

BCiA

Baby Carrier Industry Alliance

ANNUAL REPORT 2019-2020



DIRECTOR'S STATEMENT

It's a very strange thing, trying to summarize a year of activities 6+ months into a global pandemic. Our regular way of operating, from trade shows to standards meetings, from educational conferences to brick and mortar retail has almost completely ceased, at least for the time being. It has made it difficult to determine where we are heading- as an organization and as an industry- in the next year. But what we can do is talk about where we've been and what we've done in the last year.

This year has brought a number of small successes- progress with ASTM and international standards, meaningful connections made at trade shows, and open dialogue with other industry organizations. While we're saddened to see many long standing businesses closing their doors, we're also hopeful by the rise of new businesses opening up. We launched a new BCIA website, with a more effective member management platform and online purchasing options earlier this year and could not be more pleased. Kassondra Coxson of Intown Web Pros has gone above and beyond in terms of web support and we are a much more functional operation because of her assistance. We hope you are finding the changes positive as well.

We sent out a COVID-19 Business Impact survey to the industry at large very recently. Your answers indicated that while COVID-19 certainly is pushing a number of businesses towards closure, others have also been able to pivot, change their services, move more of their offerings online, and that business seems to be relatively stable. Like many of you, the BCIA moved into cautious conservation mode, reducing our staffing and travel budgets and eliminating extra expenses. Membership income took a real hit this year, with many companies renewing at lower levels or not renewing at all. If you have been on the fence about renewing, we would love to have you back- our own existence as an organization depends on it.

Our focus has always been on supporting the small businesses in our industry and that hasn't changed- we will continue to meet people where they are, however we can. In a way it has been an interesting return to grassroots operations and a refocusing of priorities. Our hope is that the BCIA will continue to be a valuable resource and priority in your budget.

LINNEA CATALAN & ARIE BRENTNALL

Executive Director

BCIA Chair

BOARD OF DIRECTORS & STAFF

Arie Brentnall, Chair 2010-2022 Geared Up Baby, Canada

Susan Gmeiner, Treasurer 2010-2019 Maya Wrap, US

Allie Vella, Secretary 2019-2021 Baby Tula, USA

Daniel Lucas 2011-2020 Diono, UK

Diana Mateescu 2016-2022 Poarta-Ma!, Romania

Kit Jenkins 2016-2022 The Carrying On Project, USA/Germany

Tina Hoffmann 2018-2021 DIDYMOS, Germany

Alisa Heytow-DeMarco 2018-2021 Tekhni Wovens, USA

Laura Brown 2019-2020 Babywearinghelp.org, USA

Linnea Catalan, Executive Director 2012-present, Canada



ADVOCACY & OUTREACH

Programs & Benefits

We continue to offer all of our usual programs and benefits from testing discounts with the labs, warning labels, free safety brochures, and other small business referrals (web design, translation services, instruction/education consultation etc). We are two years into our partnership with Registria, offering an enhanced product registration experience to consumers at small business pricing. We currently have 135 members actively using the product registration program and process over 15,000 paper registration cards a year. Our enhanced compliance assistance program continues to gather steam. We have truly enjoyed the opportunity to help our members tackle unique challenges, ensure compliance, and bring their products into new markets with confidence. We have recognized the need to remain flexible in our offerings and have been happy to create unique programs that meet the needs of our business members. We're looking forward to taking on more one on one work with our members in the coming year.

Industry Education

We wrapped up our 3rd year of Industry Roundtable discussions under the skilled facilitation of Angelique Geehan (Interchange, Baby Carriers Provided, USA). We continue to see steady attendance, new faces each month, and thoughtful, connective discussion. This year we covered a wide range of topics including carrier expiration dates, incident data, social media management, and of course ample time devoted to COVID-19 small business measures, re-opening considerations, social and racial justice and meaningful diversity business strategy. In retrospect it was a very robust year of conversation.

Legal education this year has consisted of helping companies respond to injury lawsuits, as well as managing counterfeit and trademark infringement issues. Further information on both topics can be found in our 'How To' educational articles.

