

SOLD ON DASMA Mark Schram Takes DASMA Helm

DASMA's new president knows the benefits of being a DASMA member. And he'd like to see new members enjoy those benefits over his two-year term.

Mark Schram, elected DASMA president in January, is a longtime industry veteran whose company has experienced significant growth over the last 35 years. As vice president and general manager of Napoleon/Lynx, Schram has witnessed the positive effects of DASMA membership on several levels.

"Our company originally began in the East," he says, "but thanks partly to exposure gained in national associations, we now sell to all 50 states, all 10 provinces in Canada, and to more than 20 countries worldwide."

"I want to showcase the benefits of becoming a DASMA member and develop incentives for new members," he says. "When companies experience all the benefits of membership, they'll realize that the benefits far outweigh the cost."

A Network of Relationships

A key member benefit for Napoleon/Lynx has been networking, widely considered to be a top benefit of joining an industry association. Mark's father, Bob Schram, was a constant presence at DASMA meetings from its founding in 1996. Bob's involvement even reaches back to the 1970s with DASMA's predecessor organizations, the Door Operator & Remote Controls Manufacturers Association (DORCMA) and the National Association of Garage Door Manufacturers (NAGDM).

Napoleon/Lynx is the only DASMA member that has held membership in the Garage Door Division, the Operator & Electronics Division, and the Associates Division. As a company that sells its garage door hardware and springs to manufacturers, dealers, and, occasionally, to competitors, Napoleon/Lynx has gained valuable exposure at different DASMA division meetings.

Getting Technical

From a technical standpoint, Mark Schram says that his company has also greatly benefited from DASMA's ongoing leadership in developing and influencing codes and standards. Mark's own technical involvement has included closer work with UL 325, participation in the International Electrotechnical Commission (IEC), and springs issues such as color coding and cycle life.

36 Years in the Industry

Schram started working in the industry in 1976 in his father's Lynx Industries factory

in Montreal. He worked in the factory during summers until he graduated from the University of Hartford (Conn.) in 1982 with a bachelor's degree in business administration.

He then became a purchasing agent for Lynx. When Lynx acquired Napoleon Spring Works in Archbold, Ohio, in 1986, his involvement gradually covered all aspects of administration including finance, marketing, and manufacturing. In 1995, he was promoted to vice president and general manager.

When his father died in 2010, Mark's leadership role expanded. The company now has five factories and more than 500,000 sq. ft. of space in Montreal, Toronto, Archbold, Phoenix, and Paterson, N.J.

Industry Leadership

His leadership role in DASMA goes back to 2004 when he was elected chair of the Gate Operator Committee. Since then, he has served as chair of the Operator & Electronics Division and as a DASMA board member and officer since 2008.

"DASMA has broadened my horizons and helped me to gain business perspectives from other executives in our industry," he adds. "I've enjoyed working with competitors as we become colleagues to better the industry."

As DASMA president, Schram succeeds Chuck Miller of Overhead Door, whose two-year term concluded in January. Ray Neisewander III of Raynor is now the association's first vice president. ■

Mark Schram

Mark Schram Trivia

- In high school, he won first place in the 1976 U.S. national debating championships at the University of Massachusetts.
- He is an American citizen and a Canadian resident.
- Active in athletics, he is an avid alpine snow skier, a bicyclist, and a runner with four marathons to his credit.
- He and his wife, Maryanne, have two daughters in college (Alexandra and Christina) who are both competitive skiers.