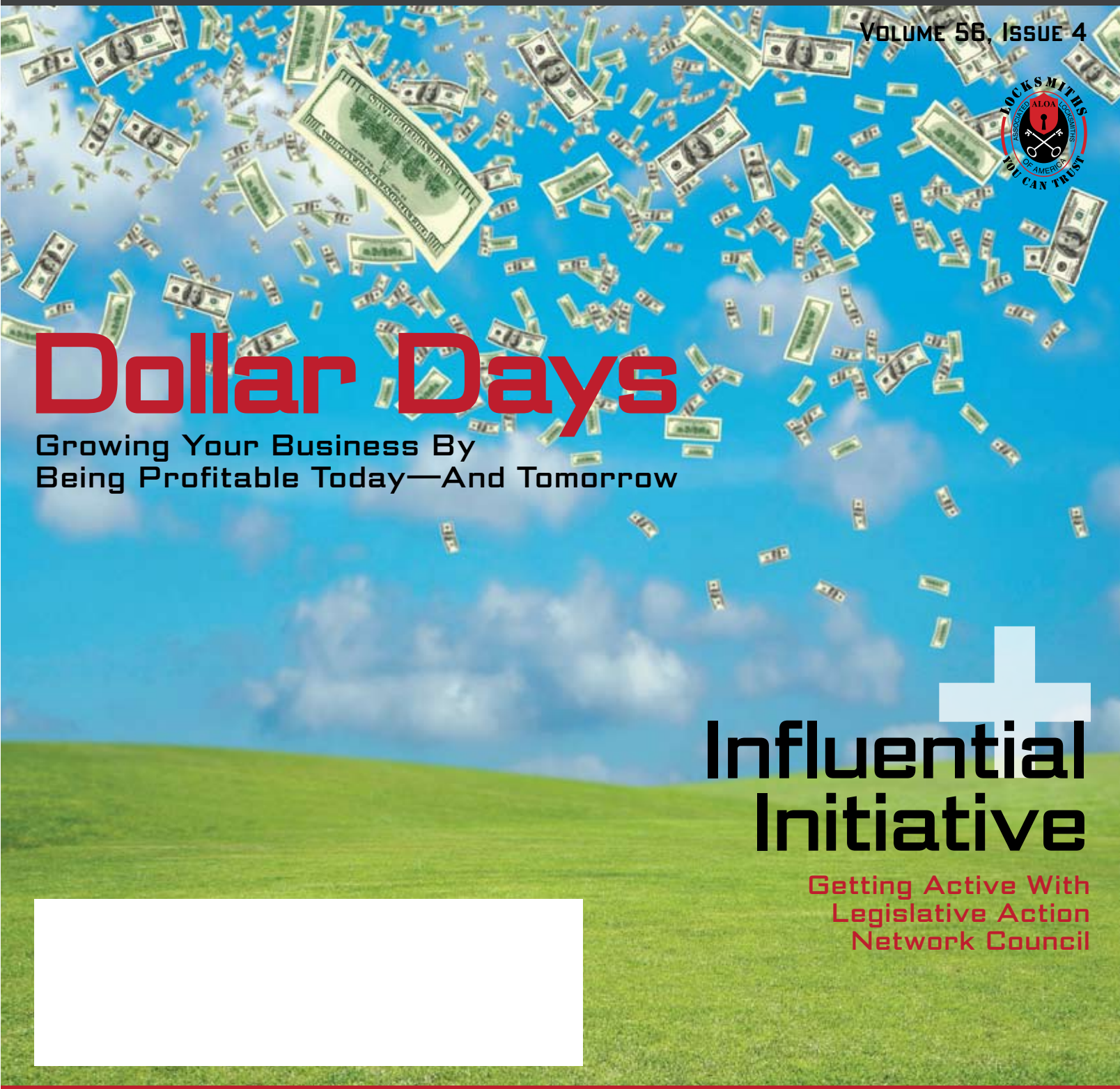
04/10

The official publication of ALOA, the international association of security professionals

KEYNOTES

SECURING YOUR SUCCESS

Volume 56, Issue 4



Dollar Days

Growing Your Business By Being Profitable Today—And Tomorrow

Influential Initiative

Getting Active With Legislative Action Network Council

Outsmarting The Scammers | Q&A: Rick Rolland, Part 2 | Testing Knowledge & Skill

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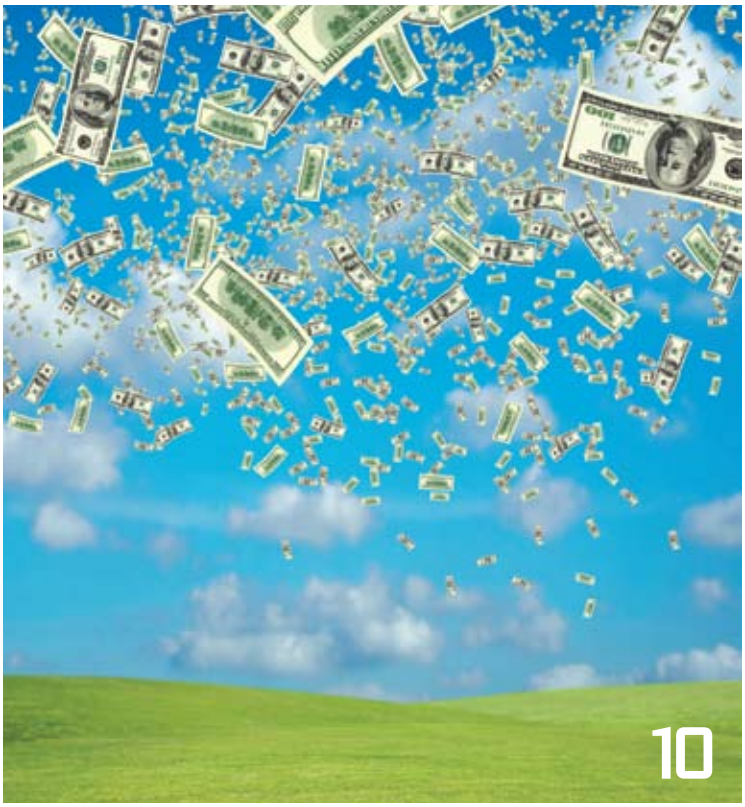

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Test Your Knowledge—And Skill

For more than 25 years, ALOA has managed the Proficiency Registration Program (PRP), which evaluates locksmith proficiency through a written exam. The highest level—Certified Master Locksmith (CML)—represents demonstrated proficiency in 33 of the current 36 (90 percent) available PRP categories, covering subject areas such as master keying, detention lock systems, time locks for safes and many more.

Throughout the years, there have been many discussions and much research done regarding developing a hands-on skill examination. Skill-based exams, however, have many logistical challenges. The only solution is to provide this kind of exam at the ALOA annual convention or at the new ALOA Training Center in Dallas, Texas.

However, with more than 40 proctored certification exam sittings offered throughout the U.S. as well as in international locations, it has been more efficient to provide a written exam rather than a practical hands-on demonstration exam. And this has satisfied the needs of the market—until now.

