11-12/09

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

KEYNOTES

SECURING YOUR SUCCESS

VOLUME 55, ISSUE 10

YEAR-END DOUBLE ISSUE

A Matter of Trust

LOCKSMITHS HAVE INCREDIBLE RESPONSIBILITIES - AND OPPORTUNITIES

ALOA Introduces New FindALocksmith.com Site | How to Get Rich Slowly | Marketing for the Modern Locksmith

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"We can be proud of our organization, as many others have had less impressive results in this time of financial uncertainty."

ALOA Looks Back, Looks Ahead to 2010

The Greater Philadelphia Locksmith Association (GPLA) celebrated its 60th anniversary on Sept. 26, and I was honored to be there to present the GPLA president Edward Fitzgerald, CML, with a plaque to honor their influence on locksmithing.

ALOA began seven years after the GPLA, and many of ALOA's founding fathers came from that organization. The locksmith industry owes a debt to this group of locksmiths that had the wisdom to form our two associations.

This year, the Philadelphia Award – one of our profession's most prestigious awards – was given to ALOA Board member and past President Dallas Brooks. This very deserving recipient received a lengthy standing ovation as he was presented with the award.

ALOA held its fall board meeting in Dallas, TX, Oct. 8-10. One of the important items at the fall meeting is to review the convention numbers. Were we satisfied? Considering the financial crises in our society, yes. Our bottom line was almost the same as it was three years ago in Las Vegas, although fewer people attended. Our staff did a fantastic marketing job and we were cost cautious. We can be proud of our organization, as many others have had less impressive results in this time of financial uncertainty.

Although the issue of "scammers" is a major problem in the U.S., it is almost unheard of in Europe. I believe that's because there are so many languages used in Europe. It's much more difficult to make a large-scale central dispatch operation if you have to master more than 20 different languages. Oftentimes, it's a disadvantage Europe has so many languages and that some of them are very small. It's really difficult, as an example, to create a locksmith education program in Europe, as older locksmiths often only speak one language. It's a different story with the younger generations, as they increasingly communicate more in English.

If you would like to meet locksmiths around in the world, there is a good opportunity May 27-30, 2010, in Istanbul, Turkey. The association in Istanbul, which has 1,200 companies as members, is the largest in Europe and has its own monthly magazine. The show will include many new products you haven't seen before, and on top of it, Istanbul is a beautiful historic town on the border between Europe and Asia. I'm going to be there to try to sign up new members for ALOA. If you would like to go, e-mail me for more information.

Hans Mejlshede, CML

KEYNOTES

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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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"As more non-members become aware of ALOA's presence through our national programs, we anticipate an increase of members."

New Year Brings New Opportunities

As the year draws to a close, here at ALOA headquarters we are already thinking about what we will accomplish in 2010. This has been a busy and productive year for us, and it has led to the implementation of some of the most ambitious campaigns in our organization's history. Building on that foundation, we head into the New Year with a positive attitude toward what is happening within our industry.

In the face of widespread problems from scammer locksmiths, which were definitely on the rise in 2009, ALOA has gone on the offensive and launched a three-prong attack to fight the fakes and raise consumer awareness. We're doing that in the following ways:

- Running a series of public service announcements, or PSAs, on radio and television that promote the use of ALOA qualified locksmiths
- Creation of the new and improved Find A Locksmith.com Web site
- Launching the ALOA Branded National Directory advertising campaign.

Through this three-point approach, we are educating consumers about how to avoid locksmith scams and helping them make better choices when it comes to security of their home, automobile or business.

All of these campaigns work together to strengthen our profession. Through these efforts, we are setting our members apart from the other locksmiths out there, and are demonstrating to the public that ALOA members are legitimate, trustworthy professionals. We're adding value to your membership while at the same time showing the public how valuable our members are.

The only stipulation for participation in any of these fantastic programs is that you must be a member of ALOA. To take full advantage of these programs, I'd like to encourage each and every one of you to renew your membership as soon as possible. Right now, we are working with Yellow Pages directories whose close dates are January thru June 2010, and in order to be included in the Branded Ad campaign in those books, your membership dues must be current.

Renewing your membership dues places you in an influential segment of the security industry that we believe is positioned for growth in the coming years. As more non-members become aware of ALOA's presence through our national programs, we anticipate an increase of members. Additionally, as the general public is educated about the importance of finding a certified locksmith, they will also become more aware of the strength of our organization, and will also recognize the ALOA logo as a symbol of a trustworthy locksmith.

This is an exciting time for ALOA members, and I hope that you will renew your membership today so you can continue being a vital part of what we have to offer. (Remember, you can also "keep it green" when you choose our "Go Green, Save Green" membership option, which allows you to receive all correspondence electronically.) We can't do any of this without our members, and the bottom line is, our members are the reason we do all of this. So renew today and enjoy all the benefits that membership has to offer.

David M. Lowell, CAE, CML

David Lowell, CAE, CML
Executive Director

Figure 1

Increased Exposure

ALOA's ongoing marketing efforts expand with new FindALocksmith.com Web site.

