

ANNUAL REPORT



247 BUSINESS MEMBERS

28 COUNTRIES REPRESENTED

2017 **BCiA**
Baby Carrier Industry Alliance

To everyone who has made it through 2017-18 so far, a hearty round of applause if you are still standing. It's been a hard year, I don't think anyone would disagree with that. Every single member I've chatted with has struggled with lower sales, higher costs, compliance challenges, and the changing face of the retail landscape. It's tough out there right now! There's no question that our industry is still in a consolidation phase where we continue to see companies go through mergers and acquisitions to become larger entities. While this in some ways helps to bring baby carriers to an even broader and more mainstream audience, it's hard to find the balance where the considerable cultural and community knowledge of the practice is still maintained and respected. However, we are also seeing quite a few educators move into the space of consulting with larger companies, which is encouraging.

The world of retail is changing quickly both inside and beyond our industry. Finding the balance between the value that brick and mortar shops bring to a community, alongside the convenience of online shopping, while serving a new demographic of parent/caregiver customers is a big challenge. We definitely noticed a sharp decline in our retailer membership numbers this year and it's clear that this segment of our industry is changing quickly.

January 2018 was the date for CPSC compliance with the sling standard/ASTM F2907. Our wrap and sling companies have worked so hard to bring their products into compliance and go through the testing process. Much like the soft carrier standard from a few years before, navigating the testing process definitely led to a few bumps in the road as manufacturers and testing labs alike navigated the process. It seemed like the labs had as much to learn as we did! While this year was a bit rocky, we are anticipating that re-testing over the next year or two will be much smoother. On our end, we are endeavoring to create written compliance and testing process instructions in an easy to read format to help streamline the process.

We did see an unknown number of micro sling and wrap companies leave the North American market or shut their doors completely before the compliance deadline (estimates of at least 100+ according to our data). Some chose to transfer their talents into making different products entirely, some have simply left the US market to focus elsewhere, and many opted to close their doors entirely. A small handful have created cooperative partnerships with other micro businesses which is heartening to see.

At the end of the day, in spite of a year of ups and downs, baby carrier use is becoming more and more widespread and mainstream. Our industry members are resilient, resourceful entrepreneurs, who are innovative and creative. We know you have many places demanding your time, energy and financial resources, and we are so glad that you have entrusted us with your continued support.

ONWARDS AND
UPWARDS!

**Linnea Catalan, Executive Director &
Britt Pegan, BCIA Chair**

Board of Directors & Staff

Britt Pegan, Chair 2010-2020 Milkface Nursingwear, Canada
Arie Brentnall, Vice-Chair 2010-2019 Canadian Babywearing School, Canada
Susan Gmeiner, Treasurer 2010-2019 Maya Wrap, USA
Rachel Ullman, Secretary 2015-2018 Quirky Baby, USA
Beth Warrell-Leistensnider 2010-2018 Catbird Baby, USA
Joanna McNeilly 2010-2019 Center for Babywearing Studies, USA
Daniel Lucas 2011-2020 Diono, UK
Diana Mateescu 2016-2019 Poarta-Ma!, Romania
Vinod Samuel 2016-2019 myheartcreative, USA
Tiffany Leonard 2012-2018 Wrapped Baby, USA
Kit Jenkins 2016-2019 The Carrying On Project, USA/Germany

Linnea Catalan, Executive Director 2012-present, Canada
Nadine Hylton-Morris, Membership Coordinator 2016-present, Canada



Assistance & Outreach

As always, helping small businesses manage compliance continues to be one of our core activities. The ASTM F2907 Sling Standard becoming mandatory in the US in Jan 2018 means that now the entire product category (Slings, Soft Infant Carriers, Frame Carriers) are regulated in the US market, which ultimately means that our product category as a whole is more stable. We have been kept busy answering questions and clarifying points of confusion within the standards and testing process. We spent time leading up to the compliance date making sure that our compliance guidelines were current and relevant. We have also been actively working with manufacturers one-on-one, referring out to independent consultants, legal counsel and outside services as needed. So many small companies navigating the testing process for the first time has not been without its share of hiccups and disruption but we are confident that the process will be much smoother moving forward in the years ahead now that everyone is getting the lay of the land and the labs are more familiar with our industry and product testing requirements.