Skill-based examinations are becoming more and more important in the ongoing battle against scammers. Thus, ALOA has begun work on a new program that combines knowledge, theory and skill.

The new ALOA-managed program will use web-based training, instructor-led classroom education, hands-on practice and skill demonstrations. It will include training and testing on several kinds of installations, including locksets in wood, aluminum and hollow metal doors as well as door closers, exit devices, electric strikes and other door hardware.

More than 15 years ago, a similar program was introduced in Denmark, where my company is located. Since then, more than 1,000 locksmiths have passed the Danish test—raising the quality of installations throughout the country.

The ALOA education department is currently developing the curriculum as well as arranging for the various types of installation tools, equipment, doors and hardware. The end result will be an ALOA Certified Installer designation verifying that an individual not only has the theoretical knowledge but also the practical ability to install locks and other security devices in a professional manner. While the details are still being worked out, the goal is to introduce the program at the 55th anniversary convention in 2011.

"Skill-based examinations are becoming more and more important in the ongoing battle against scammers. Thus, ALOA has begun work on a new program that combines knowledge, theory and skill."

Hans Mejlshede, CML
President

KEYNOTES

April 2010 volume 56/issue 04

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- 1956-1960 Ernest Johannesen*

*deceased

Mission Statement: The Associated Locksmiths of America, Inc. is dedicated to enhancing the professionalism, education and ethics among locksmiths and those in related sectors of the physical security industry. With approximately 8,000 members in the United States, Canada and the free world, ALOA is poised to help members obtain the knowledge, strength and confidence to perform their role in the physical security field with pride and dignity. But it is only through active involvement and participation that ALOA can fully achieve its potential and help members to achieve theirs.

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"While there has been some success in identifying and, in some cases, prosecuting the scammers, they are still out there and we must continue to be diligent in identifying and thwarting their efforts."

Outsmart The Scammers

Scammers continue making an impact on our industry both domestically and internationally. These criminal endeavors use fraudulent practices to overcharge consumers for substandard service and products, hijacking legitimate locksmiths' listings and tarnishing the name of the locksmith profession. While there has been some success in identifying and, in some cases, prosecuting the scammers, they are still out there and we must continue to be diligent in identifying and thwarting their efforts.

ALOA offers tools that will enable our members to meet the challenges and take advantage of the opportunities of the new marketplace. To fight the scammers, ALOA has developed three programs you can incorporate into your business today:

Get Yellow: The ALOA Branded National Yellow Pages Program, a partnership with TMP, gives members the opportunity to differentiate themselves from scammers. The partnership provides the ad space needed to educate consumers on the advantages of using an ALOA member and the space needed to identify ALOA members in the yellow pages directory coverage area.

The ALOA branded display ad is combined with an ALOA column listing that encourages consumers to use ALOA members. For details, see the complete story in October *Keynotes* (page 6) or the 2010 membership renewal notice (which included insertion orders for the two largest yellow page directories in your zip code). For those whose yellow pages directories close July – December, you'll receive your insertion orders for your zip code with the 2011 dues renewal notice. Webinars will also be held throughout the year; check www.aloa.org for the schedule. For questions or to get started, e-mail ALOAyellowpages@aloa.org.

Be Found: As an ALOA member, FindALocksmith.com, the newly designed public search engine, enables customers in your area to find you using multiple search criteria. Updating your company information is easy. The website is intuitive, so log on and follow the prompts. Additional information and instructions for getting started are featured in the November/December issue of *Keynotes* on page 7.

Be Seen, And Heard: ALOA has produced a video and audio series of Public Service Announcements (PSAs) making consumers aware that they should use a "Locksmith You Can Trust" through the use of FindALocksmith.com. The PSAs are being distributed to radio and TV news outlets. A version that allows a personalized tag line at the end is also being made available to members by request. For more information, contact media@aloa.org.

Additionally, ALOA has been working with high-level executives at Google and the major national yellow pages directory publishers in an ongoing cooperative effort to remove scammer listings in their media. Combined with the three initiatives above, we can win the battle with scammers—together.

David M. Lowell, CAE, CML
Executive Director

Kristen Ward, director of development, Frederick Turnage Chapter of the American Red Cross, accepts a $5,000 donation from Chuck Murray, general manager, Kaba Ilco Corp.- Key Systems, and Michael Kincaid, general manager, Kaba Ilco Corp. - Access Systems.

Charitable Actions

Kaba Ilco Corp. donates $5K to Haiti Relief Fund.

Rocky Mount, North Carolina-based Kaba Ilco Corp. - Key Systems and Winston-Salem, North Carolina-based Kaba Ilco Corp. - Access Systems donated $5,000 to the American Red Cross Haiti Relief Fund.

The check was presented to Kristen Ward, director of development for the American Red Cross Frederick Turnage Chapter located in Rocky Mount, North Carolina, by Chuck Murray, general manager, Kaba Ilco Corp. - Key Systems, and Michael Kincaid, general manager, Kaba Ilco Corp. - Access Systems.

The American Red Cross continues to provide emergency relief and assistance in the recovery efforts for those affected by the earthquakes in Haiti on January 12. This operation has involved more emergency response teams than any other single-country disaster in global Red Cross history. It is estimated that the Red Cross and its partners are reaching approximately 12,500 people each day, and at least 1.3 million people have received life-sustaining assistance from distributions of food, water and shelter items.

CORRECTION

In the Parting Shot story in the February issue of *Keynotes* (page 44), the subscription rate published for *Locksmith Ledger* was incorrect. The correct annual U.S. subscription rate is $47. We apologize for the error.

Joining Forces

C.R. Laurence Co., Inc. acquires Key Control Specialists.

Los Angeles, California-based C.R. Laurence Co., Inc. (CRL), a global supplier for the glazing, railing, architectural, construction, industrial and automotive industries, has acquired Key Control Specialists (KCS). KCS manufactures the SlideGuard, PatioGuard, CamGuard and FixtureGuard lines of keyed, thumbturn and combination locks for windows, doors and display cases.

Moving forward, the Convenience Series and High-Security Control Series key options will still be available, and keyed-alike models for larger retail stores can be supplied upon request. Additionally, an extensive selection of security enhancing hardware for commercial and residential applications will continue to be provided.

"For years, we have provided our customers with a wide variety of commercial lock systems and components as well as a full line of transaction hardware," says Lloyd Talbert, CRL president. "The extensive product line, technology and experience we gain from KCS helps us provide customers with additional high-quality security solutions."

Customers contacting KCS will now be routed to CRL's corporate headquarters in Los Angeles, where the new KCS Locksmith Division has been established. The new KCS toll-free phone number is 800-390-1311; ask for the KCS Locksmith Division at extension 7799. The department is open from 6 am to 5 pm (Pacific) Monday through Friday. For more information, visit www.keycontrolspecialists.com.

