

The LCCA exists to promote and protect the viability of the building industry by serving the members through legislative action, networking opportunities and education while striving to maintain the highest ethical standards.

What's in your toolbox?

MEMBERSHIP

TOOLBOX



LOWER COLUMBIA
CONTRACTORS ASSOCIATION

MEMBERSHIPS INCLUDED

2017 LCCA

BOARD OF DIRECTORS

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Affordable Construction

Eric Pucci

Vice President

Newrock Homes

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Past-President

Pollock Electric

Kurt Henthorn

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B & M Heating & AC

Buck Allen

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Clint Mathews

Cascade Natural Gas

Keath Huff

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ServPro

John Paul

KLOG, KUKN, The

Wave

Josh Masters

Masters Electric

Colleen Neel

Cowlitz County PUD

Sabrina Flores

Umpqua Bank Home

Mortgage

Jeanette Scibelli

Executive Director

LCCA

LOWER COLUMBIA
CONTRACTORS ASSOCIATION



LOCAL—The Lower Columbia Contractors Association works effectively to support the building industry while providing quality, affordable housing. Representing nearly 200 companies in Cowlitz County, we support this goal through builder education and advocacy toward better regulation policies and practices.



STATE— The Building Industry Association of Washington (BIAW), located in Olympia, is the voice of the housing industry in the State of Washington. Their primary focus is to interact with the Legislative, Regulatory, Judicial and Executive Agencies of Washington State government.



NATIONAL—The National Association of Home Builders (NAHB) represents over 80,000 member companies across the country. Located in Washington D.C., their highly trained staff represents your interests on the national level.

EVENT CALENDAR 2017

JANUARY

- 01-04 *CLOSED (New Years)*
- 09 Legislative Session Begins
- 11 Utilities Coordinating Council
- 11 Education Class
- 17 Installation Banquet

FEBRUARY

- 01 Utilities Coordinating Council
- 08 Education Class
- 09 CPR/First Aid
- 21 Networking Event
- 22 Government Affairs Meeting
- 27-1 BIAW Board of Directors Meeting

MARCH

- 01 Utilities Coordinating Council
- 17 L&I Contractor Training Day
- 20-22 CECSL Training & Recertification
- 28 811 Awareness Breakfast
- 28 Networking Event

APRIL

- 05 Utilities Coordinating Council
- 12 Education Class
- 20 EPA Lead Renovator Training
- 25 Networking Event

MAY

- 03 Utilities Coordinating Council
- 10 Education Class
- 11 CPR/First Aid
- 16 Claims Class
- 17 Government Affairs Meeting
- 20-21 Home, Garden & Leisure Show
- 23 Networking Event
- 29 *CLOSED (Memorial Day)*

JUNE

- 02 Cheater's Cup Golf Tournament
- 07 Utilities Coordinating Council
- 14 Education Class
- 27 Networking Event
- 28-30 BIAW Board of Directors Meeting

JULY

- 04 *CLOSED (4th of July)*
- 12 Utilities Coordinating Council
- 12 Education Class
- 25 Membership BBQ

AUGUST

- 02 Utilities Coordinating Council
- 09 Education Class
- 10 CPR/First Aid
- 16 Government Affairs Meeting
- 22 Networking Event

SEPTEMBER

- 04 *CLOSED (Labor Day)*
- 13 Utilities Coordinating Council
- 13 Education Class
- 14 Claims Class
- 26 Membership Meeting

OCTOBER

- 04 Utilities Coordinating Council
- 11 Education Class
- 24 Networking Event

NOVEMBER

- 01 Utilities Coordinating Council
- 08-10 BIAW Board of Directors Meeting
- 08 Education Class
- 09 CPR/First Aid
- 15 Government Affairs Meeting
- 22-24 *CLOSED (Thanksgiving)*

DECEMBER

- 05 Holiday Open House
- 06 Utilities Coordinating Council
- 13 Education Class
- 22-31 *CLOSED (Christmas/New Years)*

MEMBERSHIP BENEFITS

LCCA membership includes memberships to the Building Industry Association of Washington (BIAW) and the National Association of Home Builders (NAHB). Within these three Associations, our members experience a range of benefits to help make their businesses successful; including insurance options, safety assistance, education, political action, refund/rebate programs, marketing opportunities, networking and events.



