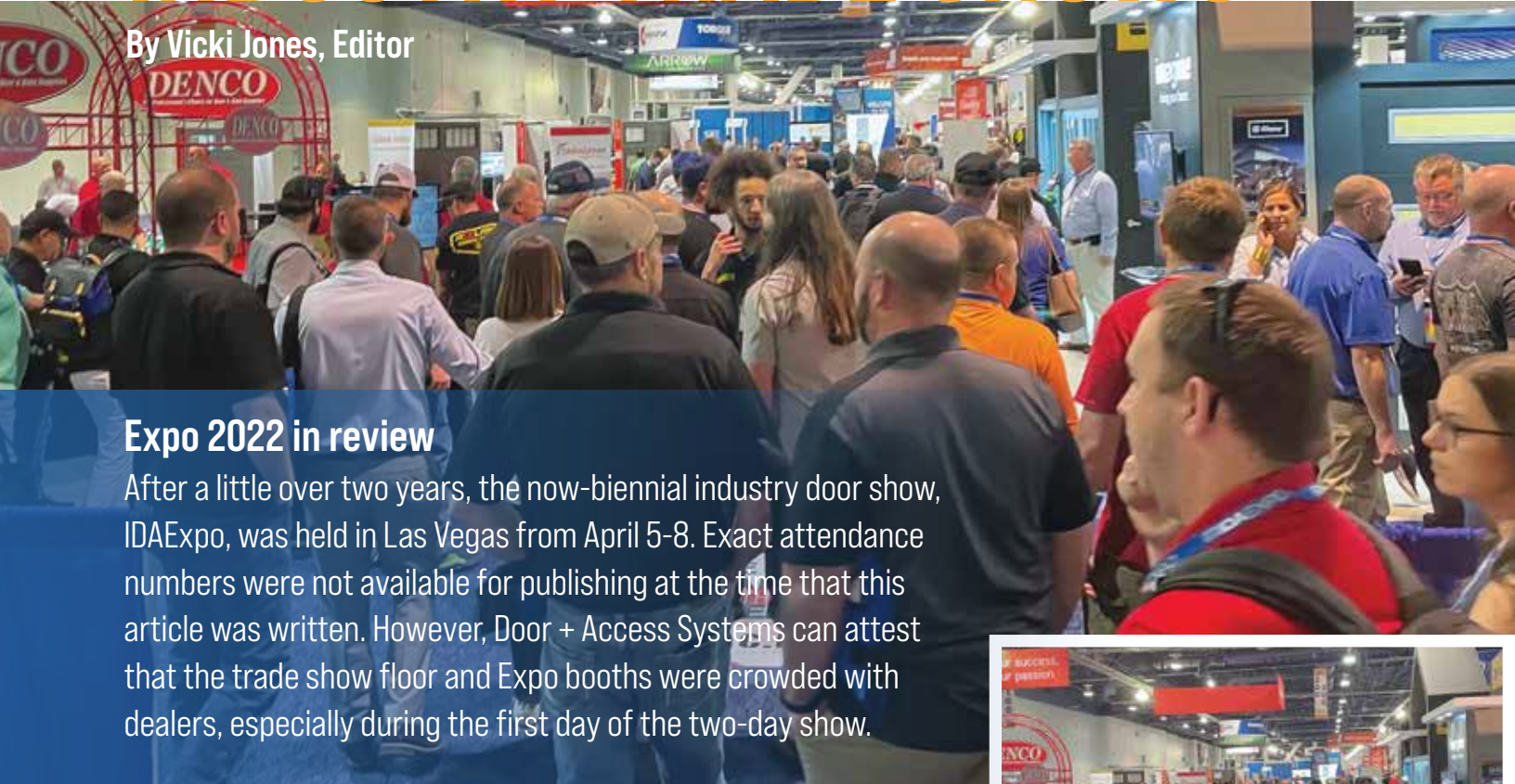


THE WELCOME RETURN OF INDUSTRY TRADE SHOWS

By Vicki Jones, Editor



Expo 2022 in review

After a little over two years, the now-biennial industry door show, IDAExpo, was held in Las Vegas from April 5-8. Exact attendance numbers were not available for publishing at the time that this article was written. However, Door + Access Systems can attest that the trade show floor and Expo booths were crowded with dealers, especially during the first day of the two-day show.