ALOA MEMBER BENEFIT OF THE MONTH

Avis And Budget Rental Car Discounts

Business travel can put a serious strain on your bottom line. But with ALOA's member's-only rates from Avis and Budget, you can save some serious dollars on your rental car needs. In addition to having access to where2™ GPS and e-receipts, you receive these benefits:

AVIS

- Special ALOA discounts give you a savings of 25 percent off promotional rates.
- Complementary Preferred Service enrollment allows you to skip the lines and go directly to your vehicle.
- Two-day weekend rental rewards with every fourth qualifying rental of two or more days.
- Free one-car class upgrade (when available) to get you to your destination in style.
- A dedicated 800 number is available day and night for service at your convenience.
- The members-only website gives you easy access to special offers, your personal profile and online support 24/7.

BUDGET

- Special ALOA discounts give you a savings of 25 percent off promotional rates.
- Complimentary Fastbreak membership allows you to skip the lines and go directly to your vehicle.
- Dedicated account support specialists can assist you with reservations anytime.
- Unlimited mileage is available at participating locations.
- Save even more money with no additional driver fees.

Additional discounts will be available for the annual ALOA Convention. Check both programs to see which is offering the best rate for the vehicle of your choice.

To sign up, visit www.avis.com/car-rental/content/display.ac?contentId=avis-first-US_en-003431 or www.budget.com/budgetWeb/html/en/freqrenters/business/. The Avis corporate ID number is B466600, and the Budget corporate ID number is Z861000.

Upcoming ALOA Events

APRIL 1-JUNE 30
3rd Annual Best Locksmith Van and Best Locksmith Shop Contest Entries
1st Annual Best Locksmith Website Contest Entries

MAY *KEYNOTES*
2010 ALOA Election: Candidates and Ballot

AUGUST 1-8
54th Annual ALOA Convention and Security Expo
Orlando, Florida

MAY 2010	
12-15	**Clark Security Products Eastern Regional Security Expo and Educational Conference** Florence, Indiana www.clarksecurity.com
12-13	**Security Canada Alberta** Calgary, Alberta www.securitycanadaexpo.com
14-15	**The Association of Ontario Locksmiths Annual Convention** Mississaugu, Ontario www.taol.net

JUNE 2010	
10-12	**Clark Security Products Northwest Regional Security Expo and Educational Conference** Burlingame, California www.clarksecurity.com
11	**ALOA Special Membership Meeting** For the purpose of electing the Board of Directors. Dallas, Texas Members are welcome to attend. RSVP: joanne@aloa.org www.aloa.org
16	**Canada Security West** Richmond, British Columbia www.canadasecurityexpo.com
17-19	**Louisiana-Mississippi Locksmith Association Spring Convention** Marksville, Louisiana www.loumiss.org
23-25	**IML Expo** Denver, Colorado www.imlss.com

AUGUST 2010	
1-8	**54th Annual ALOA Convention & Security Expo** **Orlando, Florida** **www.aloa.org/convention**
18-20	**IML Expo** Salt Lake City, Utah www.imlss.com

SEPTEMBER 2010	
14-23	**DHI 35th Annual Conference & Exposition** Chicago, Illinois www.dhi.org
16	**Security Canada Atlantic** Moncon, New Brunswick www.securitycanadaexpo.com
23-26	**Greater Philadelphia Locksmith Association 2010 Convention & Tradeshow** Philadelphia, Pennsylvania www.gpla.org

OCTOBER 2010	
5-8	**World Market for Security and Fire Prevention** Essen, Germany www.essentradeshows.com
5-9	**Clark Security Products Southwest Regional Security Expo and Educational Conference** Anaheim, California www.clarksecurity.com
12-14	**56th Annual ASIS Seminar and Exhibits** Dallas, Texas www.asisonline.org/asis2010
19	**Maryland Locksmith Association Tradeshow** Savage, Maryland www.mdmla.org
20-24	**Yankee Security Conference & Tradeshow** Sturbridge, Massachusetts www.yankeesecurity.or
20-21	**Security Canada Central** Toronto, Canada www.securitycanadaexpo.com

NOVEMBER 2010	
3-4	**ISC East** New York, New York www.isceast.com
9-11	**IML Expo** Las Vegas, Nevada www.imlss.com

MARCH 2011	
3/28-4/2	**SAVTA 25th Anniversary** **SAFETECH 2011 Convention & Tradeshow** **Lexington, Kentucky** **www.savta.org**

APRIL 2011	
5-8	**ISC West** Las Vegas, Nevada www.iscwest.com

AUGUST 2011	
6-14	**ALOA 55th Anniversary Convention & Security Expo** Nashville, Tennessee www.aloa.org

UPCOMING ACE CLASSES

MAY 12-15
FLORENCE, INDIANA
Transponders From A to Z
Automotive Key Generation
Clark Security Products
Stephanie Parrott
859-425-3325
stephanie.parrott@clarksecurity.com
www.clarksecurity.com

MAY 17 - 22
DALLAS, TEXAS
Six-Day Basic Locksmithing Course
ALOA Training Center
ALOA Education
800-532-2562 x101
education@aloa.org
www.aloa.org/education

JUNE 10-12
BURLINGAME, CALIFORNIA
Class TBD
Clark Security Products
Stephanie Parrott
859-425-3325
stephanie.parrott@clarksecurity.com
www.clarksecurity.com

JUNE 12
TBD, MICHIGAN
Keyless Mechanical Locks w/L-20 PRP
Locksmith Security Association of Michigan
Marc A. Dearing, CRL
810-603-4100
marcdearing@marxlocksmith.com
www.lsamichigan.org

JUNE 26 - 27
FOLEY, ALABAMA
Comprehensive Access Control w/L-40 PRP
Alabama Locksmiths Association
205-338-1150
locksmithala@gmail.com
www.locksmithala.org

JULY 17
NORFOLK, NEBRASKA
Safe Lock Servicing & Troubleshooting
Nebraska Locksmith Association
Ryan Andersen, CRL
402-499-3195
cyber_monke@yahoo.com
www.nebraska-locksmith.com

AUGUST 1 - 8
ORLANDO, FLORIDA
70 full-day AND 40 half-day classes/ seminars
ALOA 53rd Annual Convention & Security Expo
ALOA Education
800-532-2562 x101
education@aloa.org
www.aloa.org/education

SEPT 13 - 18
DALLAS, TEXAS
Six-Day Basic Locksmithing Course
ALOA Training Center
ALOA Education
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education@aloa.org
www.aloa.org/education

SEPTEMBER 24-25
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2-Day Fundamentals of Locksmithing
2-Day Advanced Automotive Lock Service
Complete Door & Door Closers w/L-05
Alternative Entry Techniques
Associated Locksmiths of New Mexico
Georgia Bright
505-327-7500
pepykins@yahoo.com
www.alnmonline.com

OCTOBER 2 - 3
BIRMINGHAM, ALABAMA
Comprehensive Access Control w/L-40 PRP
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205-338-1150
locksmithala@gmail.com
www.locksmithala.org

OCTOBER 22-24
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3-Day Basic Locksmithing Course
Hagerstown Community College
Cynthia Hull
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www.hagerstowncc.edu

OCTOBER 23
OMAHA, NEBRASKA
High Security Cylinder Servicing w/L-08 PRP
Nebraska Locksmith Association
Ryan Andersen, CRL
402-499-3195
cyber_monke@yahoo.com
www.nebraska-locksmith.com

DECEMBER 6-11
DALLAS, TEXAS
Six-Day Basic Locksmithing Course
ALOA Training Center
ALOA Education
800-532-2562 x101
education@aloa.org
www.aloa.org/education

PRP SCHEDULE

APRIL 10
SECAUCUS, NEW JERSEY
The Master Locksmiths Association of New Jersey
Ken Vitty, CPL, CFL
732-237-0209
kvitfs@aol.com
www.mlanj.org

MAY 15
TUKWILA, WASHINGTON
KDL Hardware Supply, Inc.
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www.kdllink.com

SEPTEMBER 26
PHILADELPHIA, PA
Greater Philadelphia Locksmith Association
Jim Sundstrond
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www.gpla.org

Dollar Days

Growing Your Business Depends On Your Ability To Be Profitable Today—And Tomorrow.

