

ASSOCIATE MEMBERSHIP APPLICATION

Membership in the Building Industry Association of the Bay Area is on an anniversary basis, encompassing 12 full months from the official start date of an applicant company's membership. BIA|Bay Area membership also includes membership in the California Building Industry Association (CBIA) and the National Association of Home Builders (NAHB).

As a condition of the BIA | Bay Area membership, an applicant company hereby agrees to abide by the

complete by-laws of the BIA|Bay Area and agrees to pay all obligations owed the Association which are accrued up to the date it's membership is terminated.

The applicant company understands and agrees that it may effect termination of its membership only by tendering a written resignation that is received by the Association, the termination being effective upon the date of receipt by the Association.

ASSOCIATE MEMBERSHIP DUES \$975*

Please fill out the information and return with payment.

Company Name: _____

Business Activity: _____ Number of Employees: _____

Primary Contact Person: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Main Phone: (_____) _____ Direct: (_____) _____

Email: _____ Website: _____

Company Facebook Page: _____ Twitter Handle: _____

Company Designee's Signature: _____ Date: _____

Referred By - Full Name & Company: _____

Check enclosed, made payable to: BIA Bay Area

Visa MasterCard American Express Discover



Please use the credit card information below for auto-renewal.

Credit Card #: _____ CRV#: _____ Expiration Date: _____

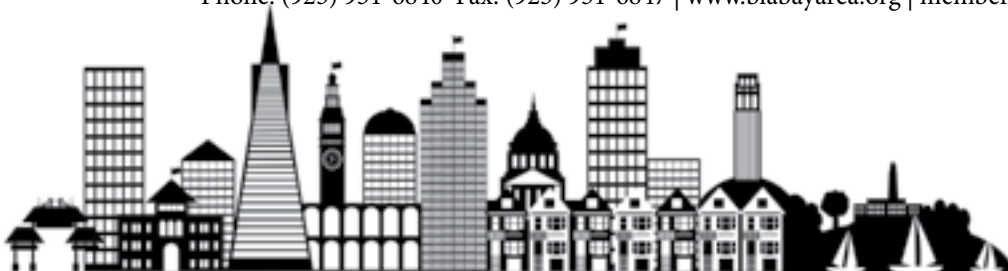
Name on Credit Card: _____ Cardholder's Signature: _____

Credit Card Billing Address: _____ Zip Code: _____

*Annual BIA|Bay Area Associate Member Dues are non-refundable. Does not include other BIA|Bay Area activity fees such as event registration fees, council membership dues, etc. A portion of the dues are used for political purposes. For more information, contact the BIA. Updated: 01/08/2021

BIA | Bay Area - 1350 Treat Blvd, Suite 140, Walnut Creek, CA 94597

Phone: (925) 951-6840 Fax: (925) 951-6847 | www.biabayarea.org | membership@biabayarea.org



9 Benefits of BIA | Bay Area Membership



LOCAL & REGIONAL ADVOCACY

BIA's top priority is to advocate on its members' behalf for housing friendly policies throughout the 14-county Greater Bay Area.

1.



POLITICAL CLOUT

BIA members control the influential BUILD JOBS Political Action Committee, which promotes candidates who embrace a positive homebuilding environment and measures that support housing.

2.

NETWORKING OPPORTUNITIES

With more than 50 events each year and specialized committees and councils, members have multiple opportunities to meet industry peers in social and professional settings.

3.



SAVINGS

Members enjoy discounted tickets for the Pacific Coast Builders Conference (PCBC) and the International Builders Show (IBS), manufacturers' rebates and insurance savings.

4.



STATE & NATIONAL ADVOCACY

BIA membership also means membership in the California Building Industry Association (CBIA) and the National Association of Home Builders (NAHB.)

5.



PROMOTION

Showcase your company through event sponsorships and ads in our Marketing Guide and Builder Project Directory.

6.

