

# WHAT'S NEW WITH IDEA?

## An update from past President Tom DeSilvia

The Institute of Door Dealer Education and Accreditation (IDEA)'s ultimate goal is to promote and advance the door, gate, and access systems industries by offering education, accreditation, and certification programs and opportunities that are recognized by the general public.

### Everyone benefits

A workforce of trained and experienced professionals throughout the industry will increase the probability of safer homes and more secure businesses, which protects lives and property. Additionally, IDEA seeks to help residential and commercial customers recognize and value trained, certified technicians. By supporting door and access systems professionals who are dedicated to education and certification we not only promote safety in the industry but also help mitigate problems associated with unqualified technicians.

IDEA continues to work closely with the Door and Access Systems Manufacturers Association (DASMA) and the International Door Association (IDA) to ensure the three organizations are directionally aligned. IDEA will continue to provide educational materials and certifications that are beneficial to sponsoring organizations.

### Expanding programs — Master Technician Designation

IDEA is continually expanding its educational offerings. In the past two years, the Automated Gate Systems Technician Levels 1 and 2 self-study certification programs rolled out. In January, the Automated Gate Systems Technician Level 3 program was launched.

Once an individual completes the Automated Gate Systems Installer program and the three Technician programs (Levels 1-3) they will be awarded the Automated Gate Systems Master Technician designation.

They are available for order on [www.dooreducation.com](http://www.dooreducation.com). Thousands of posters are already on display at dealer, distributor, and manufacturer facilities, so place your order today.

### Industry events

IDEA has been very busy manning booths and providing certification testing at many industry events, including the IDA Expo, regional IDA EduCons, IDA Affiliate events, AFA Fencetech, and the Fence Show.

### Training videos: Phase I

IDEA has also launched two free online training videos: Basic Sectional Doors and Basic Sectional Operators. These videos provide an overview of sectional doors and operators and are designed for individuals who are new in the industry.

The goal is to have every new employee in the sectional door industry watch these videos on their first day of employment in order to provide a general overview of products, applications, and nomenclature that are used in the door industry. Additional training videos on rolling steel doors, door operators, gates, and gate operators are scheduled for release in one to two years.

### Social media outlets

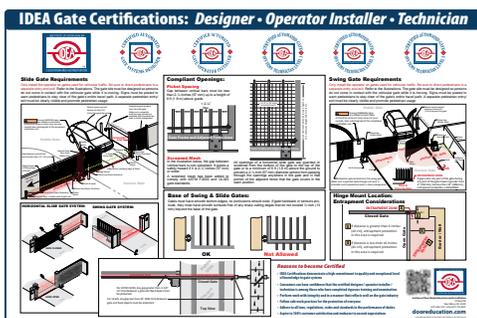
IDEA has also rolled out a plan to use social media to engage audiences across the country and keep them apprised of upcoming events and testing locations, topics of interest in the overhead door and access systems industry, recognition of contributors to education within the industry, and more.

Our primary platforms of engagement are Facebook (under Door Education) and LinkedIn (under Institute of Door Dealers Education and Accreditation IDEA). We look forward to engaging with industry professionals on these platforms and discovering more ways to improve our industry.

### Testing opportunities

Testing for IDEA certified programs has never been easier, and there are many options to choose from. IDEA staff will travel to your location or event if there are at least 10 applicants testing. Testing can also be completed at a certified testing center. Instructions for the use of a certified testing center will be provided by IDEA by phone at (937) 698-1027 or by email at [idea-michelle@dooreducation.com](mailto:idea-michelle@dooreducation.com).

IDEA will continue to provide new certifications as well as maintain the required Continuing Education data for the three-year renewal cycles for all of its programs. Stay updated with all the valuable information IDEA has at <https://www.dooreducation.com>. ■



### Promotional materials

IDEA offers multiple resources for companies to promote a technician's certification and/or accreditation status. The website has embroidered patches for technicians who have completed one of the door or gate programs, an Automated Master Tech patch, and a variety of IDEA truck decal options.

Most recently, they developed an exciting series of 36" x 24" posters for individual door systems and gate systems. The posters provide important education and safety information, and they can be displayed in dealer or distributor showrooms or breakrooms.

### IDEA limited-time promotion

The first 10 people who earn the Automated Gate Systems Master Tech designation will receive a free Carhartt jacket with the IDEA Master Tech logo and their name embroidered on it.

# Announcing IDEA's new Automated Gate Systems Master Technician Designation:



- Automated Gate Operator Installer
- Automated Gate Systems Technician Level 1
- Automated Gate Systems Technician Level 2
- Automated Gate Systems Technician Level 3

*Those holding all four gate certifications will be awarded the Gate Master Tech designation.*



DoorEducation.com  
937.698.1027