118

118 Exhibits at Expo 2022

The event featured 118 exhibiting companies. While the number of exhibits was down compared to the average over the past five years, most of the manufacturers that we spoke with seemed pleased with the overall attendance.

Exhibit totals from 2017-2022

Year	Exhibit total
2022	118
2020	123
2019	144
2018	148
2017	152

2021 Expo was cancelled due to COVID-19.

Solo show

Expo was held as a standalone show for the first time since 2018. In 2019 and 2020, IDAExpo was held in conjunction with AFA Fencetech/NOMMA MetalFab. The 2021 show was canceled due to COVID-19.

The three organizations had decided to host a combined show to help mitigate travel and exhibitor expenses and to expose attendees to crossover companies and products. In 2022, IDA returned to a solo show. The association plans to host similar Expo events every other year going forward.

Back to Vegas

For the tenth time since 2000, Expo was held in the most historically popular location — Las Vegas. Attendance was healthy, and attendees took advantage of Nevada's fully opened casinos, bars, restaurants, and other local attractions.

While Vegas is typically a popular destination, according to our D+AS post-event survey conducted immediately following Expo, 65% of respondents reported that they did not attend Expo 2022. Of that group, 32% indicated that the show location in Vegas was the primary reason they did not attend, reporting that it was either "too far away" or "not an appealing location."

COVID-19 still a deterrent

The lingering virus was another factor that influenced attendance numbers. Several survey respondents indicated that they did not attend the 2022 Expo because of it. One said, "I am still not comfortable traveling, especially with the lax attitude about COVID in the United States." Another said, "I am letting COVID-19 settle down a little more before flying."



This way to Education Sessions

27 WORKSHOPS

The Expo week began with multiple educational sessions and workshops beginning on Tuesday, April 5 and ending with a SuperTech training session on Friday, April 8.

In addition to Expo's 27 workshops, IDEA also presented two two-day schools, including a course on Residential/Commercial Sectional Doors and the Commercial Rolling/Rolling Steel Fire Door course.

The SuperTech – Gate Systems Technical Level 1 workshop, presented by Jason Webb and Tom DeSilvia, provided training on a recently launched IDEA certification program. The hands-on workshop helped educate gate systems technicians on how to diagnose and repair gate systems, understand licensing requirements, and troubleshoot systems.

CERTIFICATION OPPORTUNITIES

The return of in-person trade shows provided members in the industry a convenient opportunity to get certified. On Wednesday, April 6, IDEA hosted three review sessions for the following certification exams: Automated Gate Systems Designer, Automated Gate Operator Installer, and Gate Systems Technician Level 1.

Time to get certified

Throughout Expo week, IDEA administered 200 exams, and the vast majority of testers passed.

IDEA certification type	Number of certifications awarded
Bundled: Residential Installer & Commercial Sectional Door Systems	53
Bundled: Commercial Rolling Door Systems Technician & Rolling Steel Fire Door Technician	41
Door Dealer Accreditation	46 exams administered
Automated Gate Operator Installer	19
Commercial Rolling Door Systems Technician	2
Commercial Sectional Door Systems	9
Gate Systems Technician Level 1	5
Residential Installer	28
Rolling Steel Fire Door Technician	6

The next "open" IDEA testing event will be held at the WASA (Western Access Systems Association) regional trade show on Oct. 1, 2022.

NOTEWORTHY SEMINARS

Industry woes

- Attendees who arrived early enough to catch the first seminar of the week, the "State of the Industry Roundtable," said that it was relevant and helpful. The roundtable was hosted by Tim Castello (Miller Edge) and included panel members: Brenton Cheney (Frontier Building Products Pacific), Jeremy Evener (Service Spring), Paul McManus (Haas Door), and Val Sigmon (Amarr).
- Castello provided a brief but detailed presentation outlining the effects the pandemic and global purchasing changes have had on the global supply chain. The panel discussed key issues currently affecting the industry, such as material shortages, supply chain woes, managing stock, and more. Attendees appreciated guidance from leading manufacturer representatives during these unprecedented times.

It pays to delegate

- During the "Learning to delegate" workshop, Todd Liles and Chris Elmore of Service Excellence outlined key strategies to delegate successfully.
- They explained how to determine the value of a leader and the importance of letting go of distractions and time wasters.
- They also challenged the audience to categorize their tasks to improve efficiency and increase revenues.