By Tom Demont, CML, AHC, CFL, CMIL

I am often asked how long it takes for a locksmith business to show a profit. The answer, of course, is "it depends." Do you want to have a small business where you are the sole proprietor, or do you want a larger business with multiple employees and service vehicles? Do you have significant financial resources at your disposal, or will you be financing purchases? Are you purchasing a business with established clients, or will investments in branding, marketing and advertising be necessary to gain initial customers?

Once you evaluate your situation, create a business plan to guide your decisions. I believe the first six years are when you must build a steady platform upon which your company can grow, so my philosophy is to pour all extra monies back into the business for this time span. At the six-year mark, you should be showing a reasonable profit.

How do you get there? For the locksmith that wants a larger company with several employees, the typical growth cycle looks like this:

shop management
TENTH IN A SERIES

1st Year: Work and manage the business by yourself

2nd Year: Continue to work and manage the business; hire an apprentice

3rd Year: Allow apprentice to help organize the shop and complete shop work

4th Year: Promote apprentice by allowing him or her to work alone out of truck; hire a new apprentice for shop work

5th Year: Promote second apprentice by allowing him or her to work alone out of truck; purchase a third truck for your work

6th Year: Have five to six employees and three trucks on the road; continue your role as estimator, dispatcher, trainer, relief driver and any other position necessary to get things done

These timeframes are merely estimates. Growth depends upon your goals, desires and ambitions.

MAKE YOUR BUSINESS WORK FOR YOU

After the first six years are complete and, hopefully, a profit is being made, it is time for your business to begin working for you. I found that purchasing real estate is a great way to start the process.

Look for a building to purchase personally so you can lease it back to your locksmith company. I recommend staying away from old garages because there is potential for contamination in the soil that could end up costing you a bundle.

BUYING THE FIRST SHOP

The first building I purchased was a duplex across the street from my main shop. The first and second floors were used for bookkeeping, and the basement housed old and out-of-date inventory.

This arrangement worked well for about three years and gave me a chance to simultaneously grow the shop and the office. The quiet work atmosphere at the office allowed me to concentrate on management tasks, such as developing my first employee handbook, without all the noise that accompanies the typical shop.

The initial purchase price of duplex was $45,000, and I subsequently invested some minor funds to pay for new blinds, carpeting and paint. Eight years later, I sold the property for $110,000—an impressive rate of return.

QUICK TIP:
Outsource Payroll

I prefer to outsource payroll rather than process it house. I used ADP, but there are many service providers in the market. Do your research and find one that meets your needs.

I kept a separate checking account specifically for payroll, in which I deposited the maximum amount needed each week—plus about $300 extra just to make sure I was covered. This ensured I had the necessary funds available for the IRS and kept the business operating smoothly.

—T.D.

MOVING UP

When we outgrew the duplex, I purchased an old furniture store with a spacious warehouse in the back. It was set on

Lease Equipment

One way I showed profitability was to minimize my tax burden by personally purchasing company vehicles and then leasing them back to my company. Setting up a separate corporation that holds the paper on the vehicles may be necessary, so consult your financial advisors to determine the right course of action for your situation.

Here's how I made it work for me. I bought the vehicle and then leased it to my locksmith company. The company paid me a set monthly fee to lease the vehicles. Since the company is responsible for all maintenance, insurance, gas, tires and anything else that can go wrong with the vehicle, it got an immediate write off for the lease monies spent. I also claimed the depreciation of the vehicle over the lease period. At the end of the lease, I sold the vehicle to my company at a salvage rate, and the company wrote off the purchase price the following year.

This can be done with office equipment, computers, radio tracking systems, computerized key machines and just about anything. Making out a lease agreement between your leasing company and your locksmith company is the key.

—T.D.

an acre of land that was completely fenced for added security. I leased out the front building to a used furniture company and used the 9,000-square-foot building in the back lot as my new operations center and warehouse.

However, the building needed significant remodeling, which took nearly a year to complete. I started with only a block shell that had oil heat and rooftop air conditioning. I added a U-shaped mezzanine and a 14-foot roll-up door that completely accommodated a tractor trailer inside the building. Once I bought a tractor about a year later, I was able to haul safes for many large safe companies of the era.

Additionally, bathrooms, upgraded electrical service, smoke detector system and four giant deep well septic pits were added. The driveway and parking area were paved, and the building was repainted and reroofed. An emergency generator was also installed to power the alarm system, cameras, smoke detection system, and all computer terminals and the computer room in the case of a power loss.

Why did I invest the time and money into this piece of property rather than purchase something more move-in ready? Money. I bought the building in 1980 for $220,000, put $100,000 of renovations and upgrades into it, then sold it five years later for $575,000—once again, making a significant return on my investment.

LOOKING FOR ADDITIONAL OPPORTUNITIES

Property purchases aren't limited to the shop and office. When I owned my factory rep business, I owned the condo building out of which the business operated as well as a home in Virginia Beach that was leased as a remote office back to my rep company. And I'm doing the same thing now in semi-retirement. I purchased a house that sits on a commercially zoned main street and am leasing it back to my consulting company.

Additionally, I lease cars and then buy them out of the lease. See sidebar on page 11 for details. I'll continue this practice as long as my company has a need for this deduction.

PLANNING FOR RETIREMENT

It's never too early to start thinking about your retirement, and now is an ideal time to buy a piece of property. Don't expect to fund your retirement by selling your business. The laws have changed, and most buyers only purchase sellable inventory, good equipment and receivables not older than net 45 days. Then you're left with all of the junk nobody wants.

I believe it is much better to structure a deal to sell the business to your lead locksmith, allowing him or her to pay you out of the business. Additionally, if you retain the building and the new owner rents it from you, this generates a steady income you'll be able to enjoy into your twilight years.

COMING NEXT MONTH: LONG RANGE GOALS

Tom Demont, CML, AHC, CFL, CMIL, is a consultant for McMurray, Pennsylvania-based Technical Services, Inc. A 50-year locksmith veteran, he also actively teaches and helps companies worldwide achieve their goals.

QUICK TIP: Pursue An Education

How can you increase the likelihood of profitability in your business? By being knowledgeable in not only the skills necessary to be a proficient locksmith but also best practices in business operations.

Attend ALOA and SAVTA annual conventions for a week of education in addition to visiting the show floor to see the new products your company can use to grow. By attending these events, you will gain the knowledge necessary to then go back and train your employees.

