



# DHI conNexTions

NOV. 6-8 | CLEVELAND, OHIO

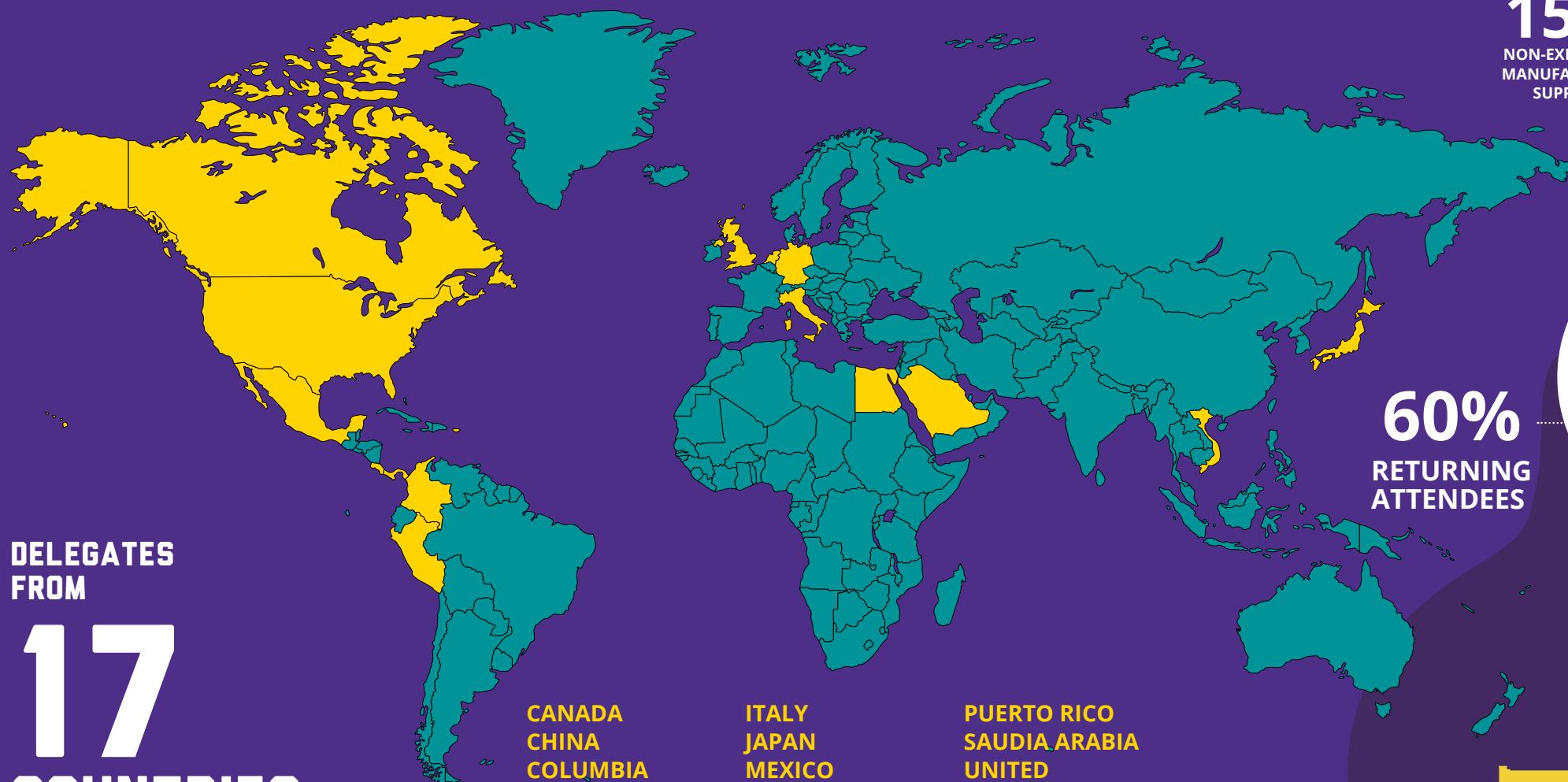
→ **POST EVENT REPORT**



→ POST SHOW REVIEW: BY THE NUMBERS

# DHI conNextions IN Cleveland ROCKED!

**1,353** TOTAL  
ATTENDEES



CANADA  
CHINA  
COLUMBIA  
COSTA RICA  
EGYPT  
GERMANY

ITALY  
JAPAN  
MEXICO  
NETHERLANDS  
PANAMA  
PERU

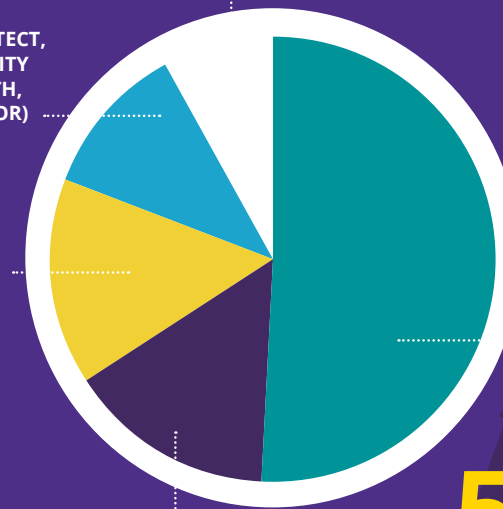
PUERTO RICO  
SAUDIA ARABIA  
UNITED  
KINGDOM  
U.S.  
VIETNAM

## ATTENDEE DEMOGRAPHIC

**11%**  
STAKEHOLDER (ARCHITECT,  
CONTRACTOR, FACILITY  
MANGER, LOCKSMITH,  
SECURITY INTEGRATOR)

**15%**  
INDEPENDENT  
SALES AGENT

**8%**  
OTHER (SPEAKERS,  
INSTALLERS, END-USERS,  
UNKNOWN)

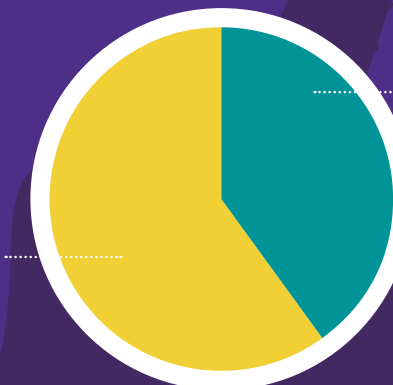


**15%**  
NON-EXHIBITING  
MANUFACTURER/  
SUPPLIER

**51%**  
DISTRIBUTOR

**40%**  
FIRST-TIME  
ATTENDEES

**60%**  
RETURNING  
ATTENDEES



## CONFERENCE PROGRAM

**25**  
EDUCATION  
SESSIONS

**45**  
EXPERT  
SPEAKERS

**4**  
EDUCATION  
TRACKS  
ACCESS CONTROL  
BUSINESS MANAGEMENT  
TECHNICAL  
CODES

#DHI2019

→ 2019 SCHEDULE AT A GLANCE

TUESDAY, NOVEMBER 5

8:00 AM – 5:00 PM Registration

12:00 PM – 4:00 PM Pre-conference Workshop:  
Strategy Drives Success: Don't Wait for an  
Economic Downturn to Develop  
