

A WORD FROM OUR PRESIDENT



As I step down as President, I felt compelled to reflect on the changes that have made the two years both rewarding and exciting.

For many members and the industry as a whole, the last two years have seen changes in the way we conduct our business. For some, it meant adjusting to changes in staffing and changes in ownership for others. Hopefully these changes will help to secure our place in the industry for years to come.

As President, I wanted to be sure that BEMA was on the right track, focused on those matters most likely to affect the bath enclosure usage in a significant way. The more I thought about it, the more apparent it became that BEMA had to address the two matters most likely to adversely impact bath enclosure usage, standards and regulations. These were not simply nice things to do, they seemed imperatives to the continued growth and development of the bath enclosure industry. Maturity had come to the bath enclosure industry and for building products that means standards and regulations.

It seemed to me that standards were the essential first step in developing industry,

Continued on Page 3

Annual Meeting Concludes Successful Year!

The BEMA Annual Membership Meeting was held in Las Vegas in conjunction with GlassBuild America. As those of you that attended know, the meeting provided a great opportunity for members to learn new innovative marketing strategies and to share new ideas for advancing the association's objectives.

Despite the early start, over sixty five members showed up for our breakfast meeting. President Veras recognized all of the past presidents in attendance and thanked them for their invaluable contributions to the growth of the bath enclosure industry.



Tom Sulock selects the winners of the door prizes sponsored by Tai-Ao Aluminum.

products from unreasonable or uninformed regulation is an expensive and on going activity that is not to be taken lightly. It can reasonably be expected that BEMA expenses will continue to rise as a result of our standard and code activities. While the association will continue its promotional activities, standards and code activities have become important parts of our core service to members and the industry and will have to be provided for in future budgets. As building products mature and gain broad-based consumer acceptance, the closer building inspectors scrutinize these products and the greater the need for consensus standards and a means of monitoring building codes and other regulatory agencies become. Bath enclosure products have reached a slippery slope and BEMA needs to be prepared for all eventualities and it can reasonably be expected that building code requirements and product standards will regularly require the association's attention

President Veras assured members that BEMA will continue to provide a regular forum for discussing matters of interest or concern, for educational presentations and the exchange of ideas and information. Sponsorship activities and advertising are expected to continue to grow. Our new membership brochures will be ready in the spring. The association looks to develop a new consumer brochure in 2007.

Continued on Page 4

Veras reported that the Association is financially strong and that 2006 was another solid year financially and that all current activities were adequately funded. He went on to say that BEMA had learned that maturity in the building products industry means defending industry

Standards Corner

By Ron Biberdorf

There has been quite a bit of activity since my last update so I will try to fill in all the holes. The Standards Committee held its latest meeting on November 15, 2006 in New York. Prior to the meeting, members of the committee were sent a survey designed to ascertain the size limitations and glazing recommendations that each of their companies utilized for various enclosure configurations. The committee discussed the tabulated results and determined the size range that will be used to develop testing criteria. The testing is to be performed by several member companies and will eventually form the foundation of our published industry recommendations.



Members of the Standards Committee discuss load bearing panels in New York.

The remainder of the meeting was spent reviewing language in the current format and discussing its conversion to the ASTM format. BEMA is working with Steve Mawn, Manager of the ASTM E06 Committee. Our proposal was submitted to ASTM to help them determine what type of standard is needed, whether E06 is the appropriate committee and what E06 subcommittee our proposal would be assigned to.

The Standards Committee participated in the 2006 ICC public hearings opposing the code proposal submitted by the AGA. Having obtained the support of the GICC, Bill Koffel, Koffel Associates, and Mike Bailey, Coral Industries provided testimony opposing the AGA proposal. The GICC perspective was that the details should be included in a consensus standard that could be referenced by the building code. BEMA's position was consistent with GICC and went further and identified technical concerns with the AGA proposal. The ICC committee voted to disapprove the AGA proposal and stated that in addition to using permissive language, there were many technical issues that needed to be resolved. BEMA will continue to lead the industry's effort to develop construction

and performance standards for bath enclosures, an important first step, but by no means the last. Our purpose remains to provide consensus standards that provide fair and reasonable protection for the consumer and enclosure manufacture. We will continue to monitor the various regulatory agencies to ensure the best interests of the industry are served.

We remain convinced that the work of this committee is essential to the continued strong growth of our industry. The dedication of each of the committee members and the commitment of all member companies is both required and appreciated.

BEMA/Lysol Look Toward Next Step



By now, hopefully everyone has implemented the Lysol Coupon program. BEMA has distributed coupons to all of its Active and Dealer members. We will check with each of you this spring to be sure you have an adequate supply of

coupons. In the meantime, if anyone is in need of more, please contact Association Headquarters.

