

MICA Application for Membership



MICA is the leading advocate in Maryland for the home improvement industry. A 501(c)6 non-profit trade association, MICA members invest in the future of their business. In return, they receive special benefits which are not always available to other home improvement contractors (*see brochure*). Membership applications must be approved by the MICA Board of Directors. Except for Suppliers, all members must be licensed and in good standing with the Maryland Home Improvement Commission (MHIC). This status will be confirmed before any application is recommended for membership.

Sign me up to be a MICA Member

Your Name: _____

Company: _____

Address: _____ MHIC Lic. No.: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

E-mail Address: _____

Member Categories

- Contractor (Annual Investment - \$295)
- Supplier (Annual Investment - \$495)

Check enclosed

Charge my: VISA MasterCard AmEx

Acct. No.: _____ Exp. Date: _____

Signature: _____

We agree to comply with MICA's Code of Ethics and all provisions of the Association's bylaws and policies.

Authorized Signature: _____

Print Name: _____

Title: _____ Date: _____

Sponsored by: _____

Complete and Return with Proper Payment to:

MICA, 720 Light Street, Baltimore MD 21230

(410) 576-1127 / Fax: (410) 752-8295

E-mail: MICA@assnhqtrs.com

MEMBER BENEFITS

Members of MICA are full service contractors, design-build firms, manufacturers, suppliers, distributors, subcontractors, lenders and other related professionals who work in the home improvement field.

Contractor Member

\$295 Annual Investment

- Lobbying for the Home Improvement Industry
- Receive Legislative and MHIC E-mail Updates
- Discounted Expert Legal Service
- Discounts through Member Web Site Program Saving Hundreds of Dollars
- Discounted Advertising Rates in *ChesapeakeHome* magazine
- Savings on Insurance
- Eligibility for Board of Directors
- Discounted costs for entering MICA's Remodeler of the Year Awards
- Online "Find a Contractor" Directory Listing

Supplier Member

\$495 Annual Investment

- Lobbying for the Home Improvement Industry
- Receive Legislative and MHIC E-Mail Updates
- Discounts through Member Web Site Program Saving Hundreds of Dollars
- Discounted Advertising Rates in *ChesapeakeHome* magazine
- Eligibility for Board of Directors
- Mailing List of MICA Members
- Online "Find a Supplier" Directory Listing



Looking to Grow Your Business?

Want to Increase Leads?

Need a Web Site?

Want to Advance the Industry?

Want Some Recognition?

Interested in Advertising Discounts?

The Maryland Improvement Contractors Association Can Help!

As the voice of Maryland's remodeling industry, the Maryland Improvement Contractors Association (MICA) operates to ensure the industry's growth and security. Lately we've also been focusing on building new programs designed to help YOU create some buzz for your home remodeling business.

www.MarylandRemodelers.com

MICA Member Web Site Program

Does your company need a Web site? Or do you have a Web site in desperate need of a more professional look? Join MICA and **SAVE HUNDREDS OF DOLLARS** through our Member Web Site Program. The savings you will receive will more than pay for your membership in MICA.

Don't have a Web site yet? If you are interested in growing your business, you should. If your target market is well educated, well informed professionals who check out a lot of sources

before committing to buy then you need a Web site.

A print ad can only say so much, but a Web site allows a homeowner to dig. Manufacturers have Web sites, consumer groups have Web sites, and your competitors are developing Web sites to be in the line of fire when a potential client is ready to order a product or send that e-mail asking for a quote. And best of all, MICA's new **MICA MEMBER WEB SITE PROGRAM** can help. The program is affordable to members, with up to \$700 of savings on a custom site with service tailored to your

needs. So what are you waiting for? Put your portfolio online, receive leads online, get a link from MarylandRemodelers.com, let consumers know what awards you have won, and describe what services you offer. The possibilities are nearly endless and these prices can't be beat!

For more detailed information on this exciting new Marketing Program, please visit us online at www.MarylandRemodelers.com/websites.htm!

MICA Members Generate BUZZ!

The Maryland Improvement Contractors Association (MICA) has developed several programs to help members market their businesses. The savings and benefits these programs provide more than pay for MICA membership.

Here's how MICA Helps Market Members:

MICA MEMBER WEB SITE PROGRAM

Save hundreds of dollars on Web site development with customized sites and services tailored to your needs. Extend your marketing efforts, whether it be print, telephone directory, television, radio, business cards, company vehicles, etc. by listing your address on the Web. *See more information above.*

DISCOUNTED ADVERTISING RATES

MICA members receive discounted advertising rates in *ChesapeakeHome* magazine, the only regional publication, targeted directly to homeowners interested in making improvements to their home. We are also continuing to develop relationships with other media to help you target potential customers.

DISCOUNTED COSTS FOR ENTERING REMODELER OF THE YEAR AWARDS

Members can enter MICA's prestigious Remodeler of the Year Awards at a discounted cost. These awards are a great way to market your great work. Winners of these awards are featured in *ChesapeakeHome* magazine and have been featured in area newspapers such as *Baltimore Sun*.

Winners of the MICA Remodeler of the Year Awards are featured in *ChesapeakeHome*.



DIRECTORY LISTING AND OTHER MARKETING OPPORTUNITIES ON MARYLANDREMODELERS.COM

Members get free listings in our "Find a Contractor Directory" on MarylandRemodelers.com. Direct traffic and potential leads to your company Web site from this directory. MICA's newly released Web site was recently featured in the *Baltimore Sun* and *ChesapeakeHome.com*, and the number of visitors to this consumer-oriented site is rapidly growing. We also offer further marketing opportunities for members via the site such as listings in our media database, *RemodelingExperts*.

...AND WE'RE DEVELOPING MORE

We are continually developing more innovative programs helping you market your business, keep abreast of industry news affecting you, and network with others in the industry. All of this in addition to representing your interests in Annapolis and before the Maryland Home Improvement Commission.

www.MarylandRemodelers.com/membership.htm