—T.D.

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Industry Evolution—Part 2

Rick Rolland talks about how companies can capitalize on opportunities that currently exist to create long-term success.

By Lisa Horn, CAS

Last month, we spoke to Rick Rolland, president of Dallas, Texas-based Rolland Safe Company, about the evolution of the safe industry and how history is making an impact today. (See March *Keynotes* page 32 for the complete story.) In part two of our interview, Rolland talks about how companies can capitalize on opportunities that currently exist to create long-term success.

LKH: What do you see as some of the biggest opportunities for businesses to thrive today?

RR: Alarm systems and cameras are necessary to ward off would-be burglars with a limited skill set. But ultimately, the safe stands alone—and this is where opportunity lies.

A high-definition, color view of someone stealing goods doesn't stop it from happening. Alarm systems that send out alerts and start a chain of events that ultimately bring law enforcement to the location of the break-in are good; but if it takes too long and the safe is not adequate, the business will still lose its assets.

Is this an opportunity? Absolutely. We see it as an educational opportunity where we can give people the information they need and offer a solution. Rather than simply selling a safe, we give our customers an education and let them decide what level of security they want.

Customers are now looking for more robust safes because they are experiencing

increased break-ins. Pricing pressure in the market has driven down quality, yet many business owners think they have a good safe because no one has gotten into it. But has anyone ever tried? If not, then it is impossible to know how good the safe is—or isn't. This observation in itself is an opportunity to really talk about protection rather than detection.

LKH: Like many other products, the old adage "you get what you pay for" seems to apply to safes as well. When you look at the value of goods kept in the safe, what it would take to replace the goods if they are stolen and how much any associated costs and increases in insurance premiums would be, the total dollars become significantly more than the investment required to purchase a better safe that would have done the job in the first place.

RR: Yes, that's an extremely well-made point. Recently, one of our South American customers experienced some losses, and we suggested a better safe. But the decision makers felt no reason to increase safe expenditures because they have insurance. Two months later, however, the insurance company would no longer write the policy unless the company purchased a better safe, which, of course, it did.

The astute business manager must balance the cost of the safe with the cost of the insurability—including deductibles. Last year in North Texas, there was a loss where the deductible was more than $100,000. So even if the company is completely made whole on its coverage, it still out a lot of money. For that kind of cash, the company could have installed a lot of safes that were of the finest quality available.

LKH: Do you think the average industry company looks at safes as a transactional purchase rather than figuring out what level of security the customer needs and then providing a solution?

RR: I've visited more than 500 safe and lock shops, and most have the belief that if they put safes on display someone will buy them. This is not necessarily a bad thing. Sometimes that's all it needs to be. But this tends to drive the commoditization of safes. These companies can tell you about safes for home use and ones for business use, but there is no real education of what makes one better than another.

When I started in the business, we exhibited at jewelry shows where we displayed high-security, $15,000 safes. To demonstrate what made the safe a good product, we took off the back cover to show the bolt work and told a fairly elaborate story about the craftsmanship. In those pitches, we created an image of someone who was savvy and sophisticated that could wreck a company by coming in at night and stealing all of its inventory. Instead of selling safes, we sold burglars—and we had much success with this approach.

LKH: By giving an example to which customers can relate, you show them the safe's quality and help them understand more about its construction. Anytime customers understand more about the product, the likelihood of purchase goes up.

RR: Exactly. And you create a relationship because it's not simply transactional. Now customers have someone on their side that has an integrated sense of their business and what they really need in order to survive. Using this philosophy, we've had customers for 75+ years because they remember us and the education we provide rather than just selling product.

"Rather than simply selling a safe, we give our customers an education and let them decide what level of security they want."

LKH: It would seem that having that added value makes it easier to maintain longevity and success in the marketplace.

RR: It is. If you want to get the sale and create loyalty, you must do something in your showroom to make it different from all the others as well as outsell the big box retailers that truly commoditize safes.

In our Dallas showroom, we have a flat screen TV that shows a video with safe schematics and cross-section diagrams. People are fascinated by it because they begin to understand the materials—why a certain material is in front of another or what a specific material does when it is hit with the particular type of attack equipment. While animating the product to prove the point is effective, it's not necessary to have a flat screen or a PowerPoint presentation to do it. A series of photographs in a binder does a fine job of taking people through the educational process. And if you do this kind of education, you're going to build your business.

Lisa Horn, CAS, is editor of *Keynotes*.

Influential Initiative

Renew or become a Legislative Action Network Council Member today.

By Tim McMullen, JD, CAE

With the significant amount of legislation in the works that affects your business, being a member of the Legislative Action Network (LAN) Council has never been more important. The Council is an important instrument in raising the standards of the locksmith profession through the legislative process because it ensures locksmiths have the final say in how our industry is run.

LAN Council members receive:

- The quarterly Legislative Action Network Update alerting you to important legislation in your state and around the country
- Invitation to LAN Council Only Conference Calls
- A comprehensive guide to lobbying in your state capital, so you can be the voice of ALOA to legislators
- A lapel pin designating you as a special ALOA LAN Council member
- Recognition in *Keynotes* magazine
- Invitation to exclusive functions at the annual ALOA convention

Becoming a member—or renewing your membership is easy: simply contribute $100 or more to the Legislative Action Fund either through your annual dues invoice or securely online. *(Note: Donations made to the Legislative Action Fund are not tax deductible as business expenses under IRS Regulations.)*

Go to the ALOA Store at www.aloa.org/store. If this is your first visit to the ALOA Store you must set up a username and password different from what you use to enter the members only section of the ALOA website. Click on "Legislative Funds." From there, you can join at one of the four donor levels. Add the level of choice to your shopping basket and check out.

"The Legislative Action Network (LAN) Council is an important instrument in raising the standards of the locksmith profession."

Tim McMullen, JD, CAE, is ALOA's legislative manager. Contact him at tim@aloa.org.

Below are the bills that affect locksmith licensing. For the latest happenings in your state, go to www.aloa.org/legislation and click on "Weekly Legislative Report."

ALABAMA

Number: HB 167
Sponsor: Irons
Abstract: Adds "Central Station," "CCTV" and "Electronic Access Control as new categories of licensing. Licenses will be based on the classification of the work performed (Same as SB 102).
Status: Pending third reading on day nine Favorable from Boards and Commissions – February 04, 2010

Number: HB 290
Sponsor: Knight
Abstract: Makes appropriations for the ordinary expenses of the Alabama Electronic Security Board of Licensure for capital outlay for the fiscal year ending September 30, 2011, (Same As SB 303)
Status: Read for the first time and referred to the House of Representatives committee on Government Appropriations – January 14, 2010

Number: SB 23
Sponsor: Marsh
Abstract: Provides that a locksmith who has been licensed for 10 years or more as a locksmith or who submits a notarized affidavit from another locksmith that he or she has 10 years or more experience as a locksmith shall be exempt from any continuing education requirements adopted by the board.
Status: Read for the first time and referred to committee on Business and Labor – January 12, 2010

