



BHMA Marketing Communications Committee Update

Spring Technical Meetings

Denver, Colorado

May 14, 2019



Agenda



- Sales | Royalties
- MarCom Program Review
- New Initiatives



MarCom Overview



Websites

- BHMA Trade redesign
- BHMA Residential refresh

Industry

- CPD Promotional Campaign

Member Communications

- BHMA e-newsletter
- Richard C. Hudnut Award

Media

- Trade Media
- Social Media

New Initiatives

- “Issue” Campaign: School Security
- Permanent Label



New BHMA Website



Three components:

- **Front end**
 - Public-facing
 - Updated design
 - Enhanced navigation
- **Members-only section (“AMS”)**
 - Enhanced design, navigation, and capabilities
- **Certified Products Directory**



BHMA Website



- New template
- Cleaner design
- Intuitive Interface
- Better navigation



BHMA Website: Sliders



BHMA Builders Hardware Manufacturers Association


HOME ANSI/BHMA STANDARDS CERTIFICATION PROGRAM SUSTAINABILITY RESOURCES MEMBERSHIP NEWS ABOUT US

Search...

BHMA CERTIFIED® PRODUCTS DIRECTORY (CPD)

The BHMA Certified® Products Directory (CPD) lists all products that have been certified to meet ANSI/BHMA standards.

Coming soon -- A new BHMA® CPD!



LEARN MORE


BHMA Builders Hardware Manufacturers Association

HOME ANSI/BHMA STANDARDS CERTIFICATION PROGRAM SUSTAINABILITY RESOURCES MEMBERSHIP NEWS ABOUT US

Search...

NEW STANDARDS

ANSI/BHMA Standards
Be safe. Be secure. Look for the mark.
See two recently updated BHMA® published Standards for
ANSI/BHMA A156.12 Interconnected Locks and ANSI/BHMA A156.25
Electrified Locking Devices



LEARN MORE

BHMA Builders Hardware Manufacturers Association

HOME ANSI/BHMA STANDARDS CERTIFICATION PROGRAM SUSTAINABILITY RESOURCES MEMBERSHIP NEWS ABOUT US

Search...

BHMA® SECUREHOME™

The BHMA® SecureHome™ Label appears on store shelves throughout the country!



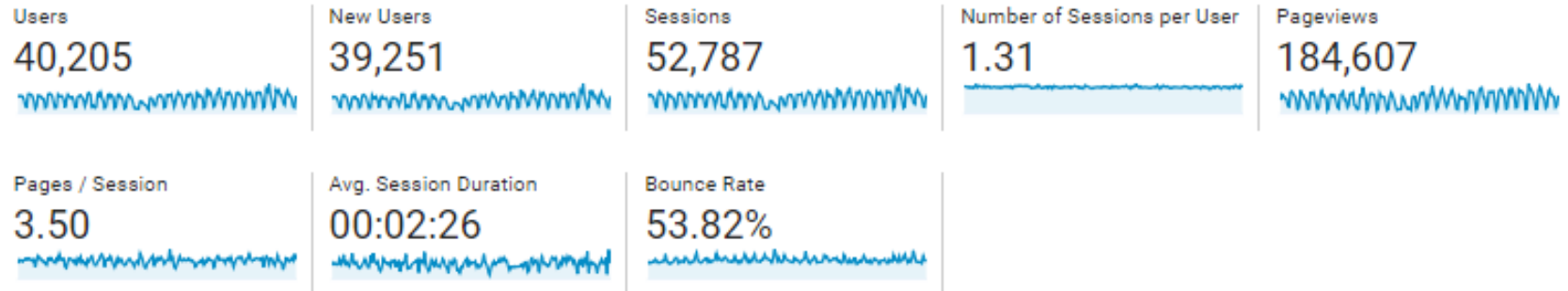
LEARN MORE



Website Analytics

www.buildershardware.com

Website Overview



Metrics above: October 1, 2018 – April 15, 2019

In comparison to the same period during the previous year, we've seen an increase in traffic:

- Page-views increased by 11%
- Sessions increased by 12%
- Users increased by 10%

In comparison to the same period during the previous year, we've seen a slight decrease in engagement:

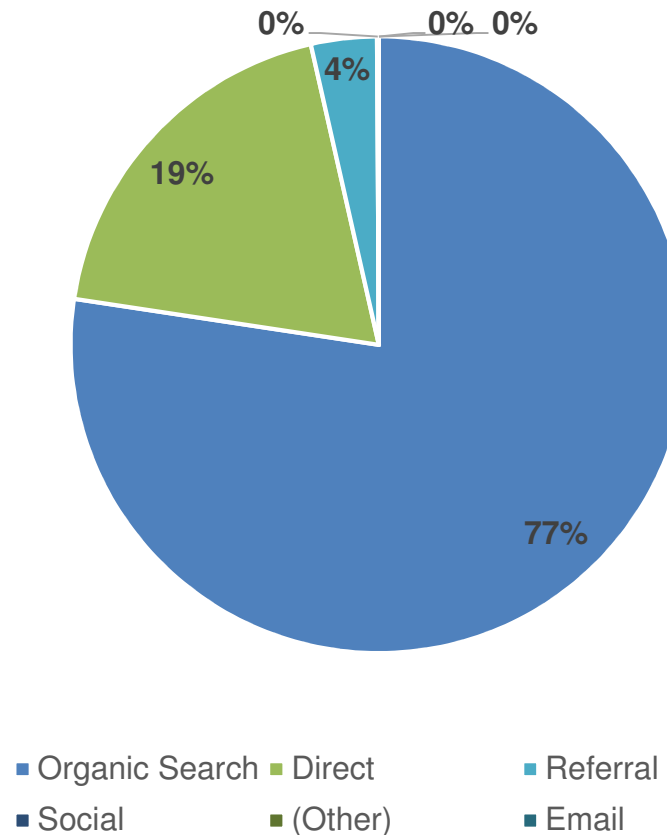
- Pages per session decreased by 1.29%
- Session duration decreased by 5%
- Bounce rate has remained around 50%, which remains in the good-to-average range of 41% - 55%
- While overall website traffic increased year-over-year, the distribution and behavior patterns remained largely the same
 - Traffic peaks during mid-week at around 350 visits and falls off during the weekends to an average of 101

Sessions: total number of visits to the website within a given period. **Users:** total number of unique users who visited the website within a given period. **Page-views:** total number of pages visited on the website within a given period. **Pages per session:** the average number of pages each user visited during one period. **Average session duration:** the average length of a session during a given period. **Bounce rate:** percentage of users who visited the website and immediately left without visiting any other page. **New sessions:** percentage of users who were new to the site.

