

# Dave Morgan is the new President



Dave has been in the industry for many years; first as a student working for E.Hilburn (a traditional North London blindmaker) in the holidays and evenings, then as a fitter then moving position to sales representative. He moved to J.Avery, one of the leading Contract blindmakers at that time, one last move to the Ericson Group to learn the trade side of the business and finally to form his own company Dave Morgan Blinds Ltd.

Dave has been a keen member of the BBSA for over 15 years. 'Originally I only attended the social functions, the Dinner Dance, the cricket and it was only when I started Dave Morgan Blinds, I wanted to be part of a professional organisation, that I started attending Regional meetings. The realisation that I had been missing out on so much information, along with the opportunity to meet fellow manufacturers and discuss similar problems, was a complete eye-opener. I was hooked and from then on I wanted to be part of and contribute to the BBSA.'



The new president gives thanks to the old.

## **O: What does it mean to be the BBSA president?**

**DM:** It is a great honour to be elected by your peers. There will be some major projects happening during my Presidency. I am so lucky to be here now, when things like the Shade Specifier are taking off. It is a really good feeling to know that I am part of it.

## **O: Shade Specifier? Why is this such beneficial project?**

**DM:** For years blindmakers have known the benefit of their products but at last we can show customers how much energy they can save by using blinds and shutters in real terms, i.e. cash. With the soaring energy costs we shall have potential customers knocking at our doors.

## **O: What aspect of the presidency will be the hardest?**

**DM:** Time and effort, I expect to commit about one month per year to BBSA business, which I believe to be fair. I suspect more of my time will be taken but I'm not complaining. I don't want to be rushed; I intend to enjoy the process as it happens and I want to meet as many BBSA members as possible. For example, at the AGM I wanted to talk to dozens of people – I think I only really spoke to about six or seven. If anything it will be harder for my wife Jilly. Not only will she be covering for me in the business, she will be supporting me 100% as president and looking forward to meeting more people at the social events.

## **O: What are you going to do in your time as President?**

**DM:** I hope to use my time to encourage as many BBSA members as possible to go to their regional meetings. I would like 75% of the membership to attend those meetings regularly.

## **O: That is a big commitment – how are you going to achieve it?**

**DM:** Improvements have been made in how we present regional meetings and we can make further improvements. I want BBSA members to look at the positive aspects of regional meetings, how they are useful for disseminating information with a social face. It is an opportunity to meet like-minded individuals with similar problems or successful ways and show a common front against non-BBSA members who may not be as professional. I would like all BBSA members who attend meetings to collectively encourage non-attending BBSA members to do so. I would like

new members to be presented to their regional meeting. If members have any new ideas or suggestions I would like to hear from them. The more people that attend the better informed they are – and knowledge is power.

## **O: What would you do to improve the BBSA?**

**DM:** Work more closely with the secretariat to break down the negative opinions that some people hold about the Association, and to develop its professionalism. The Association does do something for its members but we, as members, should do more to encourage people to get involved and to take the message to non-members who share our ideals.

## **O: What do you want blind makers to do during your 2 years?**

**DM:** I want our members to put their prices up – we underrate ourselves. Blinds offer more than curtains and yet curtains cost more. A properly fitted blind – designed to do a specific job – offers not just a pretty fabric and functional fittings but light and heat control as well. If you buy a standard car you pay one price, buy a car with all the fittings and you pay more. Why don't we do that with blinds? It is a legitimate way of selling-up our products.

## **O: What in your opinion is a 'traditional blind maker'?**

**DM:** I would call myself a traditional blind maker because I learnt the trade through working alongside time-served craftsmen; at the bench first, then installation and sales later. There are many aspects to this trade, if you don't have the foundations and experience you can make major mistakes. I do feel that training has helped me throughout my career

Every new President brings something new to the BBSA and enriches the Association. Dave is no exception – we look forward to seeing how things move on during his term of office.