ALOA's efforts to fight "scammers" and educate the public about the locksmith industry continues with the unveiling of the new FindALocksmith.com Web site. The site, which already provided a popular marketing tool for members, is consistently listed as the No. 1 available search engine for consumers who are looking online for a qualified locksmith.

Earlier this year, ALOA began increasing the number of locksmiths listed by moving all of its current members into the FindALocksmith.com database. (Exceptions were given to those who had requested not to be listed or to those who were listed as an institutional locksmith.)

In order to keep this database up to date, ALOA members were asked to log on to the new site to review and update their company information.

ADDED FEATURES

With the rollout of the expanded site, ALOA now allows members to add multiple ZIP codes to indicate their service area and, in the future, they will be able to log on and add multiple locations in the listings. (In a continued effort to combat "scammers," each of these locations will be verified by ALOA.)

Members who presently want to include multiple locations can send the information (company name, member number and additional physical address) to: webmaster@aloa.org. After the addresses are verified by ALOA, they will be added to the database.

Making sure that your information is up to date is important for all members, as consumers turn to that site when they need to find a reputable locksmith. And, as ALOA continues educating consumers about the need and value of finding a good locksmith, members who are listed on the site will reap the rewards.

"We are doing a lot of things to educate the consumer and help them make better choices," says David Lowell, executive director of ALOA. "Being on FindALocksmith.com is something that really sets our members apart. They're not just hoping people will find them by dialing 411 or going through online listings and blindly picking one out."

Instead, consumers are assured that the locksmiths listed are part of a professional organization who meet specific standards of skill and professionalism.

"I think you see so many stories today about scammers, and about people who have been taken advantage of by operators who aren't licensed and have little in the way of training or tools," he says. "With this site, we separate legitimate locksmiths from the scammers in a place the public can find them."

JOINT EFFORTS

The FindALocksmith.com initiative is just part of a three-prong approach to educate the public about scammers and to provide them with resources to find a trustworthy locksmith. Public service announcements (PSAs) and the Branded National Ad cam-

paign, which is being placed in Yellow Pages directories nationwide, both are aimed at raising public awareness.

"This is the first time our organization has taken on something like this," Lowell says. "I do think it's going to result in growth for our entire organization, because there are legitimate locksmiths out there who aren't currently members. They're going to see the value of what we're doing and want to be a part of it."

GETTING STARTED

In order to participate in the FindALocksmith.com database, you must be an active member of ALOA in good standing. Log on to FindALocksmith.com (*Figure 1*) and click on the "Get Listed" link under the question, "Are you a locksmith?"

Next, log in to the site (*Fig. 2*). Your login is the individual email address that you've provided to ALOA, and the password is your ALOA member number.

If you have not yet provided ALOA with an individual email address, log in by typing your member number, followed by "@aloalogin.org." The password will be your ALOA member number. (Note that this is not an active email address and is used for login purposes only.)

Once you click "submit," you will gain access to begin updating your information. Clicking this button takes you to a page (*Fig. 3*) that allows you to update your company information, add your business hours and include your business specialties. This is the information the consumer will see about your business.

If you are updating your address, ALOA will need to verify the new location before it is posted online. If you do not want your information to appear online, you can uncheck the box beneath the title, "Search Listing." Remember that you can opt in or opt out at any time.

Once your information has been updated, click on the "submit" button.