Traffic Sources



- **Organic search refers the most traffic of any referral source;** it also has the highest average pages per session (3.66%), longest time on site (2:34), and lowest bounce rate (50%)
 - Followed by direct traffic with average pages per session of 2.94%, session duration of 2:30, and 57% bounce rate.
- Direct traffic and organic search also achieved the largest year-over-year traffic increases
- Organic traffic referred the greatest percentage of new users (76%)



Landing Pages



Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	52,787 % of Total: 100.00% (52,787)	74.43% Avg for View: 74.36% (0.09%)	39,287 % of Total: 100.09% (39,251)	53.82% Avg for View: 53.82% (0.00%)	3.50 Avg for View: 3.50 (0.00%)	00:02:26 Avg for View: 00:02:26 (0.00%)
1. /bhma-standards/grade-levels	9,223 (17.47%)	91.55%	8,444 (21.49%)	68.83%	2.22	00:01:03
2. /	8,443 (15.99%)	70.65%	5,965 (15.18%)	48.47%	4.28	00:03:01
3. /bhma-standards/ansibhma-a1569-cabinet-hardware	2,995 (5.67%)	78.40%	2,348 (5.98%)	46.61%	3.88	00:02:35
4. /bhma-standards	2,705 (5.12%)	73.27%	1,982 (5.04%)	29.28%	5.36	00:03:22
5. /certified-products/directory	2,580 (4.89%)	46.01%	1,187 (3.02%)	35.12%	5.70	00:04:26
6. /bhma-standards/ansibhma-a15610-power-operated-pedestrian-doors	1,875 (3.55%)	83.79%	1,571 (4.00%)	59.36%	2.60	00:02:08
7. /bhma-standards/ansibhma-a15619-power-assist-low-energy-power-operated-doors	1,417 (2.68%)	80.59%	1,142 (2.91%)	59.92%	2.67	00:01:59
8. /bhma-standards/ansibhma-a1561-butt-and-hinges	1,087 (2.06%)	72.13%	784 (2.00%)	52.99%	3.90	00:03:29
9. /bhma-standards/ansibhma-a1564-door-controls-closers	992 (1.88%)	78.12%	775 (1.97%)	54.13%	3.39	00:02:36
10. /bhma-standards/ansibhma-a1563-exit-devices	829 (1.57%)	74.91%	621 (1.58%)	52.96%	3.47	00:02:02

- The page that lands 17% of the traffic on the website (Grade Levels) also has the highest bounce rate of 69%, due to the page being a “dead-end” (no links to other internal pages or related content). The home page, by comparison, drives a comparable amount of traffic, but has a healthy bounce rate of 48%
- BHMA standards and the CPD keep visitors on the site the longest and sustain a higher average pages per session, as they are jumping-off points for more information



Top Navigation Pages

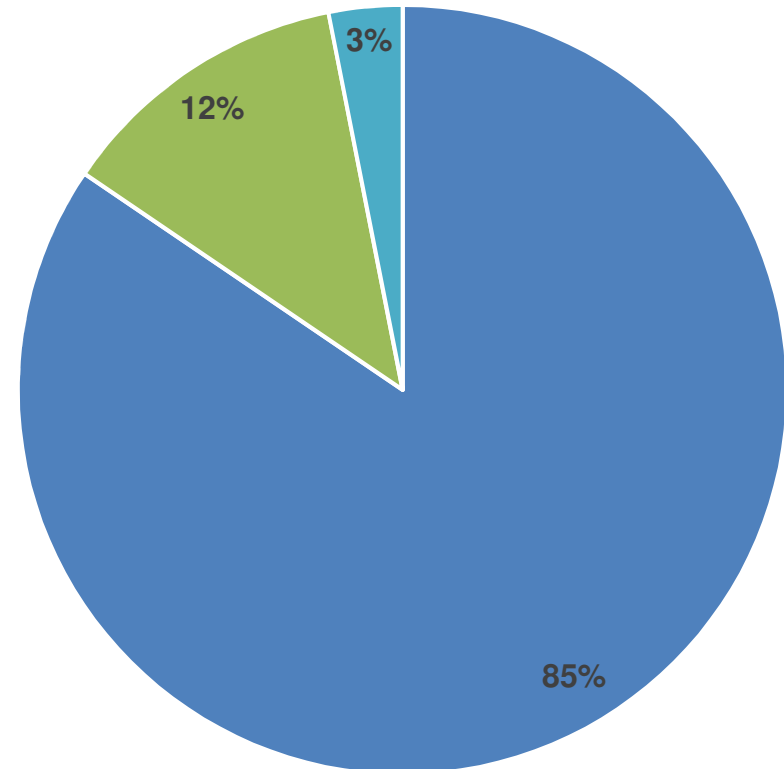


1. BHMA Standard Grade Levels
 2. BHMA Standards
 3. Home Page
 4. Certified Product Directory
 5. 156 Series Standard Accredited Procedures
 6. ANSI/BHMA 156.9 Cabinet Hardware
 7. Hardware Highlights
 8. BHMA Product Numbering
 9. ANSI/BHMA 156.10 Power Operated Pedestrian Doors
 10. BHMA Standards Page 1
- With minimal shifts in order, the top navigation pages mostly match those of the prior year
 - The **majority of visits** to the website are navigating to pages that involve **ANSI/BHMA standards**. These pages have extremely low exit rates, indicating users are going on to look at additional content.
 - Higher bounce and exit rates occur on individual standard pages, which may mean that users have found what they were searching for and left, or in some cases that the content was not relevant.

User Devices



- While there is an overall trend toward mobile devices overtaking desktop for browsing, **BHMA's website has 85% desktop traffic**. There is a slow transition to mobile, but it is currently much higher than average
- **Desktop visitors stay on the website more than twice as long as mobile visitors and visit almost double the amount of pages**
- Desktop traffic has the lowest bounce rate
- Better desktop performance is likely due, in part, to **the lack of responsive design on the website**



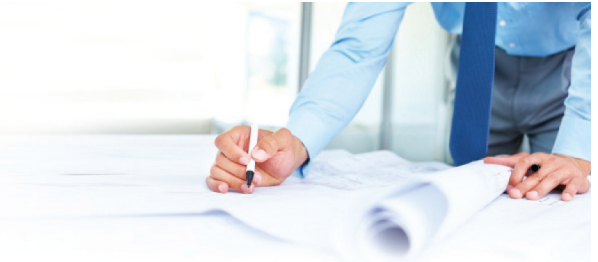
■ desktop ■ mobile ■ tablet


**These figures reflect data from users whose browsers were able to be detected.*




Key Takeaways



- The large increases in organic search and direct traffic, coupled with an increase in new visitors and a bounce rate that remains low, suggests that promotional efforts are working in audience groups interested in BHMA content
- Most aspects of **user behavior did not differ greatly** year over year
- The decrease in pages per a session and session duration could suggest that users found the information they needed quickly and left, or that they had **difficulty navigating the site**
- **Standards** (and standard-related information) and the **Certified Products Directory** (CPD) remain **the biggest draws** to the site
- Bounce and/or exit rates can be improved by **ensuring there are no “dead ends”** – that all pages provide paths to more relevant content
- **Mobile visits and engagement on the website should increase with the new website**









Ruth Roth ▾

- Start ▾
- BHMA® Home
- BHMA® Member Portal
- Committees <
- Memberships <
- Renew
- Events <
- Online Store <
- BHMA® Member Companies
- Profile FAQs
- My Managed Organizations
- My Shopping Cart
- My Profile

Ms. Ruth Roth My Profile

Home > My Profile



★ Overview
Account
Organizations
Purchases
Tasks
Documents





add


Add Image

#10859

 **Kellen Company**
 200 Union Blvd Ste 200
 Lakewood, Colorado 80228-1831
 United States Edit

 No Primary Phone add

 rroth@kellencompany.com
Edit

RECEIVES MEMBERSHIP BENEFITS 

NOT OPTED-IN TO SHOW IN MEMBER DIRECTORY

Pay Open Balances

No Open Balances



Membership

FULL MEMBERSHIP

EXPIRES:
1/16/2094

Kellen Company



Home > My Profile

- ★ Overview
- ✎ Account
- 🏢 Organizations
- 🛒 Purchases
- ☰ Tasks
- 📄 Documents

- 👤 Personal Info
- ✉ Contact Info
- 🏢 Committees
- 👥 Professions
- 🗣 Speaker Info
- 📁 Additional Info
- 🔒 Change Password
- 🔒 Privacy
- 📅 Opportunities
- ✉ Mailing Lists

Prefix: Ms.