EDUCATION

Stay abreast of the industry's trends with workshops, policy committees and access to webinars which may include continuing education credits.

7.



CHARITABLE OPPORTUNITIES

HomeAid Northern California is BIA's charitable arm and offers members a fulfilling way to help eliminate homelessness and give back to their communities and the industry.

8.



INDUSTRY RESOURCES

Member companies and all their employees have exclusive access to a weekly newsletter, archived articles, government agenda summaries, membership lists and more.

9.



BIA BAY AREA COMMITTEES & COUNCILS



Sales and Marketing Council

The Sales and Marketing Council is designed to meet the needs of sales agents, marketing professionals and related business associates through educational programs, workshops, special events, networking and meetings. SMC provides information on timely industry issues enabling members to stay on the cutting edge of success. The council also hosts the annual MAME Awards to recognize BIA Bay Area members' Marketing and Merchandising Excellence. The Association's chapter is the local affiliate of the NAHB Sales and Marketing Council.

2020 President – Kelly Krhoun, Creative Design Group, kelly@smcdg.com



Professional Women in Building Council

The BIA Bay Area Professional Women in Building Council encourages networking and empowerment of members as they progress in their careers and fosters professionalism within the building industry. The Council provides a positive environment where female and male members can learn about educational opportunities, mentoring and advancing their business knowledge and promotes the home building industry through support of community organizations. The Association's chapter is part of the NAHB Women's Council.

2020 President – Anna Felver, Dahlin Group Architecture Planning, anna.felver@dahlingroup.com



P.A.S.S (Purchasing Agents, Subcontractors and Suppliers) Committee

The P.A.S.S. Committee is dedicated to building strategic relationships between builders and associate members within BIA Bay Area. The P.A.S.S. Committee creates a professional networking environment for Association-member purchasing agents (builders) with subcontractors and suppliers (associates) to meet and exchange professional and educational resources including hosting two luncheons each year.

2020 Chair – Darren Rohan, CBC Framing, darren@cbcframing.com



Department of Real Estate Committee

The DRE Committee monitors the activities and regulations of the state Bureau of Real Estate. The mission of the California Bureau of Real Estate is to safeguard and promote the public interests in REAL ESTATE MATTERS through licensure, regulation, education and enforcement.

2020 Chair – Ella Gower, Miller Starr Regalia, ella.gower@msrlegal.com



New Gen Committee

New Gen is putting a new twist on the BIA for rising stars in the building industry. New Gen was created in 2010 as an opportunity for the new generation to gather socially and professionally to pave the way for the future of the building industry in the Bay Area. Through exciting events, New Gen offers members a unique setting to interact with each other and offers direct access to more established professionals.

2020 Chair – Tina Gonzales, McNear Brick & Block, tina@mcnear.com



Young Professionals Committee

The Young Professionals committee brings together professionals within our industry that are 45 and younger. The committee strives to create events and activities to network with other professionals and engage with other councils and committees of the BIA Bay Area

2020 Chair – Deana Moore, Bassenian | Lagoni, dmoore@bassenianlagoni.com



Membership Committee

The Membership Committee is responsible for collaborating with the various BIA committees, councils and board in order to provide insight on membership recruitment, engagement and retention. They function as ambassadors and support membership involvement and networking. Committee members greet event attendees and make introductions, welcome new members and make all feel welcome, valued and engaged.

2020 Chair – Linda Hebert, Diversified Marketing & Communications, lindadmc@mindspring.com



2021 CALENDAR AT A GLANCE

EVENTS



Note: All events are members ONLY unless otherwise stated; dates and locations are subject to change