Figure 2

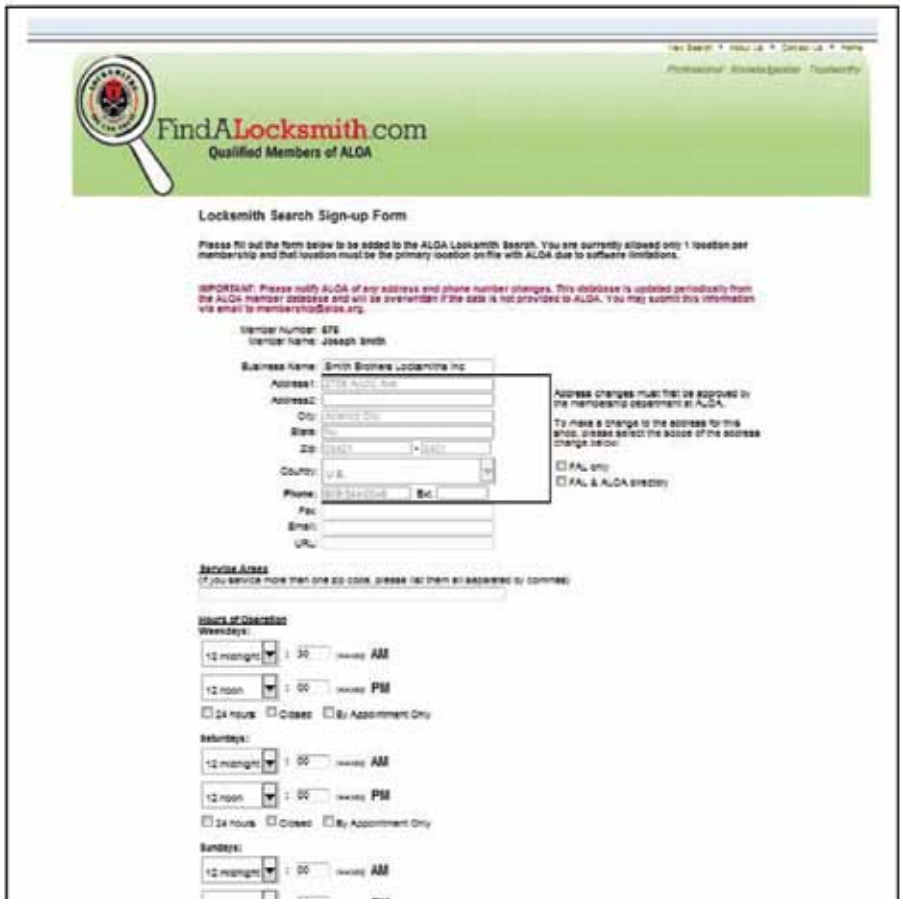

Figure 3

Time to Renew!

Three savings programs available to save you time and money.

By Ellen McEwen

By now, you should've received your renewal notice for 2010 membership dues. If you haven't please contact membership@aloa.org so you can take advantage of savings programs approved by the Board.

You have three options to manage your dues rates:

- Go Green! Save Green! Agree to accept all of your ALOA communication, including *Keynotes*, electronically – and lock in your 2009 dues rate of $130. (Please note that a new $30 assessment fee will be applied to all U.S. member dues.)
- Pay for three years dues in advance. This will cover your membership dues and assessments through 12/31/2013, saving you from any dues increases for the next three years.
- Apply for the ALOA Lifetime Benefactor Program and lock in membership dues for your lifetime. Never miss out on any member benefit, including taking part in the ALOA National Yellow Page Advertising Program.

WHAT'S IN IT FOR YOU?

There are several reasons you should renew your membership today – here are just a few:

- ALOA has launched a new strategy to combat "scammers" by launching new programs designed to educate consumers on how to identify "qualified locksmiths." As a member of ALOA, you benefit directly from these strategies, which include:
- New National Yellow Page Advertising Program: In partnership with TMP, ALOA members have the opportunity to further differentiate themselves from the "scammers" by taking part in the ALOA Branded Ad and Trademark column listing (see *ALOA's New Ad-Vantage, October 2009 Keynotes*);
- A newly designed FindALocksmith.com Web site with new functionality for the consumers and our members – your No. 1 marketing benefit (for more details, see page 6);
- Promoting ALOA members through our recently produced Public Service Announcements (PSAs), and helping consumers recognize "locksmiths you can trust" through the use of our public search engine, FindALocksmith.com.
- Customer service continues to rank as the most important reason that a consumer selects a service company. Now, you can take advantage of our partnership with The Telephone Doctor, America's premier provider of online customer service training programs, available through www.ServiceSkills.com.
- ALOA's Weekly Electronic Newsletter delivers industry news every week directly to your inbox.
- *The Ultimate Guide for the Security Professional*, an online supplier directory, is available to you 24/7 when you are searching for that needed part or service.
- New Computer-based Testing – ALOA is pleased to introduce our newest education partner, Castle Worldwide, delivering ALOA certification testing nationwide.

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MORE ABOUT CASTLE WORLDWIDE

Founded in 1987, Castle Worldwide is one of the nation's leading certification and licensure testing companies. Located in Research Triangle Park, NC, Castle Worldwide offers more than 430 Internet-based test centers in the U.S. and Canada, and more than 200 locations outside of the U.S. and Canada. In addition, Castle can administer paper and pencil exams practically anywhere in the world.

Our newest partnership offers widespread accessibility to our members by providing them with the convenience to continue their ALOA certification without traveling far from their own neighborhoods. Testing centers are located in classrooms, universities and community

colleges throughout the U.S..

Castle Worldwide testing rooms generally have between two and 20 workstations and are equipped with state-of-the-art computers and peripheral hardware.

Testing centers are open Monday through Saturday, with testing hours generally available from 8:30 a.m. to 5:30 p.m. Each test site schedules its own test dates each month, and additional testing dates may be added in order to meet demand.

This new partnership will be available to ALOA members in 2010. Be on the lookout for more detailed information on how you can take advantage of this easy, convenient way to obtain your ALOA certification or recertification.

As you can see, today there are more reasons than ever before to become a member of ALOA! We are constantly working to create new ways to add more value to your membership in appreciation of the value you, as members, bring to our organization.

Ellen McEwen is the marketing and communications director of ALOA. She can be reached at ellen@aloa.org.

Dependable Locks Headquarters Raided by U.S. Postal Inspectors

On Nov. 5, U.S. Postal inspectors staged a surprise raid on Dependable Locks' headquarters and main call center in Clearwater, FL. The raid was connected to an incident 1,000 miles away in Kansas City, MO.

Earlier that week, an employee of Dependable was charged in federal court in St. Louis, MO, with conspiracy and structuring financial transactions to avoid federal reporting requirements. In an avadavit to support the criminal complaint against Dependable, U.S. Postal Inspector John Jackman noted that sometimes U.S. Postal services are used to launder money by converting currency into money orders.

