

Minutes
2017 Spring Board Meeting
of The Board of Directors of the
ALOA Security Professionals Association, Inc.
FINAL

Date: May 1, 2017 8 am -5pm - Board Meeting
May 2, 2017 8am – 5pm – Board Meeting

Location: Crowne Plaza Albuquerque
1901 University Boulevard
Albuquerque, NM 87102, Phone: 505-884-2500

The Board meets as a committee of the whole.

The President appoints all committee members except Standing Committees and is Ex-Officio of all committees. Committees themselves elect their own leaders.

DAY ONE- Monday, May 1, 2017: 8:00 am- 5:00pm

1. The president called the meeting to order.
2. The secretary led the Pledge of Allegiance.
3. Secretary Roll Call:

Officers - President Tom Foxwell; Secretary Clyde Roberson

Directors – NE: Bill Mandlebaum; NC: John Soderland; NW: Vacant; SE:
Bill Boughman; SC: Mark Dawson; SW: Charley Eastwood;
International: Yoshio Suzuki, Associate: Noel Flynn

Non-voting: Jim Wiedman; Bob Cullum

Trustee: Hans Mejlshede; Tom Demont

SAVTA: Joe Cortie

IAIL: Tom Demont

AIL: John Truempy, *excused*

ALOA-L: Humberto Villegas, *excused*

ALOA Staff: Executive Director- Mary May
Kathryn Beard- Convention Manager
Kathy Romo- Comptroller
Jim Hancock- Operations, Education & Certification Mgr
Kevin Wesley- Membership Manager

ALOA's Attorney: Barry Roberts

Translator: Kay Nakamoto

Guests: No Guests

- Director's Reports sent in writing in advance of the meeting and posted to DropBox.

- President's Report
 - President Tom Foxwell, Trustee Tom Demont, and Director Bill Mandlebaum joined International Director Yoshio Suzuki to celebrate ALOA Japan's anniversary meeting in Tokyo.
- SAVTA Report (Joe Cortie):
 - In the midst of convention
 - Last year's Lexington location was a profitable convention for the organization
 - New members are down from 2016...about 80 fewer members than last year: 1647 (2017) v 1727 (2016). Lack of membership drive being felt
 - This year's convention: 195 registered so far—usually get 220 or 230 total. Classes are good.
 - SAVTA phone App popular with growing adoption.
- AIL—*No Report. Mr. Truempy excused.*
- IAIL (Demont):
 - Up over last year
 - Adding an automotive test
 - Adding an architectural hardware test
 - Evaluating a forensics conference: classes over long weekend.
 - Expert Witness Consulting:
 - Always worth having credentials if you are going to testify;
 - Making a CV: show schooling, articles, cases, certifications, years of experience
 - Hardest thing to do is to get the first job. Once accepted by court as an expert witness, you have more credibility.
- ALOA Latino-*excused*
- ALOA Executive Director and Staff Reports
 - Current staff level is 11. At one time had 25 employees.
 - Education, Jim Hancock
 - Veterans Program: Allegion and ASSA ABLOY are both sponsors with Allegion expanding to offer 3 scholarships. Planning to continue the expansion of the program and publicize further at convention. Also, hoping to make this a Keynotes cover focus.
 - Developing a detention hardware class.
 - Video training: 7 videos under development. Not satisfied with progress so have partnered with ASSA ABLOY to leverage the ASSA ABLOY University resources for ALOA.
 - ASSA ABLOY bringing its Mobile Classroom Training to Rosemont. Installation stations, EAC, etc. An incredible vehicle.

- Numbers:
 - Q1 Standard ACE classes. \$14,500. Budget was \$16k. Happy about that.
 - ATC: At \$13.5k, budgeted \$14k. “Can’t get closer than that.”
 - o Finance, Kathy Romo
 - Busy past 2 months with 3 events: Safetech, Security Leaders Forum, and Board Meeting. The annual audit by the CPA was conducted. ALOA is also undergoing an IRS audit which is ongoing. ALOA has added 2 new staff members, Phyllis in accounting and Dawne in Education.
 - o Convention, Kathryn Beard
 - ALOA Convention 2017 sign ups and solicitations underway and seeking new exhibitors. Nissan has backed out which represents about \$33k of revenue which we will need to make up. Staff is promoting with teasers and the full brochure. This year will not have a Host Hotel as in past years, though some events will occur at the Hyatt. Instead, ALOA is offering a range of hotel options for different preferences and budgets.
 - ALOA 2018 will be the Gaylord National in the metro DC area.
 - Safetech 2017 met F&B and Room requirements with 15 exhibitors and the Big Red sponsorship.
 - Safetech 2018 will be at the Milwaukee Hyatt, April 30-May5, 2018. Room rate at \$120 w. 80% attrition. Teaser flyer sent out in May.
 - Security Leaders Forum occurs this month and is promising to be a very good event with good attendance, exhibitors and positive revenues. 80 business attendees, 12 guests = 60 companies. Welcome reception and 3 days of seminars and topics.. 12 Exhibitors and 20 booth personnel. As the third event, it now appears to be profitable.
 - o Membership, Kevin Wesley
 - ALOA: Membership numbers have grown slightly compared with the same time last year.
 - 5562 LY (yearend 2016) v. 5585 current members
 - 375 v 374 AIL members
- Standing Committees
 - o Audit, Flynn
 - Reported that they are using online meetings to save the Association money. The committee was proud to report ALOA made its goal with a 4% profit for last year while still paying down some of its outstanding loans. The Board discussed whether ALOA should build a cash reserve and decided that the timing was still not yet right but could be considered in the future as finances continue to be positive.

