

The top 10 greatest hits

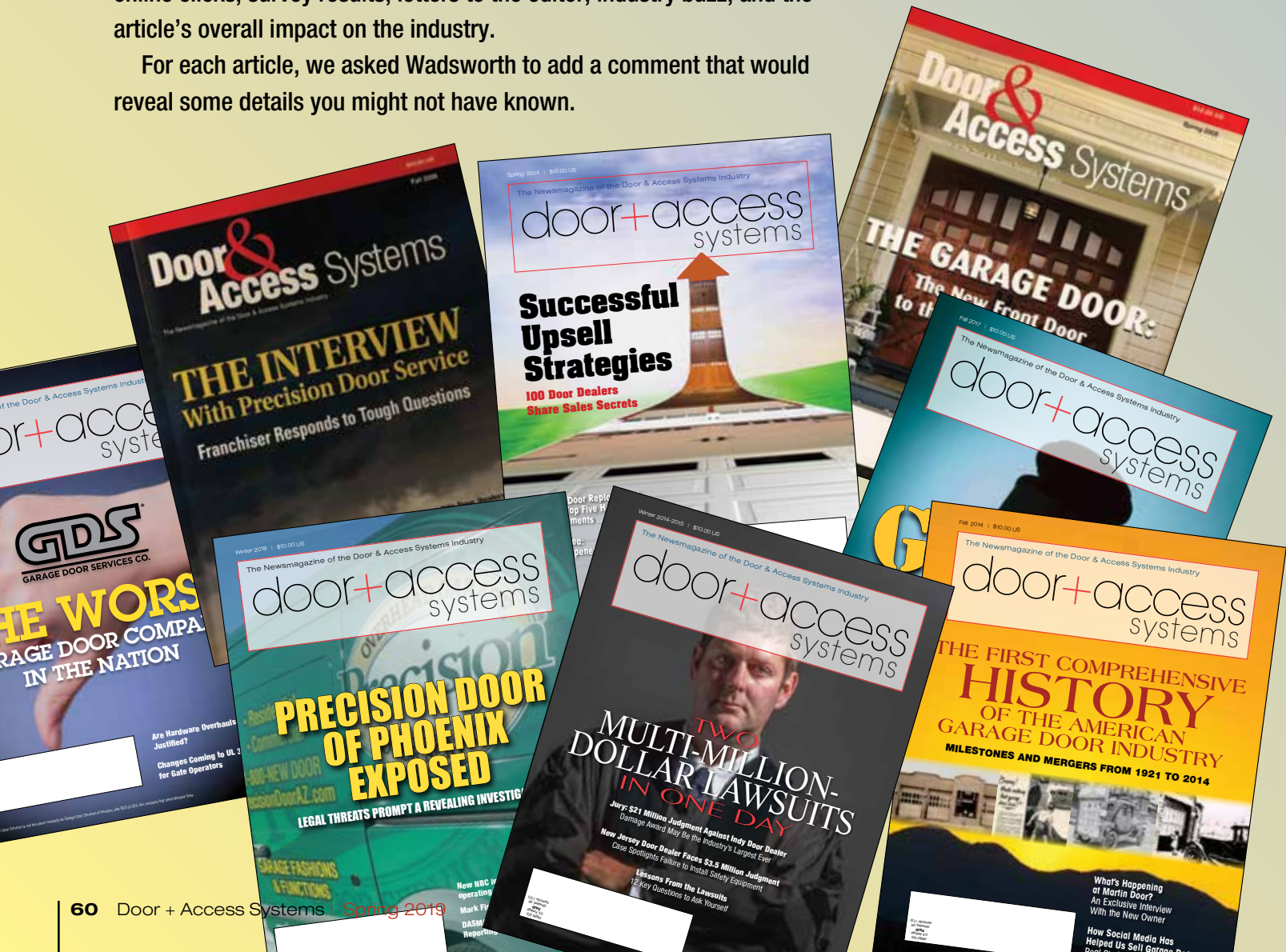


Door + Access Systems Newsmagazine, 1999-2018

Since 1999, Tom Wadsworth has produced almost 80 complete magazines and hundreds of articles. Several of his articles were blockbusters that changed the way we look at the industry.

We asked Wadsworth to give us his assessment of the top 10 articles he's published. He developed this list after analyzing many factors, including online clicks, survey results, letters to the editor, industry buzz, and the article's overall impact on the industry.

For each article, we asked Wadsworth to add a comment that would reveal some details you might not have known.





Spring 2015

#10 Overhead Door: Tracking Its Early Leaders

TW: You may have missed this heavily researched story, but it revealed some rarely spoken facts about our industry.

