Brick Industry Association Turn to NOAH AMS as Primary Membership Database

Background

Headquartered in Reston, Virginia, the Brick Industry Association (BIA) is the national trade association for distributors and manufacturers of clay brick and suppliers of related products and services. Since its founding in 1934, the association has been the nationally recognized authority on clay brick construction.

Challenges

BIA’s previous Association Management Software (AMS) unfortunately required constant customization, which proved to be increasingly costly. So, as the association’s business needs evolved, it became clear that BIA would not be able to afford to make the corresponding changes to the system in order to support the necessary business improvements.

Tricia Mauer, vice president, memberships and programs, BIA, explained, “We previously worked with a newer AMS provider and were their largest client. However, we needed a level of customization that required an excessive amount of programming and funds that we could no longer support. After a few years with that provider, we decided the financial commitment was improbable and it was time to look for a solution that was nimble enough to meet our needs with minimal programming.”

Solution

BIA selected NOAH AMS, a robust customer relationship management (CRM) solution with a multitude of back office AMS functionality – which is integrated with an advanced content management system (CMS) and a website hosting platform.

Mauer added, “We chose NOAH AMS as our primary membership database because we felt that their team could simply solve our issues and could easily create specialized programs for our members. The implementation of NOAH AMS was completed according to schedule with minimal roadblocks along the way.”

Mauer continued, “As a small organization with fewer than 15 employees, we felt like other providers were going to view us as a tiny minnow in a sea of big fish. However, with NOAH AMS we get the attention we need to be successful.”

BIA implemented the following NOAH AMS modules:

- **Accounting:** Keeps track of detailed sales with accounts receivable reporting. The module processes all of BIA’s transactions into batches, with journals and batch posting routines. BIA can also process voids, refunds and exchanges with the option to credit accounts for future purchases.

At a Glance

Background

- BIA is the national trade association for distributors and manufacturers of clay brick and supplier of related products and services.
- The association serves as the nationally recognized authority on clay and brick construction.

Challenges

- Existing software required an excessive amount of costly programming.
- Required an out-of-the-box solution.

Solution

- NOAH AMS – a robust CRM system integrated with a multitude of AMS functionality along with a CMS and a website hosting platform.
- Accounting, Education, Governance, Membership, Meeting and Events, Governance, Reporting, and Website modules.

Results

- Centralized operations in one, single system.
- Enables online registration for their annual meeting.
- Manages the full scope of memberships and administrative tasks.
- Set price that has not changed in eight years.
Developed in 1982, NOAH AMS is a robust customer relationship management (CRM) solution, integrated with the multitude of back office association management software (AMS) functionality, along with an advanced content management system (CMS) and website hosting platform. Trade and professional associations use NOAH AMS to manage members, renewals, subscriptions, publications, meetings, trade shows, education, certification, continuing education, fundraising, donations, grants, A/R and more. Headquartered in Springfield, Virginia, JL Systems supports associations throughout the United States and Canada. Learn more at www.noahams.com.

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“Because of their exceptional customer service and ease of use, BIA has developed a strong relationship with NOAH AMS over the past 8 years and we are looking forward to further advancing as a team.”

--Tricia Mauer
Vice President of Memberships and Programs
Brick Industry Association

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- **Education**: Manages full certification, credentialing, continuing education and accreditation. Transcripts, certificates and credential management are included.

- **Governance**: Enables BIA to track historical, current and future terms and committee positions and roles of each individual with online roster modules, directories and communities for conversations, calendar management and document sharing.

- **Membership**: Permits online join and renewal, as well as full online profile management, including demographics, photos, logos, bios and opt in/out for email preferences.

- **Meetings and Events**: Manages every aspect of BIA’s annual meeting, such as workshops, sessions, courses, tours, meals, etc. Online attendee rosters, badges and confirmation letters are also included.

- **Reporting**: Allows BIA to choose from over 1,200 pre-built standard reports and exports, which can be generated as PDF, MS Excel and CSV outputs. Workflow management for renewal invoices, meeting attendee confirmations, speaker/presenter notifications, exhibitor, sponsor and advertiser announcements and pledge donor reminders. Most importantly, no database or programming knowledge is required.

- **Website Modules**: Allows BIA’s members to have a single sign-on with password reset and username maintenance. Once logged in, BIA’s members are able to view previous purchases and registrations on a single screen with a mobile responsive design.

**Results**

NOAH AMS allows BIA to successfully manage the full scope of its memberships and administrative tasks in real-time and enhance its annual meetings, reporting and website functionality. Now, all of BIA’s reporting is in house, which eliminates the need for a third party. Additionally, NOAH AMS enables BIA to accept online registration for their annual meeting, which brings in more than 800 attendees. Since implementation of the registration module, roughly 98 percent of members register online, saving them time and money from having to fax or mail the forms.

Mauer concludes, “One of the most important aspects of NOAH AMS is being able to pick up the phone and call for support at any time. The NOAH AMS team is always able to solve our issues in a timely manner. The combination of their exceptional customer service, ease of use and commitment to not raise their prices has allowed us to develop a strong relationship with NOAH AMS over the past eight years.”