



## 2024 Board of Directors Application SMC (Sales & Marketing) Council

Email completed application to Elena Mineo: [elena@biasandiego.org](mailto:elena@biasandiego.org)

**All applications must be received no later than September 22<sup>nd</sup>.**

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**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 and the BIA:**

**Describe why you are interested in serving:**

**How would you like to contribute to the success of the 2022 Board and SMC Membership?**

*Please mark all areas of interest and indicate the top three here*

Membership Drive	Membership Retention	Fundraising/Sponsorships	Awards & Programs
Marketing Creation	Social Media Implementation	Long Range Planning	Serving on a Committee
Marketing Planning	Event Research	Event Implementation	Chairing a Committee
PPP Director	Joining the Executive Chairs	Awards Submissions	Awards Program Implementation
PPP 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?**

**What other homebuilding industry professionals/companies do you interact with during the normal course of your business? *(Mark those most dominant to 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 professional services or companies you work with that relate to the Sales & Marketing Council?**

**Share three ideas on how the Board can improve the value proposition and experience of SMC membership:**

**What goals would you put in place for SMC Board in 2021? How would you define success for the Board?**

**What *other* boards/committee/organizations are you serving on currently? What is the expected time commitment with those obligations?**

**Requirements for Board Members in 2023 will include:**

- \*Contributing at monthly Board meetings**
- \*Serving on at least 1 subcommittee (will include additional monthly calls or meeting)**
- \*Attending 1-2 events per quarter**
- \*Adding at least 5 new members to the SMC membership for 2023**

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