



NEW DAY,



NEW DHI

Two Years Later

Just over two years ago, DHI launched *New Day, New DHI*, with a new direction for the organization designed to provide members the tools they need to grow both their companies and their careers.



New Day, **New DHI** was launched with five initiatives:

- + EDUCATION EVOLUTION
- + CERTIFICATION TRANSFORMATION
- + MEMBERSHIP MATTERS
- + MEMBER EXPERIENCE
- + ADVOCACY ADVANCEMENT

Before the launch, DHI CEO Jerry Heppes Sr., CAE, said this: “By the time we are finished, DHI leadership will have improved every program DHI has to offer...change has become a permanent phenomenon at DHI.”

EDUCATION EVOLUTION

The goal of our education evolution is to make DHI education more available, affordable, relevant and user-friendly. The program has evolved to meet diverse technical and business management needs, and a constant improvement initiative ensures the currency and relevancy of DHI’s curriculum.

The DHI education staff has been working hard to evolve the culture and perceptions of DHI education. Instructors focus on teaching not only relevant technical content but real-life scenarios that can be applied as soon as you get back to work. Here are a few of the other changes we’ve made:

- + New automated testing program, Kryterion Testing System
- + Expanded online education options to support learning for all phases of your career
- + No prerequisite course requirements
- + Personalized counseling from the DHI education staff, including feedback on exam results
- + Developing more of a community atmosphere at DHI Technical Schools, with more opportunities for networking such as Student Appreciation Night and an instructor dinner





As part of this new education experience, our goal is to help you cross the finish line to your goals and eliminate any obstacles in your way. And, the DHI education experience doesn't end when the class or technical school is over – you have an opportunity to create lifelong friendships and professional relationships with your fellow students and volunteer instructors.

Micro Schools

In September 2017, we launched our Tech Essentials Micro Schools in Indianapolis, followed by one in January 2018 in Dallas.

The idea behind the launch of our Micro Schools was to bring fundamental technical courses exclusively to students in their local area, offering a chance to acquire essential education, quickly and cost-effectively. We will be expanding the reach of our Micro Schools in 2018 to become available to anyone who would like to attend.

Our next Micro Schools are planned in June for Denver, Colo., and in December in Atlanta, Ga., offering our most popular classes:

- *COR117 - Door, Frame, and Architectural Hardware Applications*
- *COR140 – Using Codes and Standards*
- *DAI600 - Fire and Egress Door Assembly Inspection Class (FDAI)*

Contact us at education@dhi.org for details and when registration info will become available.

CERTIFICATION TRANSFORMATION

The most significant change to DHI's certification program in decades was precipitated by changing dynamics of our industry and the evolving needs of our members who work in this market, combined with shifting roles within the distribution channel.

We learned this from our members during our research activities, formal surveys, informal communications, and personal meetings. There was consistent, critical commentary that we need to improve our program to become more relevant to the demands of today's market. Part of this reality check was that there is a greater need for individuals in our

industry with product application and code knowledge, along with detailing and scheduling skills, than there is for those with the ability to write a specification.

With this transformation, new certificates, credentials and certifications were established at three levels:

Level 1 - Basic Technical Understanding

- Door + Hardware Industry Associate (DHIA) certificate – launched December 2016

Level 2 - Intermediate Technical Competence

- Door & Hardware Technician (DHT) – launched March 2017

Level 3 - Advanced Technical Expertise

- Door + Hardware Consultant (DHC) – Launch Q2 2018
- Door + Hardware Specification Consultant (DHSC) – Launch Q4 2018



© ISTOCK | YURLARCUS

We currently have over 1,000 DHIA's, over 70 DHTs and more than 900 door security + safety professionals who have enrolled to take the DHT practice exam. We look forward to growing the success of these programs as they roll out and meet the needs of our members at various levels of their careers. By later this year we look forward to congratulating our newest certified members!

Our legacy certifications—AHC, CDC and EHC—have also been updated and enhanced with an improved testing process. We continue to mint these legacy credentials and will do so as long there is interest. We will also do nothing to damage the extensive brand equity of our existing credential, and we are committed to preserving their value to our members who have already earned them.