Day:	Date:	Committee/ Council	Event Type	Description
Wednesday	01/06/21	PWB	BUILD Wealth	<i>There's No Prince Charming</i> - Monthly Budgeting
Friday	01/15/21	PWB	BUILD Skills	Developing Your Image as a Successful Woman
Friday	01/22/21	YP	BUILD Skills	Achieving Personal Change
Wednesday	01/27/21	YP	Midday Mentoring	
Thursday	01/28/21	BIABA	Event	Installation
Wednesday	02/03/21	PWB	BUILD Knowledge	<i>From the Top</i>
Tuesday	02/09/21	NEW GEN	Class	Class #1 - BIA 101, Training & Market Research
Tues - Thur	02/09 - 02/11/21	CBIA/NAHB	IBS (Virtual)	
Tuesday	02/16/21	PWB	BUILD Health	Lean In Circle
Thursday	02/18/21	SMC	Series	Movie
Friday	02/19/21	PWB	BUILD Skills	Communication Skills for Women
Friday	02/26/21	YP	BUILD Skills	Successful Communication
Wednesday	03/03/21	PWB	BUILD Wealth	<i>There's No Prince Charming</i> - Risk Management
Friday	03/05/21	PWB	Event	International Women's Day
Tuesday	03/09/21	NEW GEN	Class	Class #2 - Finance & Land Acquisition
Thursday	03/11/21	PASS	Event	Builder Panel
Friday	03/19/21	PWB	BUILD Skills	Leadership & Management for Women
Friday	03/26/21	YP	BUILD Skills	Creative Leadership
Wednesday	03/31/21	YP	Midday Mentoring	
Wednesday	04/07/21	PWB	BUILD Knowledge	<i>From the Top</i>
Tuesday	04/13/21	NEW GEN	Class	Class #3 - Entitlements, Environmental Permitting & DRE
Thursday	04/15/21	SMC	Series	Book
Friday	04/16/21	PWB	BUILD Skills	The Negotiating Seminar
Tuesday	04/20/21	PWB	BUILD Health	Lean In Circle
Wednesday	04/22/20	PWB	BUILD Community	Earth Day Activity
Wednesday	05/05/21	PWB	BUILD Wealth	<i>There's No Prince Charming</i> - Estate Transfer
Thursday	05/06/21	PWB	BUILD Community	Essentials Drive
Tuesday	05/11/21	NEW GEN	Class	Class #4 - Land Planning & Architecture
Friday	05/14/21	SMC	Event	44th MAME
Friday	05/21/21	PWB	BUILD Skills	Business Writing for Results
Wednesday	05/26/21	YP	Midday Mentoring	
Wednesday	06/02/21	PWB	BUILD Knowledge	<i>From the Top</i>
Tuesday	06/15/21	PWB	Mixer	
Thursday	06/17/21	SMC	Event	Charity?
Friday	06/18/21	PWB	BUILD Skills	Developing Emotional Intelligence
Wednesday	07/07/21	PWB	BUILD Wealth	<i>There's No Prince Charming</i> - Retirement
Tuesday	07/13/21	NEW GEN	Class	Optional Field Trip
Thursday	07/15/21	SMC	Series	Movie
Friday	07/16/21	PWB	BUILD Skills	Traits of Highly Successful Teams
Monday	07/19/21	BIABA	Event	Golf Tournament
Wednesday	07/28/21	YP	Midday Mentoring	
Wednesday	08/04/21	PWB	BUILD Knowledge	<i>From the Top</i>
Tuesday	08/17/21	PWB	BUILD Health	Lean In Circle
Thursday	08/19/21	SMC	Event	Panel
Friday	08/20/21	PWB	BUILD Skills	Achieving Organizational Goals