- o ED Advisory—no activity
- o ED Selection Committee—no activity
- o Elections—contacted everyone running again and still searching and discussing with possible future candidates. .
- Appointed Committees;
 - Governance & Bylaws: Submitted a report on Drobox. The latest version of governance can be found on Dropbox and on the website
- o Scammer:
 - The suggestion was made to start a database of victims of scammers. From locksmiths to victimized customers. There was some discussion as to whether the Scammer function should be incorporated into the Membership committee but no action was taken at this time.
 - Legal Update from Association Attorney Barry Roberts:
 - A new lawsuit class action was filed by Mark Baldino and several other locksmiths against search engines. We are waiting for the courts to rule if the case can go forward. It is felt that Google may be making improvements so that win or lose the pressure and publicity have had some positive effects.
- o Membership, Mandlebaum
 - Discussion of requirement for sponsor for membership. Should we waive when get applications without a sponsor. We don't say you can't be a member but if you don't have a sponsor, you are a probationary member. Sponsors should be careful of who they sponsor to be sure they are legitimate.
- o Strategic Planning, Flynn
 - Membership has not been well enough addressed as a strategic goal. Can we do better in certain specialty sectors? Also, opportunities should be explored for improvements in the website. Could there be an opportunity for a mentor program? Discussion of improving the listing quality of ALOA's Find-A-Locksmith by instituting a new exam and credential to ensure qualifications of listed locksmiths.
- [MM Tom Demont, 2nd Jon Soderland. All new members who want to be an xxx \(ARL or AFL or other designation\) and wish to be listed on Find-A-Locksmith will opt in to take and pass a free 400 question exam, developed by Bill Boughman and approved by Board & staff. Motion carries.](#)
 - [\(All business as usual until test developed and approved.\)](#)
- o SLF (Dawson)
 - Making the forum, while targeted to the larger shop, have material to a regular business owner as well. Teach you how to do business better.
- o Legislation (Barry Roberts)
 - New fingerprinting requirement in Illinois. Ongoing anti-licensing and right to work initiatives in certain states. Without enforcement, licensing

has not worked as well as it might have. Best solution to that is a “private right to action” provision in the licensing.

- Governance & Bylaws Policy Monitoring (Mandlebaum)
 - Several suggestions for improved language clarity in the Bylaws including in the listing of ALOA regions.
 - Old Business – *none reported*
 - Executive Session – *not recorded*
 - MM Tom Demont, 2nd Bill Mandlebaum: Give ED a 3% annual increase. Motion carries.
 - Adjourn for Day 1.
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DAY TWO- Tuesday, May 2, 2017: 8:00 am- 5:00pm

- **Staff Reviews continued:**
 - Legislation work has been monitoring and reporting. We don’t do much lobbying anymore
 - ALOA Wrote off SAVTA loan of \$250k. ALOA was charging them a mgmt. fee. ALOA put money into SAVTA. \$107k to pay off debt.
 - ALOA gets almost all its money by July, but expenses continue through the end of the year. That is why a mid-year snapshot can be deceiving.
 - 4% profit is the goal.
 - ASSA ABLOY truck will be available at no charge for the convention.
 - Found hotel in Vegas ’19 and ’21. The Rio. August 23-Sept 5.
 - Survey Review – Executive Director, Mary May
 - Courses: prefer regional and online
 - We compete with other local classes
 - Need to do more with online and video content.
 - Jim Hancock: CMOOR Group proposal for video training library
 - AA uses this group
 - Coming to Fundamentals class and to Rosemont convention, will videotape
 - They do that in 19 different languages.
 - Financial Analysis – Noel Flynn
 - Positive trend but still have to exercise caution.
 - Software Proposal for Noah SW from JL Systems
 - Costs were higher than expected. ED and Comptroller propose we wait until we finish paying off our ASF loan at \$25k/year until paid off. Then in 2018 we would have that \$25k/year to dedicate to SW expenses. 2 criteria: 1) Will it make money? 2) Will it save money?
 - Board Self-monitoring:
 - In general, the Board and Staff feel positive about the direction the Association has taken and its future direction, with some obvious challenges still remaining.
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Communications with membership are an ongoing opportunity but there has been much improved communication between the Board and the Staff.

Summary of Motions:

1. MM Tom Demont, 2nd Jon Soderland. All new members who want to be an xxx (ARL or AFL or other designation) and wish to be listed on Find-A-Locksmith will opt in to take and pass a free 400 question exam, developed by Bill Boughman and approved by Board & staff. Motion carries.
2. MM Tom Demont, 2nd Bill Mandlebaum: Give ED a 3% annual increase. Motion carries.