

## Industry Veteran Forms Door Dealer Consultancy

In November, Dan and Sandy Apple announced the formation of The Apple Group in Bonita Springs, Fla., a full-service consulting company that specializes in profit management for garage door dealers. The company covers sales and marketing, brand development, financial management, operations, customer service systems, and business succession planning.

Dan Apple covers sales, marketing, and operations. He spent 33 years at Apple Door Systems, the largest garage door dealer in Virginia with sales of \$11 million. Active in industry leadership, he served as the first president of the Institute for Door Dealer Education and Accreditation (IDEA).

Sandy Apple is a financial consultant and certified public accountant who holds an accounting degree and an MBA. She has 10 years of door industry experience and served as a senior analyst for Philip Morris USA. She has helped door dealers with financial issues from budgeting and cash management to profit and tax planning.

Services can be contracted for a single project, a finite number of hours, or an ongoing commitment. Their website is at [www.AppleLLC.net](http://www.AppleLLC.net). ■



*Dan and Sandy Apple*

A vertical advertisement for the Bircher Reglomat Hercules 2 sensor. The background is blue with white line-art illustrations of industrial doors and a forklift. A red arrow points from the text 'sensing the future' towards the product image on the right. At the bottom left, the company name and contact information are listed.

**sensing the future** →

**Bircher Reglomat**  
Phone 800 252 1272  
[www.bircherreglomat.com](http://www.bircherreglomat.com)

**BIRCHER**  
Reglomat



**Hercules 2**  
Microwave motion sensor  
for industrial doors

Visit us at the IDA Show in booth #1148  
May 10 - 11, 2013 - Nashville, TN

## Hörmann Promotes Rudd to VP



On Jan. 1, Camron Rudd became the new vice president of operations at Hörmann. In this role, Rudd directs the operations of procurement, engineering, maintenance, customer service, and production at the company headquarters in Montgomery, Ill., and its four distribution centers.

Rudd holds bachelor's degrees in both mechanical engineering and German. In 2005, he joined Hörmann as an engineer at its facility in Vonore, Tenn. Since then, he has been instrumental in consolidating production capacities and launching a new product line for the American market. ■



more  
service



More service means more solutions for our customers. It means designing a coating system specific to the needs of our customers. It means shouldering customer burdens such as material handling hassles, inventory management, environmental concerns, and insurance costs. It means real-time problem solving by experienced and dedicated customer service groups that are onsite at each of our four locations. Experience the Metal Coaters difference. Learn more at [www.metalcoaters.com/the\\_difference](http://www.metalcoaters.com/the_difference).

## Guardian Names Strzalka as GM

In January, ADH Guardian USA announced that Brian Strzalka had been named general manager. In this newly created position, Strzalka manages operations in the central states and plans for sales, marketing, customer service, and distribution for Guardian products in North America.

Strzalka comes to Guardian with over



20 years of industry experience. He most recently served as CEO of ET Technology in Wuxi, China, and previously held several director-level positions at Chamberlain. He holds both bachelor's and master's degrees in mechanical engineering and an MBA. ■

## LiftMaster Welcomes New Vice President of Marketing

In February, LiftMaster announced that it had hired Bob Heisner to serve as the new vice president of marketing for the LiftMaster brand. As vice president, he spearheads marketing efforts to expand the brand globally.

Prior to joining LiftMaster, Heisner served as the global vice president of marketing for Newell Rubbermaid's commercial products division. He also previously held the position of vice president of marketing for Lenox at Newell Rubbermaid.

Heisner began his career at Black & Decker, where he eventually progressed to vice president of sales and national accounts. Heisner holds a bachelor's degree in marketing. ■



continued on page 14



WHERE MORE THAN **COLOR** MATTERS



JOIN OUR CONVERSATION ON  
FACEBOOK

## Raynor Appoints Director of Manufacturing

In February, Raynor announced the promotion of Mike Dean to director of manufacturing. In this position, he serves as a member of the management team and is responsible for all areas of production and technical skills.

Dean began his career at Raynor in 1993 as a maintenance repairman. He has since served as a maintenance supervisor, maintenance manager, and operations manager. ■



Dean

## LiftMaster Adds New Marketing Staff

In January, LiftMaster announced the recent hiring of several marketing staff.

Mike Bevan is the new director of marketing for residential operators. Prior to joining LiftMaster, he served as North American marketing lead for Midas International, working in brand positioning, customer acquisition strategies, and product marketing. He holds a bachelor's degree in marketing and an MBA.

Tracy Tryboski now serves as marketing product manager for LiftMaster gate operators. She previously worked as a brand manager for Testors' paint and coating business through retail and professional channels. She holds a bachelor's degree in marketing.