Industry Education Part of our strategic plan this year was to bring industry members a broad offering of educational opportunities to choose from. We have coordinated, partnered with and facilitated a variety of webinars over the last year on a broad number of topics. The CPSC small business ombudsman rolled out a ‘Soft Infant and Sling Carriers’ general compliance webinar last July. Arie Brentnall of the Canadian Babywearing School delivered an interactive webinar on ‘Images and Education’ or how to reduce risk through effective imaging. Angelique Geehan of Interchange delivered a webinar on ‘Understanding Why Social Justice Concepts Matter,’ a topic of particular relevance in today’s social climate. We rounded out the year with a workshop delivered by Vinod Samuel of myheartcreative called ‘Competing With Big Box: Why SEO Matters.’ Our aim was to broaden the scope of information we are able to bring our members that is of use to their businesses and I think we achieved that this year.

One of our other industry outreach initiatives this year was our monthly Industry Roundtable Discussions, facilitated by Angelique Geehan, who chairs our BCIA Educator Committee. These hour long conference calls were open to any industry members who wanted to participate and were generally fairly intimate affairs with 4-15 people participating each call. Topics were very loosely arranged with plenty of time and space for members to bring their own challenges, questions or discussions to the table for brainstorming, networking and connecting. In an age where our international presence makes it increasingly harder to meet face to face, these roundtable discussions were a welcome addition. Participants have given us the feedback that this was a useful offering and we will be rolling out new time slots for the following year in the fall.

Consumer Outreach We knew the sling standard becoming mandatory would generate consumer attention so we made sure we had adequate and up to date consumer facing resources around the deadline (for example, our Compliance for Consumers FAQ) that members could share. We also integrated these resources into our social media channels. We are also thrilled to welcome Susanne Mutter Weber (Carry Kiss Connect), one of our industry educators who has volunteered to take on social media consumer outreach.



Programs & Benefits BCIA is thrilled to announce that we partnered with Registria this year to expand our range of product registration services offered to members. Registria is a leader in large scale product registration services and was intrigued by the way we offered our services to serve small manufacturers. We merged together to create the BCIA+Registria partnership program, taking the best parts of both of our offerings to make something new. For our members this means streamlined, faster card processing, data entry and cloud storage for the same reasonable BCIA pricing. The partnership officially rolled out in Spring 2018 and most current members should now be integrated into the Registria system. The next step is integrating Registria's proprietary 'photo-registration' service for those who want to utilize it, which we are aiming to have completed by end of year.

In addition to the previously existing BCIA services and discounts, BCIA partnered with SGS this year to bring members lab testing discounts across the full range of testing that SGS performs. Their pricing is quite competitive within the industry and they have jumped into learning the ins and outs of our industry needs.

ASTM Earlier last year previous F2907 sling committee chair Rochelle Price (SlingRings) stepped down from her position. We are immensely thankful for the years of work she has put into moving this committee forward. BCIA Executive Director Linnea Catalan applied to step into this role as Rochelle's replacement and was accepted by the ASTM organization. Together with the F2236 committee chair (Eric Childs), the committees have jointly addressed a number of industry issues this past year. Of note, a working committee was started to address carrying multiples within the sling standard, and another committee was formed to address leg openings and front vs back carry test positions within the soft carrier standard. The latter led to a robust round robin style experimental testing process involving 4 testing labs and multiple soft carrier manufacturers who generously donated their products and time to this endeavor. We have also added minor wording changes to the soft carrier label wording to address safely nursing in carriers. The soft carrier committee is in the process of adopting the ad hoc warning requirements (which will make warning labels on all products consistent) and we will likely see this change adopted into the sling standard as well in the next year.

CEN/EN Standards BCIA renewed our membership with CEN in order to participate in the development and creation of European standards. Europe-based board members Diana Mateescu and Daniel Lucas keep us apprised of what is happening within the EU committee. While this year has been very quiet in terms of movement forward, we will continue to be involved in whatever way possible.





A B C 1 0 | 2 0 1 7

K I N D & J U G E N D 9 | 2 0 1 7

Staff had the pleasure of attending Kind & Jugend in Cologne, Germany in September. We hosted a small BCIA meet and greet event and spent a few days connecting with our European and International members who were attending the show. As always, Kind & Jugend is a bustling and impressive show and it was well worth it to travel for some face to face time.