Wednesday	09/01/21	PWB	BUILD Wealth	<i>There's No Prince Charming</i> - Open Enrollment
Wednesday	09/01/21	BIABA	Mixer	
Mon - Fri	09/14-17/21	PWB	NAHB PWB Week (TBC)	(Dress for Success Drive)
Tuesday	09/14/21	NEW GEN	Class	Class #5 - Engineering & Landscape Architecture
Thursday	09/16/21	SMC	Series	Book
Friday	09/17/21	PWB	BUILD Skills	Delivering Effective, Persuasive Presentations
Wednesday	09/22/21	YP	Midday Mentoring	
Friday	10/01/21	DRE	Event	Fall Forum
Tuesday	10/05/21	PWB	BUILD Knowledge	<i>From the Top</i>
Tuesday	10/12/21	NEW GEN	Class	Class #6 - Construction Trades
Friday	10/15/21	PWB	BUILD Skills	Why Diversity Matters
Friday	10/22/21	BIABA	Event	Women's Conference
Friday	10/29/21	PWB	BUILD Community	Scholarship Fundraiser
Wednesday	11/03/21	PWB	BUILD Wealth	<i>There's No Prince Charming</i> - Next Year's Goals
Tuesday	11/09/21	NEW GEN	Class	Class #7 - Sales & Marketing + Graduation
Wednesday	11/10/21	PASS	Event	Toy Drive
Friday	11/12/21	YP	BUILD Skills	Exceptional Customer Service
Tuesday	11/16/21	PWB	BUILD Health	Lean In Circle
Friday	11/19/21	PWB	BUILD Skills	Stress Management for Women
Wednesday	12/01/21	YP	Midday Mentoring	
Friday	12/03/21	BIABA	Event	John Burns Economic Forecast
Friday	12/17/21	PWB	BUILD Skills	Strategic Goal-Setting



2021 Program & Course Descriptions

BUILD Wealth: There Is No Prince Charming Karen Dry, Northwestern Mutual

Whether you are a prince that is not showing up at the ball or you're a Cinderella who has lost her shoe, you each have EQUAL responsibility to make sure you financially secure your family today, for retirement and for your eventual passing. These seminars will explore how to financially prepare for your retirement responsibly, protecting the today as much as the unforeseen tomorrow for your family and thriving business.

A series of six classes over the course of year, each independent in its education but also intricately interwoven so that you can learn how to budget smarter, save for a better tomorrow, with less risk and more fun.

Wednesday, January 6, 2021 - The Monthly Budget

An age old adage says "You make a million dollars, amazing...you spend a million and one dollar, you're poor." Everything starts with cash flow....understand what is good credit, bad credit, why monthly cash flow is important, how to understand even the smallest dollar saved can make an exponential difference tomorrow.

Wednesday, March 3, 2021 - Risk Management

Don't insure a Lamborghini like a Honda! Insurance has a bad reputation at times, but no one ever says "no" to a nice check from an insurance company when life "hits the fan." But what is enough? How do you know if you've under-insured or over-insured? How much insurance is really necessary to protect your income, your property, your retirement, your children? We'll explore direct computation as to how much you need so you can walk away with real configurations. You will be able to calculate how much you need to secure income should you get hurt, sick, partially or fully disabled, or (God forbid) pass away prematurely to protect what is important to you and needed to secure those you love and care for.

Wednesday, May 5, 2021 - Estate Transfer

Having a will is just a start. Unfortunately, transferring your assets to your children, a key employee, your parents that need your care, or paying off creditors at yours or a family member's untimely passing is tricky. If you truly want to be there for those you care for today in the hereafter, you'll need to know what exactly the State courts (including probate) and your family expect from you legally and financially. Not the easiest conversation to have but necessary if you aren't to be left with huge debt by someone who says they love you.

Wednesday, July 7, 2021 - Retirement

What amount of money will be enough? When should you retire? What is a pension? What is fixed income? What is discretionary income? How do all these available buckets of money actually affect your income so that you are truly free of worry of not running out of money in retirement, being a burden on your children, or

2021 Program & Course Descriptions

(Page 2 of 8)

society? Long Term Care can wreak havoc on retirement assets, throwing dignity and money to the wind at a time when we expect to age gracefully. Hard questions, but we'll give you some real solutions to find your "sweet spot" of financial security. Retirement is a three-legged stool: How much do you need to retirement on? What age to you want to stop working? And, how much are you willing to save now to insure this?

