

Meet DASMA's New President

Ray Neisewander III



Ray Neisewander III has lived every moment of his life around the garage door business. Born in 1961 as the son of a garage door dealer in Bettendorf, Iowa, he began his industry career at a Raynor distribution center in Florida, eventually becoming CEO of Raynor Worldwide.

In Bettendorf, his father was running Raynor Door Sales, an installing garage door dealership. After growing up around the Raynor factory in Dixon, Ill., “Ray Three,” as he is known, went to college at Pepperdine University’s business school and earned a bachelor’s degree in business administration. He later earned a master’s degree in business administration (MBA) from Florida Southern College.

Florida DC Beginnings

His first garage door career experiences began in 1983, when he served as the manager of the Raynor Distribution Center in Lakeland, Fla., learning the daily door needs of garage door dealers. In 1986 he moved to Dixon, where he became a member of the management team and was promoted to manager of warehouse operations for all five Raynor distribution centers around the country.

Going Racing

From 1986 to 1990, Ray III also became involved in Raynor racing, serving as team manager of the Raynor Motorsports Group and president of the Raynor-Cosby Racing Team. In this role, he continued to build relationships with Raynor dealers at Indy Car racing events around North America.

Top Management Experience

In 1990, at the conclusion of Raynor racing, he was promoted to general manager at Kwik-Wall, a Raynor-owned company in Springfield, Ill. At Kwik-Wall, he gained valuable experience in learning all facets of running a manufacturing company, from purchasing, finance, and customer service to production, marketing, and engineering.

In 1993, he became an executive management team member of Raynor’s wholly owned hospitality division, which owned and operated Holiday Inn, Holiday Inn Express, and Crowne Plaza hotel properties in central Illinois.

Back to Dixon

In 1997, Ray III returned to Dixon, where he was promoted to Raynor executive vice president. Ray Neisewander Jr., his father, announced the promotion, saying, “He has shown creativity, dedication, and vision, and he has developed an excellent understanding of the business.”

“I want to keep raising the bar for manufacturers, dealers, and installers.”

As executive vice president, he quickly became a driving force and a visionary leader. In 1999, he helped spearhead an effort to purchase Richards-Wilcox of Canada, a leading commercial garage door manufacturer in Toronto, Ontario. This move, Raynor’s first major acquisition, strengthened the company’s position in Canada and the global market.

Working His Way to the Top

Within his first three years back in Dixon, he had already left his mark on the company. With a knack for marketing and organization, he had the entire company bustling with progress, preparing the company to compete in a new century.

In 2004, he was promoted to president and CEO of Raynor, and in 2013 he became chairman of the board of directors. Today, Ray III has more than 30 years of experience in the garage door industry and has been active in DASMA since the 1990s.

Priorities for DASMA

Looking forward to his two-year term, Ray has three priorities in mind. His first is industry professionalism, a goal that requires increased collaboration with IDA and IDEA.

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"I want to keep raising the bar for manufacturers, dealers, and installers," he says. "I want our industry to become better known for safe and useful products and professional operations."

A second priority is expanding the market for industry products. "That includes promoting service and preventative maintenance," he adds. He believes that continued support of the GarageWowNow campaign is one key way to do this.

And third, Ray is concerned about company consolidations and the changing landscape of the garage door industry. "As more companies merge together, the potential pool of DASMA members gets smaller, threatening our funding levels," he explains. "We need to make sure DASMA adapts appropriately so that we can carry on the important work we do for the industry."

As DASMA president, he succeeds Mark Schram, whose two-year term concluded in January. Bearge Miller, president of Miller Edge, is now first vice president, and Steve Lynch, Clopay president, is second vice president. ■

ON THE SIDE Ray III's Extra-Curricular Activities

- Member of the board of directors for PVS Chemicals of Detroit, a global manufacturer and distributor of industrial chemical products
- Advises companies and speaks on family business issues such as strategy development and execution, succession and contingency planning, governance, organizational development and compensation, and generational transitions
- Former board member and chair of the Employers Association of Illinois
- Former chair of the Illinois Chamber of Commerce
- Former chair of the Dixon Riverfront Commission
- Former board member of Championship Auto Racing Teams (CART)
- Former member of the Family Business Center of Loyola University
- Former member of YPO (Young Presidents Organization), Chicago chapter, and current member of WPO (World Presidents Organization), Chicago Heartland chapter

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