

A WORD FROM OUR PRESIDENT



Mark Rowlett

Our industry, like so many others that are dependent on a robust economy, is being affected by the slowdown in the housing market. Some experts are calling this a "correction," while others are blaming it on the overzealous sub prime mortgage lenders. Whatever label you want to place on it, or whoever you want to blame for it, we are right smack-dab in the middle of it.

It is important, however, to keep everything in perspective. The past few years have seen unprecedented growth in the housing market, so it is understandable that growth would slow at some point. I think the media has latched on to some of the stories produced by this slowdown, and "sensationalized" the worst possible scenarios. Consequently consumers have become overly cautious and hesitate to spend their disposal income.

So you've heard all of this before and ask yourself "what does this have to do with BEMA and promoting the use of shower door products?" The current market situation should alert everyone to the increased need to do a better job of marketing, and BEMA members have the opportunity to use that partnership to band together to build a stronger organization with a greater voice for the industry. During my recent travels I have been surprised that there are some companies out there who haven't heard of BEMA. Once I explain who we are and what we're about, they seem interested in our organization. I also explain to them we have developed "standards" for the industry to protect not only the

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Board Takes Direction From Members

The Board of Directors met in February in Florida. Emphasis was placed on identifying member's needs and concerns. Using these ideas as a road map, the Board focused on achieving the tasks necessary to the future success of the association.

Board of Directors – To ensure qualified and motivated individuals to serve on the Board of Directors, the Board has recommended changes in the bylaws to allow Associate members to have up to 2 Board positions and allow Dealer members Board representation and full voting rights. Ballots are being prepared and will be distributed soon.

Membership Report – Growth will remain a major priority. Dani Jones, chairman of the membership committee, will spearhead our effort and is actively working with potential new members. Much of the conversation centered on getting everyone more involved and creating a new "Buzz" about BEMA. Look out for new programs including education and training, the CEO roundtable and a larger PR presence.

Sponsorships/Communications – While the Board continues in their search for a new recommended cleaner, new ways of increasing revenue are being evaluated. The Board is making the website our central focus for communication.

Reaching out to educate consumers and members is our number one goal. The Board is sharing ideas for informational pieces and articles to assist in achieving our goal. One new idea is the



development of John Veras accepts the outgoing president's award from Doug Powell a page dedicated at the Annual Meeting.

to glass treatments and the positive aspects of their use. Contact BEMA headquarters with your ideas.

GlassBuild America – The Board will hold an afternoon annual meeting this year rather than the usual breakfast meeting. We hope this will generate a larger attendance from those who are not early risers.

Standards development is still our X factor we remain committed to seeing them completed and adopted by ASTM as consensus standards.

Standards Corner

By Ron Biberdorf

While the committee continues its final work, I would like to update members on where we stand and what can be expected in the coming weeks.

The work completed under the BEMA Standards Committee has been forwarded to Tom O'Toole, manager of committee C14 on glass and glass products. He and a member on the ASTM staff have agreed to transfer our document into the ASTM template. When finished, they will give us an opinion on any problem areas that need refinement. The BEMA Standards Committee will then be given 2 weeks to provide any further comments. After committee approval, we will distribute to the BEMA membership for 2 weeks for comments which will be brought back to the

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TIME IS RUNNING SHORT!



The deadline for entries in this year's Design Awards Competition is July 7, 2008, but there is still time, so act now.

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, October 6-8, 2008 in Las Vegas.

2008 BOARD OF DIRECTORS

Officers:

Mark Rowlett, Coastal Ind., Inc., President

Daniella Jones, CHMI, Vice President

Ron Biberdorf, Craftsman Fabricated Glass, Ltd., Treasurer/Secretary

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Dave Cerne, Advanced Shower Doors, LLC

Mike Wheeler, Western Shower Door, Inc.