RETURN ON INDUSTRIAL INSURANCE (R.O.I.I.® SELECT)

R.O.I.I.® Select is the BIAW's performance-based retrospective rating group premium program with the Department of Labor & Industries (L&I). Qualified members receive rebates on their L&I premium when the groups premiums exceed their losses. For more information and an application go to: www.biaw.com/ROIIOverview.aspx.

"Any company paying money into L & I should be a part of ROI Select. Why pass up on an opportunity to get your own money back?"

- Buck Allen
Renaud Electric



"The Health Insurance program provides the best option for providing benefits to my employees. Their purchasing power gives me a group rate I could never get on my own."



- Eric Pucci
Newrock Homes

BIAW HEALTH INSURANCE PROGRAM

The BIAW Health Insurance Program offers group medical, dental, vision, life and disability plans. Over 20 custom plan designs are available, offering eligible members discounted rates. Call (800) 545-7011, ext 6 to get your FREE quote or visit:

www.biaw.com/HealthInsuranceOverview.aspx.

BUILDING INDUSTRY INSURANCE PROGRAM

BIAW's Building Industry Insurance Program offers members the opportunity to purchase insurance products through BIAW member insurance agents at competitive rates. Products available include: Structural Warranty, Builder's Risk, General Liability, and Builders Warranty. For more information call Karen Hall at (800) 228-4229 ext 137 or visit: www.biaw.com/BIIP_Overview.aspx.



BIAW SAFETY ASSISTANCE PROGRAM

The BIAW Safety Assistance program offers members a valuable tool to deal with safety and health regulations. The program is free of charge to BIAW members and includes on-site safety consultations, safety-related seminars and updates on OSHA and WISHA standards. Members also receive free sample written safety programs.

EVENT PARTICIPATION

LCCA offers members various networking opportunities as they participate in our events, either as sponsors or participants. Members can also gain exposure by donating to the annual auction or sponsoring a networking social. Read more about our events later in this brochure.

EXPERT ADVISORS

Access to NAHB Expert Advisors who can address your specific business questions. When you become an NAHB member, you get instant access to our distinguished economists, tax specialists, legal research staff, financial experts and regulatory and technical specialists.

MEMBERSHIP BENEFITS (CONT'D)

EDUCATION

LCCA offers members up-to-date and informative training courses throughout the year. Classes help members work toward professional designations and help with business operations.

BIAW's Education Program assists local associations in planning educational programs to meet member needs and organizes regional conferences on issues related to the construction industry. Certification/Continuing Education classes include Washington State real estate and appraiser continuing education clock hour credits.

NAHB offers dozens of educational courses and seminars especially tailored for your needs as a building professional. These programs focus on practical training for newcomers and veterans alike, with lots of ideas and strategies you can use every day to improve your business and advance your career. Courses and seminars are offered in-person and online.

LCCA SCHOLARSHIP PROGRAM

Each year the LCCA awards scholarships to students pursuing a career in the building industry. Applicants must be recommended by an Association member.

BIAW WORKFORCE TRAINING

BIAW has launched a workforce development program to help members find employees ready to work and willing to learn. BIAW has partnered with Consolidar Job Network, which connects job-ready candidates with employers, to offer this service to our members.





LCCA GOVERNMENT AFFAIRS

The LCCA Government Affairs Committee works year-round to address issues affecting the industry, such as the implementation of overreaching and egregious rules and legislation; fighting attacks upon Retro Plans, increased permit burdens, impact fees, and unreasonable environmental constraints, or excessive litigation. The LCCA educates our members with regard to the important civic matters that impact our industry. The Committee meets quarterly with local building officials and department directors to address concerns facing the construction industry in our county; anyone may attend these meetings.