Wednesday, September 1, 2021 - Open Enrollment

Something we all take for granted because it's "free", right? How to maximize your employer's benefit package before you start checking those boxes during the Open Enrollment period. And, if you're not employed by a company, how can you protect yourself as if you were? We'll discuss how employee benefits work, where you're actually covered, where you are not, what are your rights. Then we'll turn the table and look from a viewpoint of the self-employed and how you can protect your business revenue and financial worth through proper benefits.

Wednesday, November 3, 2021 - Setting Next Year's Goals

We'll reflect in this seminar how the year went. We'll evaluate if next year's savings and retirement goals need to re-evaluated and assessed so you can make changes accordingly. Understanding items we can do at year end to be sure you're safer than the year earlier. That will include reviewing beneficiaries of your bank accounts, life policies, your property assets, and - truthfully - your desire to be sure you're safer financially in case you experience the Four D's - debt, divorce, disability or death.

2021 Program & Course Descriptions

(Page 3 of 8)

BUILD Skills: Pryor Institute Courses

Friday, January 22, 2021 - Achieving Personal Change

Everyone knows image is important. Many women know others look to them for leadership, for decision-making, and for the ability to manage difficult situations with confidence and skill. This seminar is the one that can help the women in your organization pull it all together! In this condensed two hour seminar, participants will learn how to:

- Develop strong relationships with powerful people, thereby increasing their influence.
- Package themselves to project a polished, professional image.
- Communicate effectively over the phone, in meetings, or face-to-face.

Friday, February 19, 2021 - Communication Skills for Women

Developed specifically to meet the needs of today's working woman, this training offers valuable insights women can use to enhance their communication style while earning the respect and cooperation of others. At Communication Skills for Women, you'll learn a proven and practical system for enhancing your communication style. You'll see how you can react to any situation with confidence and power.

Friday, March 19, 2021 – Leadership & Management for Women

Discover fresh ideas and new techniques to influence, motivate and mentor others!

We can help you develop the leaders your company needs! This dynamic two-hour training will teach your team how to:

- Learn to lead so that others want to follow!
- Learn proven leadership “tricks” that work for others — and make them work for you too!
- Determine Your Leadership IQ — How Much Do You Really Know?
- Discover Your Leadership Style — It's as Individual as You Are!
- Position Yourself as a Powerful, Effective Leader
- Strengthen Your Personal Leadership Style
- Lead Your Team Successfully
- Planning and Organizing — Essential Leadership Tools

Friday, March 26, 2021 - Creative Leadership

Friday, April 16, 2021 – The Negotiating Seminar

This condensed workshop proves that anyone can be empowered to consistently get what they want, on their terms.

Negotiating is a fine art. Nevertheless, your employees can be quickly transformed into tough negotiators using some basic skills, a quick ear, and a careful tongue. In this condensed two-hour course, participants will learn:

- Fundamental negotiation perceptions.
- Essential strategies that increase margins, strengthen relationships, and close more sales.

2021 Program & Course Descriptions

(Page 4 of 8)

- How to build an agreement that achieves objectives, ensures maximum returns, and minimizes investment.
- How to reveal creative and effective foundations for agreement.
- How to manage negotiation with refined questions, calculated pauses, and disarming phrases.
- How to tap into their unique sources of power.

Key learning points ...

- How everyone is “scripted” for negotiation success or failure.
- Strategies of the seller.
- Strategies of the buyer.
- Working for “win-win,” the golden ring of negotiation.
- How to use negotiation as a sales tool.
- The Kaleidoscope of Mutual Interest — a powerful tool for building an agreement.
- Uncovering the needs and desires of your opponent before and during a negotiation.
- Top reasons why negotiations fail, and how to avoid them.
- Using the Pyramid of Power — revealing, tapping and using your unique sources of power.
- Your “Tactics Toolkit” — 28 clever and effective techniques used by seasoned negotiators.

Friday, May 21, 2021 - Business Writing for Results

An outstanding seminar for everyone who writes in the business environment!

