



Workshops with Description:

Subject

- **IDEA (2) Day School** (Thursday 8am.- 4pm. & Friday 8am.- 12:00pm.) Rolling Steel Fire Door. Email Debra Welhener : IDEA-Debra@doorEducation.com
- THURSDAY: Train the Trainer (free)
- FRIDAY WORKSHOPS: FREE
- **Door & Gate Domination:**
- Barry Nix is the visionary Founder and CEO of Door & Gate Domination, a leading digital marketing agency serving garage door and gate contractors across North America. With over 20 years of expertise in digital marketing, Barry has a deep level of understand with implementing cutting-edge strategies in web design, SEO, PPC, and social media. He is also the author of a book titled *Garage Door Marketing Machine*, empowering contractors to grow and dominate their markets. He is also the host of the podcast, "*Garage Door Growth*".
- **Session Description:**
Learn how to leverage Artificial Intelligence in your marketing by boosting results, lowering costs, and increasing efficiency. This session explores practical AI tools and strategies to enhance targeting and some of the automate tasks of your campaigns. Learn how to streamline your workflow and drive better conversions with smarter, more effective marketing for your business.

BlueLion (HR)

-Alison Milioto is the owner of SHRM-SCP. With Over fifteen (15) years experience in Operations, Management and HR with a MBA from UNH. Alison is passionate about helping people do things right when they just didn't know they were doing them wrong.

APRIL 25, 2025

-Session Description:

Top 10 DOL violations and how to avoid them.

Summary: Top 10 DOL Violations Training

This training provides an overview of the top 10 most common violations cited by the U.S. Department of Labor (DOL) and how employers can stay compliant to avoid penalties.

Items, such as misclassification of Employees, Overtime Pay Violations, Minimum Wage Violations, improper exemptions, and more! This training equips managers and HR professionals with the knowledge to proactively address these common violations and maintain compliance with federal labor laws.

-Dave Plowman & Mars Shah

The founder of PDQ Door in ME. Dave is a current IDA board member and treasure and a past PDA board member. In 1994 PDQ started as a four person operation and grew to ninety plus employees in six locations.

Session Description:

How to prepare to sell your business. The dos and don't of selling your business. How to plan ahead. Now is the time.

-Kick Charge:

Dan Antonelli

Session: Branding

KickCharge Creative is a full-service, award-winning advertising agency that's setting the standard for marketing small and mid-sized businesses in everything from branding, vehicle advertising and print collateral to web design and digital strategy. We offer complete marketing solutions for small businesses in one convenient place, and we specialize in delivering results for contractors. Our team understands how to make a company competitive by creating a powerful brand identity and implementing it as the foundation of effective marketing strategies that ensure growth and success.-
Branding Kick

-Key Note Speaker:

Jason Douglas:

Jason has been a touring stand up comedian for 20 years and a business owner for 15+ years. He has performed for many Fortune 500 companies and small groups as well.

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His companies have generated tens of millions in revenue over the past decade. I've appeared on CBS, Fox, and SiriusXM.

Session Description:

In my talk I mix my standup comedy career with opening the largest comedian booking company in America. I talk about the obstacles we've faced over the last 20 years, the wins, and yes - Even the fails. We learn from both wins and losses. My journey is one of inspiration and determination. I love to talk about how building a team changed my business for the better.

The presentation is mixed with humor & customized for your group so it's not just a boring speaker! We laugh together, we learn together, and at the end we've grown together. He is ready to help you build a team or to bring your team closer!

-Commercial Motor:

Stephanie Garcia

Stephanie is the Director of Product Training & Resources at The Genie Company, where she has been driving training initiatives since 2017.

With nearly two decades in the door industry, she brings extensive expertise in product education and professional development.

She holds a Master's degree in Organizational Performance and Workplace Learning, equipping her with a strong foundation in effective training strategies.

Based in the Chicagoland area, Stephanie is an avid outdoor adventurer who enjoys hiking, climbing, and bike packing—passions she discovered during the pandemic.

-Session Description:

Stephanie will cover the following topics:

- AC vs. DC Motors, why the residential market has moved to DC power motors
- Reese's Law (products with button cell or coin batteries)

-High Speed Doors: (BMP)

Josh Fleming

Session Description:

Josh serves as the National Sales Manager for BMP High Speed Doors. With nearly a decade of experience in the specialty door industry across multiple manufacturers, he offers a diverse range of solutions for complex openings. This workshop will provide insights into high-speed door types, their ideal applications, emerging industry trends, and relevant regulations.

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-Gate Safety and Installation:

Jarod Dweck is a master technician for PowerMaster Company. He has been in the industry for twenty plus years. He has many certifications in gate installation and safety. Jarod is PowerMasters top technician.

-Reading Take Offs/Arch. Drawings:

Vikki Gipson & Tom Schneider

Vikki Gipson started with Raynor at the age of 16 working part time in the shipping office.

Then in 1986 she transferred to the Customer Service Department and later moved to reading specifications for the engineering department. She then was trained with their CAD system creating shop drawings. Raynor then developed what is called the take-off process improvement team where Vikki started interpreting the architect's request and drawings, which in turn leads to a quote and proposal drawing.

In 2017 Vikki was trained to do the special track layouts, for special inclines, contour track layouts, swing up post drawing etc. and production drawings for the shop.

In June, Vikki will celebrate 39 years with Raynor.

Tom Schneider has been in the door industry for 32 years. He started in 1993 as an installer. In 2006 he opened Hudson Valley OHD in Rhinebeck, NY. After selling his company in 2013 he went to work for Raynor Door as a Regional Sales Manager for the northeast. In 2024 he was promoted to Business Development Manager for Raynor Door serving the eastern half of the country.