Your Business Strategy



EDUCATION TRACKS:

BUSINESS MANAGEMENT

TECHNICAL CODES

ELECTRONIC ACCESS CONTROL

WEDNESDAY, NOVEMBER 6

7:00 AM – 4:00 PM REGISTRATION

7:30 AM – 10:15 AM COMPLIMENTARY COFFEE BREAK  
(All-Access Pass registrants)  
*Sponsored by* **UPG**  
JOIN NOW AT UPG.ORG

8:00 AM – 10:15 AM CONFERENCE SESSIONS

- 8:00 AM – 9:00 AM The Integration of Division 8 and Division 28
- 8:00 AM – 9:00 AM Surpassing ANSI/SDI A250.10-2011 Requirements with Low-VOC Corrosion Resistant Primers
- 8:00 AM – 9:00 AM Non-Contact Safety with Laser Technology & Barrier-Free Access
- 8:00 AM – 9:00 AM Innovations in Fire-Rated Glass Doors
- 9:15 AM – 10:15 AM Labeled Doors Enhance Safety & Security in the Built Environment
- 9:15 AM – 10:15 AM Access Control 101
- 9:15 AM – 10:15 AM Pocket Doors in Public: Learning From Those Down Under
- 9:15 AM – 10:15 AM Compare Your Company to Best Distributors Self-Evaluation Workshop

10:30 AM – 12:00 PM Keynote Presentation:  
Start With Why

12:00 PM – 4:30 PM Exhibit Hall

1:00 PM – 3:40 PM Innovation Theater Sessions

3:30 PM – 4:30 PM Happy Hour Networking Reception

THURSDAY, NOVEMBER 7

7:00 AM – 4:00 PM REGISTRATION

7:30 AM – 10:15 AM COMPLIMENTARY COFFEE BREAK  
(All-Access Pass registrants)

