OUR STORY

DWM Holdings is the umbrella company for a portfolio of light pole manufacturing brands: United Lighting Standards; General Structures, Inc.; and Lyte Poles. The business was founded by Douglas William MacVoy in 1971. Since that time, it has grown both with and ahead of the lighting industry — all of which has shaped a company steeped in a rich tradition of developing outstanding partnerships.

The Start

Doug began manufacturing poles under the name Womac Engineering — initially strictly a fabrication business — when a single customer wanted a light pole. Seeing a need and potential in the space, the company moved into manufacturing light poles full time. The name of the business was then changed to United Lighting Standards (ULS) and incorporated in 1979. Doug quickly realized that the most effective way to market required partnering with independent fixture manufacturer sales representatives. ULS soon established strong representation across the country.

The Brand Companies

In the mid-80s, ULS was contacted by the leadership of General Electric to discuss the possibility of showcasing ULS' products in GE's outdoor lighting catalog. Due to ULS' existing manufacturer sales agent representation, General Structures, Inc. was established in 1987 to capitalize on this alignment with GE.

Not long after, the company developed a relationship with Genlyte Thomas Group (led by Larry Powers). Larry understood that an unnecessary mark up on lighting standards compromised fixture sales. He wanted Genlyte Thomas Group's sales agents to have access to an independent light pole line in order to provide the most competitive site lighting packages possible. So, in an effort to sell poles through Genlyte's sales structure, Lyte Poles was established and incorporated in 1989.

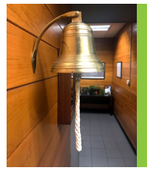
DID YOU KNOW?

Innovation has always been a part of who we are. In the mid 1980s, we implemented an in-house, state-of-the-art powder coat system. We've upgraded our finishing capabilities since then, but we remain dedicated to provided the best possible finishes for our products. In the 90s, Doug patented a proprietary PTA bracket that allowed the company to provide exemplary lead times. We have since moved away from this bracket as technology has allowed. This commitment to improving the way we do business continues to fuel the rapid changes the company is experiencing. And, we are aware of the impacts these improvements can have to our partners throughout the lighting industry. Increasing the speed at which we share information and making it easier to do business with us through the implementation of technology where it make sense and an unrelenting focus on driving inefficiencies out of our organization means more value for everyone.

DID YOU KNOW?

In 2002, we opened a warehousing facility in Sparks, NV, to better serve our West Coast partners. It was closed in 2008. Today, we can meet the demands of our partners across North America from our two facilities in Warren, MI through improvements in operational efficiency.

The presence of the three brands in the marketplace under this structure led to market acceptance over time. Eventually, the alignments between GE and General Structures, Inc. and Gen-Lyte Thomas Group and Lyte Poles dissolved due to mergers and acquisitions and shifts within the industry. However, the company has continued to go to market with its line of round, square, and tapered steel and aluminum commercial lighting poles, brackets, and accessories under the three brand names.



DID YOU KNOW?

Our Ring the Bell program was introduced in late 2008 to celebrate partner orders exceeding $25,000. Back then, it was done by ringing a bell in our office. That bell still hangs today, but we now ring the bell electronically within Pole Vault™ Network.

The Transition

Following Doug's death in 2013, leadership of the company shifted, and his children—Ryan MacVoy, Kelly MacVoy Guffey, and Zac MacVoy—joined COO Bob Wesch as owners and began to look at how they could leverage the successes of the past while building a business that can lead the way in the future. In 2014, the leadership team realized the need to establish a parent company, and DWM Holdings was founded — with United Lighting Standards; General Structures, Inc.; and Lyte Poles becoming subsidiary brands of this umbrella entity. The business experienced another significant shift in 2016 when Bob retired.

DID YOU KNOW?

We have an unrelenting focus on improving our business and being transparent around the data that drives it. Pole Vault Network™ provides all of our team members access to the data that matters for their day-to-day activities. Pole Vault™ provides our partners the information they need to manage their business.

The Expoential Growth

Today, our C&I-focused brand companies continue to compete in a commodity marketplace where customers expect aggressive pricing. This often means that manufacturers can do little to differentiate themselves outside of price and outstanding service. The DWM Holdings team isn't satisfied with this. We strongly believe that manufacturers can add value in unexpected and uncommon ways. Our focus on using technology to provide an unparalleled level of transparency of our operations for our business partners and keeping our commitment to partnership as the center of everything we do is the way that we are changing the game. Along the way, we are working hard at having fun and being a great place to work.

DID YOU KNOW?

Our production process is organized into 6 zones:

- Red Zone (Brackets)
- Blue Zone (Plasma Table/Plate Production)
- Orange Zone (Coatings)
- Purple Zone (Standard Pole Production)
- Maize Zone (Custom Pole Production)
- Green Zone (Packaging)

DID YOU KNOW?

Our Leadership Team sets the company's strategic direction and provides the required guidance and support for our team in accomplishing our goals. It is comprised of:

- Ryan MacVoy, Chief Executive Officer
- Zac MacVoy, Chief Strategy Officer
- Kelly MacVoy Guffey, Chief Revenue Officer
- Michael Agrusso, Director of Technology
- Sal Castillo, Director of HR

1971

Womac Engineering began fabricating lighting poles on Beaufait Street in Detroit, Michigan.

1979

United Lighting Standards is incorporated

1981

Susan Piontek joins the company.

1983

Cheryl Kowalski joins the company.

1984

Bernie Jenkins joins the company.

1986

Move production to 9 Mile location in Warren, MI

1987

General Structures, Inc. is incorporated

1989

Lyte Poles is incorporated

Carla Jeske joins the company

1990

Ray Breham joins the company on the Production floor (eventually working his way to Assistant Production Manager)

1997

Bob Wesch joins the company

2005

Ryan MacVoy joins the company

2008

10 Mile facility opens

2009

Zac MacVoy joins the company

2013

Leadership of the business shifts

2014

Kelly MacVoy Guffey joins the company

Zac MacVoy steps out of his day-to-day role into one as a strategic advisor

DWM Holdings is established

50 team members

2016

Pole Vault™ is launched

90 team members

2017

DWM Holdings becomes an Endeavor company

2018

Zac MacVoy rejoins the company as Strategic Planning Officer.