In July, Eli Barhanun raised suspicions when he attempted to convert $3,000 into money orders. He was told that he would have to complete a Currency Transaction Report (CRT) and provide identification. Instead, he asked to purchase $2,999 to avoid the reporting requirement. Workers at the post office recognized him as a frequent customer who often purchased money orders payable to Dependable Lock.

Inspector Jackman said that witnesses working as dispatchers for Dependable Locks were instructed by managers to "quote a price of $54 for a car lockout, while the responding technician was instructed by managers to charge up to $179 once services had been provided." Additionally, "the locksmith technicians are allowed to split the profits of the fraudulently procured locksmith services with the company, typically 50/50 or 60/40, and that the technicians are required to remit the company's share of the proceeds by regularly purchasing and shipping money orders to Dependable Locks location in Clearwater, FL."

During the raid, postal inspectors arrested Moshe Ahoroni, a reported co-owner of Dependable. Larry Patton of Wizard Safe and Lock was called in to open the safe in the head office.

"When I walked in, the place was deserted," Patton said. "They had sent the workers home and there were 20 to 30 phones just ringing off the hook."

For the latest developments on this case and a complete listing of all stories relating to this raid and other locksmith scam stories, visit www.aloa.org/legislation.

Troy Mitchell Killed; Two Arrested

ALOA extends its deepest sympathy to the Troy Mitchell family of Jackson, TN. Mitchell, 44, was a member of ALOA, IAIL, TOOL and ClearStar. A retired marine with 22 years of service, he had served in two wars and survived the 9/11 terrorist attacks on the Pentagon.

Mitchell was shot on Oct. 28 in an apparent robbery while working on a customer's car. He died the next day, leaving behind a wife and seven sons, five of whom still live at home. The Grand Forks, ND, native had moved to Jackson in 2004.

Police have arrested 24-year-old Ameale Hudson and a 15-year-old boy for the shooting and robbery. According to the Jackson Sun, Hudson had prior arrests on various drug charges and aggravated assault. He was on probation at the time of the shooting.

In a military funeral that drew hundreds of attendees, Mitchell was remembered as a national hero who inspired others with his bravery and his willingness to help his fellow man.

Donations to a memorial fund can be sent to: Troy Mitchell Family Fund, c/o Patriot Equity Credit Union, 57 Directors Row, Jackson, TN 38305. Personal condolences can be sent to the family at: Family of Troy Mitchell, 110 Swink Road Medon, TN 38356-9139.

Please keep the Mitchell family in your prayers.

OBITUARY

Our condolences go out to the family and friends of Stephen M. Barrett of the Labann Corporation. Mr. Barrett had been an ALOA member since 1998. His services were held recently in San Diego, CA.

UPCOMING EVENTS

November 2009

WED-SAT 4-7	**Clark Security Products Security Expo** Baltimore, MD www.clarksecurity.com
TUES-THURS 17-19	**Intermountain Lock and Security Supply Conference and Expo** Las Vegas, NV www.imiss.com
WED-THURS 18-19	**2009 Louisiana Life Safety & Security Association 13th Annual Convention** Kenner, LA

December 2009

SUN-TUES 6-8	**ASIS International – 1st Middle East Security Conference** Dubai, United Arab Emirates www.asisonline.org

February 2010

MON-WED 1-3	**ASIS International – 4th Asia-Pacific Conference** Sydney, Australia www.asisonline.org
WED-FRI 3-5	**Intermountain Lock and Security Supply Conference and Expo** Phoenix, AZ www.imiss.com
SAT 13	**2010 North Carolina Regional Security Trade Show** Charlotte, NC www.northcarolinalocksmithassociation.com

March 2010

WED-SAT 10-13	**Clark Security Products Midwest Regional Security Expo and Educational Conference** Northbrook, IL www.clarksecurity.com
THURS-SAT 11-13	**Intermountain Lock and Security Supply Conference and Expo** Los Angeles, CA www.imiss.com
TUES-SUN 16-21	**2010 Texas Locksmith Association Security Expo** Plano, TX www.texaslocksmiths.org
THURS-SAT 18-20	**2010 IDN Hardware Sales, Inc. Trade Show and Security Conference** Novi, MI www.idnhardware.com
TUES-FRI 23-26	**ISC West** Las Vegas, NV www.iscwest.com

April 2010

WED-FRI 14-16	**ISC Brazil** Sao Paulo, Brazil www.isc.com
SUN-WED 18-21	**ASIS International – 9th European Security Conference** Lisbon, Portugal www.asisonline.org
MON-SAT 19-24	**SAFETECH 2010 Convention & Tradeshow** San Diego, CA www.savta.org

May 2010

WED-SAT 12-15	**Clark Security Products Eastern Regional Security Expo and Educational Conference** Florence, IN www.clarksecurity.com

June 2010

WED-FRI 23-25	**Intermountain Lock and Security Supply Conference and Expo** Denver, CO www.imiss.com
WED-SAT 23-26 (Dates tentative)	**Clark Security Products Northwest Regional Security Expo and Educational Conference** TBD – San Francisco Area www.clarksecurity.com

August 2010

SUN-SUN 1-8	**54th Annual ALOA Convention & Security Expo** Orlando, FL www.aloa.org/convention
WED-FRI 18-20	**Intermountain Lock and Security Supply Conference and Expo** Salt Lake City, UT www.imiss.com

