



## Pulling the Levers: AAADM Leadership Holds Meeting in Las Vegas

It's a safe bet the AAADM Board of Directors and committee members accomplished a lot – and maybe some fun, too – during their late-spring meetings in Las Vegas on May 24 and May 25.

The gathering included updates from all committees as well as a Board Meeting. Special thanks to Don Moerbe, retired vice president of marketing for Horton Automatics, who attended as a special guest and gave a speech remembering the formative history of AAADM. It was particularly gratifying for both new and old members to learn that AAADM's mission of advancing the automatic door industry has remained true and relevant from its humble beginnings in 1993.

Plotting the future of our organization and industry works up an appetite, so a social break also included an unscheduled stop at West Coast fast-food legend In 'N Out Burger. (Oops ... what happened in Vegas didn't stay in Vegas. Although, if high cholesterol was the greatest sin committed on a trip to Sin City, we're ahead of the game.)



*A group of AAADM's best and brightest traveled to Las Vegas for the May meetings.*



*Dan Moerbe, retired VP of marketing for Horton Automatics, describes the early days of AAADM.*



*Jeff Dunham - Technical/Code Committee*

*Days were filled with the important work of AAADM and our industry. Evenings may have been filled with hamburgers and a few casinos.*



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# PRESIDENT'S MESSAGE

Greetings AAADM members. I hope you all are having a wonderful summer!

I am pleased to report, as you will see in this month's newsletter, that our inaugural AAADM Members Meeting was a resounding success! My thanks to the efforts of the staff of Thomas Associates, the committee chairs, special guest Don Moerbe, and the Orleans Hotel. The Association was able to come together to discuss our humble beginnings and what we have achieved over the last 29 years.

This, of course, sets the stage for our milestone 30th Anniversary Members Meeting next year, at a location and date to be determined. In the meantime, we remain focused on our primary mission of promoting safety and compliance with the applicable codes and standards that govern our industry through continuing training programs to produce the best possible Certified Inspectors for automatic doors.

*"I am pleased to report that our inaugural AAADM Members Meeting was a resounding success!"*

Also, we remain focused on increasing physical access through automation. Millions of Americans depend on our industry to give them a measure of independence as they navigate their daily lives, and it's a responsibility we take seriously. We will monitor and work to support and affect, where possible, codes and standards and legislation at the federal, state, and local levels to broaden the scope of those we can assist.

I want to thank the membership and encourage your participation to keep our Association strong, focused, and growing. It's been a fruitful almost three decades and your involvement is the key to our success. I can't wait to celebrate with you all in 2023 as we map out our next 30 years!

All the best,

Leonard Pursell,  
AAADM President

# AAADM COMMITTEE UPDATES

AAADM has formed committees to oversee and develop various projects. Following is a summary of some recent committee activity:

## Certification Committee

CHAIR: DAVE TIMMERMAN



The first committee formed by the AAADM Board of Directors, the work of the Certification Committee actually began before AAADM was formally incorporated as an association. The committee has continually expanded its scope of work as the association has broadened its portfolio of education and certification programs. The committee creates and maintains all the material needed to become an AAADM Certified Inspector, notably the AAADM training binder and PowerPoint presentation. This material is regularly reviewed and updated to conform with the latest ANSI standards.

In addition to oversight of training and certification of inspectors, the committee hosts regular Train the Trainer events to update current trainers as well as add new trainers to the ranks. This helps standardize, as much as possible, the approach to training throughout the program, helping provide consistency and quality.

The committee also sets eligibility requirements to become an inspector and fees to attend AAADM classes. All committee activities are monitored and approved by the board.

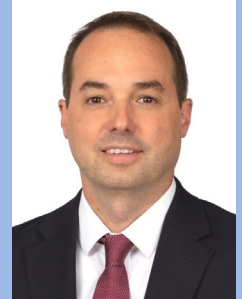
Some of the most recent changes are:

- An improved, more detailed PowerPoint which will make AAADM training more consistent with all trainers.
- Allowing AAADM inspections to be recorded digitally via an app or e-form. Guidelines for these have been published. The committee is considering creating its own version of e-form.
- Revised eligibility requirements for becoming an inspector to make them more easily understandable.



## Government Affairs Committee

CHAIR: TIM BLANKE



The Government Affairs Committee engages with policy makers to build awareness and support for safe and automatic access to public entrances. We do so on your behalf.

The good work of Government Affairs is amplified when members involve themselves and their constituencies in affecting policy at local, state, and national levels. I believe public policy bends most swiftly to a chorus of voices.

To facilitate information sharing, Government Affairs Committee members have partnered with Marketing Committee members to streamline a process by which the most up-to-date resources are available to member companies. These include updated web resources, topical blog articles, and legislative updates. Legislative updates—local, state, and national—are accompanied by hot links to a form letter that can be customized and sent to appropriate legislators.

Our efforts to communicate with you only bear result if you share the information deeper within your organizations. Get your marketing teams involved, encourage sales representatives to share information with prospects and customers, ask employees to campaign for equal access. Spread the word and advocate for the needs of mobility-impaired people through the advancement of, and enforcement of, requirements for automatic doors in public places.



AAADM's public policy statement can be found [here](#).

AAADM's partner spotlight can be found [here](#).