8:00 AM – 12:00 PM CONFERENCE SESSIONS

- 8:00 AM – 9:00 AM State of the Physical Security Industry: Highlighting Key Trends and Mergers & Acquisitions
- 8:00 AM – 9:00 AM Door Openings For Tornado-Safe Areas
- 8:00 AM – 9:00 AM Wireless Access Control, The Future Now!
- 8:00 AM – 9:00 AM The New Face of Field Labeling Service
- 8:30 AM – 11:00 AM Codes Roundtable
- 9:15 AM – 10:45 AM Developing Your Most Important Asset
- 9:15 AM – 10:45 AM Lockdown, Now! Code Compliant Methods to Achieve School Security
- 9:15 AM – 10:45 AM Access Control Fundamentals: Frequent Used & Confused Terms Training Guide
- 9:15 AM – 10:45 AM Meeting Your Customers' Key System Needs
- 9:15 AM – 10:45 AM Understanding Shooter/Attack Resistant Door Opening Solutions
- 11:00 AM – 12:00 PM Women Opening Doors
- 11:00 AM – 12:00 PM Key Meeting Fundamentals
- 11:00 AM – 12:00 PM Protect Project Profits And Mitigate Risk With Proper Project Documentation
- 11:00 AM – 12:00 PM Benefits of Factory-Painted Doors
- 11:00 AM – 12:00 PM Succeeding in the EAC Market: A Distributor's Tale

12:00 PM – 4:30 PM EXHIBIT HALL

12:30 PM – 3:10 PM INNOVATION THEATER SESSIONS

6:30 PM – 10:30 PM CONNEXTIONS AFTER PARTY  
ROCK & ROLL HALL OF FAME

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**ALLEGION**  
PIONEERING SAFETY™

FRIDAY, NOVEMBER 8

8:30 AM – 10:30 AM FORUM FOR THE FUTURE:  
REPOSITIONING YOUR COMPANY TO  
NAVIGATE UNCOMFORTABLE  
SOCIAL TRENDS *(Breakfast Served)*  
*Sponsored by* **ASSA ABLOY**  
Opening Solutions



\*Schedule subject to change.  
View mobile app for the latest information.



## → KEYNOTE SPEAKER

CREATING AN INSPIRED WORKFORCE:  
WHAT'S YOUR 'WHY'?

How are we going to put customers first?" Slawner asked the audience. "What's your motive, what's your intent?"

**SERVING THE CUSTOMER**

When a business seeks to serve others, inspiration can follow, creating a ripple effect of trust among employees and customers. That trust can lead to influence and long-term loyalty, he says.

"It's not about throwing out what you've done before, it's about making small changes, small changes that are going to have an enormous effect on your end result," he says.

Once a company's "why" is established, it's important to clarify that message to others.

"If you don't know why you do what you do, how can you expect anyone else to know?" Slawner says.

Next, businesses need to ensure their actions align with the organization's values, principles, strengths and beliefs. Everything a company's leaders and employees say and do must align with those values to create consistency, which leads to trust, he says.

"Think about a person who you have a high level of trust in, maybe a high-level advisor, what's it like to work with that person?" he says. "It's comforting, easy, safe, creates a personal connection; these are all the things we want with our customers. These are all the things we want with our colleagues."

A customer's trust in a company can give that business influence over buying decisions, Slawner says.

"Influence and relationships, it's not about push, it's about pull. You want to pull it out of them," he says. "A trusted advisor asks questions. Their customers don't feel like they've been forced into something, they haven't been coerced, they haven't been intimidated. The have ownership over it. That's something that three years down the line can improve your loyalty and retention. Because people have made an active choice in your direction."

Establishing the pillars

of the Golden Circle allow employees to feel like they contribute to something greater than themselves, he says.

For more information, visit <https://simonsinek.com/commit/the-golden-circle>.

**FINDING THE WHY FOR DOOR SECURITY AND SAFETY PROFESSIONALS**

Mark J. Berger, immediate past president of DHI, followed up Slawner's presentation by addressing ways door security and safety professionals could find their "why."

"I'm not going to say you are going to find your life's calling in our industry, but you should

feel that what you do has value each and every day," he says.

As an industry, door security and safety businesses could do a better job communicating to customers and employees about their "why," Berger says.

"We do make a difference," he says. "We know it and we all need to reinforce it. The 'why' is there; it's begging to get out."

The "why" is making a difference in people's lives by using industry expertise to create a safer environment in schools, churches, restaurants and other public buildings.

"Succeeding when no one knows we've done it right is our greatest reward," he says.



Imagine a world where you wake up each morning inspired to go to work, feel valued and come home feeling fulfilled.

Heath Slawner, keynote speaker, outlined the steps to achieve an inspired life, workforce and business. Using the Golden Circle, a concept created by world renowned international speaker Simon Sinek, Slawner explained how finding a company's "why" is vital to increased sales, customer loyalty and employee retention.