It's showroom time!

The "Build it, promote it, they will come!" workshop hosted by Randy Oliver and John Noren of Hollywood-Crawford Door catered to dealers. Oliver and Noren shared the necessary steps to create a perfect showroom on a budget. They also outlined ways to utilize outside resources, like suppliers, and demonstrated how to track the effectiveness of your investment.



Be proactive, avoid legal troubles down the road

- Nathan Breen's "Employee conflict issues" seminar was well-attended and struck a chord for dealers and owners. Breen presented various employee-related issues that could lead to conflict, or worse, legal retaliation, between an employee and management. He covered hypothetical retaliation claims, the complexities of discrimination issues, the recently altered guidelines/laws for independent contractors, and more.

Expo 2024 is scheduled for April 9-12 in Las Vegas. Learn more at www.idaexpo.org.

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KEYNOTE PRESENTATION

Wadsworth exposes the true history of the door industry

If you didn't know, now you do!

Award-winning journalist and former editor of Door + Access Systems, Dr. Tom Wadsworth, kicked off the two days of exhibits with a fact-packed, eye-opening keynote address. In honor of the garage door industry's 100th anniversary, Wadsworth was asked to present about "The birth of the garage door industry" during the originally scheduled 2021 Expo. When the show was postponed, so was his presentation. The good news for Expo 2022 attendees is that his presentation was worth the wait.

True inventor of the garage door revealed

While conducting investigative research on the life and career of C.G. Johnson, Wadsworth uncovered key historical documents that revealed the true inventor of the garage door. Spoiler alert! It's not who we thought it was.

That information was featured in our fall 2020 cover story, "The founders of the garage door industry; the story that has never been told," and it was also the premise of Wadsworth's keynote address at Expo.

He presented historical patents, rare photos, and detailed information from the past 100 years of the door industry. That indisputable evidence revealed the true inventor of the garage door, and ultimately, the foundation of the door industry. The presentation also provided door dealers and entrepreneurs with insight on how to apply lessons from the industry's history (and its pioneering figures) to be successful today.

Letters to the keynote speaker

- Those in attendance were floored by some of the revelations unveiled during Wadsworth's keynote. Here are some comments:



Masterful storyteller

- "Tom's keynote address is one of the main reasons I attended Expo this year. In a nutshell, it was superb! Tom's command of the subject matter was masterful, and his oratory skills are top shelf. He presented this topic in a storytelling fashion, occasionally interjecting his opinion but always supported by well researched facts."

• Dan Apple — *Managing Partner, The Apple Group*

Exceptional journalism

- "I found Tom's keynote address about the history of the garage door industry to be enlightening and entertaining. What he was able to uncover is exceptional journalism and helps clarify our industry's history. Thank you, Tom!"

• Pat Lohse — *Consultant, Clopay Corporation*

Another fantastic presentation

- "Knowing Tom Wadsworth never disappoints, I sat in the front row to prepare for the resulting adventure of his investigative research. Tom's ability to locate little tidbits of information and take us on this journey was impressive. I find myself asking, "How did he find these pictures and this information?"

- "The depth of his research was impressive. Over two decades, Tom has mastered the ability to keep an audience's attention, and retirement has not diminished that skill one bit. I left his keynote entertained, more informed, and more motivated."

• Kevin M. Pettiette — *Owner, Smokey's Garage Door Past-President, International Door Association*