September 2010

TUES-THURS 14-23	**DHI 35th Annual Conference & Exposition** Chicago, IL www.dhi.org
MON-THURS 27-30	**56th Annual ASIS Seminar and Exhibits** Philadelphia, PA www.asisonline.org/asis2010

UPCOMING ACE CLASSES

NOV. 4-7

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Classes TBD

DEC. 5-6

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Barbara McGowin
locksmithala@gmail.com
(205) 338-1150
ALOA PRP Exam Prep w/L-00 exam

DEC. 7-12

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MARCH 22-27

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Hagerstown Community College
Cynthia Hull
hullc@hagerstowncc.edu
(301) 790-2800, ext. 520
Six-Day Basic Locksmithing Course

UPCOMING PRP SITTINGS

NOV. 7

NICHOLASVILLE, KY
Saturday 9 a.m.
Georgia Chapter of ALOA
Kevin Wilson, CML
masterloksmith@gmail.com
(404) 717-2761

NOV. 10

DUNWOODY, GA
Tuesday 9 a.m.
Georgia Chapter of ALOA
Kevin Wilson, CML
masterloksmith@gmail.com
(404) 717-2761

DEC. 6

BIRMINGHAM, AL
Sunday 1 p.m.
Alabama Locksmiths Association
Barbara McGowin
locksmithala@gmail.com
(205) 338-1150

DEC. 6

SEASIDE, OR
Sunday 1 p.m.
Pacific Locksmiths Association
Keith Whiting, CML, CFL
locksnoop@yahoo.com
(360) 601-5656

DEC. 12

DALLAS, TX
Saturday 1 p.m.
ALOA Training Center
ALOA Education
education@aloa.org
(800) 532-2562 ext. 104

JAN. 9

SECAUCUS, NJ
Saturday, 9 a.m.
MLANJ
Ken Vitty, CPL, CFL
kvitfs@aol.com
(732) 232-1008

JAN. 31

EAGAN, MN
Sunday, 8:30 a.m.
Minnesota Chapter of ALOA
Dana Lee, CML
dana337@mac.com
(612) 968-3257

MARCH 21

NOVI, MI
Sunday, 8 a.m.
IDN - Hardware Sales
Bonnie Weston
bweston@idnhardware.com
(734) 293-0061

APPLICANTS FOR MEMBERSHIP (as of Oct. 15, 2009)

ALABAMA

PELHAM
Byron J. Smith
Sponsor: Danny C. Booth

ARIZONA

PHOENIX
Todd Hogan
Sponsor: Patrick Hather

SCOTTSDALE
Blake W. Thomason
Sponsor: Zachery L. Radu

CALIFORNIA

HESPERIA
Tomas Garcia

RIVERSIDE
Carole Bernard
Sponsor: Ken Davis

SIMI VALLEY
Eric R. DeWaay
Sponsor: Harry L. Sher CML, CPS

TUSTIN
John W. Landrum
Sponsor: Gregory A. Parks CRL

CONNECTICUT

MYSTIC
James Maloney
Sponsor: J. David Vessels CPL

FLORIDA

FORT LAUDERDALE
Wendell A. Miller

MIAMI
Daniel N. Miranda

ORLANDO
Joseph E. Smith
Sponsor: Ken Kupferman CML,CPS

GEORGIA

ATLANTA
Oren Beno

IOWA

MASON CITY
Cody M. Abundis

WHITING
Lorraine Sarrazin

ILLINOIS

CHICAGO
Byung S. Choi

RANTOUL
Joshua Schulze
Sponsor: James R. Porter CRL

INDIANA

HAMMOND
Erik Roempagel

RICHMOND
Steve P. Rader
Sponsor: Jim Williams CRL

LOUISIANA

NEW ORLEANS
Tod S. Young

WESTWEGO
Robin Robert
Sponsor: James A. Bennett Sr. CML

MAINE

FITCHBURG
Christopher V. Cunha Jr

MELROSE
Barbara Baker
Sponsor: David M. Troiano

WEST WARREN
Ted Colgate
Sponsor: Mark R. Bates CML

MARYLAND

BALTIMORE
David W. Armour CRL
Sponsor: Michael E. Jordan, Jr., CML
Stephen W. Slowe
William J. Lloyd

BOWIE
Daniel C. Ihediohanma
Sponsor: Ken Steir

NORTH CAROLINA

JACKSONVILLE
Robert L. Brown
Sponsor: Michael K. Yarberry CML, CPS, CMS

NEW JERSEY

TEANECK
Avner Etzioni

NEW MEXICO

ALBUQUERQUE
Williams W. Coleman

RIO RANCHO
Ameer Mandilawi
Sponsor: Brad Berry

NEW YORK

LONG BEACH
Glen Morrison

ROCHESTER
Daniel Blasdell

OREGON

THE DALLES
Andrew N. Pontow
Sponsor: Ernie J. Blatz CRL
Donald L. Kelsay
Sponsor: Ernie J. Blatz CRL