"I feel that one of the reasons why I was invited here today was to remind each of you that when we lose our 'why,' it's very easy to lose our way," Slawner told DHI conNextions attendees. "You're already doing a lot of good things strategically. I want to supercharge that."

**THE GOLDEN CIRCLE**

The Golden Circle was designed as a framework that organizations can use to establish their mission, values and goals in a way that inspire coworkers and customers. According to the Golden Circle, organizations function on three levels:

- What they do
- How they do it and
- Why they do it.

Most companies and employees understand what they are selling and how their business is different from the competition. Not all businesses, however, can describe "why" they do what they do. For some, the "why" is creating a business that allows customers to get their own jobs done faster and easier, Slawner says.

"How are we going to operate?

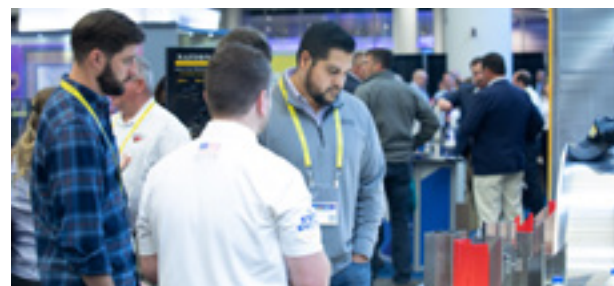
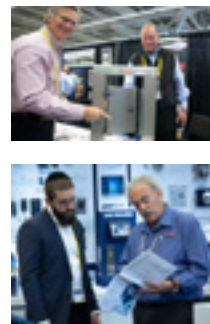


## → SCENES FROM THE SHOW

### EXHIBIT HALL SCENES



☉ Cathy Kopp,  
Passport to Prizes  
Grand Prize Winner  
of \$1,000 Cash



### LOT OF OPPORTUNITIES FOR NETWORKING

#### HAPPY HOUR NETWORKING RECEPTION



AFTER PARTY





→ **ATTENDEE DEMOGRAPHICS + SURVEY RESULTS**



**85%**

**"SATISFIED" OR "VERY SATISFIED" WITH DHI CONNEXTIONS OVERALL**

**CONFERENCE SESSIONS**

**98%**

OF ATTENDEES RATED  
**SPEAKER'S SUBJECT  
MATTER EXPERTISE**  
AS "EXCELLENT" OR "GOOD"