This year marked our 7th ABC event in Las Vegas, USA. We switched up our usual evening AGM event for a pre-show breakfast get together instead where about 40 people joined us for coffee and industry updates. The show was a great opportunity to network with manufacturers, retailers and industry educators though we did notice that show size and attendance was down from the previous year.

T O R O N T O K I D S S H O W / F U T U R E F O R B A B Y 1 | 2 0 1 8

Our 4th year attending both the Toronto Kids Show and Future For Baby in Toronto, Canada was as always busy and productive. We hosted a small industry dinner at a local restaurant and were impressed that 15 or so people managed to make their way through the blizzard and ice to join us. The shows were a bit quiet on account of the weather which gave us lots of quality time to sit down and chat with industry members both vending and walking the shows.

A S T M 5 | 2 0 1 8

J P M A 3 | 2 0 1 8

We attended the JPMA show in Washington, DC USA this year for the first time. Although Washington was hit by a rogue snow storm that delayed a lot of travellers, it was overall a well attended and well organized show. The

JPMA show proved to be beneficial not only for connecting with industry members, but because the Washington location meant that we were also able to meet with our legal counsel, CPSC staff and our new partners at Registra.

Our executive director attended the spring ASTM meetings in Conshohocken, PA USA in the spring for the carrier and sling meetings. There were a number of ballot items up for discussion as well as a number of new items on the agenda. We appreciated the manufacturers who attended in person as well as those who called in over conference call. Previous sling standard committee chair Rochelle Price stepped down from this role last year, and Linnea Catalan has taken it over at this time.

I N T E R N A T I O N A L B A B Y W E A R I N G C O N F E R E N C E 7 | 2 0 1 8

A handful of board and committee members represented the BCIA at IBC in Des Moines, Iowa this summer. While the conference itself was fairly quiet, we had excellent turnout at a small BCIA dinner get together for industry discussion and networking. The conference was a good mix of community members, hobbyists, educators and manufacturers/retailers.

Membership

Active Members as of July 2018
 269 Total Members
 247 Business Members
 21 Friends

Manufacturers 208
 Retailers 30
 Educators 15



Countries Represented

USA 140
 Canada 43
 Australia 20
 Germany 8
 United Kingdom 4
 India 3
 Romania 3
 Austria 2
 South Africa 2
 Mexico 2
 Poland 2
 China 2
 Sweden 1
 Singapore 1
 Czech Republic 1
 Netherlands 1
 Indonesia 1
 Guatemala 1
 Russia 1
 Turkey 1
 Spain 1
 Denmark 1
 Slovakia 1
 Switzerland 1
 Zambia 1
 Brazil 1
 Israel 1
 Finland 1





Member List

Green Manufacturers

Baby Bjorn
Baby Tula
Ergo Baby
Lillebaby

Yellow Manufacturers

Baby K'tan
DIDYMOS
Diono
Lenny Lamb
MilkSnob
Mission Critical
Moby Wrap
Solly Baby

Indigo Manufacturers

Chekoh
Maya Wrap
Oscha Slings
WildBird
Yoli & Otis

Orange Manufacturers

Beachfront Baby
Smitten Wovens
BabaSlings
Butterfly Baby
ByKay Carriers
Creations Vivianne Brault Ltd
Fidella
Girasol
Gustine Baby Carriers
MiaMily
Nesting Days
Pavo Textiles
Sakura Bloom
SleepBelt + Joeyband
Sleeping Baby Productions
SlingRings
Soul

Orange Retailers/Distributors

5 Minute Recess
Cybex/Columbus Trading Partners

Violet Manufacturers

ABAANA
 Apple Blossom Wovens
 Aura Leaf
 Cari Slings
 Chimparoo
 Cute Awakening
 Erizo Baby Slings
 Ethos Babywearing
 Hip Baby Wrap
 Kinderpack
 Lil' Peeper Keepers
 Little Frog
 Looming Llama Handwovens
 Naked Panda Designs
 Nurtured By Design
 Pognae
 Pretty Paisley
 Shiny Star Designs
 Sling Studio
 Tekhni Wovens
 Topa-Top
 TwinGo Carrier
 Wearababy