Vinod Jotwani now serves as marketing manager for access controls. Jotwani joins LiftMaster from Rational Cooking Systems where he was the director of marketing. He holds a bachelor's degree in marketing and management. ■



Jotwani



**When you think  
Commercial Door OPERATORS,  
just think OPERA.**

Manaras-Opera is pleased to offer UL325-2010 compliant Commercial Door OPERATORS to the market. Over the years, the OPERA brand name has become synonymous with innovation and reliability and our products only continue to get better.

Call us for more information  
1-800-361-2260

[www.manaras.com](http://www.manaras.com)

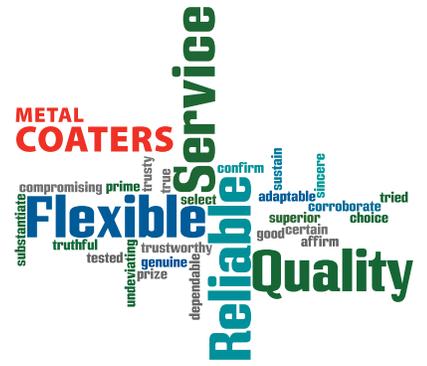


Smith

## Raynor Announces Regional Manager of the Year

In January, Raynor announced that Tim Smith was named Regional Manager of the Year for 2012. Smith's sales area covers Oregon, Washington, Idaho, and Montana.

Smith joined Raynor in 2002. The award is based on seven sales achievement criteria. ■



## Linear Employees Earn IDEA Certification

In December, three Linear employees earned the designation of Certified Gate Operator Installers by the Institute of Door Dealer Education and Accreditation (IDEA). The three are Adrian Diaz, application engineer; Brian Koehn, technical trainer; and Ivan Tkachenko, application engineer.



Diaz

IDEA's Gate Operator Installer Certification is available to individuals who demonstrate a high degree of knowledge and expertise in the installation and service of automated gate operators. Candidates must pass a comprehensive written examination covering all aspects of gate operator installation, including electrical basics, gate and operator safety standards, proper installation of loops, and safety. ■



Elsenbach

## Raynor Appoints Director of Marketing

In January, Raynor announced the promotion of Pete Elsenbach to director of marketing. In this role, he serves on the Raynor management team and is responsible for all marketing functions including product management, the Raynor Academy, and the print shop.

Elsenbach joined Raynor in 2009 as a product manager and was promoted to senior marketing manager in 2011. He holds a bachelor's degree in marketing and an MBA. ■

# experience the METAL COATERS difference

With Metal Coaters, Color Counts but More Matters: more flexibility, more reliability, more service, and more quality. We work hard to uphold our brand promise of being the only coil coating company "Where More Than Color Matters." Experience the Metal Coaters difference at [www.metalcoaters.com/the\\_difference](http://www.metalcoaters.com/the_difference).



WHERE MORE THAN **COLOR** MATTERS



CONTACT US NOW

## A-tech Founder Retires

In January, A-tech announced the retirement of Thomas C. Armstrong, one of the founders of A-tech.

Armstrong began his career in the door business in 1965 as a sales representative with Linear. In 1982, he started A-tech Products, operating out of his home in Connecticut. For the last 23 years, he and Ken Heid have been partners in running A-tech Suburban.

“A-tech has been fortunate to have a loyal customer base,” says Armstrong. “This has been a good industry to be involved in.” ■



Armstrong

## Raynor Adds Product Managers

In December, Raynor announced the addition of Marvin Reyes as product manager and the promotion of Jason Taylor to associate product manager.

Reyes develops product strategies and implements pricing and product promotion. He comes to Raynor from Plews Edelman, where he was a cost analyst. Previously, he worked at Stanley National for 27 years, most recently as product manager.

Taylor assists in product strategy, new product development, pricing, and product promotion. He has been with Raynor for 18 years, working six years in production before moving into customer service. ■



Reyes



Taylor

## Industry Analyst Joins Building Industry Advisors

In February, Michael E. Collins, an investment banker focused on the building products industry, announced that he has joined Building Industry Advisors (BIA) as a

partner and the managing director of the firm. Collins will continue to provide garage door industry research as he has in the past.

BIA provides investment banking services to building products companies, including the sale of companies, divestitures of subsidiaries, acquisition advisory, private capital placement, debt restructuring, and strategic advisory services. Its transactions range from \$10 million to \$100 million in value. ■



Collins

**Industrial**  
SPRING COMPANY

**Holmes**  
SPRING MANUFACTURING



## Garage Door Springs You Can Trust

Highest Level of Quality Springs | Fastest Delivery Times  
Unparalleled Customer Service | 3 Locations to Serve You

isc: 800.899.7945 | [www.industrialspring.com](http://www.industrialspring.com) | hsm: 800.427.1203