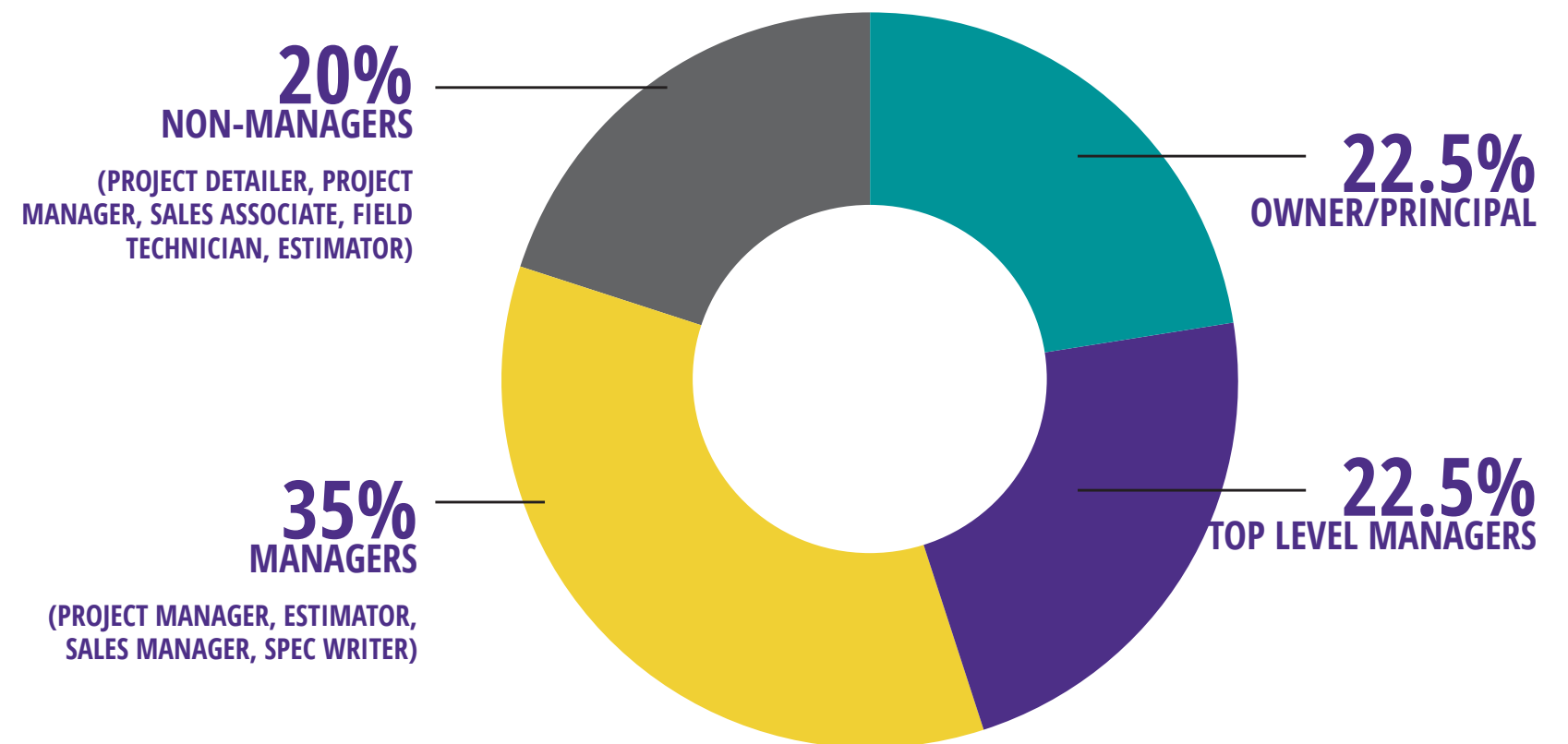
**97%**

OF ATTENDEES RATED  
**INFORMATION PRESENTED  
TO BE CURRENT**  
AS "EXCELLENT" OR "GOOD"