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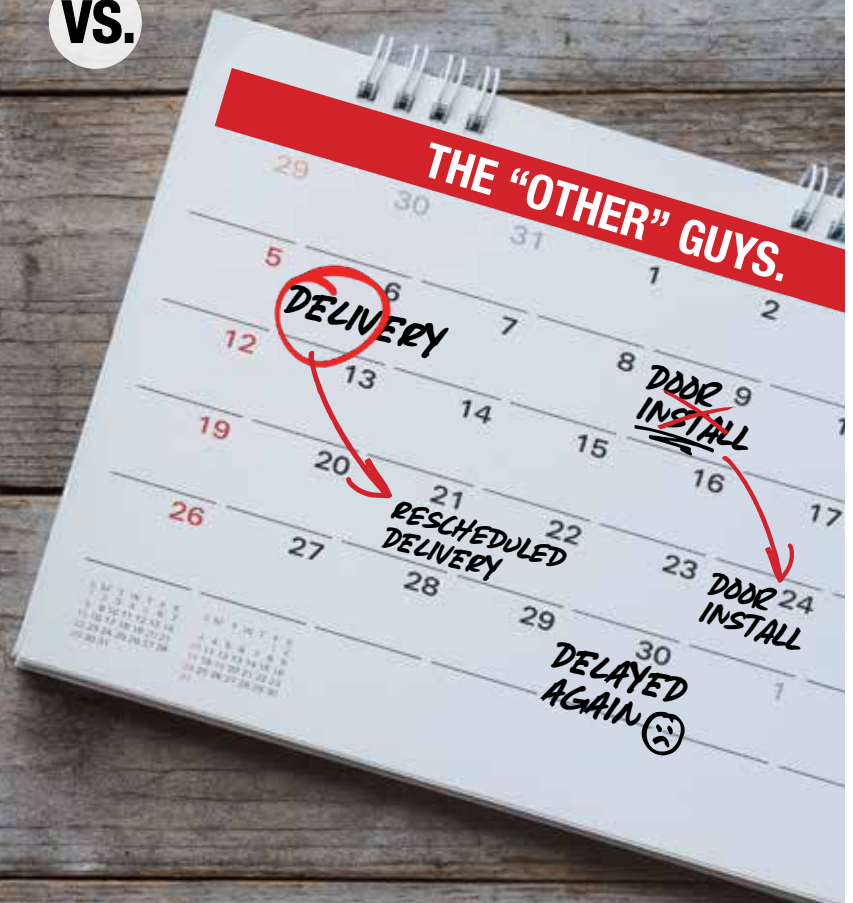
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Fencetech/MetalFab 2022 in review

After a year off due to COVID-19 precautions, the American Fence Association (AFA) and the National Ornamental & Miscellaneous Metals Association (NOMMA) teamed up for their Fencetech/MetalFab industry trade show on Feb. 15-18, 2022. The co-located event was held at the New Orleans Ernest N. Morial Convention Center.

The trade show schedule included a total of 35 seminars (14 provided by MetalFab and 21 hosted by Fencetech) including keynote presentations. Attendees also had the opportunity to attend the Gate Automation Design School and/or the Sales Training School.

Live auctions and awards dinners were also part of the jam-packed agenda. ■

Fencetech Numbers:

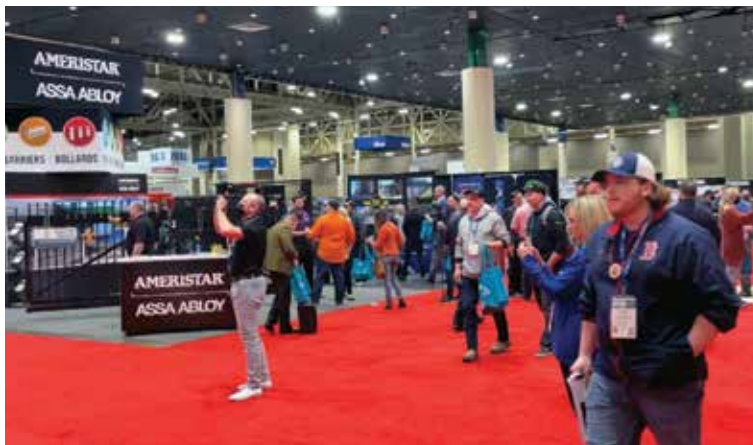
- 240+ exhibitors
- 3 days of exhibits
- 3,000 AFA and NOMMA combined attendees
- 33 combined educational seminars/workshops
- 835 attendees at educational seminars and schools

MARK YOUR CALENDAR

- The next Fencetech/MetalFab trade show will be held in Oklahoma City, Okla., from Feb. 28-March 3, 2023.



The show was scheduled at the beginning of local Mardi Gras festivities, and the opening Kick-Off Party set the tone for the show.



Fencetech organizers were pleased with the turnout, boasting over 240 exhibitors, 3,000 combined AFA and NOMMA trade show attendees, and 835 individual attendees at the various educational seminars and schools.

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