2017 is my 30th anniversary of attending my first DODA Convention in beautiful Nashville. Attending my first DODA Convention was eye opening and extremely beneficial to me both personally and professionally. Since 1987 I’ve attended 27 of the 29 shows and after each one ends I begin looking forward to next year’s event and the opportunity to reconnect with my fellow door guys and gals, learning all that I can at the various workshops, attending the fantastic awards banquet, enjoying the lively and entertaining hospitality parties, being inspired by the terrific keynote speaker, and of course enjoying the latest and greatest products and services our industry has to offer on the Expo floor.

Below are some quotes and comments as to why I believe everyone in our industry should do themselves, their companies, their team members, their customers, their families, and our industry a huge favor by attending this year’s IDAExpo in Atlanta – April 19-22.

“If you take care of important things, the urgent things don’t show up as often.”
- Seth Godin

“If you take care of important things, the urgent things don’t show up as often.” Seth Godin – If you think you can’t attend the IDAExpo this year in Atlanta because you need to stay around your office and be there when a problem arises then maybe you’re too focused on the “urgent things” instead of the “important things”. I think we all would prefer fewer “urgent things” show up in our lives and attending the IDAExpo can give you a lot of great ideas to help you reduce the “urgent things”.

“Even though you are on the right track – you will get run over if you just sit there.” - Will Rogers – Maybe you believe you don’t need to attend the IDAExpo because you feel like you’re “on the right track” but with things in our world and our industry changing so rapidly even if you’re on the right track you may realize one day it’s going nowhere. Attending the IDAExpo helps you keep on top of what’s going on in the industry and how it might affect you and your business.

“Most people aim at nothing in life . . . and hit with amazing accuracy.” - Dr. Tony Alessandra – Zig Ziglar also said most of us are “wandering generalities” and wondered why more of us didn’t choose to be a “meaningful specific”. Attending an IDAExpo helps me to better focus and aim at what I want to do in my business and personal life and it helps me be more of a “meaningful specific” instead of a “wandering generality”.

Continued on page 10
“There is one thing that stands out more than anything else: the ones who accomplish, thrive and overcome the most, are not afraid to say they need help.” - Dr Henry Cloud – I believe one of the best benefits of attending the IDAExpo is the opportunity to make new friends and to share your struggles with them and ask them how they are dealing with labor issues, Bad Bobs, Big Box stores, industry consolidation, online marketing, etc. None of us have all the answers but attending the IDAExpo can and will help you find some of these answers from your fellow door guys and gals.

“Success breeds complacency. Complacency breeds failure” - Andy Stanley – I think many people in our industry have become “fat and happy” because they’ve enjoyed some level of success but have become complacent. And complacency, especially in this day and time, can breed failure and it come much faster than we ever expect it. Attending the IDAExpo will help you understand even if you’re successful today doesn’t mean you’ll continue to be successful tomorrow unless you continually improve. None of us have “arrived”.

“Is your lack of success due to reasons, or is it due to excuses?” - Nick Hall – Many of you may make excuses as to why you can’t attend the IDAExpo this April in Atlanta. Are your excuses helping you perpetuate your lack of success?

“Winners develop the habit of doing things losers don’t like to do.” - Ed Foreman – Many of the people I know in our industry are “winners” and these are the people I see each year at the IDAExpo. They are in the habit of attending the Expo each year because they understand the benefits and they want to continue to be “winners”. Be one of the “winners” and be at the Expo this year and every year.

“Do yourself a favor and learn all you can; then remember what you learn and you will prosper.” Proverbs 19:8 – There are so many amazing educational opportunities every year at the IDAExpo and this year will be no exception. Please check out the many great educational opportunities at this year’s Expo listed in this magazine and make plans to take advantage of as many of them as possible.

“Don’t spend time...invest it.” When you spend something, it is gone forever. When you invest, it returns over & over.” - Dr Henry Cloud – What are you investing your time in? Is it giving you the return you’d like or does it seem like you are just spinning your wheels and not getting to the destination you’d like? Dr. Cloud also said that “The strength of your company or life is generally found in about 20% of your activities - what’s the 80% you need to prune?” What do you need to prune so you’ll be able to attend the Expo in Atlanta in April? I believe it will be one of the best investments of your time you can make.

Hopefully I’ve given you some things to think about and more reasons to help you make the decision to attend this year’s exciting IDAExpo in Atlanta – April 19 - 22, 2017. I hope to see there because it is going to be awesome!

“S.T.A.R.T. - Schedule The Action Required Today” - Michael Hyatt