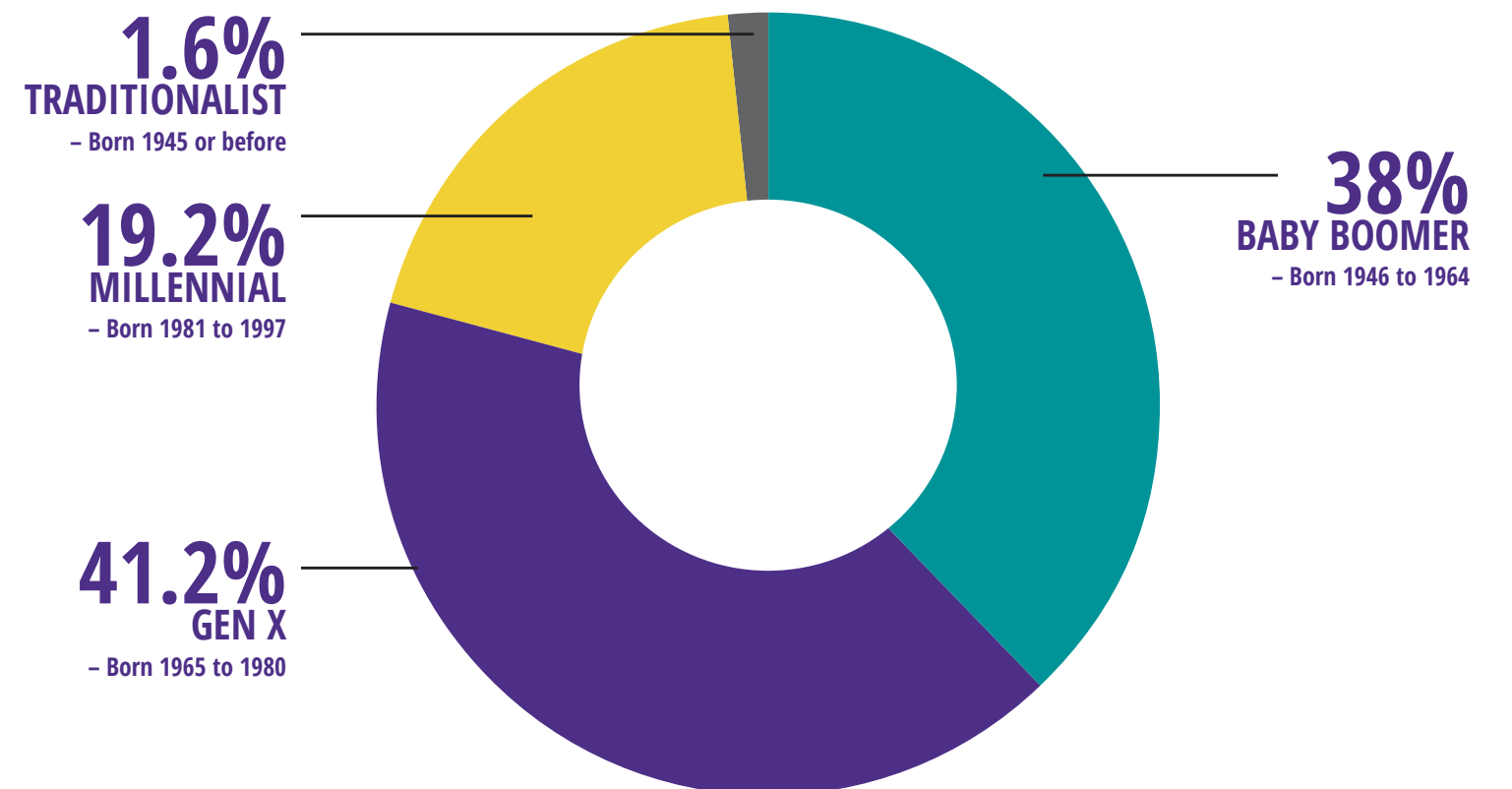
**93%**

OF ATTENDEES RATED **RELEVANCE  
AND USEFULNESS OF  
KNOWLEDGE ACQUIRED**  
AS "EXCELLENT" OR "GOOD"

**ORGANIZATIONAL ROLE**



**AGE**



## → FORUM FOR THE FUTURE

# TAKING A STAND ON DIFFICULT ISSUES:

## DHI CONNEXTIONS FORUM ADDRESSES MASS SHOOTINGS

Each of us in the door security and safety industry have been touched by the tragedy of mass shootings. Whether it's through educating our customers, consulting with schools or advocating for better policies, keeping public buildings safe has gained renewed importance. At DHI conNextions, industry leaders gathered to discuss how to work together to improve door security and safety at schools, churches and other public buildings.

National speaker Dirk Beveridge moderated the industry event, "Forum for the Future: Repositioning Your Company to Navigate Uncomfortable Societal Trends," featuring panelists Chad Melhberg, vice president of operations with LaForce; Ron Couch, president and CEO of Central Indiana Hardware and Byron Whetstone, president of American Direct.

Beveridge pointed out how in October, online retail giant Amazon.com released a list of company positions on issues ranging from minimum wage and climate change to LGBTQ rights and facial recognition technology.

"They came directly out to create a conversation with their customers, their suppliers, with the market, with the industry, with society at large, on 11 key trends that are impacting business and society," he said. "They took positions on social, economic and political issues and they were willing to put their positions out into society to create a dialogue and to create a conversation around them."

While many in the door security and safety industry are more comfortable quietly helping customers from behind the scenes, Beveridge suggested it may be time for the industry to take a more involved role in certain societal issues. He shared results from a recent DHI industry survey that showed:

- 84% of respondents believe social trends are going to impact their business
- 96% say technology advancement is going to impact their business
- 64% believe political trends, such as the political divide, will impact business
- 87% believe DHI members can lead customers to a better future
- 78% say it's the industry's responsibility to take a stand on hot issues like active shooters

"We asked the question; 'Do you believe that your business should actively market your role in bringing solutions to hot issues such as active shooters in school?' Sixty-four

percent said you did," he said.

Forum panelists said one way they have been involved with the issue is by speaking with state lawmakers about door safety and security.

"When we're at our best, we take the opportunity to work with our clients and vendors and our community to make places safer and more secure," said Couch, who is serving as first vice president on the DHI board of governors. "We really help consult, guide and direct, and provide some really critical information that could only come from people with expertise like us."

Couch expressed frustration, however, with the industry's lack of action on the issue.

"What's not so interesting to me, at times, is how we say we believe in something, yet we don't do much about it," he said. "We probably spent very little time talking about what we can

do as an industry to really drive the narrative forward and take a leadership stance and be advocates for this, both locally and nationally. And it's going to take a lot of coordination and collaboration that I've yet to see in the industry."

When meeting with customers, the conversation doesn't naturally turn to societal issues, Whetstone said.

"We sell to general contractors when they build buildings," he said.

"So, it's always about price and it's not always about functionality. We are selling specified products instead of selling solutions, and those solutions are security solutions. Then the people that occupy those buildings, whether it be an office building, a school, a church, whatever it is, then those people should come to the top of mind for us. That's not what we do, that's not how it appears."

As improved technology offers

more security solutions to the door and lock industry, there could be more opportunities to start those conversations.

"Maybe that's the catalyst," he said.

Melhberg, who's been with LaForce for 23 years, said companies in the industry need to take a look at their goals and values.

"I think it starts with, I don't want to oversimplify it, but being true to yourself. What is it that you stand for?" he said. "Being true to yourself, for us, it's, 'What is our mission statement each day? What are our core values?' And we take those things to our folks in the marketplace, to our customers each day. I think it's got to start there, otherwise it's got no place to go."

