

A WORD FROM OUR PRESIDENT



Mark Rowlett

Well, its vacation time again, time to unwind and recharge the old batteries. If the economy isn't slow enough, now everyone seems to be missing in action. I think we Americans should model our vacations after the Europeans "Holiday." If five weeks a year minimum vacation time works for them, maybe it is time the USA consider it. I often wonder how they do it. Do they know something we don't? I would like to see it happen. Maybe if we as a nation were a little more careful and paced ourselves, we might not be in our current predicament. Well, that's my 2 cents worth!

I hope all BEMA members are looking forward to the upcoming Glassbuild America Show in Lost Wages this October. The general membership meeting will have a different format. Instead of the usual morning breakfast meeting, we will have an afternoon cocktail reception, followed by a brief general membership meeting. We will be reviewing the progress of the BEMA standards sub-committee and enjoying the presentation of the Design Awards. Please join us for complimentary adult beverages and the camaraderie of your industry partners.

BOARD LOOKS TO MAKE AN IMPACT

The Board of Directors met last month in Kansas City to discuss several key areas including ways to create and involve all levels of membership, membership initiatives and the importance of education to the industry, members and consumers. Our overriding objective remains the creation of value for bath enclosure products and to maximize that value by the more effective use of our most valued asset, our members.



Review of Bylaws – To ensure that BEMA continues its evolution as the industry's leader and voice, the Board has undertaken a comprehensive review of our bylaws and those revisions will be reported as they are completed.

Board of Directors – The Board seeks motivated individuals wanting to serve on the Board of Directors. It is important that the association continue to fill Board positions with those members that see the association as the vehicle for expanding usage, improving bath enclosure products and for addressing the industry's future opportunities.

Membership Report – Growth remains the association's major priority. The Board is developing several new promotional pieces that should be available later this year.

Sponsorships/Communications – While the Board continues its search for a new recommended cleaner, new ways of increasing revenue are being evaluated. Sponsorship opportunities for the annual meeting have been distributed and members are encouraged to participate. The CEO Roundtable is scheduled for November and will provide manufacturers a forum for in-depth discussion of a broad range of industry matters. The Board has solicited the assistance of several industry experts in the preparation of educational articles. The initial phase of our jobsite training class is being developed and should be ready for review in the very near future.

GlassBuild America – As members have suggested, to avoid the early morning rush, an afternoon cocktail reception will replace breakfast at this year's annual meeting. We hope to see everyone in Las Vegas.

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

FROM THE EXECUTIVE DIRECTOR

An active and growing membership is important for any association, but it is essential for BEMA, if it is to continue to speak for the bath and shower enclosure industry. With the continued growth in use of our products, the industry can anticipate interests from an ever expanding list of users and

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regulators. Those interests will have differing views as to how our products should be designed, manufactured and used. The importance of having one strong, representative voice to speak for the bath and shower enclosure industry will grow with maturity, so is important that BEMA make that voice all inclusive.

We all benefit from a more professional approach to marketing and regulating our products and services, and that includes non-members. It is time that all of those that make their living in this industry assume their share of the responsibility for keeping it healthy, growing and competitive. To ignore the non-member, to give them a free ride, doesn't help either of us, they need to be part of the picture.

While "Every Member Get a Member" didn't produce the results BEMA wanted, it certainly was on target with identifying what is needed. If every member would call, write, visit or otherwise contact one prospective member, BEMA can realistically anticipate continued growth. Just as importantly, members need to encourage their dealers to take advantage of the dealer/installer membership as a means of supporting the industry's efforts. Doing anyone of these is not a Herculean task, but they will require your attention, so take a few minutes now to do your part.

The membership brochure explaining the various membership classifications can be obtained from association headquarters. Be the one to get one remains our battle cry, good luck. - Chris Birch



**Bath
Enclosure
Manufacturers
Association**

**2008
Annual Meeting**

3:00 - 5:00 p.m.
Tuesday, October 7, 2008
Room N256 Las Vegas Convention Center
Las Vegas, Nevada

The general Membership Meeting is scheduled from 3:00-5:00 pm, Tuesday October 7 in room N256. Come early for our cocktail reception and a chance to network with peers in the industry. Register to attend the show and make your hotel reservations directly through the National Glass Association at www.GlassBuild.com.

**2008
BEMA
CEO
ROUNDTABLE**



November 5-6, 2008

Orlando, Florida

Information Coming Soon!

Mark Your Calendar!!

And make time to attend the industry's most beneficial and informative discussion with foremost industry leaders and peers.

NEW BEMA MEMBERS FOR 2008

Active Members:

Easco Shower Door Co., Inc.

Members Do Business



With Members