First Name: * Ruth

Middle Name:

Last Name: * Roth

Second Last Name:

Preferred First Name:

Suffix:

Title:

Preferred Communication Method:

Show In Directory:

Tags:

📘 If you do not find your profession in the dropdown list provided, please enter it here.:



BHMA Website: CPD



Branding | Marketing | Communications | Education

BHMA “owns” the CPD and it is a key component of BHMA’s leadership in the industry. As such it will be incorporated into the branding identity of BHMA as a sub-brand.

BHMA CPD Launch Goals



- **Increase industry awareness** of the availability and the enhanced capabilities of the new CPD
- Help potential users **understand how to** submit a product and how to update one (for manufacturers), why this is a better system and how it will help the user (architects, specifiers, hardware dealers, builders, owners)
- **Increase recognition of the value of BHMA**, “BHMA Certified Products,” and their contributions to life safety and security
- **Increase industry engagement** in the association

Three Phases of Launch



Preparation

- Message Development
- Review of Operational Manual

Materials

- Website Content
- F.A.Q.
- “How To” Fact Sheet
- Webinars
- Video

Roll Out

- Direct Outreach
- Media Outreach

Audience Identification



Tactical approaches will vary according to the three audiences that have been identified for outreach:

Audience I

- CPD Participants
- BHMA Members (Associate and Full)
- Nonmembers

Audience II

- Hardware manufacturers who are not certified.

Audience III

- Industry Professionals (e.g., architects, builders, owners, contractors)



- Developed a dedicated BHMA CPD Newsletter
- Three languages: English, Spanish, Chinese

NEWS FROM BHMACPD CERTIFIED PRODUCTS DIRECTORY

Get Ready for the New BHMA CPD
What You Need to Know and Do

LAUNCH DAY
With launch day Directory CPD listings are in...

The newly set

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- Easier d
- Improve

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All available you'll find in the many **FAQs**

Red-Letter D

- April 20 system
- June 20 date
- Data TE

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Red-L

- A
- B
- C
- D

Get Ready for the New BHMA CPD
What You Need to Know and Do

Phase I of the newly upgraded BHMA Certified Products Directory (CPD), launching as a pilot program, is **getting started!** The newly enhanced BHMA CPD will offer:

- Greatly improved speed and productivity
- A more detailed, accurate, consistent and searchable database
- Easier data management
- Improved security

With this change, here's what all BHMA CPD participants need to know and do:

- By June 20th the following must be completed:
 - All CPD listings must have undergone testing and listings must be updated accordingly if not in compliance, contact your lab!
 - Starting on April 1st, all products certified to AISE.1 need to be submitted to the new database. This process must be completed by June 20th.
 - Other Standards will be added on a rolling basis.

Be assured, for continuity during the transition, the existing CPD .pdf format will be maintained for a period of time.

Remember: All products will be updated to the new database and now is the time to contact your lab.

In early April, BHMA will host an instructional webinar. The BHMA CPD Development Team will walk you through the new submission and updating process! The exact date and time will be announced soon.

For more information on what special action your company needs to take and the many benefits that the new CPD will offer, check out this link: [BHMA CPD FAQ](#).

Red-Letter Dates:

- Early April (Date TBD): Watch the Get Ready for the New BHMA CPD Webinar
- April 1: Begin submitting products certified to AISE.1 with new system
- June 20: Necessary testing and update listings must be performed by this date.

The Builders Hardware Manufacturers Association
350 Lexington Avenue, 15th floor
New York, NY 10017
Tel: (212) 907-9122 | Email: info@bhma.com

BHMACPD
CERTIFIED PRODUCTS DIRECTORY

FAQ's for CPD Participants and Applicants

Why has BHMA designed a new Certified Products Directory (CPD)?
BHMA has designed a new Certified Products Directory (CPD) with state-of-the-art technology and better interface to enhance the user experience, thereby increasing the value of the program to members, stakeholders and end-users.

What are some of the benefits of the new CPD?
The upgraded CPD will offer top-line, automated communications, featuring major improvements, some of the key benefits are:

- **Greatly Enhanced Speed and Productivity:** Higher collaboration speed with reduced time in working between the Manufacturer, Labs and BHMA.
- **More Detailed, Accurate, Consistent and Searchable Database:** Ideal for creating quick queries, data will be easily retrievable for analysis.
- **Improved Security:** Data access security will be state-of-the-art, as well as what action can be performed at the permission level with different tiers customized for the user base.
- **Data Management:** It will be easier to manage data. Checks and balances will provide improved accuracy.

Being Part of a More User-Friendly, Attractive and Useful Front-End Website: The redesigned BHMA trade website (www.buildershardware.com) will include helpful features such as reminders when testing is due.

If I already have a listing in the CPD, is there any special action that my company needs to take?
Yes, several modifications in the BHMA Certified Products Program will be occurring which are going to require action on the part of participants. In preparation for the changeover, all participants must:

- Conduct a careful check that all information going into the CPD is in compliance with the terms of the BHMA Licensing Agreement and Operational Manual (OM), dated May 2017.
- Update your listings, as noted in paragraph 13.5 of the OM. It will be important to verify that you have not submitted older versions of the Standards than would be allowed based on the Standards revisions and follow-up testing that should have occurred.

13.5: The Licensee shall furnish the Association, in a timely manner, listings of its certified models to be used by the Association for the published listing. The year of the edition of the applicable standard shall be included. Any new or follow-up certification testing performed after a period of one year following the standard's ANSI approval date shall be to the latest edition. The listings shall be organized so that the models are grouped in a way that representative test reports can be verified,

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data to confirm the
or certified under the
if any model to confirm
that in effect at the time of

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ng from the existing .pdf
in the first quarter of 2019.

to the live database and will
never.

It will be maintained for a
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will be blocked by the new

2) sent to Larry McLean at

BHMACPD
CERTIFIED PRODUCTS DIRECTORY

27 de diciembre de 2018

Para todos los Participantes/Solicitantes del Directorio de Productos Certificados de BHMA (CPD):

BHMA tiene el placer de compartir un nuevo desarrollo en el progreso del Directorio de Productos Certificados. Varias mejoras en el Directorio de Productos Certificados de BHMA serán implementadas en el transcurso de los próximos meses y van a significar varias mejoras en múltiples áreas. El CPD será más detallado, fácil de navegar e investigar; la página será más fácil y atractiva y se implementarán características como recordatorios cuando se aproxime la fecha tope para enviar una prueba.

Estamos muy avanzados en la creación de la base de datos, los otros aspectos del proyecto también están progresando. Una parte muy importante de la transición incluye transferir todos los listados del formato .pdf ya existente a la base de datos en vivo. Esta transferencia va a comenzar a principios del año entrante, los usuarios serán notificados por adelantado y se les dará la información necesaria para hacer el cambio. Para mantener la continuidad durante la transición, el formato .pdf del CPD existente se mantendrá activo por un periodo de tiempo.

En preparación para esta nueva iniciativa, todos los participantes solicitantes deben verificar que la información existente que irá al nuevo CPD está actualizada y coordinada con los términos del acuerdo de licencia y manual de operaciones de BHMA que fue publicado en mayo del 2017. Queremos llevar la atención a la obligación de actualizar la información como se menciona en el párrafo 13.5 del manual. Es importante verificar que sus listados no se rijan por versiones antiguas de las normas que se están retiradas por las normas actuales ya han sido sometidas a las pruebas posteriores. Dicho esto, en preparación para la transferencia, se les pedirá a todos los participantes/solicitantes que lleven a cabo las pruebas necesarias y actualicen sus listados antes del 30 de junio del 2019. Después de esta fecha, los listados no serán bloqueados por el nuevo sistema y renovados manualmente del directorio actual.

