

## A WORD FROM OUR PRESIDENT



Mark Rowlett

Another year has slipped by and I feel comfortable in concluding that this was a tough one for most of us. With the exception of the liquor industry, the economy has been decimated by the revelations of the past several months and there is little to suggest that it will be turning around quickly. Which is a pretty good indication that liquor will continue to flourish as an indispensable aide in our on going struggle with a seriously weakened economy.

Let's hope that congress can sort out the real problems in the coming year. In the meantime, it is essential that our industry remain optimistic and hope the new administration will be quick to develop the programs needed to stimulate the economy. As businessmen and managers, we have an obligation to let our congressional delegations know we are interested in solution, not politics and ask for their assistance in getting the economic choo-choo train back on track ASAP.

BEMA will continue to focus on the issues and concerns affecting members and wait for the brighter days ahead. It is more important than ever that we support our association and the industry it has helped to build by giving of our time and dues when asked.

Merry Christmas to all of you and best wishes for a Happy New Year!

**Members Do Business**



**With Members**

## Annual Meeting Concludes Another Successful Year

The BEMA Annual Membership Meeting, held in Atlanta in conjunction with GlassBuild America, attracted members from throughout the country, Canada and China. Attendees enjoyed the new time and cocktail hour as over fifty members and guests arrived to network with their peers. The meeting provided a great opportunity to hear about BEMA's current activities and to share ideas for advancing industry interests.

President Mark Rowlett opened the meeting by recognizing the past presidents and current Board members in attendance and thanked them for their invaluable contributions to the growth of the bath enclosure industry. Rowlett indicated BEMA is at a critical point in its growth and encouraged members to get the BEMA story out. There is a lot to be done and every company benefiting from BEMA's efforts has an obligation to contribute.

"The association needs member assistance in recruiting and in the development of additional services," stated Rowlett. "A thriving membership doesn't just happen; it is the product of solid planning and year-round attention. New members are the source of much needed revenue and new ideas and BEMA needs both."



Ron Biberdorf gives an update on the Standards Committee.



Members listen to a presentation at the Annual Membership Meeting.

Rowlett indicated that the association has much to do to consolidate its accomplishments and in making the association a better information resource for members. BEMA is currently working on ideas for effectively delivering information to both the consumer and its members. Also, BEMA is developing training programs that will allow employees to become certified in installation. To provide these much needed tools, BEMA is working with professionals to develop articles for news releases that will include consumer research and trends, health issues, going green and care and cleaning. The association will also provide new information bulletins directed to consumers that will educate on the how-to's of our products. Version 3.0 of our website will

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## Does BEMA Have Your Email Address?

**You May Be Missing Out!** The BEMA newsletter (like you're reading now) is designed to update members on industry events and happenings within the association. In the information age, it is essential that BEMA member's get information in a timely manner, thus the association will be sending regular updates to members via e-mail. Contact BEMA Headquarters to get added to the list.

## Annual Dues Reminder



The 2009 Dues and Membership Update Forms have been mailed and need to be returned as soon as possible. For more information, contact association headquarters.

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be up and running the first of next year and members will notice a few new features when it is published. The new CEO roundtable will provide manufacturers a regular forum for in-depth discussion of issues affecting the industry and its products.

The standards and code activity remains a top priority for the association. Ron Biberdorf gave an update on the standards committee accomplishment and how the ASTM process will work from this point forward. Biberdorf stated, "The standards committee has formatted the BEMA proposed standard language to conform to the format used by ASTM and balloting will begin this month. Strong differences of opinion have delayed the process, but it was ultimately agreed that the completed standard would be more acceptable to ASTM and more likely to be referenced by the codes and used by code inspectors if presented in the ASTM format. Fortunately, other industry groups have supported our "Standard First" approach and upon its completion, the industry will be forever changed for the better and we will have the tools needed to make a profound difference in how our industry is ultimately perceived by the construction community."



anybody that makes a living in this industry should be supporting BEMA. Everyone knows what BEMA is trying to accomplish and has an understanding of the challenges the association and industry are facing. Members need to remind the industry that much more is possible when we all work together.

President Rowlett thanked all of this year's sponsors and contributing members and invited everyone to visit the BEMA booth in the Industry Pavilion. Ending on a high note, the lucky winners of the annual Door Prizes were selected and the meeting was adjourned.

President Rowlett concluded the update by reminding everyone all of this planning will mean nothing if we fail to reach our goal. He stated there is still more to do and

## NEW BEMA Members

### Associate Members:

Goldray Industries, Ltd.

### Dealer Members:

Cottman Glass & Mirror Co., Inc.  
Frameless Shower Doors  
Generation Glass & Showers

## PLEASE UPDATE YOUR ADDRESS BOOK



Change of Address Notification!

Please send all mail correspondence to:

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

Please update your mailing lists and databases.

## Inaugural CEO Roundtable a Success

The inaugural BEMA CEO Roundtable was held on November 5, 2008 at the Embassy Suites Orlando – Lake Buena Vista Resort in Orlando, Florida. Members from 8 leading manufacturing companies gathered for the afternoon to discuss the shower enclosure industry. The session was followed by a reception and dinner and golf the next morning.

The roundtable was an opportunity for manufacturers, including some of its original firms, to discuss the shower enclosure industry and BEMA. Topics ranged from the economy and industry forecasts to standards, education, training and BEMA's future. Key discussions focused on industry standards, what is important for each member and how BEMA can best work for its members in the future.

"It was important for us to get back to basics, BEMA objectives and bringing manufacturers together for the good of the industry," BEMA President Mark Rowlett stated. "The purpose of this meeting was to refocus on the original purpose of BEMA and to determine how those objectives correspond to today's market." He added,

"This meeting provided participants an opportunity to express their views and concerns in a way they don't get very often. Everyone left feeling the roundtable was useful and a positive and worthwhile step in the direction of making BEMA an even more important force in the growth and development of the shower enclosure industry."

## BEMA DESIGN AWARD WINNERS

The Bath Enclosure Manufacturers Association (BEMA) is pleased to announce the winners of its 12th Annual Design Awards Competition. Travis Humphreys, with A&T Glass & Window Corp. of Palm City, Florida and repeat winner Bruce Downs of CB Showers Inc. of San Carlos, California with their entries in the Glass Under 3/8" and Glass 3/8" and Over categories respectively won this year's competition.

The winners were honored at BEMA's Annual Membership Meeting, October 7, 2008 in Las Vegas, Nevada in conjunction with GlassBuild America: The Glass, Window & Door Expo. This year's judging panel of industry editors and designers were, Matt Slovick, Glass Magazine, David Newton, David Newton & Associates, Megan Headley, US Glass, Fernando Diaz, ASID, Fernando Diaz & Associates, and Donna Vining, FASID, Vining Design Associates. All entries were completed between July 1, 2007 and June 30, 2008. The awards program recognizes and rewards exceptional bathroom design that uses a shower or tub enclosure in place of a shower curtain. To view all the entries and winning designs visit [www.bathenclosures.org](http://www.bathenclosures.org).



# BEMA Would Like to Thank Our Sponsors and Annual Contributors

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Portals Hardware  
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Western Extrusions Corp.



Your generous support of BEMA and the shower enclosure industry has made it possible to actively pursue our objectives without interruption.