You have probably heard that “C.G. Johnson invented the sectional garage door in 1921.” But this historical sketch cast significant doubt on that claim, pointing instead to a senior associate of Johnson’s.

In addition to the other surprising facts in this story, we included a photo of the likely building where the first sectional garage door was produced. It’s still standing today in Detroit—at least it was in 2015. Before anyone makes any claims about the beginnings of our industry, they need to read this article first.



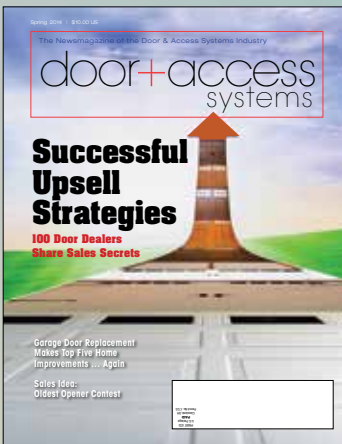
Fall 2006

#9 The Interview with Precision Door Service

TW: From 2000 to 2005, we published a number of stories about Precision Door using “Bad Bob” tactics and subsequently being exposed by the news media and incurring official allegations of consumer fraud.

In 2006, I spent five hours interviewing Precision’s top four management at their corporate offices in Florida. I took some heat for doing that interview, but to this day, I think the resulting story was quite telling.

It convinced me that 1) Precision is serious about cleaning up their reputation, and 2) there are some fundamental flaws in their thinking. What am I talking about? Go back and read that interview.



Spring 2014

#8 Successful Upsell Strategies

TW: This cover story addressed the sensitive topic of upselling, which is one of Bad Bob’s strategies that has attracted much criticism. To achieve a broad base of support, I first gathered detailed input from a survey of hundreds of door dealers throughout the country.

The article attempted to identify some legitimate upselling strategies that any dealer would find acceptable and profitable. Even though the story is five years old now, I think that its recommended strategies can continue to benefit any dealer in the industry.



Spring 2003

#7 Bad Bob's Yellow Pages Scheme

TW: This 2003 story didn’t get much attention, but it broke significant new ground. By coining the term “Bad Bob,” we initiated a handy way to talk about the problem without wading into the legally dangerous waters of mentioning a specific company. This is a bigger deal than you can imagine.

The article also identified, for the first time, the telltale characteristics of this new business model for the garage door industry. Yes, Yellow Pages advertising is no longer a cornerstone of Bad Bob’s strategy. But the Yellow Pages have simply been replaced by internet advertising.

Of all the characteristics we identified in 2003, almost all of them are still essential components of the Bad Bob business model. Once you understand these components, you can begin to understand what’s going on and why.

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GET YOUR GLIDE ON

SLIPIT. A 70-year love affair with a lubricant.

After 70 years, you might not think a lubricant would retain the loyalty and devotion of customers around the world. Yet SLIPIT customers have found it to be the best lubricant around, something we were reminded of when RPI, one of America's top engineering schools, conducted independent research, which conclusively proved SLIPIT to be the leader in load carrying and wear reduction.

SLIPIT is odorless, stays where it's put and doesn't attract dust or grime. Join the legions of SLIPIT users and discover the best in the business.

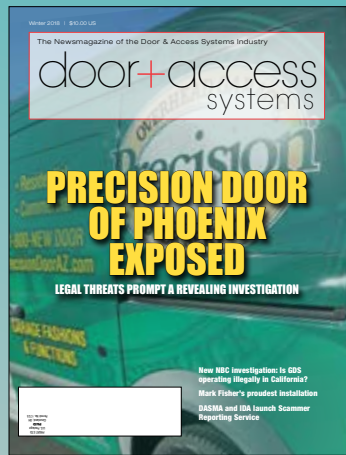
To order or to learn why SLIPIT is the best, call 845/778.7219, email info@slipit.com or visit slipit.com. We'd love to hear from you.



Rated #1 in testing by Rensselaer Polytechnic Institute (R.P.I.) for load carrying and wear reduction. Odorless. Prevents rust. FDA and USDA accepted in use areas with potential incidental food contact. Silicone or Silicone-free lubricants. Compound, Spray or liquid.

DON'T LUBE IT. SLIPIT.

