars that address your business and office needs.

8:30am - 9:30am

8 Steps to increase sales by 40% using email and network marketing (Thurs., Sept 17) – These 8 topics are a systematic approach to ensure that sales go from lead to account. The 8 separate topics include building better relationships within your network, email marketing, email campaigns, seminars, proper etiquette with partners, becoming a power partner and how to increase your sales by 40%.

CRM - A better way to interact with Customers & Sell When the Fire is Hot! (Wed., Oct 14) – Learn how an effective Customer Relationship Management solution increases revenue through managing the full sales process. This includes calls, appointments, next steps, creating an opportunity and becoming an account. Ensure you don't miss out on an opportunity by letting CRM lead the way!

SEO – How to get more people to your website and increase sales by 50% (Wed., Nov 11) – Learn how Search Engine Optimization can attract more people to your website and increase net new sales. Tips and tricks you can apply today!

What is the Cloud and How to Reduce IT Costs by 40% (Wed., Dec 9) – Reduce technology cost and be more productive. Learn the definition of Cloud, Cloud Server, VoIP, Software as a Service, Managed IT Services and how they are applicable to your business.

Company: _____ **Contact:** _____

Phone: _____ **E-mail (required):** _____

Login information to access the live webinar will be emailed to you upon completion of your enrollment. Access to the recorded version of the webinar will be available to registrants.

METHODS OF PAYMENT

1. ONLINE: www.northstatebia.org/events (Receipt emailed automatically.)
2. MAIL with check payable to: North State BIA, 1536 Eureka Rd., Roseville, CA 95661
3. FAX with credit card information to (916) 677-5734.

- _____ September 17, 8:30am - 9:30am, \$25
- _____ October 14, 8:30am - 9:30am, \$25
- _____ November 11, 8:30am - 9:30am, \$25
- _____ December 9, 8:30am - 9:30am, \$25

_____ BIA Member Price, \$25/session OR Buy Three, Get One Free (Promo Code 443)

_____ Non-Member Price, \$45/session

_____ American Express _____ MasterCard _____ Visa Check # _____

TOTAL \$ _____ Cardholder Name (Print) _____

Card # _____ Exp. Date _____ / _____

Signature _____ Today's Date _____

Cancellations made less than 72 hours prior to the event will not be refunded.

Questions? Contact Angela (916) 751-2740 angela@northstatebia.org