

MINUTES
2019-1 Spring Board Meeting of
The Board of Directors of the
ALOA Security Professionals Association, Inc.

Date: Board Meeting: Thursday, May 30, 2019, 8 am-- 5pm
Friday May 31, 2019, 8 am- 12 noon
Committee Meetings: Friday May 31, 1 PM to 4 PM, or as scheduled

Location: HQ, ALOA Security Professionals Association, Inc.
3500 Easy St. Dallas,
TX 75247
214-819-9733

Hotel: Crowne Plaza Dallas-Market Center
7050 North Stemmons Freeway
Dallas, Texas 75247
214-630-8500
Check In: 3:00PM Check Out: 12:00 PM

Board Dress Code: ALOA Dress shirts and Khaki trousers. No computers or tablets except for the Secretary.

The President appoints all committee members except Standing Committees and is Ex-Officio of all committees.

1. Call to order -- President
2. Pledge of Allegiance -- Secretary
3. Roll Call—Secretary

Jim Weidman, Mark Dawson, Beta Tam, Hans Mejlshede, Noel Flynn, Bob Mock, Bob Cullum, Tom Demont, John Truempy, Mike Potter, Mary May, Kathy Romo, Jim Hancock, Kevin Wesley, Barry Roberts
Late: Clyde Roberson, Bill Mandlebaum, Charles Eastwood, Kathryn Beard.

Ill/excused: Guy Spinello

Excused: Bill Boughman, Humberto Villegas, Tom Foxwell

Staff: Mary May, Kathy Romo, Kathryn Beard, Jim Hancock, Kevin Welsley, Barry Roberts

4. Introduction of Guests – President -- No guests present
5. President's Report – President on the state of the Association

6. Regional Directors Reports -- submit in writing prior to meeting
As discussed in our last meeting, Directors should be prepared to discuss membership numbers from their own region (including growth or decline over prior year) and any action plans to increase and retain membership.

- a. Members lost
- b. Members gained
- c. Total members as of last full Quarter
- d. Membership growth plans

Directors submitted their reports in writing to the Board in advance of the meeting.

7. Division Presidents' Reports- *Should also report on membership numbers.*
 - a. SAVTA Report -- SAVTA President Mike Potter
> Report on 2018 Convention, attendance 288, # of members 1590, 2020 show in Tulsa, Reno in 2021
 - b. AIL report-AIL President John Truempy
> 363 members last year, 307 current
 - c. IAIL report -- IAIL President Tom Demont, small growth in membership. Plans to offer training in Dubai (\$71k revenue, cost approx. \$37k). Investigative Membership (350)
 - d. International: Hans Mejleshede spoke about very successful ELF Convention in Italy. ALOA should be represented at 2020 show in Helsinki, Finland. Dave O'Toole re-elected as president of ELF; this is an unpaid position. Hans is an honorary President of ELF.
 - e. Regional Director, Mark Dawson reported on availability of membership data about his territory. Applauded Kevin for his efforts to improve the database. Delay in adding members from applicants. Mary explained that the membership database is constantly changing. Jim Weidman described efforts to train staff to use improved software features. John T described efforts to correct database issues, mis-coding, etc. Noel asked if there is a projected date for improvements to the current membership database.
8. Executive Director Mary May's Staff Reports
 - a. Governance report - Mary May
 - b. Comptroller-Kathy Romo > reviewed audit report (unable to compare with last year due to IRS accounting changes). Safetech most profitable event in 10 years! ALOA Convention registration for 2019 is up \$86k, hotel room block has been achieved. Debt retired.
 - c. Conventions - Kathryn Beard
 1. ALOA
 - 2019 August 11-15 at Soutpoint, Las Vegas
 - They have 15 restaurants in Hotel—independently owned.
 - Brochure done early in April Keynotes
 - Registration looking really good
 - Have concessions if needed but hasn't slowed down yet.
 - At 291 registrants. Normally under 200 at 70 days out.
 - Numbers that Dawn gave out last week
 - Parking is free.
 - Room nites: 1891 w. 8% attrition. We're at 1513.
 - Flying Locksmith has owners training on Weds and Thursday.
 - Get to use their F&B
 - They will attend the show.
 - F&B is high this year so may spend more in atypical locations. \$140k including meetings. (Gaylord was \$130. Used to be \$70k but then we had to pay for meetings.)
 - 116 current registration for exhibitors
 - \$23,500 in sponsorships of budget of \$36,300. Working on getting more.
 - (NF) Helms Briscoe (sp?) *Telcon on convention management*. ALOA is an unusual association. We take all their meeting rooms but not all their sleeping rooms. Then they can't use meeting rooms to attract more guests to the sleeping rooms. Reducing