Number: SB 102
Sponsor: Little
Abstract: Adds "Central Station," "CCTV" and "Electronic Access Control" as new categories of licensing. Licenses will be based on the classification of the work performed, (Same as HB 167)
Status: Pending third reading on day eight Favorable from Governmental Affairs – February 2, 2010

Number: SB 303
Sponsor: Bedford
Abstract: Makes appropriations for the ordinary expenses of the Alabama Electronic Security Board of Licensure for capital outlay for the fiscal year ending September 30, 2011. (Same As HB 290)
Status: Read for the first time and referred to the Senate committee on Finance and Taxation General Fund – February 2, 2010

ARIZONA

Number: HB 2446 - Updated (Hearing February 11, 2010)
Sponsor: Pratt
Abstract: Creates alarm licensing bill. Definition of alarm means, "any mechanical or electrical device that is designed to emit an audible alarm or transmit a signal or message if activated...detect an unauthorized entry into a building or other facility or alert other persons of the occurrence of a fire or a medical emergency or the commission of an unlawful act against a person or in a building or other facility...includes a silent, panic, holdup, robbery, duress, burglary, check welfare and proprietor alarm."
Status: House Government Committee: Do

FLORIDA

Number: HB 301
Sponsor: Anderson
Abstract: Creates Florida Locksmith Services Act; requires licensure of locksmith services businesses and locksmith referral services by DOACS; requires fingerprinting and background screening of owners and certain other persons affiliated with locksmith services business; disqualifies certain persons from performing locksmith services based upon background screening, etc. (Same as SB 658)
Status: Referred to Agriculture & Natural Resources Policy (GGPC); Public Safety & Domestic Security Policy (CCJP); Full Appropriations Council on Education & Economic Development; General Government Policy Council – November 20, 2009

Number: SB 658
Sponsor: Crist
Abstract: Creates Florida Locksmith Services Act; requires licensure of locksmith services businesses and locksmith referral services by DOACS; requires fingerprinting and background screening of owners and certain other persons affiliated with locksmith services business; disqualifies certain persons from performing locksmith services based upon background screening, etc. (Same as HB 301)
Status: Referred to Commerce; Community Affairs; Governmental Oversight and Accountability; Criminal Justice; General Government Appropriations – December 17, 2009

GEORGIA

Number: HB 107
Sponsor: H. Geisinger
Abstract: Creates the State Board of Locksmiths; provides for the membership, duties and powers of such board; provides for fees; provides for the licensing and registration of locksmith contractors, locksmiths and apprentices; provides for qualifications for licensing and registration; provides for continuing education.
Status: Second Readers – January 26, 2009

HAWAII

Number: HB 344
Sponsor: Chang
Abstract: Requires licensure for and regulation of locksmiths.
Status: Carried over to 2010 Regular Session

Number: HB 1349
Sponsor: Evans
Abstract: Authorizes the Department of Commerce and Consumer Affairs to conduct criminal history record checks on locksmiths who apply for business licenses with the department. Would only take effect if HB 344 passes.
Status: Carried over to 2010 Regular Session

HAWAII CONTINUED...

Number: HB 2041
Sponsor: Nlishimoto
Abstract: Requires licensure for and regulation of locksmiths.
Status: Referred to Consumer Protection, Judicial and Finance Committees – January 20, 2010

IOWA

Number: HF 2231 - Updated
Sponsor: Pettengill
Abstract: Repeals the statewide licensure of electricians and electrical contractors, as of December 31, 2010. The effect of this repeal would be to return to the system of administration and regulation of electricians, electrical contractors and electrical inspections by political subdivisions in place prior to the enactment of the statewide licensure.
Status: Referred to State Government Subcommittee – February 3, 2010

ILLINOIS

Number: HB 5080
Sponsor: Lyons
Abstract: Requires more information on the application as well as work orders to be left with customers. Adds as a violation, "taking undue advantage of a client or clients that amounts to the perpetration of fraud," and "gross, willful or continued overcharging for professional services, including filing false statements for the collection of fees for services not rendered." (Same as SB 2814)
Status: Referred to Rules Committee – January 29, 2010

Number: SB 2814
Sponsor: Lightford
Abstract: Requires more information on the application as well as work orders to be left with customers. Adds as a violation, "taking undue advantage of a client or clients that amounts to the perpetration of fraud," and "gross, willful or continued overcharging for professional services, including filing false statements for the collection of fees for services not rendered." (Same as HB 5080).
Status: Referred to Licensed Activities – February 4, 2010

KANSAS

Number: HB 2668 - Updated (Status February 9, 2010)
Sponsor: Judiciary
Abstract: Exempts locksmiths from a Class C Misdemeanor for "selling or offering to sell a motor vehicle master key knowing it to be designed to fit the ignition switch of more than one motor vehicle; or possession of a motor vehicle master key designed to fit the ignition switch of more than one motor vehicle by a person knowing it to be such a key."
Status: Referred to Judiciary Committee; hearing February 11, 2010

MARYLAND

Number: HB 291
Sponsor: King
Abstract: Broadens the definition of a "fixed business address" to out of state companies who have to make themselves available. (Same As SB512)
Status: Referred to Economic Matters; hearing February 24, 2010

Number: SB 217
Sponsor: Stone
Abstract: Exempts from the law those using locksmiths skills for the repossession of cars.
Status: Referred to Education, Health and Environmental Affairs Committee; hearing February 3, 2010

Number: SB 512
Sponsor: Conway
Abstract: Broadens the definition of a "fixed business address" to out of state companies who have to make themselves available. (Same As HB 291)
Status: First Reading in Education, Health and Environmental Affairs Committee – February 3, 2010

MASSACHUSETTS

Number: SB 1538
Sponsor: Tisei
Abstract: Replaces the current law by updating sections, such as adding provisions for apprentices. Leaves the current electrician licensing system in tact.
Status: Referred to Joint Committee on Telecommunications, Utilities and Energy; hearing scheduled July 22, 2009

NEBRASKA

Number: LB 816
Sponsor: Fischer
Abstract: Adds gender equality language throughout the Motor Vehicle Industry Regulation act ("he or she").
Status: Placed on Final Reading – February 11, 2010

NEW JERSEY

Number: AB 1154
Sponsor: Rible
Abstract: Unlawful to knowingly manufacture, purchase or possess a "bump key." If found to use a "bump key" in the commission of a crime, it becomes a fourth degree criminal offense (Same as SB 410)
Status: Introduced, Referred to Law and Public Safety Committee – January 12, 2010

NEW JERSEY CONTINUED...