BHMA tiene el placer de introducir este nuevo programa y anticipa que los participantes/solicitantes y usuarios se beneficiarán de este progreso. Esperamos comunicación continua próximamente. Si tienen preguntas contacten a Larry McLean al correo electrónico lhmag@bhmacompany.com

Mis mejores deseos,
Ralph Vasami, Director Ejecutivo de BHMA



AUDIENCE I:

- CPD Participants
- BHMA Members (Associate and Full)
- Nonmembers (Manufacturers and Potential Associates)

Direct Outreach

- **E-Newsletter Campaign**

	<i>Open Rate</i>	<i>Click-Through Rate</i>
May 1	30.8 %	14.5%
April 4	36.1%	3.3%
March 22	35.5%	9%
March 15	32.8%	17.1%

- **Live Webinars** on how to submit to CPD, directed to:

- BHMA Staff Users: May 2nd
- Participants: May 3rd * Approximately 45 participants were on the call
- Test Lab Users: May 6th



Audience II & III Outreach Tactics



AUDIENCE II:

- Hardware manufacturers who are not certified

Direct

- Direct E-Mail Campaign (similar to Audience I campaign)
- LinkedIn-- bolstered to take advantage of the fact that we are a “Company Page.”

AUDIENCE III:

- Industry professionals,(e.g., architects, builders, owners, contractors)

Direct

- Trade Show Presence at IBS, AIA, CSI, CES, Remodeling Show to include:
 - “BHMA Brand Ambassadors Program”--work with BHMA members who are exhibiting at these shows to speak directly to architects and builders in attendance about the new CPD and how beneficial it is by having an easel-backed sign, brochure or flyer to explain it.

Media Outreach Tactics



Social Media

- LinkedIn postings
- BHMA/CPD Group forum for discussion and updates to CPD members and member companies of upcoming events e.g., and webinars

Media Outreach--Upcoming

- Trade Release
- Feature Article—Fall issue of *Construction Specifier*



SecureHome Website





Residential Website Refresh



The website has been refreshed to help consumers obtain the information for which they are looking:

www.securehome.org

- Optimized for better mobile viewing
- Lifestyle imagery
- SEO Boost



[SecureHome](#)

[Learning about the Label](#)
[Security](#)
[Durability](#)
[Finish](#)

FINISH

Finish measures how well a product can withstand sun exposure, humidity, saltwater, dew and even the oils in our hands.

40% of Americans don't know what factors to look for when purchasing a lockset or deadbolt

Harris Poll Online

Know Your "Combination"
Learning about the BHMA Certified® SecureHome™ Label

BHMA Certified® locks and deadbolts are rigorously tested in the three areas most important to your home: **Security, Durability and Finish.**

These ratings indicate how well your product performed during testing in each category. These ratings determine which combination of ratings is the best fit for your specific hardware in your home.

Learn more

How Do I Choose?

Before buying this door hardware for your home, be sure to ask yourself these important questions.

Read more

Hardware Style

Fast impressions matter — Door hardware is one of the first things that your guests are sure to notice when they enter your home.

Read more

SECURITY

Security measures how well a lock or deadbolt can withstand impact, whether it be from a possible intruder or extreme weather conditions.

Read more

About Us

As the leader in builders' hardware, BHMA recognizes that the requirements for residential products differ from those of commercial products and require separate standards. As a result, BHMA provides an industry certification program exclusively for residential hardware. The BHMA Certified® SecureHome™ Label makes a good choice for homeowners to find the right lock for their specific needs. Only products with this label have been rigorously certified to the highest performance standards when it comes to security, durability and finish. BHMA is the only organization accredited by the American National Standards Institute (ANSI) to develop and maintain these standards. Products without the SecureHome™ Label are not assured to have been tested and certified by a third-party laboratory.

This website serves as a resource for consumers looking to purchase new hardware for their homes. Its goal is to increase awareness of the BHMA Certified® Residential Hardware Program for homeowners and residential contractors alike and to help them understand the importance of hardware certification.

© Copyright BHMA Certified® Residential Hardware Program

DURABILITY

Durability measures how well a lock or deadbolt functions after repeated, long-term use. It also measures how well a lock or deadbolt operates with excessive weight on the door.

FINISH

Finish measures how well a product can withstand sun exposure, humidity, saltwater, dew and even the oils in our hands.



Website Analytics

www.SecureHome.org



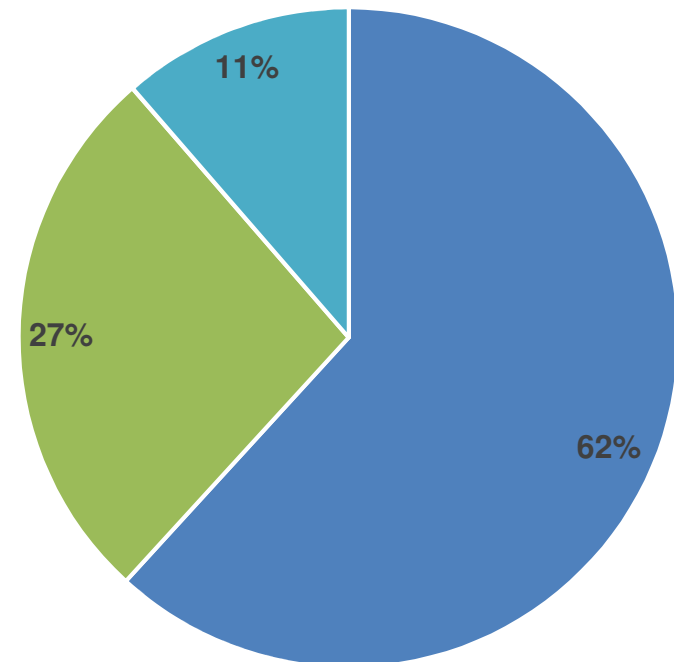
SecureHome: Website Overview



- In comparison to the same period during the previous year, we've seen an increase in engagement:
 - Pages per session increased by 42%
 - Session duration increased by 144%
 - Bounce rate has decreased by 19%
 - Traffic peaked on October 2, October 24, November 6, December 4, February 11, February 18 and March 14
- People are spending more time on the website and visiting more landing pages













- **Direct traffic drives the largest percentage of new users to the site**
 - 60% of direct traffic led to the homepage with the lowest bounce rate of 56%
- **Organic traffic currently accounts for 27% of total visits**
 - The traffic has continued to increase from last year.
- **Referral traffic has the highest average session duration on site**
- **Organic traffic has the highest average pages per session, as well as the lowest bounce rate**