This is only the first step in a new line of promotional materials for marketing BEMA's recommended cleaner. With the completion of the initial coupon program Lysol becomes an essential element in the association's effort to expand the use of bath enclosures. The Association will continue to build its relationship with Lysol by actively promoting their Bathroom Cleaner as its recommended cleaner. BEMA and the Lysol brand team are working on a new consumer brochure on proper care and cleaning techniques that will include some creative ideas for promoting bath enclosures. The promotion of the creative details will be our primary focus in coming months. BEMA will necessarily reach out to consumer trade publications and industry organizations to help with the campaign and member involvement will be crucial to its success. If you have an idea or suggestion for promoting our products, please contact BEMA.

BEMA greatly appreciates the continued annual voluntary contributions of AFG and Guardian Industries and this year's membership meeting sponsors; Oldcastle Glass, TAI-AO Aluminum, Western Extrusions Corporation and Western Shower Door. Your generous support of the Association and the shower enclosure industry has made it possible to actively pursue our objectives without interruption. Thanks!

continued from front...President's Report

consumer and regulatory support for the continued growth of our products as safe and dependable building materials. The consequences of not having industry standards have become more apparent in recent years and will ultimately have an adverse effect on bath enclosure usage. The "do anything the customer wants" dealers and installers aren't doing the consumer or industry any favors with their unsafe construction and installation practices. It was this group that was responsible for the California building community pursuing code regulations for bath enclosures. Unsafe products and practices rob our industry of credibility and contribute to the growing litigation problem we all face.

As our partnership with Lysol Bathroom Cleaner continues to evolve, it will be essential that BEMA do all it can to ensure that the maximum potential of this relationship is achieved. Hopefully by now all members have incorporated the coupon program into their production and are using this tool as a positive. I encourage all members to maximize this program to its fullest and to pass on any thoughts or ideas as to how the Association can improve the program.

We have not increased our membership numbers to the levels we had hoped, but we remain committed to making membership one of our highest priorities so that as we continue to move forward. The more the industry is unified, the stronger it will be in dealing with all of the outside influences affecting today's market place. Having been a member of BEMA for 13 years, I can personally attest to the benefits of membership and feel comfortable saying that "many others have as well."

In keeping with our mission, we will continue to work with industry organizations and the design community to identify and develop potential opportunities. We must never forget the essence of BEMA is the promotion of bath enclosure product usage.

The time is now to recommit ourselves to the bath enclosure industry. Ours truly is a changing industry. So, are you ready to become fully involved? As we've said before, "If we don't determine our future, someone else will do it for us".

As I hand the gavel to Doug Powell, our new president, I'd like to thank Doug, Chris Birch and my colleagues on the board for the opportunity to work with them and for their commitment to their various tasks. It has been an honor and a pleasure to work with you. I've learned a great deal from my association with such a fine group of professionals.

I will sleep tonight knowing the future of the Association is in good hands and that BEMA will keep the spotlight on the future. I am so honored to have served as your president and remember, Members Do Business with Members.

Board Looks Toward 2007

The Board of Directors met during GlassBuild America to wrap up the year. Much of the discussion revolved around next years planning.

New Mailing Address

BEMA has a new post office box for all incoming mail. It was felt that the Association would benefit from having a permanent address that was not tied to its physical address.

Board of Directors

The Board discussed the 2007-2008 officers and vacant Board positions. It is important that these positions be filled in a timely manner and members are asked to give serious thought to serving. Requests for nominations will be mailed out shortly and the the board will select candidates for each position.

Membership Report – BEMA has 25 active (manufacturer) members, 19 associate (supplier) members, and 18 dealer members. The new membership brochure draft was presented and will be distributed to the Board for final approval. The new brochure will be part of the membership packets to be distributed in the spring.



Board members weigh in on the issues at their September Board of

Sponsorships/Communications – The Board is considering increasing the availability of sponsorships. This subject will be an agenda item for the spring meeting. The Board intends to add value to membership by developing a strong public relations campaign. The campaign will include Information Bulletins, finding new ways to reach the consumer, and working with the design community and industry organizations to identify potential opportunities for the future. The Board is still considering offering a Trademark and License agreement to companies that sell glass treatments. A new committee was formed to review the Annual Design Awards Competition.

Next Board of Directors Meeting – The Board of Directors agreed to hold its next meeting February 7, 2007 in conjunction with The International Builders Show in Orlando, Florida. All active, associate and dealer members are welcome to attend. Contact BEMA headquarters for further information

Enclosure News and Views

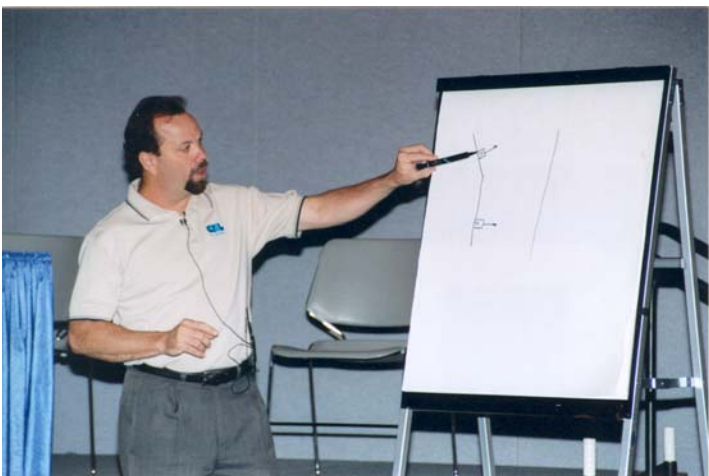
continued from front...Annual Meeting



BEMA members discuss the booth promotion sponsored by Oldcastle Glass



Industry members listen to a presentation at BEMA's Annual Membership Meeting sponsored by Western Extrusions Corporation.



