

Record-breaking attendance at 2023 DASMA Annual Meeting

BY VICKI JONES, EDITOR

From January 23-25, 2023, DASMA and its members held their 27th Annual Meeting at Caesars Palace in Las Vegas. The meeting yielded a record number of attendees — 164 DASMA representatives (not including spouses or speakers) attended, and over 78 companies were represented. That's 23% more companies represented than the previous year.

Whether driven by the loosening of travel restrictions or the members' desire to meet in person while pursuing an active agenda, it was a fantastic opportunity for DASMA members to network and discuss relevant technical and industry issues in a fun and collaborative environment.

DASMA membership remains strong

DASMA began over 25 years ago; today, it has six divisions and over 100 member companies, and it represents more than 95% of the U.S. market.

Currently, there are 64 active member companies, 34 associate member companies, and four industry professionals that comprise the DASMA group. In 2022, a total of five companies joined DASMA, including two companies for the Rolling Door Division and three for the Associates Division.

We also added two additional Associates Division members and one Door Operator & Electronics Division member in January 2023.

Let the meetings commence

The three-day event was packed with division and technical committee meetings. On Monday, Jan. 23, the recently formed Thermal Performance Verification Program (TPVP) Certification Committee met for two hours.

The group has made significant progress fine-tuning some of the technical and administrative aspects of the program. Participants also reviewed plans for the participant logo and an optional temporary product label.

The program is on target to launch on July 1, 2023, as planned.

"Fast Pitch Networking" event

The first day ended with the "Fast Pitch Networking" event (formerly "Speed Networking") followed by the Welcome Reception. 16 Associate Member companies participated, and each had the opportunity to schedule a five-minute meet-and-greet session with any of the 11 Active Member companies present. The introductory meetings were a great opportunity to speak directly with key decision makers of various leading manufacturing companies.

In the evening, members joined together for the Welcome Reception, where attendees networked and viewed submissions for the DASMA Annual Associate Member Poster Contest.

The poster contest

For this year, AkzoNobel, Continental Coatings, Precoat Metals, Service Spring, and Westlake Royal Building Products submitted posters; AkzoNobel's "Strength and Beauty" poster was selected as the winner. The clean design and clear and clever copy highlighting the company's high-quality coatings won over the judges.

AkzoNobel received a free ad in the spring 2023 issue of Door + Access Systems Newsmagazine for winning the contest. The DASMA 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

The committees for each product division, including Commercial and Residential Door, Gate Operator, High-Performance Door, Rolling Door, Door Operator and Electronics, and the Associates Division, convened and discussed relevant topics and issues pertaining to their product

lines. The various work groups continue to maintain momentum on a wide range of projects that affect the industry.

In addition, the Marketing/Magazine Committee meeting reviewed DASMA's various publications and brainstormed ways to further boost the association's social media platforms. DASMA executive director Chris Johnson said, "We ask all DASMA members to follow DASMA's Facebook, LinkedIn, and Twitter pages and encourage their employees and company dealer networks to do the same."

Banquet dinner

Tuesday night, the group met for a banquet dinner and awards ceremony. DASMA President Val Sigmon welcomed the record-number of attendees and set the tone for a festive evening.

IDA President Brenton Cheney then provided a quick overview of IDA, their scholarship programs, the EXPO + and Educon events, and discussed the cooperative efforts of DASMA and IDA.

Ad of the Year announcements

Next, the nominees and winners were announced for Door + Access Systems Newsmagazine's 23rd Ad of the Year contest.

The top five finalists, as determined by our panel of 15 judges, were announced, and Westlake Royal's ad was selected as the 2022 Ad of the Year. See page 26 for details. The winning ad will be featured in the summer 2023 issue of Door + Access Systems magazine for free.

Wednesday meetings

Work continued on day three with the Training and Education Committee meeting. A variety of topics were discussed, including DASMA's participation at Educon and EXPO and how to become established as an external preferred provider for code training. The event concluded with the General Membership and Board of Directors meetings. ■