



BHMA Marketing Committee Meeting Minutes

Thursday, September 20, 2018

11:00AM ET

Attendees

Chris Senger, ASSA ABLOY
Brian Lindemuth, dormakaba
Mary Moss, ASSA ABLOY
Marty Hoffman, Kwikset
Bob Strong, dormakaba
Juan Hernandez, Detex Corp.

Bob Cronk, Select Hinges
Bonnie Sonnenschein, BHMA
Wendy Maurice, BHMA
Jenn Murphy, BHMA
Mike Tierney, BHMA
Larry McClean, BHMA

Agenda

- I. Call to Order
The meeting was called to order at 11:03AM ET
- II. Antitrust Review
Guidelines governing the meeting were reviewed
- III. Approval of August 16, 2018 Meeting Minutes
August meeting minutes were approved
- IV. Trade Program Review
Feature Articles
 - The November issue of Construction Specifier will publish an article by John Woestman on BHMA codes.
 - A press release was distributed to both online and hard copy trade publications and posted on the BHMA website on the upcoming BHMA 2018 Annual Fall Meeting, in San Diego, CALinkedIn Update
 - The BHMA LinkedIn page continues to increase in followers, engagement and impressions.
 - Over the past month, engagement has been particularly high at 48% engagement rate. There was a lot of engagement with industry articles but also this month BHMA news.
 - BHMA members were encouraged to submit industry related stories that they may want highlighted or posted to the BHMA LinkedIn page.CPD Redesign Update
 - Mike Tierney provided an update on the CPD redesign
 - There are currently several people are working on different areas of the CPD redesign project

- **CPD Database:** In the most recent task force meeting, D+R International unveiled the test site and requested task force members to perform some basic tests regarding uploading products; and provide feedback.
- **Operational Manual:** The work on the manual is coming along. Continued discussions will occur during the upcoming BHMA fall meeting. Mike Tierney & Karen Bishop is working to put together the communications regarding the operational manual. Members of the task group for input on communications. Bonnie Sonnenschein and Wendy will prepare the information obtained and distribute to the Marketing Committee.
- **Front Facing Design:** The residential task force will also assist in the work needed to complete the front end of the BHMA website.
- **CPD communication Plan:** Once the operational manual is completed, the method in which to best present the information to the industry will be decide, most likely webinars and /or infographics.

Trade website

- Kellen has created an architectural site map for the BHMA trade website. The marketing team circulated the site map was to the residential task group assisting in the development of the trade website and changes recommended are being made.
- There is work on rewriting website content in effort to make it more succinct. A shorter version of the content is necessary to make the website more mobile friendly.

V. Residential Program Review

Website Enhancements

- Website enhancements are being made
- Trade outreach program with the residential program to resume. Outreach to be made towards retailers
- Tim Bennett has a pre interview with an editorial staff from Residential marketer to provide background on BHMA and the certified label. Pending article date is TBD.

VI. Old Business

The permanent label proposal continues to remain on the marketing agenda. Marketing is awaiting input as to the next steps to be taken, and will be part of the conversation.

VII. New Business

No new business

VIII. Next Meeting

Tuesday, in-person Oct 9th, 2018 in San Diego, CA
11:00 PM ET

IX. Adjourn

Meeting adjourned at 11:30AM ET