■ Direct ■ Organic Search ■ Referral

SecureHome: Landing Pages

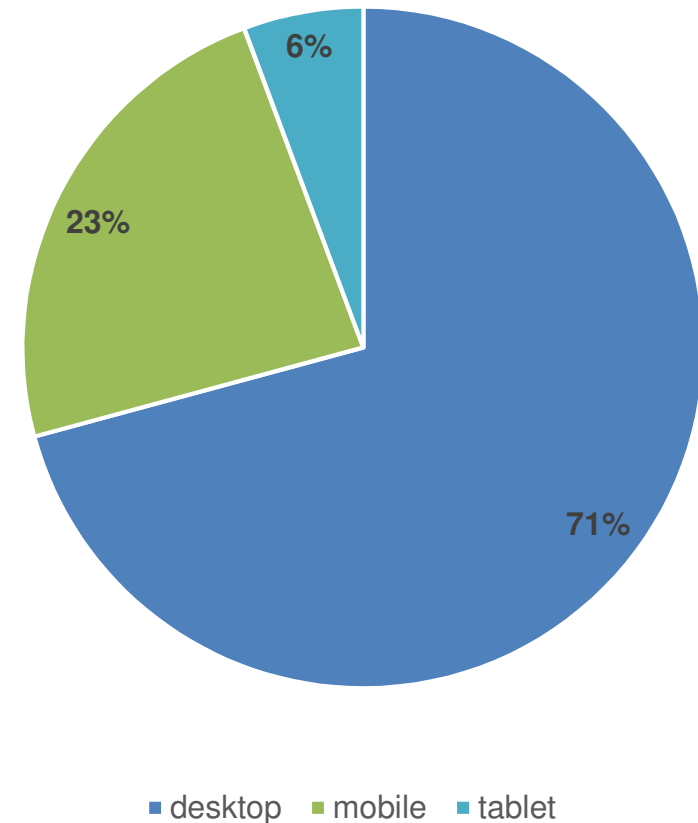


Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	1,424 % of Total: 100.00% (1,424)	80.97% Avg for View: 80.90% (0.09%)	1,153 % of Total: 100.09% (1,152)	69.24% Avg for View: 69.24% (0.00%)	1.91 Avg for View: 1.91 (0.00%)	00:01:32 Avg for View: 00:01:32 (0.00%)
1. / 	752 (52.81%)	83.64%	629 (54.55%)	56.25%	2.42	00:02:19
2. /locksets-and-deadbolts-101/ 	229 (16.08%)	96.07%	220 (19.08%)	87.77%	1.34	00:00:24
3. /learning-the-label/ratings/ 	138 (9.69%)	42.75%	59 (5.12%)	86.23%	1.20	00:00:24
4. /why-bhma-certified/ 	60 (4.21%)	86.67%	52 (4.51%)	88.33%	1.18	00:00:07
5. /about-bhma/ 	44 (3.09%)	75.00%	33 (2.86%)	84.09%	1.45	00:01:38
6. /learning-the-label/ 	28 (1.97%)	89.29%	25 (2.17%)	75.00%	1.79	00:02:22
7. /learning-the-label/security/ 	27 (1.90%)	96.30%	26 (2.25%)	81.48%	1.30	00:00:46
8. /contact-us/ 	26 (1.83%)	80.77%	21 (1.82%)	61.54%	2.35	00:02:48
9. /h/9152569.html 	26 (1.83%)	100.00%	26 (2.25%)	100.00%	1.00	00:00:00
10. /resources/ 	15 (1.05%)	73.33%	11 (0.95%)	100.00%	1.00	00:00:00

- The pages that users spend the most time on are the Homepage and the Contact Us page
- The home page has the lowest bounce rate of 56% because there are multiple navigational paths presented to the user
- Traffic on the consumer website continues to be more concentrated than the industry site, with 79% of traffic going to the top 3 pages (last year this total was 20%)



- The majority of users are accessing the site on their **desktop**
 - In the same time period during the previous year, the majority of users viewed the website via mobile devices
- Despite having the lowest number of sessions, **tablet traffic has the longest session duration, highest pages per a session and lowest bounce rate**
- The decrease in mobile devices can be a result of the Facebook ads that ran last year. Most of the **Facebook ads that brought users to the website were run on mobile devices**



**These figures reflect data from users whose browsers were able to be detected.*



SecureHome: Key Takeaways



- **Informational/educational pages perform best**, keeping users on the site longer and making them more likely to continue to view other content
- Pages that offered **additional navigation paths** indicated lower bounce rates than those without
- Landing pages with higher bounce rates may be a result of users finding the content they need, resulting in them leaving the site
- Having a large **increase in direct traffic** from mostly new users is uncommon, and is **likely a result of external promotional efforts**
 - Causes of direct traffic: users typing in the URL directly, links in emails, PDFs or ads.

Websites Next Steps



- Blog series
- Short website surveys
- Online advertising on SecureHome.org
- Online Advertising on the CPD, if needed



Social Media

Facebook & LinkedIn:

Launched SecureHome Social Pages February
2019



SecureHome: Growth



Activate and Invigorate Social Media:

- SecureHome's LinkedIn and Facebook pages were launched in February 2019
- Incorporating the use of hashtags in order to gain a farther reach on our social posts
 - Examples of hashtags include: #SecureLock, #DurableLock or #LockFinish
- Website content available to share on social platforms as we gain a following
- Blog series will be appropriate content
- Influencer partnerships



SecureHome: Outreach





Outreach for Audience Development:


- Reach out to **groups** within the trade and consumer target audiences on LinkedIn and Facebook to encourage them to like the SecureHome page such as:
 - **LinkedIn:** Locksmith, Locksmith Marketing & Business Growth, Real Estate Agent Safety Forum
 - **Facebook:** DIY Home Improvement Projects (page), Airbnb Property Owners (group)
- Create **Facebook ads** to target the audience to like our page and drive traffic to our website

Sample Digital Ads





 **Secure Home** Sponsored ·  Like Page

Just moved? Time to change those locks. Learn how to select the right lock for your new home.




Look for the Label
The BHMA Certified Secure Home™ label was designed to help you easily select the right door hardware for your home.

[SECUREHOME.ORG](https://securehome.org) [Learn More](#)



 **Secure Home** Sponsored ·  Like Page

You're pretty handy around the house, but do you know how to choose the right door lock? Find out what to look for before starting your next project.




Look for the Label
The BHMA Certified Secure Home™ label was designed to help you easily select the right door hardware for your home.

[SECUREHOME.ORG](https://securehome.org) [Learn More](#)

 **Secure Home** Sponsored ·  Like Page

Choosing tiles and paint color is easy. Choosing the right door lock can be tricky. Before you renovate, learn what to look for.



Look for the Label
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Media Outreach



7,244
Impressions

4.3%
Engagement
Rate

576
Followers

206
Clicks

76
Likes

Metrics above: October 1, 2018 – April 15, 2019

- Engagement rate has increased by 60% and link clicks by 69%
 - More people are clicking on links, liking and commenting on posts
 - The highest engagement is on industry news, which we will continue to share in order to increase overall engagement on BHMA's LinkedIn page
 - Our post on the BHMA CPD update was one of the most highly engaged, driving social users to CPD update on the BHMA site

Impressions: The number of times social media posts or ads are on screen. **Clicks:** The number of clicks on ad links to select destinations or experiences. **Engagement rate:** The number of people who liked, commented, shared or clicked on a post divided by the number of people who saw the post.



Trade Press Releases



BUILDERS HARDWARE MANUFACTURERS ASSOCIATION
355 Laington Avenue, 15th Floor, New York, NY 10017-6002
Tel: 212-261-2122 Fax: 212-370-9647
www.buildershardware.com

BHMA® Publishes Updates to ANSI/BHMA Standards
Builders Hardware Manufacturers Association continues its commitment to improving industry standards

NEW YORK (April 19, 2019) – The Builders Hardware Manufacturers Association (BHMA®) has announced the publication of its latest revisions to **ANSI/BHMA 156.12 for Interconnected Locks** and **ANSI/BHMA 156.25 for Electrified Locking Devices**, which have both been approved by the American National Standards Institute (ANSI).

"These latest revisions are part of our ongoing role at BHMA® to review product standards on a regular basis to continuously improve builders hardware standards," said Michael Tierney, BHMA® Standards Director. "As new technologies emerge, our product standards must evolve to meet the needs of both the public and of our industry."