Number: AB 1165
Sponsor: Rible
Abstract: Makes it illegal for persons other than a licensed locksmith to possess, purchase or any device or programming diagnostic tool to program, clone or repair a vehicle transponder key. Also requires locksmiths to obtain picture identification and proof of ownership, such as a valid motor vehicle registration certificate, valid insurance card, valid insurance policy or certificate of ownership.
Status: Introduced, Referred to Assembly Regulated Professions Committee – January 12, 2010

Number: SB 410
Sponsor: Haines
Abstract: Unlawful to knowingly manufacture, purchase or possess a "bump key." If found to use a "bump key" in the commission of a crime, it becomes a fourth degree criminal offense. (Same as AB 1154)
Status: Combined with SB 189 – February 4, 2010

OKLAHOMA

Number: HB 2308
Sponsor: Thomsen
Abstract: Exempts from locksmith licensing network administrator activities, including but not limited to repairs or upgrades to a computer using digital video recording that is part of a computer network, installation of low-voltage cables as part of a computer network, or configuring, installation or maintenance of network software.
Status: Second Reading referred to Economic Development and Financial Services – February 2, 2010

Number: HB 2320
Sponsor: Martin (Steve)
Abstract: Changes the definition of "lock" to electronic devices of 90 volts or less (was 24 volts). Expands the definition of "locksmith industry" by adding "sale" and "rekeying" of locks. Adds the exemption for people installing locks for their own personal use. Expands the exemption for towing operators "from their towing vehicles." Makes some changes to the board.
Status: Second Reading referred to Economic Development and Financial Services – February 2, 2010

PENNSLYVANIA

Number: HB 1544
Sponsor: Boyle
Abstract: Regulates electronic life safety and security systems contractors; establishes the State Board of Electronic Life Safety & Security Systems Contractors; provides for funds, licensure, disciplinary action, remedies, penalties and preemption. Definition of "security system" includes access control and CCTV.
Status: Introduced and referred to committee on House Professional Licensure – May 29, 2009

RHODE ISLAND

Number: HB 6085
Sponsor: Palumbo
Abstract: Adds locksmith services to the alarm licensing act.
Status: Committee recommended measure be held for further study – May 26, 2009

Number: HB 7063
Sponsor: Corvese
Abstract: Revises provisions of the burglar and hold-up alarm business law; creates a new licensing structure regarding the design, installation, servicing and sale of alarm systems.
Status: Committee recommended measure be held for further study – February 4, 2010

SOUTH CAROLINA

Number: HB 3956
Sponsor: G.R. Smith
Abstract: Makes it an offense to have lock-bumping tools with the intent to commit a crime. Exception for locksmiths that have such tools for their work.
Status: Referred to Committee on Labor, Commerce and Industry – April 23, 2009

TENNESSEE

Number: HB 2436
Sponsor: Hardaway
Title: Requires a set fee schedule to be displayed. (Same as SB 3241)
Status: Referred to Government Operations Committee for review – January 25, 2010

Number:HB 2494
Sponsor:Hardaway
Abstract:Raises fine of operating without a license to a minimum of $2,500 and a maximum of $7,500.
Status: Taken off notice for calendar in sub-committee: Small Business of Commerce Committee – February 10, 2010

Number: HB 2775
Sponsor: Hardaway
Abstract:Raises fine of operating without a license to a minimum of $2,500 and a maximum of $7,500. (Same as HB 2494, SB3242, SB3243)
Status: Taken off notice for calendar in sub-committee: Small Business of Commerce Committee – February 10, 2010

TENNESSEE CONTINUED...

Number: HB 2818
Sponsor: Hardaway
Abstract:Gives the commissioner the authority to issue a cease and desist order prohibiting out-of-state residents who practice locksmithing in this state without a license from engaging in such practice. Failure by any person to comply with the commissioner's cease and desist order is subject to a civil penalty of $1,000 for each violation that is the subject of the cease and desist order. (Same as SB 3821)
Status: Taken off notice for calendar in sub-committee: Small Business of Commerce Committee – February 10, 2010

Number: HB 3320
Sponsor: Floyd
Abstract: Does away with continuing education for those licensed or performed work as a locksmith for the last 10 years. Each locksmith shall submit to a criminal background check before a certificate of license is renewed. (Same as SB 3183)
Status: Placed on sub-committee calendar for Small Business of Commerce Committee – February 17, 2010

Number: HB 3812
Sponsor: Turner, M.
Abstract: General clean-up bill. (Same as SB 3851)
Status: Referred to sub-committee for Small Business of Commerce Committee – February 10, 2010

Number: HB 3923
Sponsor: Hardaway
Abstract:General clean-up bill. (Same as SB 3644)
Status: Introduced – February 11, 2010

Number: SB 3183 – Updated (Status February 2, 2010)
Sponsor: Watson
Abstract:Does away with continuing education for those licensed or performed work as a locksmith for the last 10 years. Each locksmith shall submit to a criminal background check before a certificate of license is renewed. (Same as HB 3320)
Status: Referred to Committee on Commerce, Labor & Agriculture – February 1, 2010

Number: SB 3241
Sponsor: Tate
Abstract:Requires a set fee schedule to be displayed. (Same as HB 2436)
Status: Referred to Committee on Commerce, Labor & Agriculture. – February 1, 2010

Number: SB 3242
Sponsor: Tate
Abstract:Raises fine of operating without a license to a minimum of $2,500 and a maximum of $7,500. (Same as HB 2494, HB 2775, SB 3243)
Status: Referred to Committee on Commerce, Labor & Agriculture – February 1, 2010

Number: SB 3243
Sponsor: Tate
Abstract:Raises fine of operating without a license to a minimum of $2,500 and a maximum of $7,500. (Same as HB 2494, HB 2775, SB 3242).
Status: Referred to Committee on Commerce, Labor & Agriculture – February 1, 2010

Number: SB 3644
Sponsor: Jackson
Abstract: General clean-up bill. (Same as HB 3923)
Status: Referred to Committee on Commerce, Labor & Agriculture – February 1, 2010

Number: SB 3821
Sponsor: Johnson
Abstract: Gives the commissioner the authority to issue a cease and desist order prohibiting out-of-state residents who practice locksmithing in this state without a license from engaging in such practice. Failure by any person to comply with the commissioner's cease and desist order is subject to a civil penalty of $1,000 for each violation that is the subject of the cease and desist order. (Same as HB 2818)
Status: Referred general sub-committee of Committee on Commerce, Labor & Agriculture – February 10, 2010

Number: SB 3851
Sponsor: Kyle
Abstract:General clean up bill. (Same As HB 3812)
Status: Referred to Committee on Commerce, Labor & Agriculture – February 1, 2010

UTAH

Number: HB 73
Sponsor: Marley, M.
Abstract: Adds continuing education requirements to those licensed under the construction trade.
Status: Passed House. In Senate and placed on second Reading Calendar – February 10, 2010

VERMONT

Number: HB 368
Sponsor: Scheuermann
Abstract: Alarm licensing bill that includes access control and CCTV. Requires NBFAA Level One training. (Same as SB 199).
Status: Referred to the Committee on Government Operations – March 17, 2009

Number: SB 199
Sponsor: Ayer
Abstract: Alarm licensing bill that includes access control and CCTV. Requires NBFAA Level One training. (Same as HB 368)
Status: Referred to the Committee on Government Operations – January 5, 2010

VIRGINIA

Number: HB 152
Sponsor: O'Bannon
Abstract:Allows licensed electronic security employees (including locksmiths) who have a valid concealed handgun permit and who may lawfully carry a handgun to carry a concealed handgun for personal protection during business hours, so long as the employee does not represent that he is carrying the handgun in the course of his employment.
Status: Subcommittee recommends laying on the table by voice vote – January 28, 2010