BIAW LEGISLATIVE PROGRAM

The BIAW Legislative program encompasses various aspects of the legislative arena. BIAW's aggressive team of lobbyists work on members' behalf to pass legislation favorable to the home building industry with the ultimate goal of affordable housing for all citizens of Washington State.

NAHB POLITICAL ACTION

NAHB is an active participant on Capitol Hill and in the federal regulatory process, working hard to promote housing in America. Resolutions adopted by NAHB's Board of Directors touch on key housing issues such as removing regulatory barriers to building affordable housing, protecting property rights, providing tax relief for small businesses, promoting smart growth, and assuring the U.S. housing finance system remains strong. These resolutions inform staff and volunteer advocacy work, whether we're talking to federal legislators, writing comment letters on proposed regulations, or preparing the budget for the next fiscal year.

DISCOUNT PROGRAMS

LCCA Members have access to a few different discount and rebate programs to help them save money on products they already buy. These programs are detailed here.

Through the National Purchasing Partners, members receive discounts from Verizon Wireless. Corporate Plans receive 22% off eligible plans, plus free activation. Employees receive 15% off eligible plans. Plus additional savings on Data Features, and accessories.



For more information on the program and/or eligibility questions, call Michael Brittingham, Verizon Wireless Representative at (503) 867-1134.

The Member Rebate Program is the result of using the combined buying power of the Builders in the Association, combined with many other State Associations, to qualify for the same Manufacturer rebates the nation's largest Builders receive. Both Builder and Remodeler companies, no matter how large or small, qualify for the program. The biggest perk? Money. And all for just remaining loyal to many of the country's leading Manufacturers you already use in all of your homes. You are not required to submit receipts and you do not have to change how you purchase products. BIAW does the paperwork, collects the money and mails you quarterly rebate checks directly!



- Receive the same rebates as the nation's "Top-10" Builders regardless of your volume
- Be rewarded for your loyalty by specifying the Manufacturers to your Subcontractors
 - No receipts needed
- Rebate Form that asks minimal information
For Example:

Simple to Claim: www.HBArebates.com

Take Carrier HVAC for example

No Receipts just the:

1. Subcontractor Name
2. Quantity of Units/ Accessories


<input type="checkbox"/> Check <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Dealer Subcontractor: _____ Let Quantity Used (if over than 3 necessary please send): _____ Heat Only System Qty: _____ Air Climate Qty: _____ Complete HVAC System Qty: _____ Heat/AC Unit Qty: _____ Thermostat Qty: _____ Heat or Equip. Qty: _____ Energy System Qty: _____	

DON'T LEAVE ANY MONEY ON THE TABLE!

Members have access to valuable discounts through the NAHB's Member Advantage Program. Your membership entitles you to discounts on vehicles, shipping, cell phone plans, computers, car rentals, office supplies and more. NAHB's purchasing power means big savings! For more information about NAHB's Member Advantage program, contact William Deiss at 800-368-5242 x8231 or via email at wdeiss@nahb.org.

Every Year
Thousands
Save Millions

www.nahb.org/MA




NEW - Houzz



RAM
NEW - FCA



NEW - Lowe's



AVIS



General Motors



GEICO



AXA Equitable Members
Retirement Programs



FTD.COM / NAHB



UPS



Dell



TSYS



Budget



Office Depot



210 Home Buyers Warranty



G&K



Associated Petroleum Products



Omaha Steaks



Endless Vacation Rentals



Wyndham Hotel Group



YRC Freight



Hertz Rental Cars

COMMITTEES & COUNCILS

Serving on a committee is a great way to network with other like-minded members, to have a personal say in what happens within the association, and to help support the association and in turn, the building industry.

