

FROM THE PAGES OF HISTORY LARRY PAHLOW



With more than 40 years in the garage door business, Larry Pahlow has been the quintessential salesman, selling to top dealers and manufacturers throughout North America.

Milestones

- 1939 ▶ Larry Pahlow is born in Galva, Ill., a rural farming community.
- 1961 ▶ He earns a B.S. in marketing from Northern Illinois University, DeKalb, Ill.
- 1962-65 ▶ Pahlow serves in the U.S. Navy and is released from active duty as a lieutenant junior grade.
- 1965 ▶ Black & Decker hires him as a sales representative in the Construction Tool Division in Memphis, serving Tennessee, Arkansas, Mississippi, and Alabama.
- 1967 ▶ Pahlow joins the garage door industry as a zone manager (sales rep) for Crawford Door, one of the two leading U.S. garage door manufacturers. Pahlow's territory covers the Southeast.
- 1970 ▶ Crawford promotes him to residential sales manager at Crawford headquarters in Ecorse, Mich.
- 1972 ▶ At age 33, Pahlow is promoted to general sales manager.
- 1974 ▶ Pahlow is hired at Windsor Door in Little Rock, Ark., as assistant general sales manager. Several months later, Pahlow becomes general sales manager. Windsor grows rapidly.
- 1985 ▶ Wayne-Dalton of Mount Hope, Ohio, hires Pahlow as general sales manager. Reluctant to relocate his family north to Ohio, Pahlow stays with Wayne-Dalton only a few months.
- ▶ Roll-lite Overhead Doors in Orlando, Fla., hires Pahlow as vice president and general manager.
- 1988 ▶ After Masco Corp. purchases Roll-lite and Atlas, Pahlow becomes vice president of sales and marketing for the merged Atlas Roll-lite Door Corp. The company grows significantly.
- 1992 ▶ When Masco begins to sell off several of its construction companies, Pahlow leaves Atlas Roll-lite to become vice president of sales and marketing for DNS Industries, a manufacturer and importer of garage door components, based in Miami, Fla.
- 1995 ▶ John McLane, president of Atlas Roll-lite, hires Pahlow as director of market development.
- 1996 ▶ Pahlow becomes U.S. sales representative for the Torque Force division of Canimex, a garage door hardware supplier in Drummondville, Quebec, Canada.

Photos:

1. Selling Crawford Doors with Jim Howard (left) at the Metal Building Dealers' Association show, ca. 1968.
2. At a garage door show, ca. 1980.
3. (From left) Pahlow, Doug Isaacs of Crawford Door of Portland, Ore., Bob Schram of Napoleon/Lynx, Murray Hammer of Atlas Door, Dick Zumwalt of Zumwalt Corporation of St. Louis, ca. 1982.
4. Accepting the DODA Supplier of the Year Award for Windsor Door from Tancil Horne, 1983.
5. Addressing the NAGDM meeting, 1984.
6. Back home in Galva, Ill., 2008.

Pahlow's Leadership in Industry Associations

- American Rolling Door Institute (ARDI) Board of Trustees, ca. 1978-82
- Door & Operator Dealers Association (DODA) Board of Directors, 1981-84
- Door Operator & Remote Controls Manufacturers Association (DORCMA) Board of Directors, ca. 1983-84
- National Association of Garage Door Manufacturers (NAGDM) Board of Directors, 1981-85; President, 1983-85

A Few of Pahlow's Most Unforgettable People in the Garage Door Industry

- **Bill Hughes**, Crawford Door, Detroit, Mich. He taught me: Integrity above all.
- **Jerry Reynolds**, Capitol Door Sales, Indianapolis, Ind. He taught me: Sometimes nice guys finish first.
- **Tancil Horne**, Crawford Door, Ecorse, Mich., and Crawford Door Sales of Wilmington, N.C. He taught me: Most of the message is in the delivery.
- **Earl P. "Buster" Howard**, Crawford Door and Windsor Door. He taught me: Stay close to your customers. Howard: "The best job in the world is being a factory sales rep, far away from the home office. If you have a terrible call and customers are mad, just go to the Waffle House. They're always friendly there."
- **John Crosland**, Hollywood Crawford Door, Houston, Texas. He taught me: "Much better to have a lot of cattle than a big hat and no cattle." "John Crosland is probably responsible for selling more garage doors than anyone in our industry, but his name has probably never appeared in an industry publication."
- **Bob Schram**, Napoleon/Lynx, Archbold, Ohio. He taught me: The best way to succeed is to gather more information sooner than the other guy.
- **John McLane and Wally Warner**, Roll-lite Overhead Doors, Orlando, Fla. They taught me: You can build a successful business and have a lot of fun at the same time.
- **Roger Dubois and Michel Beaudoin**, Canimex, Drummondville, Quebec. They taught me: Selling can be the greatest job ever, but only if the operational side of your business can perform well. That has always been the situation at Canimex.

I always told young guys who came to work for me, "Treat everyone as well as you can. In this business, you might end up working for them next week." -Larry Pahlow ■

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