DAI300 - Fire Door Assembly Inspection - Technician Level Course

DHI has created additional curriculum to support the demand for annual fire door assembly inspections. The idea is to educate less costly and less experienced personnel to assist FDAIs in the inspection process of fire doors to support a viable business model of annual inspections.

The new DAI300 course will allow candidates to complete the curriculum from their offices, taught by their staff FDAI and conducted as conveniently and affordably as in-house education. Students will learn to demonstrate the required level of knowledge and expertise to assist an FDAI with door inspections. The curriculum is focused on creating the basic door, frame, and hardware product and code familiarity to conduct in-field inspection of fire doors, under the supervision of an FDAI credentialed inspector. Students completing the course and passing the exam receive a certificate of completion.

After successfully completing the DAI300 course, the student will be eligible to take additional courses planned for future development which will cover egress and smoke control door assemblies inspection. Successful completion of those courses and exams will result in additional certificate(s) denoting the corresponding expertise of the student, which will also prepare them to advance to the FDAI credential if desired.

EVENTS UPDATE

DHI **conNextions**

DHI conNextions - In July 2017, DHI announced that we had entered into a strategic partnership with AC Business Media to advance the door and hardware industry annual convention—DHI conNextions—through its next stage of evolution. As part of this new agreement, ACBM now owns and manages conNextions.

“This partnership will now allow DHI to more clearly focus on its core competencies—education and certification—to meet our industry and members’ needs,” said DHI CEO Jerry Heppes, CAE. “To partner with an experienced business media company like ACBM to take conNextions to the next level of importance as a door security and safety industry event is a fantastic opportunity for both organizations.”

The 2018 DHI conNextions will be held May 9-11 at the Baltimore Convention Center. We have partnered to build an excellent industry education program for you this year with more than 40 education sessions. For registration and hotel information, go to **dhiconnextions.com** and be sure to review the details enclosed in this issue. We look forward to seeing you in Baltimore!



DHI MANAGEMENT SUMMIT 2018

2018 Management Summit –

As part of our strategy to build new events for the industry, we will launch the DHI Management Summit on Oct. 22-24, 2018, in Tampa, Fla. This event is the evolution of the very successful 2013 Executive Summit.

The 2018 Management Summit has been expanded and will focus on the two biggest issues facing the door and hardware distribution channel today: the intersection of our current channel with the integrated security channel; and management team development to take advantage of this intersection and the future growth and prosperity of your company. For more information, go to www.dhisummit.org.

MEMBERSHIP MATTERS

One of the most substantial changes within *New Day, New DHI*, is our improved corporate membership structure. The research to confirm our approach took well over two years, and the goal is to serve more people in our industry by transitioning to a discounted, tiered corporate membership structure while maintaining our individual membership option. The new corporate membership structure allows more employees to experience the benefits of membership and the personal connection it brings—at a distinctly more reasonable price.

We have been implementing this change for distributors since last fall and expect to complete that later this year. Due to the nature of the change, we need to take a concierge approach and talk to companies individually about their goals and our offerings. We are finding we are better able to serve more members of their staff than ever before. It's much more than a buying decision; it's an engagement and training decision for your company.

Industry Orientation Program

We launched a complimentary industry orientation program, a series of videos that will continue to roll out in 2018 for newcomers to learn more about the door security + safety industry and the great career opportunities it offers. The first video is called *Safely Securing the Built Environment through Building, Fire, and Life Safety Codes* and can be accessed on DHI.org or our DHI YouTube channel.

Later this year we will build two more videos to share more about the history of this great industry and the different kinds of career opportunities that can be had, as well as the history of DHI and how we have been committed to serving the industry since 1975 with our ancestry dating back to the 1930s.

MEMBER EXPERIENCE

Our goal is to be present at your point of need with a personalized online experience. This includes continually working to improve our flagship publication, *Door Security + Safety*, and our bi-weekly e-newsletter, *IndustryWatch*.

In January, we relaunched *Doors + Hardware* magazine as *Door Security + Safety* with a design “refresh” that gives the magazine a more sophisticated look in an easy to read format. Our new and improved, searchable, digital edition of the magazine can be downloaded, printed and shared via email and social media. We also plan to expand the content of the new magazine to include more articles from the electronic access control and security arenas.