ASSOCIATES COUNCIL

Develops and implements programs to increase Associate member participation and recognition.

EDUCATION COMMITTEE

Identifies areas of need for educating members in the skills and knowledge required by our industry; and makes recommendations for appropriate classes.

GOLF COMMITTEE

Plans, organizes and promotes the Association's annual golf tournament through sponsorships, recruiting teams and assisting during the event.

GOVERNMENT AFFAIRS

Monitors proposed new rules and regulations affecting the building industry and the membership, keeps members informed on local governmental activities, testifies before and/or works on local government committees on subjects affecting the industry.

MEMBERSHIP COUNCIL

Plans and executes membership activities by researching and creating benefits to enhance members' businesses and assists in setting the new member and retention goals.

POLITICAL ACTION COMMITTEE (PAC)

Works to raise money to fund selected political issues and candidates for the benefit of the membership.

SCHOLARSHIP COMMITTEE

Conducts the annual solicitation of scholarship applicants, evaluates entries and recommends recipients to the Board of Directors.

MEMBERSHIP NETWORKING OPPORTUNITIES

MEMBERSHIP MEETINGS

The LCCA General Membership Dinner Meetings are a great opportunity for LCCA members to discuss topics specific to the building industry. Sponsorships are available for the Membership Meetings.

SUMMER MEMBERSHIP APPRECIATION BBQ

The annual summer BBQ is our way of thanking our members for their year-round support. Sponsorships are available (ex: event sponsor, auction sponsor).

NETWORKING SOCIALS

The Member Networking Social gives members the opportunity to network with members and co-workers in an informal setting. Hosted by a member at their place of business and at the LCCA office.

HOLIDAY OPEN HOUSE

Each year the LCCA hosts a holiday open house in the winter for our members. This is a great opportunity to network with other LCCA members in a casual environment.

NAHB NETWORKING OPPORTUNITIES

With more than 140,000 members from all areas of the housing industry, NAHB is a one-stop networking shop! From local networking receptions and monthly membership meetings to regional trade shows, the International Builders' Show and special-interest councils, NAHB provides hundreds of ways for you to meet and build relationships with fellow professionals, future customers and suppliers from around the world.

BUILD YOUR BUSINESS WITH LCCA

INTEGRATE LCCA INTO YOUR MARKETING PLAN!

At the LCCA, membership is your ticket to reaching more than 200 successful companies and thousands of potential customers in the area.

Whether you're looking to sell concrete to builders, interior design services to remodelors or printing to small businesses, you've come to the right place! From Home & Garden Show's to golf outing sponsorships, the LCCA offers opportunities to promote your company all year long.

Plan ahead! Many LCCA promotional opportunities will be snapped up at the beginning of the year. Now is the time to plan your marketing program for 2017 and reserve your place in the events, programs and publication that make the most sense for you. Let us help make it your best year!

VISIBILITY

Attend a meeting, join a committee, or take an educational class.

PARTICIPATION

Volunteer for an event, help with a project, recruit new members.

PROMOTION

Sponsor an event, advertise in a publication, market at a trade show.

PATIENCE

Building relationships takes time, but it's the best way to build your business.



We understand that not all marketing budgets are created equal. This guide outlines opportunities from free of charge to \$5,000. No matter what size your marketing budget is, you will find opportunities worth taking advantage of in this guide.

WEBSITE & SOCIAL MEDIA

SOCIAL MEDIA CAMPAIGN & WEBSITE

The LCCA has launched a social media campaign to generate awareness of our members businesses to local homeowners. The goal is to build a strong Facebook Fan Page, providing expert articles and advice featuring LCCA members, positioning them in front of the consumer. This is available at NO CHARGE to members.

The LCCA website includes an online member directory with contact information for our members, as well as links to their websites and social media profiles. In addition, we host project galleries via Houzz to showcase our members' work.

