

DASMA Annual Meeting reconvenes after two-year hiatus

By Vicki Jones, Editor



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From January 24-26, 2022, DASMA and its members held their Annual Meeting at the Boca Raton Resort in Florida. The event marked the first in-person meeting for DASMA members since January 2019 and served as a platform to belatedly acknowledge the association's 25th anniversary.

DASMA maintains membership

DASMA began over 25 years ago; today, it has six divisions, and 88 member companies, representing more than 95% of door and access manufacturers in the U.S. market.

In 2020 and 2021, membership climbed despite the unpredictability of the COVID-19 pandemic. A total of seven companies joined DASMA in the past two years, including three companies for the High Performance Door Division, three for the Rolling Door Division, and two for the Associates Division.



A chance to “meet”

Attendance at the Annual Meeting was impressive, especially considering the recent surge of the Omicron variant and some companies' reluctance to resume travel.

About 125 members from over 60 companies attended the meeting. While there were some last-minute cancellations due to various issues, everyone who was able to attend attested to the value of being there.

DASMA Treasurer Rick Sedivy said, “The attendance was great but even more impressive was the participation of the members. The projects that were discussed and advanced in the committee meetings demonstrate the value of in-person interaction. We are looking forward to the Mid-Year Meeting in Chicago.”

Let the meetings commence

The three-day event was packed with division and technical committee meetings. On Monday, January 24, the Magazine/Marketing Committee met and finalized objectives for its pending DASMA Social Media Campaign.

The Training & Education Committee also convened. Members provided reports on IDEA and ACI and discussed the DASMA mock trials scheduled for AFA Fencetech and IDAExpo. New initiatives to support and promote training and certification were also explored.

In the evening, members joined together for an Opening Reception with delicious appetizers and networking opportunities. Attendees had an opportunity to view the Associate Member poster submissions for the 2022 Poster Contest.

The poster contest

For this year's competition, AkzoNobel, Arrow Tru-Line, Continental Coatings, Marantec, Precoat Metals, and Titan Coatings submitted posters for DASMA's Annual Poster Contest. Arrow Tru-Line's “The Hardware Guys Resurrected” poster was selected as the winning poster.

Door + Access Systems will publish Arrow Tru-Line's poster as an ad in the spring 2022 issue of the magazine for free. The



Poster Contest is a fantastic way for Associate Members to showcase their company and highlight their products both at the meeting and throughout the industry. We encourage all Associate Members to create and submit posters next year.

Tuesday meetings

A large group of new and prospective members attended the division and committee meetings held on Tuesday, January 25. The various DASMA divisions and work groups have been busy maintaining momentum on a wide range of projects that affect the industry.

"There is no substitute for a face-to-face meeting to accelerate progress on these technical, educational, and promotional projects. Industry professionals should watch for a number of new initiatives to be launched," said DASMA Executive Director Chris Johnson.

Tuesday night, the group convened for a delightful banquet dinner and awards ceremony.



Milestones and celebrations

DASMA President Michel Gendreau emceed the event, welcoming the group and then taking a moment to acknowledge DASMA's 25th anniversary, saying that "25 years ago, our predecessors recognized we are more effective working collectively to represent the broader industry."

He then listed some of the significant accomplishments DASMA has made in the past 25 years. "DASMA has led an unsurpassed technical and code effort and developed an industry leading magazine and hundreds of informational and educational documents."

Through the years, DASMA has also started "a joint training and certification organization for industry members in IDEA, implemented expansions to include new products such as high performance doors, furthered the development of safety standards such as UL 325, and created new programs for thermal performance."

DASMA and IDA stay connected

Two IDA leaders attended the DASMA meeting and reported on their activities. IDA Scholarship Committee Chair James McGinley and Events and Education Committee Chair Tim Castello provided an overview of IDA's trade show, its scholarship programs, and the new Educon educational events scheduled throughout the year.

Geeslin's special recognition

The night's ceremony also served as an ideal opportunity to acknowledge Doug Geeslin for his groundbreaking and ongoing efforts pertaining to thermal performance.

Gendreau said, "We are about to launch another major industry advance related to thermal performance of garage doors. This program will change the way we rate thermal performance, putting members on a

level playing field and putting the ratings on the same footing as windows and related products."

Over the years, Geeslin has championed the thermal performance program, working with experts from our other member companies.

"Doug kept us focused on our goal and managed a number of compromises, building consensus so we can launch our program," said Gendreau. As a token of appreciation for his efforts, DASMA presented him with a special recognition award.

Ad of the Year announcements

Next, the Ad of the Year nominees and winners were announced. In December 2021, Door + Access Systems Newsmagazine conducted its 22nd Ad of the Year contest.

The top five finalists, as determined by our panel of 13 judges, were AkzoNobel's "Discover More Behind the Door" ad, Asta America's "Our Powder Coating Doesn't Stick to Your Fingers" ad, LiftMaster's "Next Gen" ad, Royal Building Products' "Makes All the Stops" ad, and Service Spring's "Born in the USA" ad.