our available choice of venues. We need to look more at general outsourcing. They have clout and resources that we never can touch. We don't have enough people on staff to manage everything we need to do.

- Mike Potter had a lead with Lauren Moore and other companies. Also Marriott has its own company too.
- Get benefit of information from a convention company. They know what the going rates are.

- ALOA 2020 Kansas City
 - Barbeque flame logo
 - July 19-25, 2020
 - 1,000 room nights at Lowes KC, \$159 + \$12 self-parking. Right across street from convention center. Normally use 1900 rooms. Lowes will have extra rooms if we go over. Did get a certain number of parking spots. Only hotel within walking distance of convention center.
 - Airport is convenient.

- ALOA 2021: Mid SE research
 - Trying to avoid NE since were just there (National Harbor) plus expense
 - Received proposals from: Orlando, Atlanta, Richmond, Tampa, Miami....
 - Atlanta (4 diff hotels to fit); Orlando (Convention Center w. Rosen Hotel); Caribe Royal Hotel Orlando also sent proposal. Pink building on way to Disney.

ii. SAFETECH

- 2019 Lexington:
- Great success. Hotel staff amazing. Some complaints about not being able to walk to the downtown.
- Attendees and Guests: 249 (maybe a new record?)
- Total: 280 including staff and instructors—Might also be a record.
- Milwaukee: 210
- Last Lex: 255
- Room block and F&B met.
- SAVTA Advisory Board meeting took place
- 15 exhibitors out of 16-17. Silver Sales retired, sold the business. Strongarm Drills not doing shows anymore. Some at a show the week before...including HL Flake
- Timemasters sponsored the kickoff party and beverages
- Lockmasters did an open house at new training center. Also had the swap meeting there. S&G held lunch and factory tour.
- Current net \$30k
- Very positive reviews.

- 2020 Hyatt Regency, Tulsa
- New location so will promote it as a great location to visit. Very centralized. Not too far to drive from East Coast.
- April 25-May2
- Some comments about it being in tornado alley.

- 2021 Reno
- Silver Legacy did not bid
- Looking at Atlantis-higher guest room rate. \$89 weeknights; \$165 for weekend.

iii. SLF – Mark Dawson addressed below on the next meeting day.

c. Education- Jim Hancock

Bookstore revenue down. Discussed strategies to sell more merchandise. Need to update ‘Study Guide’. Recent SAVTA Convention was ‘freakin’ awesome’. Last years’ ALOA Convention was disappointing. 5-day packages are not selling as well as previous. Warehouse roof is being repaired at less than insured settlement. Discussion about success of Fundamentals of Locksmithing class and classification of membership that might be appropriate for those with a non-professional interest in locksmithing. CMOR modules being perfected for online learning. Some classes to be offered by Q4 2019.

Action Plan: 1) Increasing income for ALOA Education, offer classes to a wider group of people. Composed letters to institutions that employ locksmiths or maintain their own facilities. LSFDI training onsite. 2) Increase interest in PRP, target to increase by 10%. Re-doing tests, breaking down into smaller segments. Online testing, offering new electives. Using sample test questions from ASSA ABLOY. 3) Create more interest in classes at Dallas Training Center. Creating a schedule for instructors for an extended calendar period... 2 to 3-year plan. Target: increase participation by 15% in one year.