Changes in this edition of **ANSI/BHMA 156.12 for Interconnected Locks** include:

- Updated test diagrams;
- Updated reference standards;
- Creation of a separate paragraph for lever deflection;
- Improvement on ratchet detent test diagrams;
- Test frequency requirements that have been added from the Operational Manual to the Appendix.

Changes in this edition of **ANSI/BHMA 156.25 for Electrified Locking Devices**, include:

- Numerous editorial updates;
- Clarification of sub-sections 6.4.6.3 through 6.4.6.4 Variable Ambient Temperature Test.

The full scope for each ANSI/BHMA standard can be found on the BHMA® website at <http://buildershardware.com/bhma-standards>. For more information on ANSI/BHMA standards, please contact Larry McClean at lmcclean@ellencompany.com.

About the Builders Hardware Manufacturers Association (BHMA): The Builders Hardware Manufacturers Association (BHMA) is an industry leader in building safety and security. BHMA® is the only organization accredited by the American National Standards Institute (ANSI) to develop and maintain performance standards for locks, closers, exit devices and other builders hardware. The widely known ANSI/BHMA A156 series of standards describes and establishes the features and criteria for specific types of hardware products. In addition, BHMA sponsors third-party certification of hardware products, which is a requirement for a product to bear the "BHMA Certified" mark – ensuring that the product meets the ANSI/BHMA standard. For more information on BHMA, please write to BHMA, 355 Laington Avenue, 15th Floor, New York, NY, 10017 or visit the Web site at www.buildershardware.com.



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BHMA® Publishes New ANSI/BHMA Standard for Internally Powered Architectural Hardware Devices
Builders Hardware Manufacturers Association reaffirms its commitment to improving industry standards

NEW YORK, NY (April 25, 2019) – The Builders Hardware Manufacturers Association (BHMA®) has announced the publication of its newly published **ANSI/BHMA A156.33-2019 Standard for Internally Powered Architectural Hardware Devices**. This is the 40th ANSI/BHMA Standard that BHMA® has established to date.

ANSI/BHMA A156.33-2019 establishes methods for verifying manufacturer claims for principle battery performance in different use models (modes of applications) for various types of internally-powered architectural hardware. This Standard applies to both commercial and residential products. Purchasers of motorized deadbolts, hotel locks, input devices, self-contained RFID locks, push button locks, cabinet locks, e-cylinders, portable locks, electro strikes, exit devices, mortise locks, rim locks, bored locks, active RF key fobs, and safe locks, that are certified to A156.33 <http://buildershardware.com/ansi> can be assured products will perform to their expectations.

The full scope for each ANSI/BHMA Standard can be found on the BHMA® website at <http://buildershardware.com/bhma-standards>. And, useful information about builders hardware is available at <https://www.buildershardware.com/standards2019a156>. For more information on ANSI/BHMA Standards, please contact Larry McClean at lmcclean@ellencompany.com.

"This new Standard is illustrative of our ongoing role at BHMA® to develop new product standards and review existing standards on a regular basis to continuously improve builders hardware standards," said Michael Tierney, BHMA® Standards Director. "As new technologies emerge, our product standards must evolve to meet the needs of both the public and of our industry."

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www.buildershardware.com

Contact:
Wendy Maloney
212.261.2155
wmaloney@ellencompany.com

BHMA® Announces 2019 Spring Committee Week
Builders Hardware Manufacturers Association Hosts Annual Spring Meeting in Denver

New York, NY (April 10, 2019) – The Builders Hardware Manufacturers Association (BHMA®) will hold its annual Spring Technical Committee Week from May 14th through the 16th in Denver, Colorado at the Curtis Hotel.

This year's Spring Technical Committee Week will include discussions on the following standards:

- A156.18 Materials & Finishes
- A156.42 Acoustics
- A156.3 Exit Devices
- A156.19 Low Energy Doors & A156.38 Low Energy Folding and Sliding Doors

"The BHMA® Technical Committee continually reviews current standards that are in the revision process, in addition to identifying product areas where new standards are required," said BHMA® Executive Director Ralph Vasani. "The Spring Meeting provides an excellent forum for discussing issues and making progress on the development or revision of these standards."

Several other committees will also meet throughout the week, including the Standards Steering Committee, CPD Taskforce, Marketing Committee and Codes, Government and Industry Affairs Committee.

For more information about the 2019 BHMA® Spring Technical Committee Week or for a complete schedule of events, please contact Larry McClean at lmcclean@ellencompany.com. To learn more about BHMA®, visit www.buildershardware.com.

About the Builders Hardware Manufacturers Association (BHMA): The Builders Hardware Manufacturers Association (BHMA) is an industry leader in building safety and security. BHMA® is the only organization accredited by the American National Standards Institute (ANSI) to develop and maintain performance standards for locks, closers, exit devices and other builder's hardware. The widely known ANSI/BHMA A156 series of standards describes and establishes the features and criteria for specific types of hardware products. In addition, BHMA® sponsors third-party certification of hardware products, which is a requirement for a product to bear the "BHMA Certified" mark – ensuring that the product meets the ANSI/BHMA standard. For more information on BHMA, please write to BHMA, 355 Laington Avenue, 15th Floor, New York, NY, 10017 or visit our website at www.buildershardware.com.

“BHMA Publishes New ANSI/BHMA Standard for Internally Powered Architectural Hardware Devices”

“BHMA® Publishes Updates to ANSI/BHMA Standards”

“BHMA® Announces 2019 Spring Committee Week”



Upcoming Bylined Articles



Building Safety Journal

August 2019

Topic: : BHMA Standards—new standard



Online, Fall 2019

Topic: New BHMA CPD



November/December 2019

Topic: TBD -- Codes



Retailer Outreach



For SecureHome.org



Feature articles and ads on the benefits of the BHMA® SecureHome™ Label are posted on RM's:

- E-newsletter, distributed to 3,000 RM opt-in subscribers
- Website, reaching 15-20,000 unique visitors a month
- Social media community of 130,000-plus



Retailer Outreach



BHMA

A Retailers' Toolkit

The BHMA Secure Home™ label makes shopping for hardware easy. **BY RALPH VASAMI**

The BHMA Certified Secure Home™ label helps to clearly distinguish products that have been tested and certified to stringent standards.

The BHMA Certified Secure Home label is the first of its kind to help retailers – and consumers – easily identify which locks and deadbolts have been tested, certified and rated according to performance standards for home security and product durability, including the product's ability to stay aesthetically appealing, despite repeated use and weathering.

Retailers can now benefit from this label, developed by the Builders Hardware Manufacturers Association (BHMA), to help them assist those in the market for a new lockset or deadbolt for the home. The BHMA Certified Secure Home™ label helps to clearly distinguish which products have been tested and certified to stringent standards in three areas most important to today's homeowners: security, durability and finish.

BHMA, the trade association for manufacturers of commercial and residential hardware, has developed a toolkit for retailers to help them better understand the Certified Secure Home label. The toolkit can also be used to help educate customers and includes answers to frequently asked questions about BHMA and the Secure Home program, as well as two infographics that explain how to read the Certified

BHMA is dedicated to enhancing public safety and the security of buildings through standards, code advocacy and a commitment to fostering innovation that lead to the continuous improvement of builders' hardware. Industry leader BHMA is the only organization accredited by American National Standards Institute (ANSI) to develop and maintain performance standards for locks, doors, exit devices and other builders' hardware, including residential locksets, latches and deadbolts. *Ralph Vasami is executive director of BHMA.*

12 RETAILERCHANGES.COM | Volume 16, Issue 1

Shopping for new hardware for your home? Look for the BHMA Certified Secure Home™ Label.

