

A WORD FROM OUR PRESIDENT



John Veras

Summer greetings, I trust that summer is as welcomed in your part of the country as it is here on the east coast. It's nice to have the winter doldrums behind us and the prospects of a busy and productive summer ahead of us.

As I prepared to put this report together, I was struck by how much there is to do and how important it is that we all pull together to insure the continued growth of our industry and the association. The BEMA Annual Membership Meeting is scheduled for Wednesday, September 15, that gives each of us just over 90 days to recruit one new member. Take a few minutes and talk to your best dealers, BEMA is worth supporting.

There is strength in numbers and each new member makes the association stronger and more representative of our growing industry. Numbers increase our clout, the larger our membership the more powerful our collective voice and the greater the public recognition of our products and profession.

New blood and diverse viewpoints invigorate the association and shape the future of our profession. Do you know innovators, "idea people" or potential leaders that should be BEMA members? If you could network with anyone in the world at the next BEMA meeting, who would it be? Why not make that individual your next recruit?

BEMA will help by offering unprecedented incentives for helping the association grow. In addition to recognition for your recruiting efforts, you could be a winner of some wonderful gifts in our upcoming drawing.

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Coupon Program Nears Completion

Following months of planning and meetings, BEMA and the Lysol Brand Team have agreed on the design for the consumer coupon to be used in our promotional program.. This is the first step in a new line of promotional materials for marketing BEMA's recommended cleaner.

The creative details have been completed and both BEMA and the Brand Team have approved the design. According to Anissa M. Sanborn, Senior Program Manager for Catapult Marketing, codes for the coupon have been received and uploaded into the color optics. Printing is expected to take at least a week and shipping to members will start in Mid July.

Cheryl Blauvelt, Associate Promotion Manager of Reckitt Benckiser indicated that the Joint Committee is well into the planning for 2007 and will be working with the brand and a new consumer brochure over the next several weeks. She also indicated that with the early planning for next year, there is the potential for increasing the value of next year's coupon.

In announcing the near completion of the coupon program, BEMA President John Veras acknowledged Lysol as an essential element in the association's effort to expand the use of bath enclosures. The Association begins a new chapter with Lysol Bathroom Cleaner as its recommended cleaner and BEMA members are encouraged to distribute the new Lysol coupons with their enclosures.

Standards Corner

By Ron Biberdorf

The shower standards sub-committee held it's latest meeting in conjunction with the Kitchen and Bath Show in Chicago on June 21, 2006. The meeting was very well attended, with the bulk of discussion centered on two themes... a) competing standards and b) the testing approach for the heavy glass section.

Competing Standards Representatives of BEMA met with their counterparts from the Americas Glass Association on May 11 to discuss their respective approach to regulation. As you know, AGC has opted to develop regulations through the building codes, while BEMA has elected to develop consensus standards for shower door construction and installation. We are pleased to report that the meeting and subsequent communications has resulted in a more productive level of cooperation. Representatives of both associations will soon meet to "harmonize our differences". This progress can only be viewed as very positive and, ultimately, in the best interests of the industry as a whole. More to come ! Soon!



The BEMA standards subcommittee weighs in on consensus standards.

glazing heavy glass shower enclosures. The committee feels that it is essential that the testing to be conducted not only addresses the performance issues but must also focus on safety. Presently, a poll is being conducted to ascertain the practices of each of the committee members companies. The results of this poll will help us develop testing recommendations.

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. Any member interested in joining this committee is urged to contact the association's office.

Testing Approach

While there exists much data in the glass industry with respect to glass strength, deflection, and recommended glazing techniques in general, there is actually very little information pertaining specifically to the peculiarities of

Board of Directors Report

The Board of Directors met in January in Florida and Chicago in April. Both meetings focused on the future needs of the Association and the bath enclosure industry.

Board of Directors – Board participation remains a key priority and it was agreed President Veras should actively



Board members discuss the industry at BEMA's April Board of Directors Meeting in Chicago.

seek out interested individuals to fill future vacancies. Anyone interested in serving on the Board should contact John Veras.

Membership Report – BEMA has 25 active (manufacturer) members, 19 associate (supplier) members, and 18 dealer members. New membership brochures are being developed and will be available later this summer. The Membership Committee, Chaired by Vice President Doug Powell will be working to promote membership. Anyone interested in serving on the committee or recommending a prospective member should contact Doug. Be sure to participate in the Every Member Get a Member Program and be the one to get one! There was extended discussion regarding a Trademark and License agreement for companies that sell glass treatments. The Board intends to continue work on the program and expects to complete its work later this year.

Lysol Update – After many months of negotiations, testing and communications, we have developed new materials for promoting the Lysol brand. We are working with the Lysol Brand Team to get you these materials as quickly as possible and appreciate your patience.

Design Awards Update – The deadline for entries is July 5, 2006. Entry forms can be downloaded at www.bathenclosures.org. Members are encouraged to supply at least one entry in each category. Don't miss out on a chance to showcase your products.

PR/Communications Report – In its ongoing effort to identify member needs, a questionnaire was sent to members earlier asking for suggestions. Display materials promoting BEMA membership are available for display in your trade show booth. BEMA will also begin a new set of press articles to help call attention to BEMA. Anyone with a written article or idea is asked to contact Association Headquarters. Event sponsorships will be available again this year for the Annual Membership Meeting. Let a Board member know if you are interested in sponsoring an event.

GlassBuild America – The Annual Membership Meeting will be held September 20, 2006 at the Las Vegas Convention Center in Las Vegas.

Continued from front...President's Message

Our Every Member Get a Member Program is underway, so be the one to get one. Also, there is still time to enter this year's Design Awards Competition and remember, members do business with members. See you all in Las Vegas.

Members Do Business



With Members

**Bath
Enclosure
Manufacturers
Association**

**2006
Annual Meeting**

**8:30 - 10:30 a.m.
Wednesday, September 20
Las Vegas, Nevada**

MARK YOUR CALENDARS....

The BEMA Annual Meeting is open to all involved in the bath enclosure industry.

BEMA has made it easy for you by scheduling its meeting in conjunction with the GlassBuild America Expo. For further information, contact Association Headquarters at (785) 273-0393.

Updated details will be mailed in July.

NEW OFFICER ELECTED

Congratulations to Mark Rowlett of Coastal Industries on being elected Secretary/Treasurer of the BEMA Board of Directors. He replaces Bill Landrum and takes office effective immediately. Welcome aboard.



**TIME
IS
RUNNING
SHORT!**

The deadline for entries in this year's Design Awards Competition is July 5, 2006, but there is still time, so act now. BEMA is shooting for three entries from each member for the competition to be a success, so that means a few of you have work to do.

Don't miss this chance to promote your products, encourage your customers to submit an entry, its good for both of you! You can't afford to let the competition get all of the attention, download the entry form at www.bathenclosures.org. Companies can enter as many enclosures as they want, as long as the installation used hardware or enclosure materials supplied by a BEMA member. Winners in the two categories (glass under 3/8" and glass 3/8" and over) will win up to \$600 in travel expenses to attend GlassBuild America, September 19-21, 2006 in Las Vegas.

The Bath Enclosure Design Awards recognizes exceptional bathroom design featuring shower and tub enclosures. This is a great opportunity for members and their customers to remind the decision makers in the glass and glazing industry of the beauty and utility of their products, don't miss it.