PENNSYLVANIA

EIGHTY FOUR
Christopher Ulam
Sponsor: Robert J. Reynolds CPL, CPS

LAHASKA
Daniel A. Macfarlan
Sponsor: Hans Mejlshede CML

SOUTH CAROLINA

EASLEY
Tim Clardy
Sponsor: William C. Clardy

TEXAS

CONVERSE
Paul A. Crafton
Sponsor: Tom Richards

SAN ANTONIO
Curtis G. Bostow
Sponsor: Tom Richards

WEBSTER
Christopher Cameron
Sponsor: James L. Reed

VERMONT

BENNINGTON
Eric Strubel

WISCONSIN

MADISON
Edward G. Scherer
Sponsor: David M. Hornung CRL

MARINETTE
Cameron A. Schmidt
Sponsor: Brian L. Swenson

MILWAUKEE
James T. Wallner
Sponsor: John W. Soderland CML, CMST

INTERNATIONAL

HONG KONG

JIANGMEN CITY
Li Jian Tao
Sponsor: Ying Wai Sin

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 standards of ALOA's Code of Ethics. Protests, if any, should be addressed to the Membership Department and must be signed.

Surplus Inventory For Donations Program

Lock in a deal!

medeco HIGH SECURITY LOCKS

SCHLAGE

LCN

VON DUPRIN®

To see a complete inventory list visit:
www.securityscholarship.org

Since 1982 ASF has provided more than 350 individuals with financial support to pursue a career in the locksmith/security industry. Thank you to all of you that helped create opportunitues for so many,

We Applaud Your Efforts!

Gordon Racine, CML
President, ALOA Scholarship Foundation
gordon@securityscholarship.org

3500 Easy Street · Dallas, TX 75247-6414 214.819.9733

ALOA SCHOLARSHIP FOUNDATION, INC.
ASF

ALOA BOARD nomination petition

What ALOA Board Positions Are Open and Where Am I Qualified to Run?

- There are currently five regional director positions open for election in addition to the position of Secretary.
- ALOA members now elect the directors from their own regions.
- Only ALOA members from a region are eligible to run for the open position(s) in that region.
- Members from any region are eligible to run for the position of Secretary.
- You must have been an ALOA member for at least three years to be eligible to run for a director position.
- The following vacancies will exist for the election to be held on June 11, 2010

Northeast	2 directors
South Central	one director
Northwest	one director
International	one director
Associate	one director
Secretary	one position

- On this page you will find the required nomination petition and on the following page, the commitment to ALOA board service form.
- The following is the number of signatures required for each Board position:

Secretary	**25**
Northeast Director	**18**
South Central Director	**7**
Northwest Director	**4**
International Region	**5**
Associate Region	**1**

If you have any questions, please contact
John Soderland, CML, CMST
Secretary, ALOA Board of Directors:
By Phone: 414-327-5625
email: secretary@aloa.org

Associated Locksmiths of America, Inc.
Board of Directors Nomination Petition

I, the undersigned, request that _____ be placed
(name of nominee and member number)

on the ballot for _____ for the election to be held at
(position for which individual is being nominated)

the special meeting of ALOA members to be held at the ALOA International Headquarters, 3500 Easy Street, Dallas, Texas on June 11, 2010 at 10:00am or any adjournment thereof.

I am eligible to vote in the _____ region.
(Associate, International, Northeast, Southeast, North Central, South Central, Northwest, Southwest)

1 _____
PRINTED NAME MEMBER # SIGNATURE

2 _____
PRINTED NAME MEMBER # SIGNATURE

3 _____
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25 _____
PRINTED NAME MEMBER # SIGNATURE

YOUR COMMITMENT TO ALOA BOARD SERVICE

(Please read carefully and sign where indicated)

The ALOA Board governs with emphasis on organizational vision rather that on interpersonal issues of the Board; encourages diversity in viewpoints; focuses on strategic leadership rather than administrative detail; observes clear distinction between Board and Executive Director roles, makes collective rather than individual decisions; exhibits future orientation rather than past; and governs proactively rather than reactively. (If you were not supplied a copy of the ALOA Board of Directors Governance Policy with this document, you may obtain one by contacting the ALOA headquarters office, or visit www.aloa.org.) The responsibilities of an ALOA Board Member include contributing a moderate amount of personal time, and a significant degree of professional guidance and expertise to the organization.

You will be expected to come to Board Meetings and the Annual Membership Meeting. You will need to be prepared to sensibly discuss matters of great importance to your profession and participate in setting policy as part of a governing body. Your course of action during your tenure on the ALOA Board should be guided by fair minded, constructive goals pertaining to matter of consequence for ALOA and for the industry. Your contributions are expected to benefit ALOA as a whole taking individual member rights and concerns into account, but free of the taint of partisan politics or personal gain.

