



BHMA Marketing Meeting Minutes

Thursday, April 18, 2019

11:00 AM ET

Attendees

Ernie Mitchell, Townsteel
Tim Weller, Allegion
Lori Greene, Allegion
Patricia Yulkowski, Total Door
Ginny Powell, Hager
Mandy Swofford, ASSA ABLOY
Bob Strong, dormakaba
Mary Moss, ASSA ABLOY
Kurt Roeper, ASSA ABLOY
Brian Lindemuth, dormakaba

Karen Bishop, BHMA
Michael Tierney, BHMA
John Woestman, BHMA
Bonnie Sonnenschein, BHMA
Wendy Maurice, BHMA
Larry McClean, BHMA
Lillian Kaufman, BHMA

Call to Order

The meeting was called to order at 11:05 AM ET

Antitrust Review

Guidelines governing the meeting were reviewed.

Trade Program Update

Website/CPD Update

- A link to the development site of the front (public-facing) end and the members-only sections was sent to Committee for review.
- The new OM is fully finalized and will go up when needed.
- Lori Greene conveyed that the hardware was difficult on the residential slider. As a result, adjustments are being made to this slider.
- The CPD portion of the website is coming together, as planned.

BHMA® CPD Newsletter

- This new e-newsletter was launched in March to educate participants on how to prepare for the new CPD and all of its benefits.
- Three editions have gone out and the next is slated for early May.

Media Update

- Bylined piece on the CPD has been slated for a late summer/early fall, online edition of *Construction Specifier*.
- Bylined piece on the BHMA® certification program, with a focus on the new ANSI/BHMA A156.33-2019 standard, is scheduled for late summer. Ryan Kincaid will contribute to this
- A commitment has been made to feature a BHMA®-submitted article in the November/December issue. Topic TBD.

Linkedin Update

- SecureHome™ page was added, resulting in a slight increase in followers from the previous period. CPD postings were initiated.

Residential Program

Website

- The residential website was relaunched in February with new lifestyle imagery and content.
- An online advertising program, targeted to specific audiences in the Facebook network, will be conducted through the fall. The goal will be to push audiences to the securehome.org website.

Media Update/Media Marketing Partnership with Retail Merchandiser

- Current issue of RM features the ad and feature in a prominent space in the front of the book. The many aspects of the partnership were highlighted.

New Business

Industry Update Newsletter plan

- To encourage participation by inactive members and by new and different individuals within each member firm, the e-newsletter in place will be adapted to keep members up-to-speed more frequently. An *Industry Update* e-Newsletter Enhancement Plan was sent to the MarCom Committee and reviewed.

Permanent Label

- It was agreed that, even though this was moved from the MarCom to the Codes, Government, & Industry Affairs Committee, the survey idea that was discussed when this was in the MarCom Committee should be resurrected and shared with the CG&IA Committee for release to members.

Next Meeting

- May 14, 2019 at Spring Meeting

Adjourn