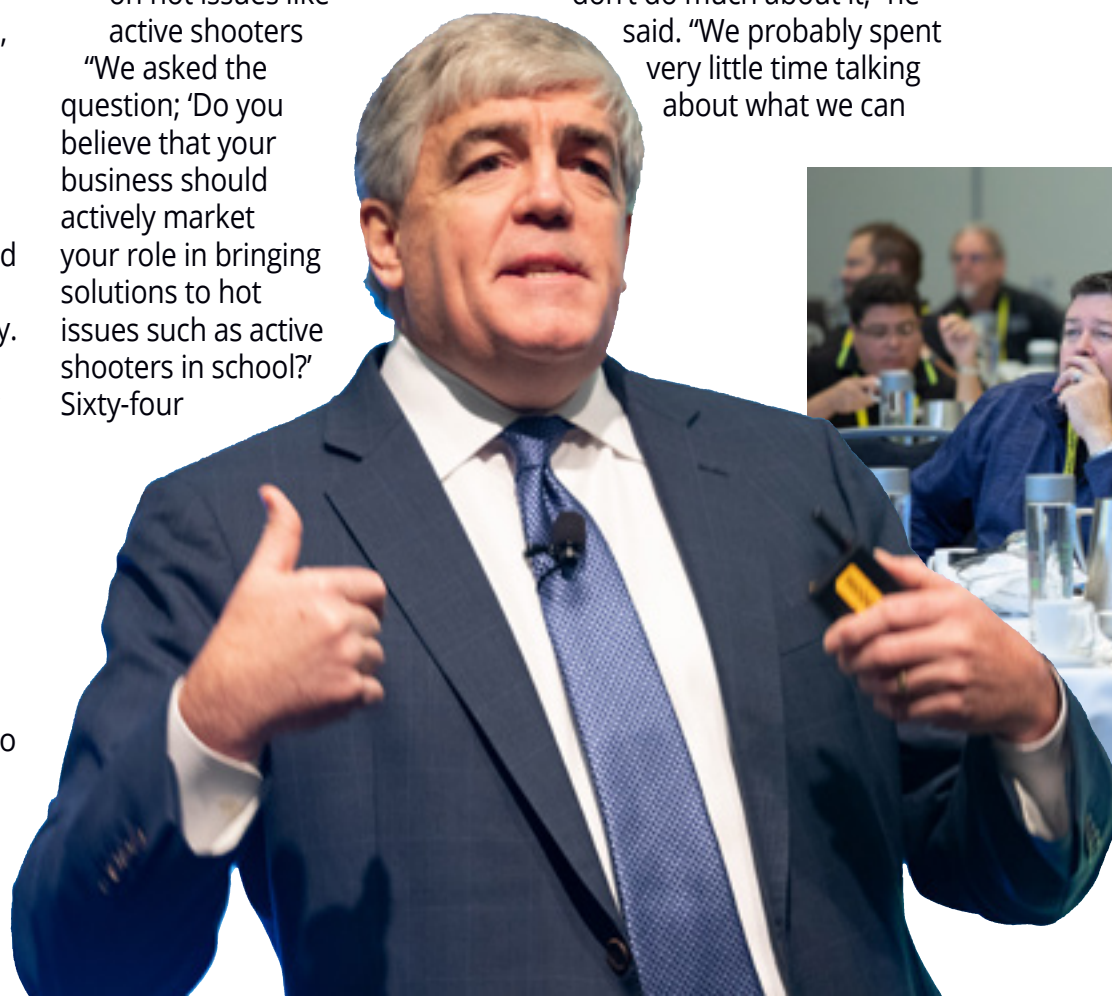
The panelists agreed that to take action as an industry, they need to agree on messaging and communicate it to local DHI chapters.

"I think thought leadership transcends the product and services," Couch said. "It's about taking a stand and creating a more positive future for our customers in ways that we may not have come up with independently or individually. I think it will be required to have a collective to do that."

The forum concluded with an interactive session, where attendees shared values, ideas and strategies they could take home to their companies and local chapters.

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## → EXHIBITOR LIST

## Exhibitor ..... Booth #

ABH Mfg.....	733
Access IT / contractERP .....	222
AccessNsite by American Direct.....	927
Accurate Lock & Hardware .....	638
Activar Construction Products Group .....	728
Alarm Lock Systems .....	315
<b>Alfred.....</b>	<b>217</b>
Allegion .....	616
AMBICO Limited .....	417
Anemostat Door Products.....	827
Architectural Door Solutions .....	233
ASSA ABLOY .....	420
BASFSE/NGFL Incorporated.....	221
BEA.....	437
<b>Bradley Tools &amp; Fasteners .....</b>	<b>937</b>
Bridgeport Worldwide.....	742
Bulldog Fasteners.....	316
Burns Manufacturing.....	317
Cal-Royal Products / DKS Hollow Metal .....	218
Cavity Sliders USA, Inc. ....	741
Chase, Saino and Tiger Door .....	736
Cline Aluminum Doors.....	230
<b>Commonwealth Assurance .....</b>	<b>932</b>
Comsense Inc. ....	428
Construction Specialities.....	342
CORRIM Company.....	824
Crown Fire Door Products, Inc. ....	227
Custom Metal Products .....	629
<b>D&amp;D Technologies USA Inc.....</b>	<b>320</b>
Dayton Industries, Inc.....	737