- If you want to increase business opportunities
- If you want to close the sale
- If you desire to write a more concise, clear, constructive and complete document

...this condensed two-hour seminar will give you the power tools that you need.

Because writing is the personality of any business, organizations need to ensure that their employees are communicating to their targeted audience a friendly tone, genuine enthusiasm and sizzling energy. Moreover, to ensure the competitive edge, staff members need to be equipped with the ability to:

- Overcome writer’s block
- Capture the reader’s attention
- Avoid sounding pompous
- Get to the point quickly
- Treat intended audiences to a crystal-clear message

Key learning points...

- Make your writing more interesting to read
- Avoid common writing flaws that guarantee your document won’t be taken seriously
- Eliminate procrastination and the agony in beginning a writing project
- Create a hook to entice the reader
- Develop a writing style to accommodate the reader’s personality
- Identify negative trigger words
- Use words that sell your ideas
- Apply six tips to avoid wordiness
- Employ the new "conversation test"
- Replace the dull, obscure, boring closings with innovative endings
- Get your readers to act now to meet your deadlines

2021 Program & Course Descriptions

(Page 5 of 8)

Friday, June 18, 2021 - Developing Emotional Intelligence

Boost your emotional intelligence and turbo-charge your career! There's a lot of buzz centered around emotional intelligence in the workplace right now, and with good reason. Cutting edge research into emotional intelligence has shown it plays a critical role in higher productivity, performance and job satisfaction. Unlike your IQ, which is set by the time you are a teenager, your emotional intelligence (EQ) can be improved upon throughout your lifetime. This course will help you increase your ability to positively influence others, become a more intuitive leader and develop mutually beneficial relationships with all kinds of personalities.

Key learning points...

- Gain revealing insights into what compels people to act the way they do
- Work more effectively with others — even difficult, high-strung personalities
- Learn to keep your emotions in check and help coworkers do the same
- Become more confident when interacting with colleagues, team members and superiors
- Determine your current level of emotional intelligence
- Defuse tense situations, mediate conflicts and improve relationships

Friday, July 16, 2021 – Traits of Highly Successful Teams

This is “in the trenches” team training. During this two-hour condensed session you'll work in teams and tackle the real-world problems you encounter in your workplace. You'll take part in exercises, role-playing, self-assessments and other participatory techniques that facilitate adult learning. This training will drive home the principles that make teams the powerful force they've become in business, government and education today.

This seminar will help you...

- See what a “true” team looks like— inside and out—so you can begin to set your sights on meaningful and reachable goals.
- Take a team inventory of the skills you have now...see which ones need recharging...and discover what's new in team skills that you'll want to try.
- Learn innovative approaches to conflict resolution that will clear the air and give your people the fresh start they need.
- Discover innovative ways to get things done as a team—without endless discussions, and with everyone pitching in.
- Work with your team in order to tackle the tough issues and gain sound solutions.
- See an immediate uptick in morale, productivity, pride in your

Friday, August 20, 2021 – Achieving Organizational Goals

What will it take — in time, money and people — to move your organization or department from where it is now, to where you want it to be? If you're like too many managers, you don't have a detailed plan to answer that.

If you're simply trying to stay afloat in a fast-moving and rapidly changing world, effective long-term planning is being pushed aside by immediate demands and day-to-day crises. This short-term thinking leaves you, and your people, adrift in uncertainty and frustrated by missed objectives

or good plans that go nowhere. As a result, your organization is left unprepared and ill-equipped to achieve its goals.

It doesn't have to be that way.

2021 Program & Course Descriptions

(Page 6 of 8)

This workshop will teach you the “look ahead” management skills to guide your organization through uncertain times — and beyond.

Get step-by-step training on the nuts- and-bolts of long-range planning...

