

MEET BEARGE MILLER

An interview with the new DASMA president



Bearge Miller Profile

1980	BSME (Bachelor of Science in Mechanical Engineering) from Drexel University, Philadelphia
1984-present	President of Miller Edge
1987-1992	Board of Directors of DODA (Door and Operator Dealers Association, the precursor to IDA)
1995-1996	President of DORCMA (Door Operator and Remote Controls Manufacturers Association)
1999-2012	Treasurer of DASMA
2000-2001	President of ARDI (American Rolling Door Institute)
2008-present	Treasurer of IDEA (Institute of Door Dealer Education and Accreditation)
2012-2016	Vice President of DASMA
2016	President of DASMA

In January, Bearge Miller of Miller Edge was elected president of the Door & Access Systems Manufacturers Association when Ray Neisewander III's two-year term concluded. Here is a look at the new president's perspectives on DASMA and the industry.

As you review the overall needs of our industry from a leader's perspective, which ones strike you as the most pressing industry needs right now?

We have many ongoing needs. The newest one is the need to respond to the problem of "Bad Bobs" that are continually harming the reputation of our industry. Ten or 15 years ago, we basically ignored it and hoped it would go away. But it has grown much worse.

In the last several months, DASMA and IDA have formed a Task Force on Industry Reputation, and we've now had several meetings. We are gathering input from other associations that have been tackling problems like this for years. I'm impressed with the information we're getting, and I'm also impressed with the industry's resolve to act. In the next year, we plan to roll out several resources that should help us make progress.

Besides the Bad Bob issue, we continue to face ongoing technical needs to stay on top of standards, codes, and regulations. These affect issues like thermal performance, wind performance, fire protection, safety issues involving UL, and many others. Joe Hetzel, our technical director, is as busy as ever in monitoring this complex set of challenges and responding to these issues all over the country.

These technical issues fly under the radar of most people in the industry. But they are significant, and they affect nearly everyone.

In the next two years of your term, what are your primary goals for DASMA?

I'd like to continue to strengthen our relationship with IDA. We have so much to gain by working together, and that relationship can always be better.

I'd also like to see us bring more manufacturer members into the fold. We already have excellent representation from the major companies, but there's room for growth. Some companies dropped out during the recession; some have returned. But we can do better. More members will generate more revenue, and that allows us to afford better initiatives that help the entire industry.

You've had a long history working with many of our industry associations, including DORCMA, ARDI, IDA (when it was DODA), and IDEA. What are the unique contributions that DASMA brings to the industry?

DASMA represents the manufacturers. Consequently, a large part of our work involves producing products that meet various standards, codes, and regulations. This allows us to provide better and safer products to dealers and our end-users. So, much of our contribution involves the technical side of the industry.

DASMA is proud that our members include many highly educated and experienced professionals who have much to offer the industry. I'm pleased to see more of these professionals sharing their expertise at Expo seminars. We have much to learn from each other, and we need to make a continual effort to encourage volunteers to step forward and contribute to the industry.

DASMA and IDA have worked together successfully on many projects over the years. In your mind, which project(s) stand out as one(s) that produced excellent benefits for the industry?

GarageWowNow is probably at the top of my list. Since 2007, DASMA and IDA have poured half a million dollars into this public relations campaign to raise consumer awareness of the value of better garage doors and openers.

When we first started the program, many thought we couldn't "move the needle" and actually make an impact on general consumer behavior. But I think we have.

Today, it's not uncommon for the average consumer to desire a better door and opener for his or her home. This program is a great example of how we've "raised the tide that lifts all boats." All manufacturers and all dealers are now the beneficiaries of this effort. It may be the best example of a successful joint project in the history of our industry. ■