d. Membership- Kevin Wesley

- a. Reactivated members due to non-payment. 637 have not renewed YTD.
- b. Renewed: 6,297 member
- c. Later ALOA show may generate more memberships.
- d. Renewal Promo: telecon script. Save \$100 on Exposition. 73 members renewed from call.
- e. Only 1 new Safetech member at convention.
- f. 119 new apps for ALOA
- g. 23 for AIL
- h. 39 new SAVTA apps.
- i. 24 IAIL new apps
- j. 35 members passed away.
- k. Membership Totals:(2018/2019) for April 2019
 - i. ALOA: 4969/4400
 - ii. SAVTA:1772/1590
 - iii. AIL:363/307
 - iv. IAIL:349/312
 - v. Total 6,297 members (7104/6297)
- l. Expenses, recruitment, new member expenses - under budget

9. Standing Committees Reports:

a. Audit Committee- Noel Flynn

Audit committee report by Noel Flynn. No apparent reason to change the accounting firm. The audit physical asset audit did financial audit and physical asset audit prior to the Spring Board Meeting to save the Association about \$3,000 in Audit Committee travel expenses. Physical audit-look at building settling. Did the inspection yesterday...report will be coming in several weeks.

Financial audit; got the highest grade we could get.

b. 2018 Financial Performance Review

ALOA has a PIP program-Performance Incentive Program. We are required to make 4% net operating profit each year. Then 30% of the profit is distributed to staff. It has a cap of \$40k. If you meet the plan, you make 30%. If you make half the plan, you make 15% to distribute among staff. (No floor, a \$40k ceiling.)

b. ED Selection & Directors' Election (Trustees) **No report.**

10. Presidential Appointed Committees Reports:
- a. Governance and Bylaws- Bill Mandlebaum
 - b. Membership- Bill Mandlebaum
 - i. Applications/Screening
 - ii. Growth/Benefits/Retention
 - d. Legislation- Barry Roberts, Esq.
 - e. Convention/Education/Technology- John Truempy
 - f. Security Leaders- Mark Dawson

Reviewed his written report. Last year, “pulled off a miracle” having everyone meet with everyone for 15 minutes. Up to ALOA Board and Staff to make a 2020 SLF convention work.

- g. International:
 - i. European Director- Hans Mejlshede- *ELF Report*
 - ii. Asian Director- Beta Tam

12. Governance Policy Monitoring- Spring Scheduled Review
- a. Governance Process: GP-1-4, 6, 7, 9, 10, 13, 15a
 - b. Board/Executive Director Relationship: B/EDR-1--4, 5
 - a. B/EDR- 5.1, 5.2 Executive Director Review
 - c. Board/Comptroller Relationship: B/CR-1--4
 - d. Executive Limitations: EL-1, 3, 5, 6, 8, 9, 10, 12, 13
 - e. Comptroller Limitations: CL-1, 2
 - f. Ends: E-1, 2, 3, 4, 5
 - g. (Review monitoring schedule)

MM Mandlebaum/Eastwood: Move the EL5 to Fall Board Meeting so ED salary can be determined before the effective date of Jan 1 of the following year. Motion adopted unanimously.

Suggestion made to move something else so as not to “unbalance” the load of Governance.

MM Truempy/Tam: Accept Marriott Resort Griffin Gate, Lexington contract for 2022 for Safetech. Motion adopted...none opposed.

13. Strategic Planning/ALOA Ends- Jim Wiedman & Noel Flynn
We shall spend part of Thursday and almost all of Friday in a working session to finalize the Ends documents previously distributed. Plan to start Thursday 3:00PM to end next day Friday 10:00 AM.

DAY 2 Friday May 31, 2019

- ENDS
 - Membership:
 - Ends lead to Staff Action Plans
 - What kind of membership are we trying to grow?
 - What about embracing the “Hobbyist” segment of locksmithing?
 - ALOA has a Mission Statement but not a Vision Statement. Do we need one?
 - Associate Membership that allows employees to be members of ALOA.
 - The more involved members are in ALOA, the more likely they are to stay as members of ALOA. Staff could work on membership involvement to increase retention.

- MM-John Demont/Truempy: Accept Membership Ends as written in latest edited form. Motion adopted. None opposed.
- MM-Bill Mandlebaum/Demont: Accept Financial Ends as written in latest edits from May 31, 2019 (amended). Motion adopted. None opposed.
- MM Bill Mandlebaum/Eastwood: Accept Financial Ends as written in latest edits from May 31, 2019 (amended). Motion adopted. None opposed.
- MM Demont/Mock: Accept all 5 Ends as written in latest edited from May 31, 2019. Motion adopted. None opposed.