- How it works and who does what
- Where to channel your resources and energies now — for maximum payback later on
- Why most plans end up on the shelf and how to prevent yours from gathering dust
- How to run a “diagnostic” on your current strengths and weaknesses and use what you learn to direct your next moves

Friday, September 17, 2021 – Delivering Effective, Persuasive Presentations

Some people are “natural” presenters. They seem so comfortable and confident in the spotlight you’d think they were born there. Their easy-going style comes across effortlessly — and that style makes everyone in the room open up and listen attentively.

Such people are valuable but rare. In fact, public speaking is the #1 fear among professionals. This training will help your people deliver dynamic and polished presentations to groups of any size.

Participants will learn how to arrange a room, handle nervousness, get — and hold — people’s interest and field questions confidently.

And they’ll also learn advanced preparation and delivery techniques:

- Proven strategies that put an audience at ease
- How to “work a room” and create the trust that’s needed to win over listeners
- How to add credibility to ideas by supporting them with hard facts — and with personal stories that hit home

Key learning points ...

- How to choose material that will deliver the message to the target audience
- How to present information in an interesting and compelling manner
- Vocal techniques that add to one’s effectiveness
- and those that detract from it
- How to create and use powerful visual aids
- How to field questions with confidence

Friday, October 15, 2021 - Why Diversity Matters

An interactive learning session. We are all impacted by unconscious bias. Everyone has their own learned stereotypes that are often automatic and unintentional, yet deeply engrained within our beliefs. These biases can either intentionally or unintentionally affect our behavior and decision-making. When left unchecked, unconscious biases can affect workplace decisions and how we interact and treat one another. Join us for this two-hour interactive seminar for individuals and teams, direct reports and management, as well as HR executives and business owners a like. Learn what unconscious bias is, how to recognize its role in the decision-making process and how to overcome unconscious bias both in your professional and personal life.

Biased decisions can negatively impact an organization’s ability to recruit and retain a diverse workforce. And in some cases, it can lead to discriminatory behavior. Fortunately, when we proactively acknowledge and understand our personal and unconscious biases, we can avoid acting upon them and make better, more informed and equitable decisions.

What You'll Learn:

2021 Program & Course Descriptions

(Page 7 of 8)

- How biases are formed in the brain.
- Strategies to become more aware of your own personal biases.
- Techniques to overcome unconscious bias.
- Ways to prevent unconscious bias from affecting work decisions.
- The twelve common instances of unconscious bias.
- How unconscious biases can lead to discrimination.
- Tips to examine biases to weaken their influence.
- Four essential competencies needed to reduce and eliminate unconscious bias.

Friday, November 12, 2021 - Exceptional Customer Service

Friday, November 19, 2021 - Stress Management for Women

Demanding lives will always have some stress... and that's OK! The right amount of stress can fuel energy levels, creativity, and productivity.

What we all need to learn, however, is how to operate on our personal optimum stress level, while protecting ourselves from dangerous over-stress. This powerful seminar shows you exactly how the men and women in your organization can do that—lower their stress levels and enjoy their successes!

In this condensed two-hour seminar, participants will learn specific techniques to:

- Attack stress at its source by learning the 7 major causes of stress and how to neutralize them!
- Defeat workplace stress! Hard-hitting tips to handle pressure, crisis, problem-solving, and decision-making with ease!
- Rebuild and renew their creativity, confidence, and enthusiasm!
- Protect their health and create a nutrition, exercise, and sleep routine that works!
- 3 powerful steps that help them balance their many commitments.

Key learning points...

- 6 clever ideas to control and redirect anger in a positive, productive way
- Recognize the 10 signs that indicate serious stress levels—before it's too late!
- The link between procrastination and stress— understand it and stop procrastinating once and for all!
- The disastrous “do-it-all” syndrome: a sure-fire way to know if they're acting like victims and how they can escape!
- Learn how to ensure others don't load their problems on them
- Identify and correct 6 not-so-obvious stresses they face—sneaky “hidden” stressors they may not even be aware of!