On a practical note, ALOA Board Members are expected to behave and dress professionally at all times, especially when actively representing the association. ALOA Board Members are required to participate in three Board meetings per year, of three or four days in length, one each fall, spring, and one during convention, in addition to the Annual meeting, which is also held during convention. Incoming Board Members are also required to attend Governance training classes and events during convention. Board Members may also be asked, on a voluntary basis, to represent ALOA at related local, state, or regional functions, including serving in the ALOA booth, and otherwise promoting ALOA. When travel is required for a Board Member, expenses covered by ALOA includes lodging, travel, and a reasonable *per diem*. The Board has stipulated that assigned travel will be reimbursed at the lesser of the 30-day advance tourist class airfare in effect at the time of travel, or the current per-mile rate for travel by personal automobile. Spouse expenses, including extra room charges, etc. are the individual's responsibility.

I have read and agree to adhere to the ALOA Board of Directors Governance Policies. Furthermore, I understand the above responsibilities of an ALOA Board Member, and agree to commit my time and energies as needed. I certify all of the information contained on this form and supporting documentation to be true and complete.

Candidate Name: _____

Address: _____

Member #: _____ Phone: _____

Signature: _____ Date: _____

Membership Status: Active _____ Life_____ Associate _____

Employer:Name: _____

Address: _____

Please attach: your nomination petition; a recent photograph; and a 150 word or less biography. Retain a copy of this form for your own files. This form and all supporting documents must be received no later than **March 1, 2010**.
Mail, e-mail or fax to: (If faxed, photo can follow by e-mail or mail)

Nominee Profile
John W. Soderland, CML, CMST
Secretary, ALOA Board of Directors
5132 West Howard Ave
Milwaukee, WI 53220
Email: secretary@aloa.org
Phone: 414-327-5625

Effective 10-09-09

Ohlone College Newark Center for Health Sciences and Technology Campus is the nation's first "green" community college campus.

Setting An Example

California college campus shows how environment, safety work together.

By Beverly Vigue

When designers were creating the Ohlone College Center for Health Sciences and Technology Campus in Newark, CA, they kept a close eye on its environmental impact. At the same time, the building's security system was just as futuristic and was designed to maximize convenience while providing a compatible level of protection.

Ohlone College, which was founded in 1967, now enrolls 18,000 students annually at its two campuses in Fremont and Newark, CA. The Ohlone Community College District offers instruction for basic skills, career entry, university transfer, economic development and personal enrichment. Named after the Ohlone Indians of the San Francisco Bay Area, the college strives to emulate Native American traditions by being more environmentally aware in its building and practices, as well as celebrating and promoting cultural diversity.

The college's 140,000 square foot building in Newark represents the culmination of these efforts. Completed in January 2008, it's the nation's first entirely "green" community college campus. It demonstrates and teaches environmental stewardship through sustainable practices and incorporates resource-efficient features such as photovoltaic solar panels, geothermal heating and cooling, high-efficiency lighting, low water consumption and the extensive use of recycled materials.

Key curriculum includes a highly successful biotechnology program, nursing, health sciences, emerging technologies and environmental studies. Associate Vice President Leta Stagnaro says the new campus is on track to receive Platinum certification from the U.S. Green Building Council for Leadership In Energy and Environmental Design (LEED).

HARDWARE COMBINES SECURITY, CONVENIENCE

As impressive as its green initiatives are, the campus is significant in its security features as well. Security and hardware requirements vary from one college to another, and with the openness of the new campus, the main needs here were for the ability to secure doors during non-operating hours, meet code requirements governing egress and provide for ADA-compliant accessibility.

The result was a decision to use the latest version of Schlage D-Series locks and a Schlage Primus key system for security, combined with Von Duprin 9947 exit devices to meet egress requirements. The classroom doors are equipped with Schlage CL locks that allow teachers to lock their classrooms from inside during an emergency without going out into the hall.

To comply with ADA accessibility guidelines, LCN Senior Swing automatic door operators are used on one door of each bank of exterior doors.

"The whole building has the Schlage Primus Level 3 restricted keyway to give us higher security than a standard keyway and protect against unauthorized duplication," explains Keith Clark, Ohlone College locksmith. "Our plan is to use the Primus keyway for the entire district, so we are able to integrate into the system."

The high security keyway provides added protection for the high-value equipment used in the building, including projectors, laptop computers and various types of scientific equipment.

"The main needs here were for the ability to secure doors during non-operating hours, meet code requirements governing egress and provide for ADA-compliant accessibility."

Although exterior doors are unlocked during hours of operation, they are equipped with Von Duprin EL99 exit devices with electric latch retraction, which are controlled by proximity card readers to restrict access to authorized users at other times. According to Clark, the Special-Lite entrance doors are Greenguard Certified for indoor air quality.

Beverly Vigue, AHC/CDC, is vice president of education solutions at Ingersoll Rand Security Technologies, where she is responsible for developing the vertical education market.