When COVID-19 hit, like everyone else we pivoted our education and outreach efforts in response. Our multi-part 'How To: COVID-19' series of articles highlighted topics such as in-store and mail handling measures, manufacturing masks and PPE considerations, and a roundup of the small business financial support available by country. In an effort to stay better connected, we launched our 'Tea and Quarantinis' weekly coffee chat dates where industry members could meet online for informal conversation. It was really lovely to have people from all around the world pop in for some face to face time.

Our consumer outreach and social media efforts focused on short, targeted, easy to share campaigns. Notably this year we addressed Winter Babywearing Safety, Emergency Babywearing, and COVID-19 Babywearing. In an effort to promote members, much of our social media centered around sharing member-generated images and articles and showcasing what our members are doing.

CEN/EN Standards

This year's update is much the same as it was last year. BCIA-CEN liaison and board member Diana Mateescu (Poarta-Ma, Romania) attended multiple CEN meetings on our behalf to act as our voice in the European sling standard development process. CEN is working to create a standard that will encompass all carriers with unbound leg openings including slings, wraps, pan Asian-style carriers, and soft carriers. While the existing TR16512 Technical Report for this product category is a useful template for this standard, there are many proposed changes that the committee is working through. We anticipate continued progress on this in the upcoming year. CEN involvement is expensive and time-consuming, and we believe that it is imperative that we have a voice in these proceedings. Dedicating funds to this endeavour will remain one of our priorities in the coming year.

ASTM

The ASTM subcommittees met once this year, in October. The May meetings were cancelled due to COVID19 concerns, as were the upcoming September 2020 meetings, which will be held remotely instead. Executive Director Linnea Catalan continues to chair the 2907 Sling Subcommittee. Eric Childs of ErgoBaby continues to chair the 2236 Soft Carrier subcommittee. Eric and Linnea co-chair the 2459 Frame Carrier subcommittee. Notably this year, the 2907 Sling Carrier standard was successfully updated, balloted and then accepted as final rule by the CPSC in June 2020. This update allows for an upper weight limit of the manufacturer's choice, as well as incorporating multiples into the sling standard for those who choose to take this route. The rest of the changes to the standard were editorial in nature.

EVENTS

Future for Baby, Jan 2020 Toronto, Ontario, Canada

This year's Future for Baby show was slightly disrupted by a large regional snow/ice storm that prevented many participants from travelling, including our own Executive Director who was scheduled to attend. BCIA chair Arie Brentnall represented on behalf of the BCIA, though the show was much smaller and quieter than expected.

Kind & Jugend, Sept 2019 Cologne, Germany

It was an absolute treat to get to attend Kind & Jugend in 2019. We aim to put this show on our schedule every 2 years, though we would love to do it every year, budget permitting! It really has become the show where we see the greatest number of industry members from around the world. We caught up with colleagues from Europe (of course) as well as the USA, Canada, Japan, China, India, Malaysia and New Zealand. We booked out a room at a local restaurant for an informal industry dinner, and attended another dinner with the educator community. While it's disappointing to hear that the 2020 show has been cancelled, hopefully we will all be back on schedule for the 2021 show.



ASTM, Oct 2019 Conchohocken, PA, USA

The ASTM subcommittees met once this year, in October. The May 2020 meetings were canceled due to COVID19 restrictions. The 2907 subcommittee successfully balloted the addition of multiples and a higher weight allowance and this ballot was accepted in Jan 2020. Babywearing and kangaroo care garments research continues to move forward at a slow but steady pace. The 2236 subcommittee balloted a number of items, including leg opening test methods, flammability, the addition of a nursing warning statement, and test torso harmonization. A number of these items are being held administratively until the standard can be updated. The 2549 subcommittee was re-established after a number of years of low activity, and we are pleased to now have the enthusiastic participation from a number of frame carrier manufacturers. All three carrier subcommittees continue to work on ad-hoc wording which aims to standardize wording across juvenile standards, though it will likely be Fall 2020 or later before these items go to ballot.

CEN Meetings, Feb 2020 London, UK

Diana Mateescu attended the CEN/European standardization meeting this year. The meeting in London involved ongoing discussion of what should and should not be included in the developing sling standard. More in-depth discussion of lab testing parameters was also covered, including how to incorporate babywearing garment type carriers. The May 2020 meeting in Aix-en-Provence was unfortunately cancelled due to COVID19 restrictions, and further activity shelved until later in the year.