Friday, December 17, 2021 - Strategic Goal-Setting

Proven techniques for greater goal achievement. There is a special component to SMART goals most goal-setting workshops and seminars don't teach. Believe it or not, this often means the difference between success and failure when it comes to actually accomplishing the goals you've set for yourself.

In this condensed two-hour seminar, you'll not only discover this critical component, but dozens of other tools, tips, strategies and fresh ideas — all geared toward setting and accomplishing goals easily and painlessly. From

2021 Program & Course Descriptions

(Page 8 of 8)

setting individual goals to working within the framework of a team environment, we'll help you get past the internal roadblocks and external issues that have hindered you in the past.

Key learning points...

- Master tips, tricks and secrets the pros use for effective goal setting
- Create workable action plans on which you'll actually follow through
- Overcome the mental barriers and roadblocks holding you back
- Stop feeling overwhelmed by goals that seem too big, too unwieldy or too complex
- Set priorities while remaining flexible and adaptable when change occurs
- Break goals into manageable steps and use evaluation tools to monitor progress
- Contribute fully to your team's

NEW GEN



EMPOWERING AND EDUCATING THE INDUSTRY'S NEXT GENERATION

PROGRAM MISSION

The Building Industry Association of the Bay Area's New Gen is an organization designed to empower and educate those new to the building industry. Through educational seminars and field trips, each class will gain an understanding of the life cycle of the project, while developing long lasting relationships with the members of their class and the participating builders.

With the industry's holistic involvement and commitment to this program, each graduating class will be empowered and encouraged to remain engaged in the BIA, and its leadership opportunities, throughout their careers.

PROGRAM OVERVIEW

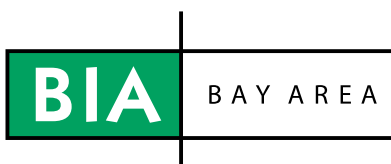
Participants will meet once a month, for (7) two hour classes. Each class will concentrate on a different stage of the life cycle of a project and the issues facing that discipline. In addition, each student will attend and participate in a minimum of three BIA council/committee meetings to give students insight in all the opportunities the BIA has to offer.

Along with builders themselves, each class will be comprised of associate members and the multitude of disciplines that support our communities. Both students and qualified industry leaders will deliver their topic over a virtual platform, therefore students will need to have a device equipped with a camera and microphone (audio via phone will be available) to engage and interact with the class.

There is **NO** fee to apply, but student attendance and employer/supervisor support is required. Students that miss no more than one class or additional meeting, will receive a certificate of completion from the BIA Bay Area. Supervisors are welcome to join us during any class if they are interested.

GET INVOLVED & BECOME A MEMBER FOR 2021 CALENDAR YEAR

For more information, please contact NewGen@BIABayArea.org



BUILDING INDUSTRY ASSOCIATION

N E W
G E N

1
BIA 101,
TRAINING & MARKET
RESEARCH
Feb 9

2
FINANCE &
LAND ACQUISITION
Mar 9

3
ENTITLEMENTS &
ENVIRONMENTAL
PERMITTING, & BRE
Apr 13

4
LAND PLANNING
& ARCHITECTURE
May 11

5
ENGINEERING
& LANDSCAPE
ARCHITECTURE
Sep 14

6
CONSTRUCTION
TRADES
Oct 12

7
SALES
& MARKETING
Nov 9

Life Cycle
of a
Development
Project

MISSION STATEMENT:
The Building Industry Association of the Bay Area's New Gen is an organization designed to empower and educate those new to the building industry. Through educational seminars and field trips, each class will gain an understanding of the life cycle of the project, while developing long lasting relationships with the members of their class and the participating builders.

With the industry's holistic involvement and commitment to this program, each graduating class will be empowered and encouraged to remain engaged in the BIA, and its leadership opportunities, throughout their careers.

TIME:
3:00 PM - 5:00 PM

OPTIONAL CLASS:
One will be scheduled in
July 13 or August 10

PROGRAM CONTACT:
NewGen@BIABayArea.org