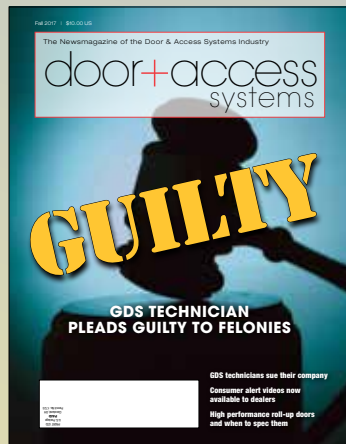
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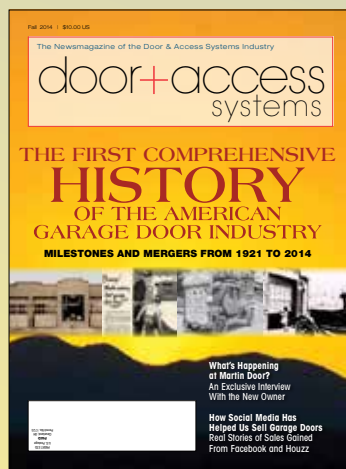
Winter 2018



Spring 2015



Fall 2017



Fall 2014

#6 Precision Door of Phoenix Exposed

TW: Our latest cover story was built on testimony from not just two or three former employees, but *eight* of them (along with input from about a dozen customers). After Precision Door's corporate headquarters reviewed this exposé, they immediately began termination proceedings against Charan Gohlwar's five Precision franchises.

It's too soon to gauge this story's long-term impact. But I believe this exposé will help Precision address problems in its system, and I hope the story will spark some intelligent discussion about some problematic business practices.

#5 The Garage Door: The New Front Door to the American Home

TW: When manufacturers began to produce more residential garage doors featuring attractive upscale designs, this report introduced the idea that the garage door is "the new front door" for the American home.

For too long, Americans were only willing to spend more money to make an impact with their front entry door. I wanted that same attitude to apply to the garage door, which typically has much greater visual impact.

This story planted the seed that in 2007 became GarageWowNow, the industry's national public relations campaign. In other words, this article may have sparked a significant change in consumer attitudes toward garage doors.

#4 GDS Technician Pleads Guilty to Felonies

TW: How could a garage door technician, by only doing his job, ever commit a felony? For this report, we scoured through hundreds of pages of court records to show exactly why and how this GDS technician was found guilty of four felony counts of elder financial abuse.

If we hadn't covered this story, I doubt if our industry would have learned about it. The story is powerful. It puts every garage door technician on notice. *If you are trying to enrich yourself by running up a customer's bill, you could find yourself in jail.*

#3 History of the American Garage Door Industry

TW: Since the 1980s, I've been collecting an organized storehouse of historical information about the industry. This 2014 cover story attempted to present a concise yet insightful chronicle of key industry developments at scores of companies throughout America.

The article's layout was beautifully designed by Eric Baron, making it very readable and enjoyable. The report continues to attract praise from people around the world who are still today finding this story on the internet.



Winter 2014

#2 Two Multi-Million-Dollar Lawsuits

TW: Our Bad Bob stories always attract enormous readership. But this lawsuit story beats them all, attracting an astonishing 60,000 clicks. If this list were based on clicks alone, this article would clearly be the #1 story in our magazine's history.

Our research revealed shocking details about how the accidents happened and how the multi-year lawsuits dragged on. Any dealer or manufacturer can read this article today and learn powerful lessons on how to avoid such a debacle.



Fall 2015

#1 The Worst Garage Door Company in the Nation

TW: This 8,000-word investigative report provided, for the first time, eye-opening details about how a Bad Bob operation works. Supported by a vast array of evidence, the story showed how technicians are trained and motivated to take advantage of customers and revealed the specific strategies used to run up a big bill.

The title grabbed our readers' attention, but it also created a legal risk. The story marked the first time that our Bad Bob coverage targeted a specific company.

That was gutsy by itself, but it was particularly risky to call GDS "the worst garage door company in the nation." We knew the risk, but the story's enormous amount of evidence justified the title.

This exposé has had an enormous effect on the fight against Bad Bob. The story has been used by prosecuting attorneys, governmental agencies, major news media, and (we believe) even Google to curtail GDS's ability to take advantage of customers. For our industry, this story was the tipping point that drove IDA and DASMA to form the Task Force on Industry Reputation.

A personal note:

TW: The magazine's remarkable success has been a team effort. We have been fortunate to have an extraordinary team that has been together for every issue since 1999.

I offer my personal thanks and praise to ...

- DASMA's John Addington for his steady hand and stable guidance ...
- Naomi Angel and Nathan Breen for their legal advice ...
- Ann Marie Cunningham for her leadership in ad sales and her second-to-none project management skills ...
- Eric Baron and Michelle White for their creative and stunning layouts and designs ...
- Debby Baron for her razor-sharp proofreading and editing expertise ...
- and to all of them for a friendship that I will always treasure. ■