Need to check Ends in Governance “appears in order of importance.”

14. Old Business
15. New Business - *DHI Report*
Report on the fate of DHI who first sold their convention & trade show and then, just last month, outsourced their Association Management to SmithBucklin. See attached news release appended below.
16. For the Good of the Order
17. Adjourn

Respectfully Submitted
Clyde T. Roberson
ALOA-SPAI Secretary

DHI Selects SmithBucklin for Association Management

April 25, 2019 04:00 PM Eastern Daylight Time

WASHINGTON--(BUSINESS WIRE)--[DHI Door Security and Safety Professionals](#) (DHI) has selected [SmithBucklin](#), the association management and services company more organizations turn to than any other, to provide association management. Jerry Heppes Sr., CAE, will continue as CEO and its headquarters will move to 2025 M St., N.W., Washington, D.C., on July 1.

DHI Door Security and Safety Professionals (DHI) has selected SmithBucklin to provide association management. Its headquarters will move to 2025 M St., N.W., Washington, D.C., on July 1.

[Tweet this](#)

Founded in 1975 as the Door & Hardware Institute, DHI serves door security and safety professionals, as well as door and contract hardware distributors in the nonresidential construction industry. Through education, advocacy, accreditation, and facilitated networking, DHI provides members with the collective intelligence to meet the security and safety needs of their customers.

Following extensive due diligence, including deep evaluation of the value to DHI and its membership, the DHI board of governors chose SmithBucklin to provide association management. The board concluded that the company’s experience, knowledge, and capabilities will help shape DHI’s future strategy to ensure long-term success.

“We were looking for a management partner to bring DHI to the next level. We were impressed with SmithBucklin’s depth of experience and thought leadership in supporting business and trade associations – especially with those that

complement or directly impact our own industry,” said Mark J. Berger, board president. “We are confident in the operational expertise and strategic capabilities that SmithBucklin can provide.”

“I’m looking forward to joining the SmithBucklin team,” said Heppes, who has been with DHI since 1987. “For DHI, the change will help achieve the goals outlined in our strategic plan. Together, we will work to increase our membership and membership value, as well as strategies to enhance the value of our education, certification, industry events, and strategic alliances to advance the industry. It is truly a new day, a new DHI, and a bright future.”

SmithBucklin will provide DHI with a complete management solution. Heppes will be accountable for developing and executing plans that achieve results around the strategic framework established by the board of governors. In addition, he will lead a team of SmithBucklin professionals responsible for the association’s overall operations, including membership recruitment and retention, financial management, certification and standards management, industry advocacy, marketing and branding, communications and publications, educational program development and administration, and technology. The team also will manage the Door Security & Safety Foundation.

“We are thrilled by this opportunity to serve DHI,” said Jim McNeil, executive vice president & chief executive, SmithBucklin’s Business + Trade Industry Practice. “We respect and embrace the organization’s commitment to be the leading industry voice that values the insight and experiences of those it serves. We look forward to working with the board to maximize the value of DHI membership through the enrichment of its programs, certifications, education, content, events, and foundation.”

SmithBucklin's [Business + Trade Industry Practice](#) helps a wide range of trade and professional associations achieve their missions, create value for their stakeholders, and advance their industry professions. The practice's unmatched team of association professionals applies leading practices across a wide spectrum of association management services.

About SmithBucklin

SmithBucklin is the [association management](#) and services company more organizations turn to than any other. Our mission is to achieve the missions of the client organizations we serve. SmithBucklin serves trade associations, professional societies, technology communities, charitable organizations, and corporations. Founded in 1949, SmithBucklin has offices in Chicago, Washington D.C., Old Lyme, Conn., St. Louis, and San Ramon, Calif. The company is 100 percent employee-owned. For more information, please visit www.smithbucklin.com or call 1-800-539-9740.

Contacts

Jennifer Clark

jclark@smithbucklin.com

Phone: +1.312.673.5380

Twitter: @SmithBucklinPR

Photos Available