Royal's ad was selected as the 2021 Ad of the Year. Their creative take on the effectiveness of their products helped "seal" their victory. Their ad will be featured in the summer issue courtesy of Door + Access Systems.

DASMA encourages advertisers to continue pushing the envelope with innovative designs and unique ad concepts. The exceptional ads, such as the ones featured in the 2021 D+AS issues, offer companies a terrific opportunity to enhance and promote their products.

If your company is interested in advertising in our magazine, please contact ann@cunninghambaron.com for ad rates and discounted DASMA member rates.



National Sales Manager Michael Cole accepted the first-place award for Royal.

Celebrating the key three

The banquet continued by acknowledging three key individuals who have contributed to DASMA throughout its 25-year tenure. Gendreau began by acknowledging DASMA's recently retired Technical Director Joe Hetzel.

Hetzel was hired as the first full-time director of DASMA in 1996. Throughout his 25 years in the position,

he traveled the country representing every DASMA division, presenting their issues to code, standards, and regulatory groups. He also helped establish DASMA's reputation as the technical voice of the industry.

Gendreau said, "Joe, the influence of your 'voice' will be heard long after you retire." Hetzel humbly received his award as the crowd honored him with a much-deserved standing ovation.

Next, Gendreau honored longtime DASMA General Counsel Naomi Angel, who officially retired in December 2020 after 25 years with the association.



Recently retired Joe Hetzel, Naomi Angel, and John Addington were all honored during the banquet dinner and awards event.

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He said, "Naomi's contributions extend well beyond simply giving antitrust advice, reading the bylaws, and reviewing contracts.

"She helped guide many legislative projects, participated in multiple mock trials, provided Fall Forum presentations, and had significant Consumer Product Safety Commission involvement." Angel then took to the podium to thank the members.

Finally, Gendreau provided a tribute presentation for recently retired John Addington, who had served as DASMA's executive director since 1995. Gendreau said, "Thank you for your 40 years of service and leadership, sharing your knowledge and expertise, and for helping to make the industry better."

Addington acknowledged the standing crowd, thanked the members, and encouraged the future growth and advancement of DASMA.

Passing the baton

Gendreau concluded the banquet by introducing Val Sigmon as the new president of DASMA. Sigmon then addressed the group.

Additional new DASMA officers were named by the nominating committee chair, including:

Michel Beaudoin — First Vice President
David Bangert — Second Vice President
Berge Miller — Treasurer
Michel Gendreau — Immediate Past President



*Val Sigmon, new
DASMA President*

Wednesday meetings

The third and final day consisted of meetings representing some of the largest DASMA Divisions, including the well-attended Commercial & Residential Garage Door Division and the Door Operator Division. A Joint Technical Forum also met to help the divisions and committees coordinate activity. The meetings closed in the early evening with the second Board meeting. ■



DASMA

Everything you need to know

Divisions

DASMA is organized into six divisions. Five divisions represent manufacturers in these product categories: Gate Operator & Access Control Point Systems, Commercial & Residential Garage Doors, High Performance Doors, Door Operator & Electronics, and Rolling Door.

A sixth DASMA division, the Associates Division, includes companies that supply raw materials or significant components used in the manufacture and installation of door and access systems.

Meeting information

DASMA meetings are a great way to stay on top of the technical issues and key developments affecting our industries. They also offer leaders and technical experts an opportunity to collaborate and further contribute.

DASMA typically holds the Annual Meeting in January and the Mid-Year Meeting in June. Meetings are open only to members and qualified prospective members.

Interested in becoming a DASMA member?

If you are a manufacturer or supplier in the industry, contact the DASMA offices at 216-241-7333.

DASMA PERKS

1. Have a voice

Join DASMA, the industry's leading trade association and speak out. Collectively, we can make a difference.

2. Strength in numbers

One company has limited influence on the media, building code organizations, regulatory agencies, and legislatures. By acting as a unified industry, we can speak more effectively and more cost-efficiently to movers and shakers at the federal, state, and local levels.

3. Stay on top of regulatory issues

Discover what's happening with a new building code in Florida, new legislation in Nevada and New York, and initiatives by the Consumer Product Safety Commission.

4. Save on research costs

Working as an industry, DASMA members can save thousands of dollars on research, testing, and marketing costs by pooling resources and sharing the costs of a single project that benefits many. Teamwork pays.

5. Advertising discounts and publicity benefits

DASMA members receive deep discounts when they purchase advertising in Door + Access Systems Newsmagazine, a publication which reaches a qualified list of more than nearly 20,000 dealers in the industry. Members can also submit press releases for free publicity about products, people, and company news.

WELCOME

Members who have most recently joined DASMA:

ASTA Door Corp | Rolling Door Division
BASF | Associates Division
Intertek | Professional Member, Rolling Door Division
Mayser GmbH & Co. | Door Operator & Electronics Division
McKEON | Rolling Door Division
PerforMax | High Performance Door Division
Senneca Holdings | High Performance Door Division
ThermoTraks | Associates Division