

# D+AS INTERVIEW WITH NEW IDA PRESIDENT BYRON BURLAND

By Vicki Jones, Editor

**B**yron Burland will assume his two-year term as president of the International Door Association (IDA) in April 2025. D+AS sat down with Burland for an interview, wherein he shared his candid thoughts about DASMA, his goals for IDA for the next two years, and his insights on the current state of the industry.

## 1. How did you get started in the door industry?

I only actively pursued garage doors in 1996 after first trying (unsuccessfully) to market a security gate product that I brought from South Africa. While attending a three-week show in San Diego, I befriended the person at the booth next to me, who happened to be working at a residential garage door and gate company. Between the lack of interest in my product and seeing how busy their booth was, I decided to try selling and installing garage doors — especially since my Contractors License was the same classification.

I started out as a “tailgater.” I printed flyers and went door to door until I finally got my first sale. I learned how to install by reading manuals and through trial and error. In 1998, I broke my leg playing soccer and had no choice but to hire my first installer. I continued to do sales, pick up products, and help my installer while soliciting potential clients. Once my leg healed, I started building a better sales pipeline.

## 2. You said you want to give back to the industry because it “has been good to you and your family.” Can you elaborate?

Being an immigrant, I realized that if I wanted to succeed I would have to start by learning as much as I can and by getting involved with every organization that represented our industry.

It was tough in the beginning because no one would give me a line of credit, and people did not want to share any information. So I had to learn about the industry one door at a time. I also attended all the seminars and shows I could.

Being involved in multiple associations and joining peer-to-peer network groups has enabled me to build a business that employs over 40 people. My hope is to share my experiences, trials, and tribulations so that

others can capitalize on my mistakes. If a fellow dealer can learn from my experience and wisdom to better themselves and/or their business, then I feel I am a winner.

## 3. What are your top three goals/priorities while serving as IDA president?

Bring the industry together by listening, learning, and creating common goals that are to the benefit of all of us.

Continue to train and educate fellow dealers in best practices, systems, and processes so we all win together (I am a firm believer that the sum of all parts is greater than the whole. Good competition is great competition and good for the industry).

Help to make IDA a true professional trade organization and to elevate our industry amongst fellow dealers and the public (so we’re not referred to as a “blue collar industry”). My goal is for every dealer to be proud to be a part of the industry so they want to contribute to the overall success of it.

## 4. You recently attended the DASMA Annual Meeting. Did you learn anything about DASMA that you didn’t realize before?

The commitment of companies and individuals who give up so much of their time and resources to enhance the industry and in doing so, make safer products, create awareness, and continue to seek better ways to improve. Also, the comradery of the various competitors/DASMA members who are all seeking the same goals and working together to find ways in which to achieve them.

## 5. If you had a chance to sit down with a dozen dealers and explain to them the positive work of DASMA, what advice would you give them?

Listen! And when you are done listening, listen again. Dealers need to understand what DASMA stands for and how they can help you and your consumer maintain standards that pertain to safety, product development, and professionalism.

I would also encourage them to utilize the resources made available by DASMA to further



## BACKGROUND

*Born and raised in Johannesburg, South Africa*

**Education:** Degree in Business and Financial Management, University of Johannesburg

**Military Service:** South African Defense Force — Jan. 1998 to Dec. 1999

**Company History:** Started Safe 'n Secure in 1994, which purchased Besser Bros. in 2005. Today, the company has three locations in Southern California and is continuing to grow.

Title: President/CEO

## INDUSTRY INVOLVEMENT

**IDA Member:** 1998-Present

**Member of the California Operator and Door Association (CODA) which is now operating under the name WASA (Western Access Systems Association):** 2001-Present

**WASA Board Member**

**WASA President:** 2005-2008

**IDEA Certified Accredited Dealer:** 2004

**IDEA Certified Residential Trainer:** 2004

**IDEA Director:** 2008-2011

**IDA Board Member:** 2021-2024

**IDA President:** Beginning April 2025

enhance their business and the industry at large. Ask questions and educate yourself so you can pass on your knowledge and make our industry better.

## 6. What do you see as the main developments that will affect the industry in the next five years?

Consolidation. Every day we hear and see more of this within our industry — both for manufacturers and dealers. The influx of private equity continues to increase at levels we in the door industry have never seen before. Where is this all going, and how will this affect our landscape in the future?

Politically, the implementation of tariffs and the unknown effect of “inflation” as a result. The pricing of steel and importing of materials from abroad will result in possible significant increases, which naturally would have to be passed on to the consumer. How will this impact both the manufacturer, dealer, and of course, the consumer? Will their buying habits change as a result? ■