Chad Williams, Alumax Bath Enclosures

Associate Director:

John Colapietro, Oldcastle Glass Perrysburg

Past President:

John Veras, Duschqueen

NEW BEMA Members for 2008

Active Members:

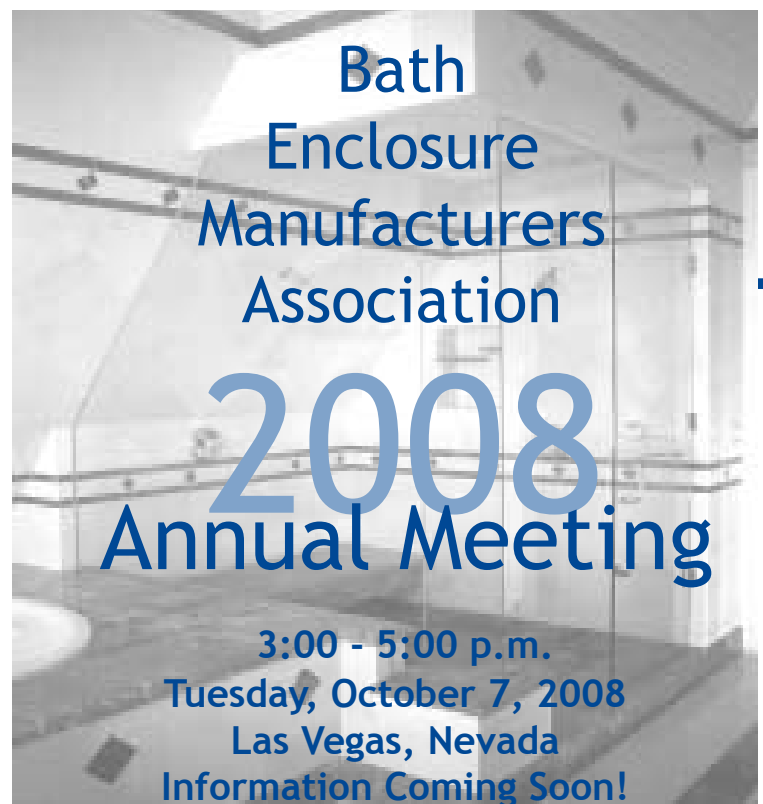
Century Shower Door Co., Inc.

Hirsch Glass Corp.

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Standards Committee for final action. Alas, after final committee approval, we will send the draft standard to the ASTM task group and begin the last leg of the journey of providing our industry with approved safety and installation standards.

Everyone in our industry understands the importance of our effort and is waiting for the completion of these standards. The development of comprehensive standards for the manufacture and installation of bath enclosures and keeping safety our top priority and still encouraging industry innovation and development is our goal and we will not quit until we reach that goal.



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manufacturers and installers, but to set the "standard" regarding safe installation procedures. These guidelines put forth by the professionals of the industry will serve to further strengthen the role BEMA plays in leading the industry. That's all well and good, but where do we go from here? Is this the end of BEMA? Have we done everything we set out to do? The answer to both questions is an emphatic NO!

There needs to be a timeline established for upcoming projects to further cement BEMA's role for the future. We recently received answers to a questionnaire BEMA sent out to its members. We asked three simple questions, one concerning litigation, one regarding business concerns our members encounter, and the last dealing with what the principal focus of BEMA should be. The answers to the first two questions were predictable. They dealt with product failure, faulty installations, the economy, and what products BEMA should or should not endorse. The answers to the third question were predictable and yet varied. These answers dealt with education, training, member recruitment, and the promotion of the bath enclosure industry. The common thread in all this is "people." Any organization is only as good as its "people." Sounds simple enough, doesn't it. It becomes impossible if the "people" aren't willing to step forward and ask "What can I do to help?"

I propose to our BEMA members that our roadmap should start with the "people" of the organization. If all the members want to promote BEMA, it would follow that they tell "people" about what we're doing and where we are going. Ask them to come along for the ride. Join the organization and help us map our next steps into the future. Training, education, becoming a BEMA qualified installer; these should be our first steps into the future. All it takes are "people" to make it happen. The original founders of BEMA had the vision of what BEMA could become and the impact it could have in the market. We need the "people" to help focus our organization and direct it into the future. We need more "people" to help us take these steps.