LET LCCA HELP YOU START YOUR ONLINE PRESENCE!

- ◆ Social Media Start-up Support
- ◆ Website Profiles
- ◆ Online advertising

USE THE LCCA LOGO

The ability to use the LCCA logo in advertising is another great member benefit. LCCA



members love to “Do Business with Members” and the community recognizes that companies who have the LCCA logo are serious about their business.

HOZZ ACCOUNTS

Houzz is an online platform for home building, renovation and design. As an



NAHB member, you have access to a free Houzz profile with additional NAHB member benefits, such as a free custom, professional website optimized for desktop and mobile devices.

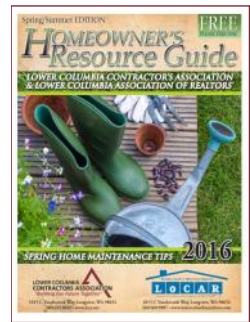
MARKETING OPPORTUNITIES

SPONSORSHIP & ADVERTISING

Advertising is available within LCCA quarterly newsletter, and on our website. Event sponsorships are also available which help build name recognition, both within the Association and with the public. Advertise in the promotional materials for one of our many events including the Construction Excellence Awards, the Contractors Breakfast, the Home, Garden & Leisure Show, or the “Cheater’s Cup” Golf Classic.

MEMBERSHIP DIRECTORY

The LCCA produces a Membership Directory twice a year— in the Spring and Fall. The publication is inserted into *The Daily News* and distributed to over 26,000 households. The directory includes alphabetical and categorical listings of all our members. Members also have the option to purchase additional ad space in the directory.



LCCA PUBLICATIONS

The LCCA *Association Insider* Newsletter is distributed quarterly to members of the LCCA with advertising available!

Full page	\$75
Half page	\$55
Quarter page	\$35
Business Card	\$25

REFERRAL SERVICES

The LCCA refers potential clients to member businesses. We provide the consumer with the information they need to make the informed decisions and feel confident with their choices before beginning their project. Prospective clients contact the LCCA due to public advertisement of our referral service.

811 AWARENESS BREAKFAST

The 811 Awareness Breakfast is an opportunity for companies to showcase their products to a specific audience in an intimate environment conducive to conversation and networking. A complimentary buffet breakfast is served in cooperation with the WA Utilities and Transportation and the Cowlitz County Underground Utilities Council in appreciation to members of the LCCA and the Underground Utilities Council and members.

TABLE SPONSOR

\$50

- ◆ Six foot table to display products and materials
- ◆ Free admission to the event
- ◆ Recognition from the podium during the event
- ◆ Recognized on the LCCA website



**Know what's below.
Call before you dig.**

May
20-21

HOME, GARDEN & LEISURE SHOW



The annual Home and Garden Show is the LCCA's premier public event, featuring over 80 booths for local vendors. The show is a great experience for attendees as well as participants. It is filled with ideas to take home, exhibits and experts that offer advice, and new products for both inside and outside the home.

GOLD SPONSORSHIP

\$5,000

- ◆ Complimentary double-space at high impact location
- ◆ Featured on Website
- ◆ Included in all media advertising
- ◆ Name and logo on all promotional materials
- ◆ Major sponsor of the LEGO® Building Competition
- ◆ Complimentary event tickets
- ◆ Company name mentioned throughout the event
- ◆ Banner displayed prominently at event

SILVER SPONSOR

\$1,600

- ◆ Complimentary in-line double-space
- ◆ Featured on Website
- ◆ Included in some media advertising
- ◆ Name and logo on promotional materials
- ◆ Complimentary event tickets
- ◆ Company name mentioned throughout the event
- ◆ Banner displayed at event

BRONZE SPONSOR

\$850

- ◆ Complimentary single in-line exhibit space
- ◆ Included on Website
- ◆ Included in some media advertising
- ◆ Name on promotional materials
- ◆ Complimentary event tickets
- ◆ Company name mentioned throughout the event
- ◆ Banner displayed at event

ACTIVITY SPONSOR

\$650

- ◆ Complimentary in-line space
- ◆ Mention in a media advertisements
- ◆ Name & logo on promotional materials
- ◆ Complimentary event tickets
- ◆ Company name mentioned throughout the event
- ◆ Banner displayed at event

PARKING LOT SPONSOR

\$300

- ◆ Sponsor signs grace the parking lot with banners: "You're parking free thanks to....."

