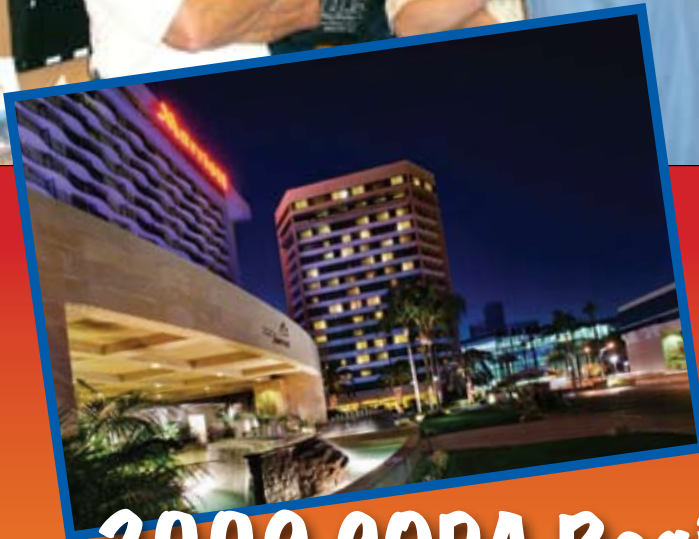


THE

CODA news

JAN/FEB/MAR 2009

THE OFFICIAL NEWSLETTER OF THE CALIFORNIA OPERATOR & DOOR ASSOCIATION



2009 CODA Regional Conference

Thursday, Friday and Saturday – October 15th, 16th & 17th

Marriott Hotel Anaheim

700 West Convention Way, Anaheim CA 92802

• CODA Educational Workshops for Management & Industry Training
on Fri. & Sat **FREE** to CODA Members & Staff
Visit www.codaonline.org to register

• IDEA Certification & Workshop - on Thurs.
(paid registration) call IDEA 937.698.1027 to register

Golfing
Exhibits

Friday Night Buffet
& Entertainment

Call 1-714-750-8000
for room reservations

Special CODA Group Rate
\$119. Per night plus tax

You must mention CODA when booking your room
to get this low rate.

CODA PRESENTS

Special Double Event

Wednesday April 29, 2009

Irvine Lanes

3415 Michelson Drive, Irvine CA 92612 949-786-9625

6 to 8PM

8 to 10PM

Marketing your Business with Little Money

A Special CODA Educational Workshop

Conference Room, 2nd Floor, Irvine Lanes

Cost: \$10. for all CODA Members.

includes a snack followed by a buffet dinner at 8 PM.

Learn how to creatively promote your business to keep customer awareness and thrive. The workshop is presented by SCORE, a resource partner of the Small Business Administration. You'll get 2 hours of in-depth information, valuable business help and Q & A time. Don't miss this opportunity to get professional advice from business people who specialize in helping America's small businesses.

CODA Bowling Night

Main floor of Irvine Lanes

- All You Can Eat Buffet at 8PM
- Bowl for fun • Prizes for highest scores

Cost \$25.00 for all CODA Members

for workshop, snack, buffet dinner & bowling

All non-member prices are given below.



FAX your completed registration form to CODA at 714-778-6367

or mail to: CODA 1644 S Clementine St Anaheim CA 92802 • Reservation Deadline is Friday April 24, 2009.

Your Company Name _____

Your Name as Contact _____

Address _____

City, State, Zip _____

Day Phone _____

Venue Choice(s): Workshop & Dinner only-**Member** \$10. pp _____
Indicate Quantity Workshop & Dinner only - Non member \$20. pp _____
Costs are Workshop-Dinner-Bowling-**Member** \$25. pp _____
PER PERSON Workshop-Dinner-Bowling-Non member \$35. pp _____

Attendee Names: _____

Credit Card Info

Name on Card _____

VISA ____ MC ____

C Card# _____

Exp Date _____

Your Zip Code _____

Your Signature _____

INDUSTRY NEWS



The BIG DOOR

R&S heavy duty motor operated rolling steel door

Customer Order: install a door that will provide maximum opening and still be a realistic daily functioning door.

Door size: 54' wide x 27' tall

Operator: 5 Hp PowerMaster custom built.