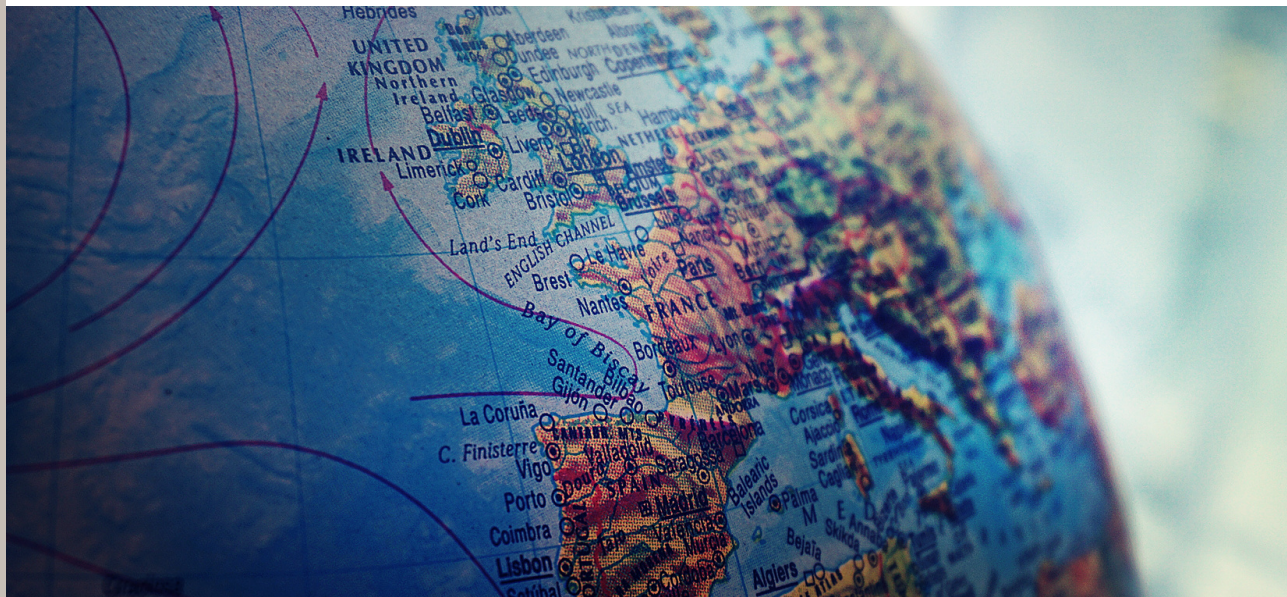
MEMBERSHIP

Total Members 182
Business Members 175
Friends 7

Manufacturers 164
Retailers 4
Educators 10
Non-Profit Organizations 5

Countries Represented

USA 114
Canada 23
Australia 10
Germany 7
United Kingdom 7
China 2
Romania 2
Singapore 2
Sweden 2
The Netherlands 2
Austria 1
Bulgaria 1
Chile 1
Costa Rica 1
Dominican Republic 1
Finland 1
Italy 1
Poland 1
New Zealand 1
South Africa 1



MEMBER LIST

Green Members

Baby Bjorn
Ergo Baby

Blue Members

Tula
Manduca

Yellow Members

Artipoppe
Lenny Lamb
Milk Snob
Mission Critical
WildBird

Indigo Members

Cekoh
Close Parent Ltd
DIDYMOS
Keaworld LLC
The Sleep Store/Little Bird Brands Distribution

Orange Members

Baby K'tan
Beluga Baby
Birdie's Room
ByKay Carriers
CVB/Vija Designs
Diono
Fidella
Kinderpack
Kids N Such
Maya Wrap
Naked Panda Designs
Nalakai
Nesting Days
Sakura Bloom
SleepBelt/JoeyBand
Tuck and Bundle Co.