Danny Donahue, C.R. Laurence shows the seminar audience how to properly measure a door.

The BEMA staff had shipped two million Lysol coupons and it is now up to the individual members to see that they get in the hands of the consumer. We all win when we work together! Although members of the Lysol Bathroom Marketing Team could not be in attendance, they did express their excitement and pleasure at being our recommended cleaner and look forward to a mutually successful long term relationship.

John summarized by reporting that BEMA has done a lot of heavy lifting in the past twelve months and the results have been gratifying, but indicated that there was more to be done. Anybody that makes a living in this industry should be supporting BEMA, but that is not the case. Members need to invite those just hanging-on to become members, be a part of an industry on the move and an organization that has demonstrated that more is possible when we all pull together. The association is at its best when we all do our part and these programs encourage the collective effort.

This year's Keynote speaker, sponsored by Western Extrusions Corporation, was Steven Kleber, President of Kleber & Associates, Marketing and Communications. His presentation entitled, "How to Sell and Market to the Right Generations" effectively demonstrated why marketing will never be an exact science. Understanding who is buying and how they want to buy can make a huge difference in being successful. Mr. Kleber summarized the key differences between generations of consumers and gave an indication of what drives them. This understanding helped answer everyone's basic questions of which demographics are driving product choices, what they are buying, how they are buying, what motivates them and what characteristics define them as a group. Following Mr. Kleber's presentation, it became apparent his ideas had struck a nerve and members asked if they could review his material. John stated the presentation would be posted on the BEMA website.

President Veras thanked all of this year's sponsors and contributing members and then invited everyone to visit the BEMA booth in the Industry Pavilion and encouraged any dealer members to drop off a business card for the special drawing sponsored by Oldcastle Glass. Ending on a high note and in keeping with tradition, this year's Door Prizes were sponsored by TAI-AO Aluminum. Past President Tom Sulock of TAI-AO drew the names of the lucky winners.

REMEMBER!

Members Do Business



With Members



2005-2006

Winner – Glass 3/8" and Over

CB Showers, Inc
 1160 Industrial Road #10
 San Carlos, CA 94070
 (650) 593-6997
 Contact: Bruce Downs

Bruce Downs, with CB Showers Inc. of San Carlos, California is this year's winner in the Glass 3/8" and Over category. Downs stated, "The requirements for this master bathroom enclosure were threefold: 1.-To separate the shower and water closet from the rest of the bathroom without using solid walls, 2.-To separate the shower area from the water closet yet still maintain an open feeling, again without using solid walls and 3.-To create a unique look using glass. Using 3/8" & 1/2" satin etch glass from ACI Distributors and hardware from CR Laurence Co., we were able to satisfy the clients' requirements. This was done by installing a 6-panel custom unit consisting of two doors hinged off of panels to enclose the entire area. In addition, a glass panel was installed between the water closet and the shower areas. Finally, two additional small 'doors' were installed at the windows to allow privacy when the rooms were in use, and the ability to open the windows for outside viewing when desired."



Winner – Glass Under 3/8"

No entries were received this year

The Design Awards are sponsored annually by the Bath Enclosure Manufacturers Association, comprised of manufacturers, suppliers and dealers in the shower and tub enclosure industry. The winner was honored at BEMA's Annual Membership Meeting, September 20, 2006 in Las Vegas, Nevada in conjunction with GlassBuild America: The Glass, Window & Door Expo. This year's judges included, Nancy Davis, Glass Magazine, David Newton, David Newton & Associates, Ellen Giard, US Glass, Fernando Diaz, ASID, Fernando Diaz & Associates, and Donna Vining, FASID, Vining Design Associates. To view all the entries and winning design, visit www.bathenclosures.org.



Bruce Downs of CB Showers receives his award from President John Veras in BEMA's Tenth Annual Design Awards Competition.

BEMA Has A New Address

Please change your records to reflect our new address.

BEMA
P.O. Box 4730
Topeka, KS 66604-4730

BEMA Would Like to Welcome the Following New Members for 2006

Active Members:

Oben USA Inc.

Associate Members:

Strategic Sourcing Corp.

Tekon Universal Sciences Inc.

Dealer Members:

Yorktown Glass



Representatives from Tekon Universal Sciences give a live floor demonstration at GlassBuild America.



NASCAR Driver Rusty Wallace visits a members booth at GlassBuild America.