LEGO® BUILDING COMPETITION



The LEGO® Building Competition is an opportunity for young people to have some fun, and express their creativity while building a LEGO® structure to win fantastic prizes. In supporting our future builders, we host this event at the Home, Garden & Leisure Show to encourage the kids to think like builders.

LEGO® SPONSOR

\$650

- ◆ Complimentary in-line space
- ◆ Featured on Website
- ◆ Mention in media advertising
- ◆ Name & Logo on all materials for the competition
- ◆ Complimentary event tickets
- ◆ Company name mentioned throughout the competition
- ◆ Opportunity to provide a judge for the competition
- ◆ Banner displayed at competition



“CHEATERS CUP” GOLF CLASSIC

The LCCA hosts a one-of-a-kind golf event that has become the event of choice for light-hearted golfers and non-golfers alike. This highly anticipated event is limited to just 36 teams of four. No matter whether you sponsor or play, the “Cheaters Cup” presents an outstanding marketing and networking opportunity that reaches a large diversified group of members and guests.

PRESENTING SPONSOR **\$1,500**

- ◆ Registration for 4-players, logo on all promotion materials, banner at event & more

CART SPONSOR **\$1000**

- ◆ Logo in all carts, banner at event, & more

BARBECUE SPONSOR **\$600**

- ◆ Banner displayed at BBQ, opportunity to place material in golf bags & more

RAFFLE SPONSOR **\$500**

- ◆ Logo on raffle tickets & in prize baskets

PHOTO SPONSOR **\$400**

- ◆ Logo on commemorative team photos, signage at photo station

TEE PARTY SPONSOR **\$350**

- ◆ Banner displayed during TEE Party

STRING & MULLIGAN SPONSOR **\$300**

- ◆ Logo on all String & Mulligans, Advantage Kits

REGISTRATION & SCORECARD SPONSORS **\$300**

- ◆ Signage at registration, logo on scorecards, may provide swag bags

DRINK CART SPONSOR **\$250**

- ◆ Logo on the drink cart and drink tickets

HOLE SPONSORS, KP/LONG DRIVE SPONSORS **\$150**

- ◆ Recognition on golf course, or at KP & Long Drive Holes

“If it’s worth winning, it’s worth cheating for!”

MEMBERSHIP APPRECIATION BBQ & SILENT AUCTION

The annual summer Member Appreciation BBQ is our way of saying thank you to our members for their participation in our Association. This event features an auction or raffle, in which the proceeds benefit the LCCA Scholarship fund. Members have the opportunity to take home fun prizes.

DINNER SPONSOR

\$500

- ◆ Name and logo on all marketing materials & website
- ◆ Banner Displayed at event
- ◆ 1/2 page ad in newsletter
- ◆ Recognition at the event

AUCTION SPONSOR

\$300

- ◆ Name and logo on website
- ◆ Banner displayed at auction table
- ◆ 1/2 page ad in newsletter
- ◆ Name and logo on all bid sheets

PRIZE SPONSOR

\$50

- ◆ Name listed on program
- ◆ Option of donating an item or \$50 cash and the LCCA will put together an item for you

BBQ MENU

Rib Eye Steak
Baked Potato
Vegetable
Salad
Rolls





**LOWER COLUMBIA
CONTRACTORS ASSOCIATION**
"Building Our Future Together"

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BUILDING OUR FUTURE TOGETHER