Violet Members

Aura Leaf
BabyDink Carrier
Babywearinghelp.org
Beachfront Baby
Bibetts
Columbus Trading Partners
Cute Awakening
Erizo Wovens
Hip Baby
Hope & Plum
Lacuna Baby
Levate
Liinalapsi Oy
Looming Llama
Nova Natural
Olives & Applesauce
Oscha Slings
Pavo Textiles
Poppet Slings
Precision Concepts LLC dba Sling Rings
Pretty Paisley Productions
Rookie-Baby.com
Sleeping Baby Productions
Tekhni
TwinGo LLC
UppyMama

Red Members

Advanced Life Products
Alborde
Alight Handwovens
Aloha and Light
Angelpack
Babuebaby
Baby A Designs
Babywearing Consultants Australia
Beachwood Baby
Bean Tree Baby
Behold Baby
bella anima handwovens
BijouWear
Blue Hibou
Bubs & Sprout Handwovens
Cadence Baby
Carry Kiss Connect
Cauldron and Cloth
Chiara_Venturoli
Cute Clara LLC
Darcy + Hunter
DBG Baby
Elizabeth Street Boutique
EmeiBaby
Flying Chick
Gail Joseph Studios
Global Tapestry
GoGoVie
Hatchlet, LLC
Heirloom Carrier
Heritage Slings
Hipababy
Hollow Moon Products
Honey Bee Woven
Hugging Hazel
Indago Sling Studios
Interchange/Angelique Geehan
Consulting & Education
Integra Baby
ISARA
JP Outdoor Company
Kaami Slings
Kalleigh Handwovens
Kantha Bae LLC

KAPUALOVE GbR
Kay & Jane
Kaya
keep company
Lalabu
Leather Baby Co.
LIMAS Baby Carriers
Little Lion Bros.
Loom+Love
LoveHeld
Lublu
Mama's Embrace
Mami de la Loma
Maude
Mebien
MeeYoo Handwovens
Mezaya Baby
Mida Solutions
Miranda Bennett Studio
Miss Gigotine
Misty View Weaving
Mountain Girl Handwovens
Mumma Etc.
Nessl
November Rainn + Co.
October Star Ltd
Ohana Handwovens
Peekaboo
Peper Pockets
Plan V
Poppy and Dave
Purple Elm Baby
Qtopolis
Rachel Gaston-Pifer
Ready Daddy
Ring Slings By Claire
Rosy Baby/Sling Carrier
Seven Seas Handwovens LLC
Simply Essential Solutions
Sister Slings
Spectrum Handwovens
Syki Products Inc.
The Hippie Joey Co.

The Mumsie
Ties that Bind Handwovens
TimeWarp Handwovens
Tush Baby
TwinStar Baby LLC
UCHI
Vibras Creations
Vienna Springs
Wayward Wovens
West Coast Sewing Company
Whisper Wovens
XOXO Baby
Yunji Weave Limited

Non-Profit Organizations

Association of Carrying Educators
& Sling Libraries CIC
Beidaizhiai背戴之爱
(小不妈, 妈妈天天向上公众号)
Carry Me Close Babywearers
School of Babywearing
The Carrying On Project

Downsizing Business Members

Baby Slings & Carriers
Bamberoo
Children's Needs
Comfy Joey
la-ma cu tine!
Little Bug Creations LLC
Little Zen One
Milliepod
Sewfunky
Snuggly Baby
Wallypop

Friends

Carry, LLC
Constant, LLC
Mnova Baby
Moon + Beck
PaxBaby
SarinaB
Strand By Strand

FINANCIAL REPORTS

Statement of Activities

July 2018-June 2019

Revenue & Support

Membership & Sponsorship 49,115.00

Programs & Services 15,982.91

Total Income 65,097.91

Expenses

Staff & Contractors 37,009

Legal 2,178.00

Programs & Services 4,207.24

Administrative Costs 5,005.63

Meetings & Events 540.00

Conferences & Sponsorships 100.00

Travel 3,597.40

Dues & Subscriptions 400.00

Insurance 1,766.00

Financial Institution Fees 2,020.14

Total Expenses 56,823.41

Net Income 8,274.50

Statement of Activities

July 2019-June 2020

Revenue & Support

Membership & Sponsorship 25,340.00

Programs & Services 22,284.34

Total Income 47,624.34

Expenses

Staff & Contractors 35,141.99

Legal 1,308.50

Programs & Services 3,561.79

Administrative Costs 3,553.77

Meetings & Events 44.77

Conferences & Sponsorships 0.00

Travel 3,326.70

Dues & Subscriptions 400.00

Insurance 1,849.00

Financial Institution Fees 1,454.48

Misc -5.00

Reconciliation 1.00

Total Expenses 50,636.00

Net Income -3,012.66