BHMA Certified locks and deadbolts are rigorously tested in the three areas most important to you: Security, Durability and Finish.

These ratings indicate how well your product performed during testing in each category, and can help you determine what combination of ratings is the best fit for your specific customer needs.

Good (C)
Better (B)
Best (A)

The BHMA Secure Home™ label makes shopping for hardware easy.

By Ralph Vasami

The BHMA Certified Secure Home label is the first of its kind to help retailers – and consumers – easily identify which locks and deadbolts have been tested, certified and rated according to performance standards for home security and product durability, including the product's ability to stay aesthetically appealing, despite repeated use and weathering.

Ralph Vasami is executive director of the Builders Manufacturers Hardware Association.

TAGS: hardware (/component/tags/tag/hardware), home improvement (/component/tags/tag/home-improvement), retailers (/component/tags/tag/retailers)

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January 19th, 2019

From Retailer Magazine

RM Wire

Part newsletter, part blog, all retail

55 Years

Retailers' Toolkit

The BHMA Certified Secure Home label is the first of its kind to help retailers – and consumers – easily identify which locks and deadbolts have been tested, certified and rated according to performance standards for home security and product durability, including the product's ability to stay aesthetically appealing, despite repeated use and weathering. Retailers can now benefit from this label, developed by the Builders Hardware Manufacturers Association (BHMA), to help them better assist those in the market for a new lockset or deadbolt for their home.

[Click here to view the digital edition.](#)

[Click here for New and Notable products.](#)

[Click here to view the Solution Provider.](#)

February 2019

Author: Ralph Vasami

Topic: A Retailers' Toolkit: The BHMA SecureHome™ label makes shopping for hardware easy.

Circulation: 28,000 | UVM: 12,876



Retailer Outreach



THE BHMA CERTIFIED® SECUREHOME™ LABEL Look for the Label

BHMA® is helping your customers make the grade with their door hardware.

Shopping for new hardware for your home? Look for the BHMA Certified® SecureHome™ Label.

BHMA Certified® locks and deadbolts are rigorously tested in the three areas most important to you: Security, Durability and Finish.

Security + Safety
Security measures how well a lock or deadbolt can withstand impact, whether from a possible intruder or extreme weather conditions.

Durability + Functionality
Durability measures how well a lock or deadbolt functions after repeated, long-term use.

Finish + Withstanding the Elements
Finish measures how well a product can withstand sun exposure, humidity, saltwater, dirt and even the oils in our hands - all of which can cause the finish of a lock or deadbolt to deteriorate or corrode.

Good (G)
Better (B)
Best (A)

You can feel confident knowing your BHMA Certified® product has been tested and certified to the highest performance standards. For more information, visit www.securehome.org.

Look for the BHMA Certified® SecureHome™ label

Make it easier for your customers to buy the right door hardware for their homes.

BHMA Certified® locks and deadbolts are rigorously tested in the three areas most important to your customers:

Security + Safety
Security measures how well a lock or deadbolt can withstand impact.

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Best (A)

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improvement, it's locks and deadbolts are used in certain weather conditions? he BHMA Certified® your customers to find the right product for their needs. BHMA® is the only organization accredited by the American National Standards Institute (ANSI) to develop and maintain these standards. Products without the SecureHome™ label are not assured to have been tested and certified by a third-party laboratory. You can help your customers make the grade with their door hardware by offering suggestions on what type of lock is needed. There are key areas for consideration: **Security:** -What level of security are they seeking? **Durability:** -Will the door be in a high traffic area or the lower that receives repeated use? **Finish:** -Will the lock be exposed to the elements - indoors, such as basements - or outdoors, such as on an oak door?

receives repeated use? humidity - or outdoor, such as the area(s) most important to you may not require the same level when a lock or deadbolt is given a rating of Good or better. The rating system is designed to note that any product is the highest quality rating combination on its 'one size fits all' when it comes to hardware for the home," says Vaughn. "Every household has a different need - the BHMA Certified® SecureHome™ label not only makes it easy for homeowners to determine which locks or deadbolts have been certified, but also helps them assess which products are the best fit for their specific needs."

BHMA® recognizes that the requirements for residential products differ enough from those of commercial products to have separate standards. As a result, BHMA® has a separate industry certification program for residential hardware. Any product bearing the BHMA® Certified

RM Wire
Part residential, part big, at retail

Look for the Label
While home security is typically top of mind, door hardware such as locks and deadbolts are generally overlooked and purchased last. It's not a simple decision. Does it need to withstand repeated long-term use? Or heavy impact, in the case of an intruder? Or, does the door's hardware need to be capable of withstanding extreme weather conditions? Developed by the Builders Hardware Manufacturers Association, the BHMA Certified SecureHome™ Label (BHMA SecureHome.org) makes it easier for your customers to find the right lock for their specific needs. Only products with this label have been rigorously certified to the highest performance standards when it comes to security, durability and finish.

[Based here on the BHMA website](http://www.securehome.org)

April 2019

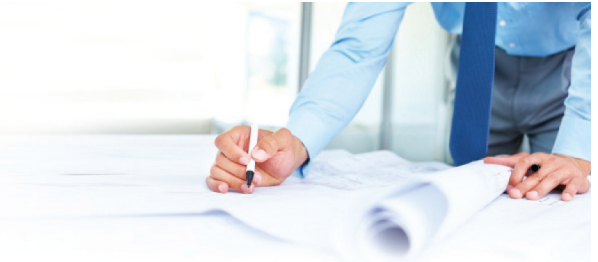
Topic: The BHMA Certified® SecureHome™ Label: Look for the Label

November 2019: Home improvement/Hardware Issue

Topic: Benefits of BHMA SecureHome Label to Retailers and Shoppers



Member Communications



Industry Update

Save the Date!



BHMA 2019 Winter Meeting
Jan 29 - 31, 2019

Tampa Airport Marriott
Tampa, FL

Reserve your room today at [\\$222/night](#)

[Make Reservations](#)

Save the Date!



BHMA 2019 Spring Meeting
May 14 - 16, 2019

The Curtis
Denver, CO

BHMA in the Media

Construction Specifier
"Cracking the Code: Understanding the latest IBC revisions for builders hardware"

By John Violettman
November 2018

Regards,
Patricia Yukowski
BHMA President

CPD Task Force

D+H International and Kutter provided an overview on the need for a database, including a database review, demo of the current site and a database and submission portal progress report. The importance of updating the CPD with the new database and front-end website using the latest technology was presented and everyone was delighted with the news that things are moving along well and that the automated CPD is slated to launch in mid-February on the newly-revised BHMA website.

[View the Task Force Meeting Slides Back](#)

Marketing Communications

BHMA's trade and residential program initiatives were reviewed and results of these activities, including details on the BHMA website traffic and social media reach were presented. Other highlights of the Marketing Communications Meeting were, on the trade side, the pending launch of the newly designed, BHMA website featuring the new, digital-based CPD and, on the residential side, a series of BHMA-rebranded accessories.org site, set to launch before year-end. A CPD report provided the listings for each standard and the total revenues generated.