AAADM's legislative updates can be found [here](#).

These are time sensitive notifications, so please check back regularly for updates. Look for a policy brief via eblast when there is news that rises to the level of a special alert.

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## Marketing Committee

CHAIR: KAREN MASLOW

### Making AAADM's voice heard

What if you told a great story, yet no one heard it? That seemed like the case for AAADM nearly two years ago, when the Board tasked the Marketing Committee with finding a way to expand the reach of our voice. We realized we needed an outside expert to help us grow our social media program as well as develop content for the

AAADM website and articles for submission to industry trade magazines.

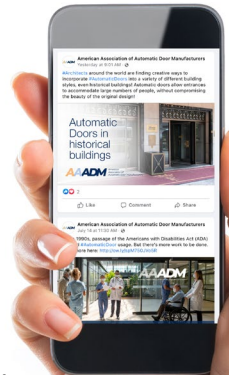
We found an amazing marketing communications firm that works with us to showcase our voice and messaging and consistently publish content on our Facebook and LinkedIn pages. In the ensuing two years, you've no doubt seen the resulting content. It is meant to both inform our members and for you all to proudly share.

The Marketing Committee reviews editorial content approaches, approves social media posts, participates with our agency in blog and article creation, and facilitates introducing Subject Matter Experts to work with the agency in content creation.

So, what else does the Marketing Committee do? I like to think we are the custodians of helping to make AAADM's voice be heard. Not too long ago, we helped update the look of AAADM's logo with pops of color to modernize from our humble beginnings to a fresher look for today.

Most recently, our role has evolved to acting as a bridge to other Committees, like our Government Affairs group. We help ensure their great content is presented in a way to be more broadly heard. The evolution of the Public Policy area on the AAADM website is part of this, with the addition of Spotlight, Legislative Updates, Issues, and Resources content. The AAADM Government News Alert is another component of this evolution.

From the very start, AAADM has done a phenomenal job of fulfilling its mission to advance the interests of the automatic door systems industry; to increase education, training and professionalism among installers and service providers; and to generally promote the safe use of automatic doors. The member companies that comprise AAADM all diligently volunteer their time and form a formidable team that is focused and effective. It continues to be a privilege for all of us on the Marketing Committee to be involved in AAADM and to assist in making sure its voice is heard.



## Technical/Code Committee

CHAIR: JEFF DUNHAM

One of AAADM's newer committees, the Board of Directors formed the Technical and Code Committee to advance the interests of the industry relative to building codes, standards produced by other organizations, and related document and materials. The committee monitors and/or participates in developing certain codes and standards such as the International Building Code (IBC), the A117 code for Accessible and Usable Buildings and Facilities, and the life safety code, NFPA 101.

The committee's mission is actually two-fold: 1) intercession in development of relevant codes and standards, where appropriate; and 2) development of materials that explain particularly important provisions of these codes and standards or other technical subjects. Some examples include articles related to the anatomy of an automatic door, assisted living facilities, hospitality and hotels, ADA, and automatic door safety. Content is often developed to explain a piece of a final version of a given code or standard and how it may apply to industry.



# LEGAL NEWS

By Nathan J. Breen, Esq., AAADM Legal Counsel

## Courts are Upholding Vaccination Mandates

Two court rulings have recognized the broad powers employers and universities have to mandate vaccination amidst a variant-fueled rise in coronavirus cases. A federal district court in Texas recently dismissed a lawsuit filed by 117 staffers at Houston Methodist over the hospital system's vaccine mandate for employees. Elsewhere, a northern Indiana federal district court upheld Indiana University's vaccination requirement for staff and students. The recent rulings come as the medical establishment unifies around the idea of mandating vaccines for those who work in medical settings.

*With the carrot approach proving insufficient to extricate the U.S. from the pandemic, these rulings reinforce that the stick is also an option.*



## Employee Wins Appeal Due to Employer's Lax Justification for Termination

In a cautionary tale for employers, the Sixth Circuit Court of Appeals recently reversed a trial court's ruling that an employee's termination was justified and found the explanation provided to be a pretext for discrimination. A black employee in a local sheriff's office was terminated shortly after she requested leave under the Family and Medical Leave Act (FMLA). The employee had been verbally counseled for poor performance prior to her request. Two days after her request, her supervisor requested a disciplinary review board hearing for five infractions. The board, however, only reviewed one infraction – sleeping on the job – and recommended her termination. The employee sued, alleging violations of Title VII and the FMLA. In support of her claims, she noted that a white employee holding the same position had been counseled but not fired for sleeping on the job. The trial court dismissed her claims, finding that a variety of performance issues were legitimate reasons for her termination. The appellate court reversed the trial court's ruling and found that the justifications offered were a pretext for discrimination. This finding was bolstered by the employer's more lenient treatment of the white employee. Although the sheriff pointed to performance issues beyond the sleeping which may have been a sufficient basis for the disparate treatment, only the employee's sleeping was offered as a justification for termination.

*Lax performance records are often used by employees as the foundation for discrimination claims. Businesses are well advised to conduct and document regular comprehensive employment evaluations. Failure to do so can be costly.*

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*These articles are provided solely for informational purposes and do not constitute legal advice. If you have specific questions or concerns about a legal issue, consult your company's legal counsel for guidance.*