

A WORD FROM OUR PRESIDENT



John Veras

Prognostication is not my bag, I can look at all I know about 2005 and can honestly tell you that it doesn't provide much insight as to what the bath enclosure industry might reasonably anticipate in 2006. Ah, but add to our information base that the fed has already raised interest rates in 2006 without any indication as to what they might do in the future and most of us begin to get the feeling that housing will not be as strong in 2006 and that housing market speculation may be at an uncertain end. It goes without saying that we will need to pay closer attention to those things that determine the success of our individual businesses and to those collective activities that improve our products and contribute to their continued extensive use.

Whatever we do as an industry will be more effective if it is supported by the industry as a whole. A neglected, indifferent bath enclosure industry can be less than fun and certainly unrewarding. BEMA has a major role to play in keeping the industry on an even keel and its effectiveness and influence will be dependent upon its continued growth and maturity. It has demonstrated its maturity by its willingness to undertake the development of an industry standard for the construction and performance of bath enclosures and working diligently to persuade the American Glass Association, formerly the California Glass Association, to join its effort to develop a consensus standard for bath enclosures before proposing a code change to the ICC. Without a standard to reference, code enforcement will be whatever code

Continued on page 2

BEMA/LYSOL PARTNERSHIP EVOLVING

Efforts have increased to aggressively market BEMA's new recommended cleaner. After many many months of negotiations, testing and constant communications, we are in the final stages of completing a new line of promotional materials for use by BEMA members.

In March, Executive Director Chris Birch and BEMA President John Veras met with the Lysol Brand Team at their home office in Parsippany, New Jersey. Following our meeting with Nicole Simmons, Senior Brand Manager – Reckitt Benckiser, Ruth Apgar, Sr. Manager Consumer Promotions – Reckitt Benckiser and Anissa Sanborn with Catapult marketing, a time table was established for the development and distribution of consumer coupons, new language for the website and new consumer brochures. Drafts will be proofed by mid April and printing is expected to be completed around the first of May. Association staff members will distribute the materials upon their receipt. Please contact Chris Birch by phone (785) 273-0393 or email chris@bathenclosures.org for any special requests.

The development of a new PR campaign will substantially improve BEMA's ability to inform the consumer on the proper cleaning procedures for shower enclosures and to promote its recommended cleaner that has tested safe and effective in cleaning their bath enclosure. With the strong support of the Lysol Brand Team, BEMA will continue to be the consumer's one-stop-shop for shower enclosure information.

STANDARDS CORNER

By Ron Biberdorf

Since the update presented by Tom Whitaker (Mr. Shower Door) at the Glass Build '05 show in Atlanta, the BEMA Standards sub-committee has virtually completed the framed and frameless door sections and is now focused on the heavy glass and installation sections.

The committee has spent a good deal of time considering the "competing approaches" issue outlined in the December 2005 Glass Magazine article. In brief, the Americas Glass Association (formerly the California Glass Association) intends to present a proposed code change to the International Code Council at the earliest opportunity. In the alternative, BEMA is developing a standard for submission to ASTM for adoption as an industry consensus standard. BEMA is of the opinion that an industry consensus standard is the essential first step in the code development process. In its effort to determine which approach best serves the industry and the consumer, BEMA contacted the Glazing Industry Code Committee (GICC), the Glass Association of North America (GANA), and the National Glass Association (NGA) for their opinions. We have now received responses from all three organizations unanimously endorsing the BEMA approach. BEMA does not believe that having two important industry organizations at odds over the regulation of our products is in the best interest of the industry and has invited the AGA to join us in our effort to product a standard what will reflect the broadest possible consensus.



BEMA members discuss consensus standards in Orlando.

The standards subcommittee will next meet in Chicago on April 21. Topics on the agenda for this meeting include development of testing standards for hinges and glass deflection. If you are interested in joining the committee, please contact Chris Birch at association headquarters.



THERE IS STILL TIME!

The BEMA Design Awards Competition entry deadline of July 5, 2006 is right around the corner, so its not to soon to be thinking about your entry. To download the entry form, visit our website at www.bathenclosures.org or contact BEMA at (785) 273-0393.

If you have been waiting to encourage your dealers to enter this prestigious contest wait no longer. Act now to encourage your dealers to share their best with the rest. Remember, all entries are displayed on the BEMA website and traffic to these entries has been high in previous years. Winners in both categories receive travel expenses of up to \$600 to attend the BEMA Annual Meeting, held in conjunction with GlassBuild America in Las Vegas, Nevada set for September 19-21, 2006.

NEW BEMA Members for 2006

Active Members:

Easco Shower Door
Quality Enclosures, Inc.

Continued from front...President's Message

officials decide and they aren't known for their unbiased attitudes. BEMA is gaining respect as the voice of the bath enclosure industry, but it can't let up, because that is when the American Glass Association types attempt to influence bath enclosure usage.

This brings me to the other essential, membership growth. BEMA has enjoyed steady membership growth, but it is a long way from true industry representation. The "Every Member Get a Member" program is intended to move the association closer to achieving complete representation. It is important that every member does their part to see that the association continues to grow, be the one to get one! I urge every manufacturing member to get at least one of their dealers as a member in '06. The bath enclosure industry is the responsibility of all of those involved in it, not the same select few that currently shoulder most of the responsibility, be the one to get one! Twenty-five new members seems a reasonable goal, be the one to get one! I can't say it often enough, be the one to get one, membership growth is critical to our continued success. Chris Birch will be sending out further information soon, but please call him if you have any questions.

I have enjoyed the first half of my presidency and want to thank the Board and Staff for their help and assistance. I also want to thank those of you serving on the various committees; your efforts have been a driving force. I look forward to seeing each of you this fall at the Annual Membership Meeting in Las Vegas and remember, Members Do Business with Members.

Hmmm...I happen to know Las Vegas is an interesting place to visit.

2006 BEMA Board of Directors

Officers:

John Veras, Duschqueen, President
Doug Powell, Coral Industries, Inc., Vice President
Bill Landrum, Western Shower Door, Inc.,
Treasurer/Secretary

Directors at Large:

David Harris, Euroview Shower Enclosures
Daniella Jones, CHMI
Carmine Parente, AGM Industries
Scott Robinson, Alumax Bath Enclosures
Mark Rowlett, Coastal Industries, Inc.

Associate Director:

Garrett Russell, U.S. Horizon Mfg., Inc.

Past President:

Tom Wargel, Showerite – A Crane Plumbing Co.

NEW MEMBER BENEFIT FROM



Planning an out-of-town business trip or even a family vacation? If your plans include renting a car, then take advantage of the special membership savings and services from Hertz.

Now when you rent from Hertz, you can take advantage of special year-round savings through the Hertz member Benefit Program. BEMA members receive a discount off Hertz Daily Member Benefit Rates, Hertz U.S. Standard Rates and Hertz U.S. Leisure Rates. You'll be quoted the best rate for your rental needs at the time of reservation.

For reservations and information, call Hertz' "Members Only" toll free number at 1-800-654-2200 and mention your Hertz Discount CDP# 1646695. Present your membership card or Hertz Member Discount Card at the time of rental. Additional Member Savings Cards may be obtained by calling Association Headquarters at (785) 273-0393.

2006 Annual Meeting

8:30 - 10:30 a.m.
Wednesday, September 20
Las Vegas, Nevada
Information Coming Soon

Members Do Business



With Members