## Exhibitor ..... Booth #

De La Fontaine, Inc.....	327
Deronde Doors & Frames .....	336
Detex Corporation .....	215
DHI - Door Security + Safety Professionals.....	241
Door Controls International .....	534
dormakaba.....	520
<b>Edgewater Door Company.....</b>	<b>341</b>
Emullion Corporation .....	321
<b>Everlast Thresholds .....</b>	<b>229</b>
Ferche Fire-Rated Wood Door Frames.....	642
Five Lakes Manufacturing.....	928
Frame Material Supply .....	833
<b>FrameFrog.....</b>	<b>441</b>
Gensteel Doors Inc. ....	328
Glassopolis.....	433
Guardian Fire Testing Laboratories Inc. ....	542
Hager Companies.....	816
HMF Express .....	734
INOX.....	641
Intertek.....	634
Karpen Steel Custom Doors & Frames.....	735
KVAL Inc.....	536
Legacy Manufacturing .....	838
<b>Lexington Manufacturing.....</b>	<b>922</b>
Lockey USA .....	837
Lund Equipment Company.....	438
Marks USA.....	627
Masonite Architectural.....	720
McGrory Glass.....	237
Metpar Corp.....	334

## Exhibitor ..... Booth #

Multiax America, Inc. ....	335
National Custom Hollow Metal.....	427
National Guard Products.....	628
ODL Inc. ....	338
Omni Glass.....	635
Overly Door Company.....	633
<b>Pamex Inc.....</b>	<b>228</b>
PDQ Manufacturing.....	419
Philadelphia Hardware Group, Inc. ....	533
<b>Portal Pro Software .....</b>	<b>219</b>
Premier Products, Inc. ....	832
QAI Laboratories.....	333
Ramco .....	234
Reese Enterprises.....	434
SAFTI FIRST .....	442
Securitech Group Inc. ....	828
Security Door Controls.....	530
<b>Seradex Inc.....</b>	<b>916</b>
<b>Serenity Sliding Door Systems.....</b>	<b>918</b>
Special-Lite.....	923
Sugatsune America, Inc. ....	541
Tanner.....	436
Timely Industries .....	537
TOAD, LLC.....	324
Townsteel, Inc. ....	730
TRIMCO .....	528
<b>UHS Hardware .....</b>	<b>835</b>
Vetrotech .....	635
Woodfold Mfg.....	435

\* 1st Time Exhibitors



## → WHAT EVERYONE IS SAYING



**THE SHOW DELIVERED  
EXCELLENT CONTENT AND  
SPEAKERS IN A WELL-DESIGNED  
SCHEDULE AND FORMAT."**

- GLENN BAINES, BAINES BUILDERS PRODUCTS, INC.



**"WE ENJOY  
COMING TO DHI  
CONNEXIONS  
AND WOULD  
INVITE ANYONE  
ELSE THAT'S  
CONSIDERING IT TO  
COME AND LEARN  
MORE ABOUT WHAT  
IS GOING ON IN THE  
DOOR INDUSTRY"**

- MICHAEL DEVRIES, MULTIAX

**"WE REALLY ENJOYED THE AFTER PARTY AT THE  
ROCK & ROLL HALL OF FAME AND WE REALLY  
APPRECIATE ASSA ABLOY AND ALLEGION FOR  
SPONSORING THIS FUN EVENT!"** - ANONYMOUS

**"WE HAD A FANTASTIC  
SHOW, EVEN BETTER  
THAN LAST YEAR."**

- KIM WANAMAKER,  
PDQ MANUFACTURING

**"I ATTENDED THE PRE-CONFERENCE  
WORKSHOP AND FOUND IT  
FANTASTIC. ALSO, THE KEYNOTE  
PRESENTATION WITH HEATH  
SLAWNER WAS EXCELLENT!"**

- ROB TOMCHICK, KNELL'S DOORS & HARDWARE



**EVERYTHING WAS GREAT; I ONLY WISH  
I COULD HAVE ATTENDED MORE SEMINARS."**

- GEOFFREY BEAMAN, DAVIS-FETCH CORPORATION





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conNextions

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