

# MEET MICHEL BEAUDOIN

An interview with the new DASMA president

By Vicki Jones, Editor

In January, Michel Beaudoin became the new DASMA president, succeeding former President Val Sigmon of Amarr at the completion of Sigmon's two-year term. Michel is the director of Torque Force and Manaras-Opera, two business units of the Canimex Group, which is headquartered on Saint-Georges St., Drummondville, QC, Canada.

Canimex is a global leader in the manufacturing and international trade of mechanical, electrical, hydraulic, and electronic components; access systems; garage door products; aluminum diecasting services; sheet metal transformation; molds; dies; and mechanically welded parts. The company comprises six business units and over 800 employees, and it has a presence in more than 70 countries.

*We interviewed Michel Beaudoin to learn more about DASMA's new president and to get his perspective on the industry and his vision for the association in the next two years.*

## 1. Can you share your background and industry experience?

After graduating from high school, I immediately joined the workforce. In 1980, I joined Canimex as an account manager. At the time, it was a small company with only 18 employees. I rapidly gained more responsibilities within the ever-growing company. The Torque Force division was created in 1987 when we started developing aluminum diecasting products.

In 2015, the company acquired Manaras-Opera. I serve as the director of Torque Force and Manaras-Opera, two business units of the Canimex Group that employ over 300 people.

I am grateful to have helped Canimex successfully serve its very loyal customer and supplier bases over the years. I am also proud to be a living example that higher education is not the only option for those who work hard and dare to dream big.

## 2. What has surprised you most about the evolution of our industry over the years?

Originally, most door and operator manufacturers were small, privately owned companies. Acquisitions and mergers gradually changed the landscape, and today this is a global industry with many players acting around the world.

The industry has become more professional, and regulations are bringing new challenges that DASMA members must adapt to. Also, the products have become more technically challenging.

## 3. What do you consider the most important issue affecting the industry right now?

The globalization of our industry. The world has become less free-trade-oriented and that is inevitably reshaping our industry leaders' strategies. That mixed with rapid technological change, climate change, and a seemingly constant flow of acquisitions and mergers across the globe will force our industry to adapt. During the recent pandemic, many of us realized that everything we took for granted could be challenged at any time.

## 4. You are a positive leader who is widely respected by your employees and among DASMA members. How would you describe your management style?

I'm sure those who have been in the industry for as long as I have would agree that leaders must adapt to each new generation's aspirations. Originally, I mostly considered myself a result-oriented, entrepreneurial leader. I gradually evolved toward more of a

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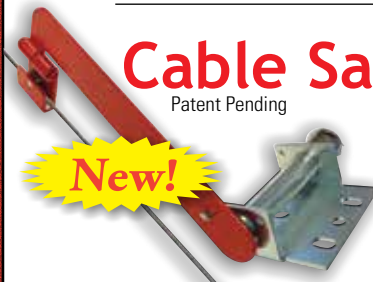
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team-building style of leadership — one that focuses on developing my team members' strengths and potential.

Regardless of how talented you are, a good team will always achieve more than just one person ever could. Of course, having a clear vision is key, and inspiring the team to create value for customers and suppliers has always been important to us.

### 5. What will be your top priorities/goals for DASMA over the next two years?

Over the past few years, DASMA has grown into a very mature organization with a clear and well-defined purpose. My priority will be to finish what we started under previous leadership and prepare the transition from my generation to the next.

Many of our members have been with DASMA for a while, which means our current board is, admittedly, filled with grey hairs (or, in some cases, no hair at all). We've been very lucky that these leaders have been so generous with their time. Now, we need to prepare for the future of the industry — one filled with fewer and larger organizations. We also need to ensure that tomorrow's DASMA will be equipped to remain the voice of our industry.

I'd like to add that IDEA will have a very important role to play in DASMA's future. DASMA and IDA have a shared responsibility to maintain and grow the education and accreditation aspects of the organizations so that we can all be ready for future challenges.

### 6. What are some key benefits of being a member of DASMA?

DASMA is the voice of the manufacturers, and working together strengthens the industry. Together, we are able to voice our collective knowledge to code bodies, legislators, and governments in order to protect the best interests of all industry members.

Working as a team also gives us the opportunity to pool our technical resources to fulfill our mission of defending and promoting the industry. It would be impossible to do all of that separately, which is why we must all come together and participate. Every organization within our industry has an important role to play and can benefit greatly from being a part of DASMA. ■

### MICHEL BEAUDOIN'S BACKGROUND

#### Canimex positions held

**1980 - 1984:** Sales

**1984 - 1987:** Supply Chain

**1987 - 2005:** Director of Torque Force

**2005 - Present:** Director of Torque Force and Manaras-Opera

#### Milestone career projects

**1988:** European expansion

**2005:** Manaras-Opera acquisition

**2015:** Expansion in various countries,  
including Australia and New Zealand

#### Industry leadership

Joined NAGDM and DODA in 1982, FWGDA in 1985, and ARDI in 1988. DASMA Chairman of the Associates Division. DASMA Board member.