With the name *Door Security + Safety*, we have aligned the publication with the door security + safety professionals who comprise our industry, and with the Door Security & Safety Foundation, which provides awareness, education and advocacy to promote secure and safe openings that enhance life safety.

New IndustryWatch E-Newsletter and News Feed

In February we launched a new and improved *IndustryWatch* e-newsletter which deploys bi-weekly featuring aggregated news about the industry. We have now also established an *IndustryWatch* News Feed on DHI.org. Just like the e-newsletter, the News Feed provides industry news aggregated from multiple sources, including companies in our industry across North America, and is updated and available 24/7.

Later this year, we will add a buyers' guide and the ability for DHI members to customize their News Feed, allowing them to dictate what type of industry news they want to read when they log in. This will then also customize



the e-newsletter content they receive bi-weekly as well. Both vehicles have the same quality of news you've come to expect in a more user-friendly format, available whenever you like.

We hope you will visit the News Feed on DHI.org weekly, if not daily, to stay up-to-date on industry happenings. Non-members can now subscribe to our e-newsletter from the News Feed as well. Be sure to share this with your team!

We have also placed a smaller News Feed on the Door Security & Safety Foundation's website which links to the larger news feed on DHI.org. These connections are important advocacy activities to promote the expertise of our industry to architects, end users, and AHJs.

The *New Day, New DHI* initiative is about providing continuous improvement and customizing your options for engaging with us, including improved digital platforms. These new tools are just a few more ways we're better serving the industry and our members. Visit www.dhi.org/newsfeed to learn more.

ADVOCACY ADVANCEMENT

Door Security & Safety FOUNDATION

DHI's primary audience is the door security and safety industry and DHI's work focuses on improving services to

the industry. The Door Security & Safety Foundation's (DSSF) primary audience is the architect, code, and end-user communities. The DSSF mission is to promote secure and safe openings that enhance life safety through awareness, education and advocacy. Through their work, DSSF helps stakeholders understand the code implications and complexity of products and applications.

DSSF also advocates for the use of door security and safety professionals, who are trained to ensure that every entrance meets code and can provide the invaluable balance of life safety and security for schools and classrooms. Here are some of their programs that advocate the industry's expertise and advances life safety and security for public buildings.

Education Advocate Program for FDAs: Maintenance and Inspection Education in Healthcare for Fire and Egress Doors

The Foundation delivers education to healthcare facility managers and engineers to help them understand fire door inspection regulations resulting from the CMS adoption of the 2012 edition of *NFPA 101® – The Life Safety Code*. A primary objective within the Foundation's mission is to support the annual fire/egress door inspection initiative by creating awareness of this important update to the NFPA 80 and 101 standards, and their inclusion in the *International Building Code* and *International Fire*

Code. Our program has evolved to now support FDAs delivering our education to healthcare facilities as well, creating proactive and reactive opportunities for their business, while highlighting the importance of their experience to these audiences. To learn more, contact Sharon Newport at snewport@dhi.org.

School Security - The Foundation launched the *Opening the Door to School Safety* campaign in December 2016 to raise awareness and to educate school administrators about the importance of safely securing classroom doors with code-compliant methods and using experts, such as door security and safety professionals to support their security and life safety needs.



Our website, www.lockdontblock.org explains the dangers of classroom door barricade devices and the unintended consequences they present. We have partnered with and coordinated our messages through collaborations with The School Superintendents Association, National Association of State Fire Marshals, Builders Hardware Manufacturers Association and Security Industry Association. Watch our video and use our online resources by visiting www.doorsecuritysafety.org and www.lockdontblock.org.

Scholarships - DSSF provides annual scholarships, thanks to our scholarship sponsors, for individuals to attend courses offered by DHI. Since 1997, the Foundation has granted more than 200 scholarships, and the program continues to grow.

As you can see, DHI has had a very busy two years, with continuous improvement in many areas. As CEO Jerry Heppes Sr., CAE, said, "The future is bright and the new DHI continues to evolve to meet your needs." +

“

The future is bright and
the new DHI continues to
evolve to meet your needs.

CEO Jerry Heppes Sr., CAE