[View the BHMA Marketing Committee presentation Back](#)

Codes & Government Affairs Update

- The Codes and Government Affairs (CGA) committee presented a summary of its numerous scheduled meetings and activities for the fall season beyond the Fall Meeting:
- NFR, 1st edition, Sept. 18-19, 2018
 - NYS Law, Occupancy Classification, & Egress Code Development Committee, Sept. 24, 2018, NYC and Oct. 9, Oct. 23, Nov. 13
 - ICC FGC and ICCAC, Oct. 2-3, 2018, Chicago
 - ICC Healthcare Committee, Oct. 4-5, 2018, Chicago
 - AAJ Symposium on Design of Safe & Secure Schools, Oct. 15, WDC
 - ASTM F1210-10 TD on Mitigation of Armed Aggressors in Educational Institutions, Oct. 22, 2018, WDC - to develop new ASTM standard
 - ICC Public Comment Hearings, Oct. 24-29, Richmond, VA
 - NFR 2000, First Draft Meeting, Nov. 6-9, 2018, New Orleans
 - ICC Int. Committee on Building Safety and Security
 - ICC 500 Storm Shelter Standard revision
- An update on the ICC Public Comment Hearings that were held in late October in Richmond, VA included a review of BHMA proposals, as well as the public comments submitted on those proposals.
- [View details on Codes and Government Affairs activities Back](#)

Standards Activities

Sessions were held with subcommittees working on eight different standards revisions - A156.18 for Materials and Finishes, A156.14 for Sliding and Rolling Door Hardware, A188.3 for Cylinders and Input Devices, A156.30 for High Security Cylinders, A156.3 for Exit Devices, A156.27 for Revolving Doors, A156.19 for Low Power Operated Sliding Doors and the new Standard A156.42 addressing Acoustic Properties of Hardware. To kick off the meetings, the Standards Steering Committee met for planning and direction to the subcommittees, resulting in the opening of eight Standards for revision in the coming year.

meetings, the Standards Steering Committee met for planning and direction to the subcommittees, resulting in the opening of eight Standards for revision in the coming year.

To be informed on the latest standards revisions, check out our most recent [Standards Tracking Chart](#)

Meet the Staff: Program Manager

Larry McClean

Since joining BHMA in 2015 as Program Manager, Larry works alongside Tim Bennett as the main conduit for BHMA in regards to the Certification program, BHMA membership, coordination of BHMA in-person meetings and other administrative work that is necessary to carry out tasks aligned with BHMA's vision and objectives. Larry came to BHMA after working in the field of Intellectual Disabilities, having managed multiple classrooms and staff. He brings to BHMA the valuable skills that he mastered in the educational setting to help classrooms run effectively and to meet expectations set by government guidelines and regulations.




there were two different recreational opportunities enjoyed by a total of many BHMA Golf outings, as well as a fun kayaking trip to the La Jolla

The Builders Hardware Manufacturers Association
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Industry Update

Book your room!



BHMA 2019 Spring Technical Committee Meeting Week
May 14 - 16, 2019

The Curtis
Denver, CO

Book your room [Back](#)

[View the tentative Schedule of Events Back](#)

BHMA in the Media

Retail Merchandiser
"The BHMA Secures Home Label Makes Shopping for Hardware Easy"

By Ralph Masami
February 2019

[Read the full story Back](#)

Standards Activities

Lessons were held with subcommittees working on eight different standards revisions, including the brand new Standard A156.42 addressing Acoustic Properties of Hardware, A156.18 for Materials and Finishes, A156.5 for Cylinders and Input Devices, A156.30 for High Security Cylinders, A156.3 for Exit Devices, A156.37 for Subport Locks, A156.19 for Low Power Operated Sliding Doors, and A156.27 for Revolving Doors. Decisions led to productive ideas for moving forward. Two subcommittee task groups were formed to address specific areas of work, a small task group to address unique finishes in A156.18 (Standard for Materials and Finishes) and another task group to address a Standard Order of Work (SOW) for third party expertise engagement in A156.42 (Acoustic Standard). The new A156.33 Standard for Internally Powered Architectural Hardware Devices and the revised A156.34 Standard for Luggage Resistant Locks were completed, have received ANSI approval, and will be published soon.

To be updated on the latest standards revisions, check out our most recent [Standards Tracking Chart](#)

Codes & Government Affairs Update

The Codes and Government Affairs (CGA) Committee is active on several fronts, including:

- Facing the ongoing challenge of the jurisdictions ranging from school districts to states considering the use of after-market tamperable devices. BHMA continues to help ANSI move forward to make the right choices.
- BHMA involvement in updating the 2009 Florida Building Code to align with the same revisions included in the 2018 IBC.
- BHMA involvement in nurturing revisions to the next edition of NFPA 101.

Industry Update

Dear BHMA Colleagues:



It was wonderful to see you in Tampa, Florida at this year's Winter Technical Committee meetings. We covered a lot of ground during our three-day discussions, but we also received a glimpse at how we are preparing to level up our organization to a larger stage.

We are nearing the launch of the new Certified Product Directory (CPD). Easy to use and navigate, the CPD will also provide greater visibility, utility and data management for our members. We thank many of you for the helpful insight and feedback that helped shape the CPD. We expect to launch it this spring.

An exploratory task force has been created to consider expanding our membership and our presence onto the international stage. Discussion on this initiative, as well as others that would reinforce our industry leadership is ongoing.

We look forward to receiving your thoughts and insights as dialogue moves forward!

Regards,
Patricia Yukowski
BHMA President

CPD Task Force

In update on the work of the Certified Products Database Task Force included an overview of concurrent progress and launch timelines, a reminder of terminology that is used throughout the CPD and a live demonstration of the certification database and submission portal which includes specific workflows for manufacturers, test labs, and BHMA staff.

[View the Task Force Meeting Slides Back](#)

Codes & Government Affairs Update

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- BHMA involvement in nurturing revisions to the next edition of NFPA 101.

Meet the Staff: CPD Program Manager

David Bernstein

David has five-plus years of management consulting experience with a focus in business process improvement and operational strategy. He has been managing the BHMA-CPD project since June 2018 and brings to BHMA his experience leading association accreditation programs. As CPD Program Manager for BHMA, David is responsible for overseeing the redesign process of the Certified Products Database (CPD). Some of the main changes incorporated into the new CPD include an intuitive searchable feature for certified product data, integration of an online submission portal and active tracking capabilities for both certification registration dates and private label relationships. David is a member of the American Society of Association Executives (ASAE) and has a Bachelor of Arts (BA) degree in History from Dickinson College.



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November 2018 (Fall Edition)
28.1% Open Rate/ --- 17.2% Click-Through Rate

February 2019 (Winter Edition)
39% Open Rate/ --- 32% Click-Through Rate



Goal: To encourage participation by inactive members and by new and different individuals within each member firm

Frequency: New schedule will increase from 3X/year to 6X/year.

Content:

- Existing issues of Industry Update e-newsletters will remain the same.
- New editions of the newsletter will include:
 - Overview of recent BHMA developments, initiatives, trade show participation, speaking engagements
 - “BHMA Committee Focus” feature in which the chair and/or staff liaison offer an overview of what the committee is charged with doing, what they have historically accomplished and what their most recent initiatives are
 - Informative updates involving the CPD Task Force, Codes & Government Affairs, Standards Steering, and Marketing Communications Committee

E-newsletter Expansion



In Each Issue:

- “Welcome” section to new members, new committee chairs, new staff members
- “Farewell” feature to say good-bye to key BHMA representatives who are retiring or moving on
- Call-to-action/invitation to become involved in the committees
- Info on regularly scheduled committee meetings
- Info on upcoming in-person meetings
- LinkedIn tab
- Links to recent media coverage



- **School Security Task Group**

- Formed a few weeks ago after NFPA published a recommendation on barricades

- Goal: Educate the parents and school facilities about the safety of school locks and the reasons why barricades are a dangerous choice

- Strategy: Team up with NAFSM and arm them with cogent documents, based on research and statistics, as they are required to inspect schools for safe egress practices

- **Permanent Label**

- First meeting today of joint MarCom/CGIA Committees



Thank you