Violet Retailers/Distributors

Fluff and Familia
 Little Zen One
 Nova Natural
 PEC Distribution
 Risaroo

Violet Educators

Center for Babywearing Studies
 MamaBird Los Angeles

Red Manufacturers

2Lambie Creations
 Aquaroo Baby Carrier
 Almitra Tattva
 Aquarelle Handwovens
 Arlo Handwovens
 Azalea Handwovens
 Baby Babylon
 Baby Bobek
 Baby Dink
 Baby Slings and Carriers
 Bamberoo
 Beachwood Baby
 Beloved Handwoven

Beluga Baby
 Bibetts
 Bijou Wear
 Blue Hibou
 Buddhika
 Bundleboo
 Buzzidil
 Carry Om Handwovens
 Catbird Baby
 Cat's Cradle
 Cauldron & Cloth LLC
 Chapina Slings
 ChiciBeanz
 Cielito Baby
 Coeur À Porter
 Comfy Joey
 Connexion Baby
 CuddleMe Indonesia
 Cuddle N Care Baby Carriers
 Dahlia Wraps
 DBG Baby LLC
 Diva Milano
 Easy Feel Products
 Elna Baby/CTRL Shop
 EmeiBaby
 Emmeline Textiles
 Essential Dharma
 ETLA
 Farrah Rose Slings
 Folia Handwovens
 Fireweed Baby
 Global Tapestry
 GoGoVie
 Goodnight Loom Handwovens LLC
 Gorilla Carriers
 Green Grass Handwoven
 Handwoven Haven
 HeiphResearch/BabyWombWorld
 Heirloom Carrier
 Helina Baby Inc.
 Hipababy
 Huggaloops
 Hugging Hazel
 Huggyberry
 Ia-ma cu tine!
 Indajani
 Indigena
 InkaBaby
 Integra Baby
 Jublii Baby Creations LLC
 Junior Fox

Kantha Bae
 KAPUALOVE
 Katie Bonnema
 Kay & Jane
 Keep Company Goods
 Koru Carrier
 Lee of the Stone
 Levate Wraps
 LIMAS
 Linuschka
 Little Columbus
 Little Duck Wovens
 Little Lion Brothers
 LoAnnBell
 Localgal Handwovens
 Lollie Wraps
 Lucy Slykerman: Hands That Weave
 Luna Dream
 Luz Handwovens
 Made True
 Maman Bebe Couture
 MattiMami
 MC Essentials
 Milo & Me
 Meeyoo
 Melek Slings
 Milliepod
 Mimo Wear LLC
 Miss Gigotine
 MoMoxie + Co.
 Mountain Girl Handwovens
 NATIBABY
 Neil Kee
 Nejesa Handwovens
 Obimama
 Olives and Applesauce
 OoLaLoom Handwoven
 Pacific Northwest Wovens
 PAPU Babywearing
 Poppet Slings
 Poppy and Dave
 Poppy Laurel
 PortBeby
 Potter and Pehar
 Proverbs 31 Heart Ring Slings
 Quiver
 Rookie Baby
 Rosy Baby
 Sarah's Slings N Things
 Sawyer Bee
 Sewfunky

Spectrum Handwovens
 Splash Magic
 Sseko Designs
 Stellar
 Tenderheart Baby Co.
 The Laughing Willow
 Three Little Monkeys
 Time Warp Handwovens
 Tuck and Bundle Co.
 Tush Baby
 TwinStar Baby
 Two Feathers Babywearing
 U Baby
 UCHI Mama
 Unity Slings
 Uppa Bubba
 Uppymama
 Vienna Springs
 Vlokup
 Wallypop
 Wanderlust Slings
 Wayward Wovens
 Wearing Ruby
 Wenweave
 Whisper Wovens
 Wild Bloom
 Wonder Woven
 WovenSpun
 Woven Wings
 Wrap Conversions Australia
 XOXO Baby
 Zarpar Bebe
 Zatgebo

Zephyr Baby
Red Retailers/Distributors
 Acorn Treasures
 babECO
 Baby Carriers Australia
 Babyshop
 Bees Babies
 Kanguro/Viaggio
 KB Apparel LLC
 Mama Tiantian Xiangshang (妈妈天天向上)
 Milkface Nursingwear
 MOMS
 Nest2Me
 Ohana Babies
 Painted in Love
 plumeOtique.com
 Reserved Only Shop
 Silly Goose Kids
 VIXSA