Total weight: 21,000 lbs.

Installation: 4 days using 2 crews (5 total technicians). The barrel and curtain were lifted in place at the same time using the barrel as a spreader bar to lift the curtain roll

NEW GENIE® BELTLIFT™ GARAGE DOOR OPENER

The new BeltLift from Overhead Door Corporation is a quiet, low-maintenance, easy-to-install opener that offers a great value.

“The BeltLift garage door opener has DC motor technology, operating at variable speed, allowing for soft start and stop,” said Daniel Christian, product manager. “It also works with Car2U and HomeLink, which are universal garage door opener remotes.”

The BeltLift garage door opener features a Safe-T-Beam® System that automatically stops the door from closing, and then reverses it, when an object passes through the infrared beam. The system’s self-diagnostic functions alert homeowners of improper operations, pinpoint specific problems and help identify solutions. The BeltLift features the Intellicode® access security system, which selects a new access code from 4.3 billion

combinations each time the remote control is activated, to prevent piracy of the radio signal that opens your garage door.

Harry Davis, former manager of California Door, retired December 31, 2008 with over 54 years in the door industry. During his career he had installed doors, built doors, sold doors, and managed California Door, a distribution and manufacturing facility for 28 years. He has been involved with all facets of the door industry residential and commercial. Harry Davis is a man of integrity and has helped many people throughout the industry.

Harry has donated his time to CODA and also materials and labor for displays. He has always had a helping hand for his customers and a smile to go with the service. Lee from Advance and owner of California Door, “Harry is the most knowledgeable

person I know about overhead doors.” Wayne McDaniel, Coast Overhead Door, “There was nothing Harry couldn’t hang.” Dan McDaniel, South Coast Industrial Door, Inc., “He’s a good friend and has been helpful to our business.” David Holmes, Commercial Door Company, “It has been a pleasure knowing Harry for the past 35 years. He has been like a “father”; guiding and building my knowledge of one-piece and canopy door mechanics. Carol and I wish him the best as he enjoys retirement.”

We as an industry salute Harry and wish him the best on everything in his future.

In Memoriam Sam Buerrescia

of A&A Garage Doors in Torrance CA this January, 2009. Sam was a long time dealer/installer in the door industry and will be missed.



THE PRESIDENT'S MESSAGE

2009 – Tough year...back to basics...just get through it...working harder for less business...somebody hit the off switch...the phone just isn't ringing. Do any of these sound familiar? By all accounts this is shaping up to be the most challenging year in the door business in more than 50 years. The CODA Board of Directors is feeling it too and we want to make sure that what we as an association do is make things easier and better for our members.

How are we doing that? We convinced manufacturers and distributors to participate in a coupon book that will offer thousands of dollars in free merchandise and discounts (yes, THOUSANDS) to CODA members. How's that for a reason to join CODA? On April 29th we will hold an evening training session on marketing your business, combined with a fun evening of bowling. We have scheduled our annual trade show in October and the focus there will be training and education.

I believe that an informed and educated door or gate dealer is a more professional dealer, and that dealer will not just survive the tough times but will thrive and continue to grow their business. If there is some training or education you want to see, let us know. If you have something to offer that would help other dealers, let us know. Tell dealers who aren't members yet how hard we are working to raise the level of professionalism for the whole industry and ask them to join and lend a hand.

Tough year? Maybe, but I like to repeat a quote from one of the greatest basketball coaches – John Wooden. He said "Things turn out best for those who make the best of how things turn out". Let's all join together this year and make the best of the door and gate business here in California.

*Rick Stanford
president of CODA*

CALIFORNIA OPERATOR & DOOR ASSOCIATION
1644 S. Clementine Street Anaheim CA 92802
Administrative Office located at Clementine Street Address

**HOT COUPON
DEALS
FROM CODA**

**COMING THIS APRIL
CODA'S COUPON BOOK**

The book is FREE to all CODA dealer members. It contains manufacturers' coupons for products and services available throughout 2009 and keeps the manufacturers in front of the dealers beyond the days of the regional conference.

SAVE A TREE! GET YOUR CODA NEWSLETTER EMAILED TO YOU. OPT IN AT: WWW.CODAONLINE.ORG