Number: HB 776
Sponsor: Cleaveland
Abstract:Repeals the locksmith licensing law.
Status: Tabled in General Laws by voice vote – January 28, 2010

Number: HB 1361
Sponsor: Keam
Abstract: Creates exemption for individuals engaged in computer or digital forensic services or in the acquisition, review or analysis of digital or computer-based information.
Status: Continued to 2011 in Courts of Justice by voice vote – February 10, 2010

WASHINGTON

Number: HB 2671
Sponsor: Hurst
Abstract: Creates locksmith licensing bill.
Status: Referred to Commerce and Labor Committee – January 12, 2010

UNITED STATES

Number: HR 1939
Sponsor: Blaine
Abstract: Directs the Attorney General to establish a method to permit employers in the electronic life safety and security systems installation and monitoring industry to access criminal history records and other information to conduct background checks of prospective employees. Also includes access control and CCTV.
Status: Referred to the Subcommittee on Crime, Terrorism, and Homeland Security – May 26, 2009

2010 **Best Locksmith Van** and **Best Locksmith Shop** Contest. *NEW this year*–**Best Locksmith Website** in the World Contest.

Polish your shops, shine your chrome and spruce up your website. This is your chance to grab bragging rights for the Best Locksmith Van in the World, the Best Locksmith Shop In the World or the Best Locksmith Website in the World at ALOA's 54th Annual Convention.

FIRST PLACE WINNER will receive a $100 American Express gift card and, most importantly, bragging rights at least until next year!
SECOND PLACE WINNER will win a $50 American Express gift card.

Voting will take place during the ALOA Convention (one vote per member, per category). Details on how to vote if you are unable to attend this year's Security Expo will be posted on the ALOA website once all entries have been received.

ELIGIBILITY RULES

1. All active ALOA members may participate.
2. ALOA logo must be visible in your photographs.
3. Previous winners may not submit photographs of a previous winning van or shop.
4. Website entry must contain ALOA logo.

SUBMISSION RULES AND DEADLINES

1. Please submit up to four 4x6 digital photographs, high resolution (300 dpi), saved in jpeg or tif format.
2. Photos must be clearly marked with your name, member number, address and telephone number.
3. Forward photos to ellen@aloa.org by no later than June 18, 2010, 5 pm CDT
4. All entries received by the above deadline will be posted on ALOA's website, featured during ALOA's convention at registration and at the Exhibits Reception.
5. No digital printouts, faxes or photocopies will be accepted.
6. Submission of your photograph is your agreement for ALOA to reprint them.
7. Website entries must include the submission form available at www.aloa.org and must contain company/membership information, including web address.

APPLICANTS FOR MEMBERSHIP (As of February 3, 2010)

CALIFORNIA

IRVINE
Omar Hammud

PILOT HILL
Richard Shields

FLORIDA

BOCA RATON
Vincent Everaert

LARGO
Patrick Strang

PLANT CITY
Howard C. Smith

ILLINOIS

ALGONQUIN
George Parchomenko
Sponsor: Zachary J. Richards, CRL

LOUISIANA

LAFAYETTE
Joey E. Miller
Sponsor: Luke B. Brignac

MICHIGAN

AUBURN HILLS
Nir Arbiv

STERLING HEIGHTS
Steven Papo

MINNESOTA

MINNEAPOLIS
Ryan E. Mullaney, RL
Sponsor: Dana L. Lee, CML, CPS

MISSISSIPPI

COLUMBUS
William P. Lewis
Sponsor: Thomas R. Demont, CML, AHC

NEW YORK

BROOKLYN
Shiomi Sorin
Sponsor: Hagay Jellinek

VALLEY STREAM
William J. Youngson, CAL

SOUTH CAROLINA

CHARLESTON
Frank T. Pender

TENNESSEE

ERWIN
Gary L. Starnes

INTERNATIONAL

HONG KONG

HONG KONG
Wai-man Thomasi Chan

These applicants are scheduled for clearance as members of ALOA. The names are published for member review and for comment within 30 days of this Keynotes issue date, respectively, to ensure applicants meet the standards of ALOA's Code of Ethics. Protests, if any, must be addressed to the ALOA membership department, signed and submitted via e-mail to membership@aloa.org or via fax to 214-819-9736.

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KEYNOTES
It's Your Magazine

There are plenty of opportunities for you to become—and stay—involved with your industry publication.

By Lisa Horn, CAS

Every year when you renew your ALOA membership, one of the benefits you continue to receive is *Keynotes* magazine. Each month, *Keynotes* keeps you updated on ALOA news, helps you improve skills through technical feature stories and offers ideas to grow your business through monthly spotlight columns.

This delivery of educational information may seem like one-way stream of particulars from ALOA to you—but it's not. *Keynotes* is your publication. Just as you have a voice within the association, you have a voice within its magazine.

The strength of our industry comes from the knowledge that is shared among its practitioners. Whether the forum is an educational event, networking function or a monthly magazine, your participation is essential for growth and prosperity—not only for you personally but also for the industry as a whole.

So here's your chance. Check out the following five ways you can become involved with *Keynotes*:

BE IN THE NEWS

What is happening inside your company? Have you made strategic alliances with other companies, expanded your facility, won awards or made charitable contributions? We're also looking to chapters and affiliates for news, from tradeshows and education seminars to networking events or special recognition. Let *Keynotes* know and the industry will know, too.

RECOMMEND NEW PRODUCTS

What new products are on the market? From automotive security, door hardware, electronic access control and CCTV to safes and other areas relating to physical security, we need your submissions for what works on the job.

BECOME A COLUMNIST

Do you have knowledge and expertise that can be shared in automotive, business, certification, institutional or technology issues? Do you have an interesting viewpoint on an industry issue? Do you have experience doing business internationally? We're looking for new voices with fresh approaches to complement our current spotlight contributors.

WRITE A TECHNICAL FEATURE

Keynotes readers are looking for tangible, practical information they can implement immediately to improve on-the-job performance. Share your expertise by writing an instructional feature with specific, technical details—and photos—included.

> "*Keynotes* is your publication. Just as you have a voice within the association, you have a voice within its magazine."

SUBMIT A PARTING SHOT IDEA

The final page of *Keynotes*—the Parting Shot—is the place dedicated to the lighter side of locksmithing. Share your stories: from having an unusual experience or meeting an extraordinary person to examining life lessons learned on the job.

Whether you're new to locksmithing or are a physical security industry veteran, there are plenty of opportunities for you to become—and stay—involved with *Keynotes*. E-mail me at editor@aloa.org and let me know how you're interested in participating. I look forward to hearing from you soon.

Lisa Horn, CAS, is editor of *Keynotes*.

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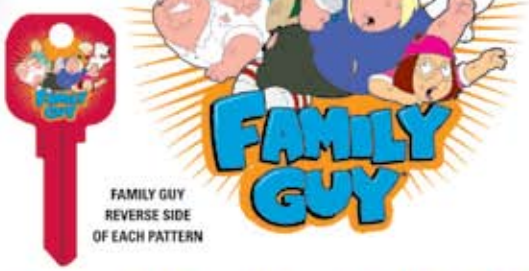

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