Red Educators + Non-Profit

Organizations
 Baby Carriers Provided
 Babywearing in Canada
 Babywearing International
 Canadian Babywearing School
 Carry Kiss Connect
 Interchange/Angelique Geehan
 Consulting & Education
 Jen Genore
 KangureArte
 KG Doula & Babywearing Services
 Kids n Such
 Lift Me Up: Babywearing to Thrive
 Mai-Anh Le Van
 Rachel Gaston-Pifer
 The Babywearing Practice
 The Carrying On Project

STATEMENT OF ACTIVITIES

7 | 2016-6 | 2017

Revenue and Support

Membership & Sponsors	\$53,209.63
Affiliate Fees & Other Income	\$26.40
Programs & Services	\$34,161.01

Total Income **\$87,397.04**

Expenses

Staff & Contractors	\$29,081.23
Legal	\$8,345.95
Programs & Services	\$20,668.47
Administrative Costs	\$1,971.29
Meetings & Events	\$6,695.67
Conferences & Sponsorships	\$500.00
Travel	\$1,539.68
Dues & Subscriptions	\$1,059.20
Insurance	\$1,715.00
Financial Institution Fees	\$3,075.73
Miscellaneous	\$9.68
Reconciliation	\$5.00

Total Expenses **\$74,661.90**

Net Income **\$12,730.14**

STATEMENT OF ACTIVITIES

7 | 2017-6 | 2018

Revenue and Support

Membership & Sponsorship	\$72,662.62
Affiliate Fees & Other Income	\$36.19
Programs & Services	34,283.90
Total Income	\$106,982.71

Expenses

Staff & Contractors	\$32,146.00
Legal	\$3,900.00
Programs & Services	\$20,030.33
Administrative Costs	\$3,271.53
Meetings & Events	\$3,217.22
Gifts	\$50.00
Conferences & Sponsorships	\$0.00
Travel	\$5,085.80
Dues & Subscriptions	\$1,106.37
Insurance	\$1,715.00
Financial Institution Fees	\$3,681.17
Miscellaneous	\$376.04
Reconciliation	(\$376.04)
Total Expenses	\$73,864.74
Net Income	\$33,494.01

THANK YOU

Our heartfelt thank you to the design team at myheartcreative for once again generously donating their time and expertise to putting together the annual report. As always, they have done beautiful, professional work.

IN MEMORIAM

Vesta Garcia (Hartman)

It is with the deepest sadness that we mourn the passing of Vesta Garcia who died after living with ALS for four years on March 16, 2018. Vesta was a mother, wife, friend. Entrepreneur, creator, advisor.

Vesta was the founding Executive Director of the BCIA and in many ways, one of the mothers of our industry as we recognize it now.

Before she led the BCIA, Vesta ran Peppermint.com, one of the first online retail options for baby carriers. She imported carriers from around the world, bringing in styles now common to the North American market. When demand outmatched supply, she created her own brand, Ellaroo. Her next industry initiative was as Executive Director of the BCIA. Her volunteer hours far outmatched her paid hours in those early days, when the existence of our fledgling trade organization was a constant hustle. Her vision for our organization was one of cooperative pursuits over competition, under the premise that many voices as one can achieve great things. This outlook has lived on as a core tenet of our organization.

Vesta was laconic, direct, and wickedly funny. She showed up when it counted and insisted on being heard. If you've produced, sold, or used a baby sling or carrier, Vesta was instrumental in bringing this product to market in North America and spearheading the standard that keeps them in circulation. Out of industry crisis Vesta's level-headed, Texan no-nonsense "there's no such thing as a sling emergency" approach prevailed. While petite in person, when she left the BCIA she left big shoes to fill. Not one to sit still, Vesta went on to create Little Day Dresses and then Stitch Texas, another endeavor that lives on successfully after Vesta gave it wings.

Vesta was deeply loved, appreciated and respected by all who knew her. Her presence influenced so many in this industry on a professional and personal level. Our heartfelt condolences are with her family at this time.

If you wish to make donations in Vesta's name, please support ALS Association of Texas or any of your local secular groups that provide assistance to the homeless.





The Voice of the Industry

Advancing the wellbeing, growth, and interests of the baby carrier industry.

The BCIA is an international non-profit trade organization representing manufacturers, retailers, distributors and educators who work in the baby carrier industry.

The BCIA represents your interests in whatever capacity you are involved in the industry. We are committed to keeping you on top of best practice information, and informed about safety standards and regulations.