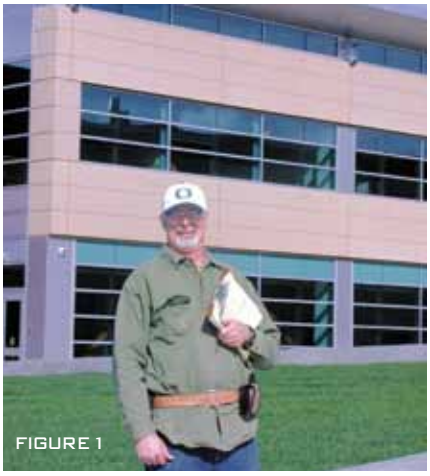


FIGURE 1

FIGURE 2

FIGURE 4

FIGURE 3

FIGURE 5

FIGURE 1	Ohlone College Locksmith Keith Clark is responsible for the access control system at the new building.
FIGURE 2	Exterior doors are equipped with one LCN automatic door operator for ADA accessibility, as well as an LCN door closer on the second door. Von Duprin EL9947 exit devices provide egress, while their electric latch retraction feature allows after-hours access by authorized individuals, using a card reader.
FIGURE 3	Classrooms include easily moveable tables and chairs to allow flexible use. Von Duprin 99 exit device provides egress.
FIGURE 4	Schlage D lever locks with interchangeable cores use Schlage Primus keyways on classroom doors.
FIGURE 5	The access doors in the equipment room are secure from the outside, but Von Duprin 9947 concealed vertical rod exit devices allow emergency egress.

By Virl Mullins

How To Get Rich Slowly

Building wealth – not just making a living – is possible when you invest in yourself.

Opening your own business just to make enough money to make a living isn't a good idea. Does this statement shock you? It shouldn't.

You can make a living working for someone else and not have all of the worries and problems that a business owner has. You can spend you weekends golfing, fishing or having fun with your family instead of sitting at your desk working at your accounts, which are due or past due, without having to worry about meeting next week's payroll, or putting together a plan to approach your bank on Monday morning for a loan to buy a new piece of equipment, or expand your business. So, why put up with all of this, just to make a living?

Your aim should be not only to make a good living but to build wealth, so that in the future after your working days are over, you can continue to live as well as you did while you were working. The only way you can do this is to have a return on your investment in your business as well as a return for your labor and management.

Let's make this easy to understand: Can you work for a company and not own it? Of course you can! Most people do. Do you want to get paid for the work that you do for them? Once again, of course you do.

Now, can you own a company and not work for it? Yes, you can. In fact, many people, while they don't own all of the company, do own shares of stock in one or more companies. I'll bet that many of you own shares in Coca Cola, GE, Microsoft, etc. Therefore, you own companies for which you do not work.

Do you expect to receive a return on the investment that you've made in Coca Cola, GE, Microsoft, and so forth? Absolutely! That is why you invested in those companies. You expect to receive dividends from them when they earn money and you hope to one day be able to sell your stock at a good deal more than you paid for it.

The fact that you own your own business and also work there doesn't change this expectation. You should receive compensation

"In order to build value into your business (wealth for yourself), you must retain some of what you earn each year instead of spending it all."

for the work you perform, just as you would if you worked for someone else. You should also receive a return on the investment that you've made in your own business, just as you'd expect from Coca Cola or any other stock you invested in.

BUILDING VALUE

In order to build value into your business (wealth for yourself), you must retain some of what you earn each year instead of spending it all. The rule is not, "earn a dollar, spend a dollar," it's "earn a dollar, spend 50 to 75 cents."

In the early years of your business, when you're just getting started, this probably isn't possible. In fact, when I started my business, I borrowed money to live on in order not to take cash from the business, which it vitally needed to grow.

However, by the time that you have been in business two to five years you should be retaining some of those earnings to finance your growth. If your earnings are greater than what you need to grow your business, you should spin it off and invest it in other areas, such as buying your own building, etc.

Please note carefully that I am not suggesting that you buy a much bigger house, a new Porsche Boxster S, nor a new 40-foot boat. This has been the downfall of more businesses than I can count. They take all (or most) of their earnings out to satisfy their personal wants now, rather than building for that day when they no longer have to work.

How much of your earnings should you invest in your business? In order to answer that question we must know what factors influence the return on investment. Do you know the major factor? It's risk.

If you had $10,000 to invest and you received a call from your broker suggesting that you invest it in an oil drilling operation off the coast of Brazil – for which you could expect a whopping 10 percent return – would you risk your funds? I don't think so, because it's much more likely that you'll lose all of your investment. In this type of investment you might expect well over a 1,000 percent return.

The safest investment today is United States bonds. Today they pay a return of 3 to 4 percent. The risk of investing in your own business falls somewhere in between these two numbers, so I suggest that the return percentage should be at least 10 percent above whatever the prime rate is at the time.

BY THE NUMBERS

One more factor comes into play when looking at your return on investment: the compensation you pay yourself compared to what you could actually make working somewhere else, or what it would cost you to pay someone to run your business for you.

Let me explain using numbers. Suppose your business has sales of $500,000 and a net worth of $50,000. Now suppose that your net profit this year is $10,000. The last factors we need are your compensation for the year, which is $40,000, and either what you could make working for someone else, which is $35,000, or what you would have to pay someone else to run that size business for you, which is $45,000. (Although these numbers are somewhat realistic, please don't use them to judge your own business performance. They're being used here to make a point.)

Now to analyze: $10,000 net profit on an investment of $50,000 is 20 percent. This is pretty good. It's a good deal more than 10 percent above prime, which is about 1 to 2 percent.

If you could only make $35,000 working for someone else, and you're paying yourself $40,000, then you're really making an additional $5,000 return on your investment. That puts your return at $15,000 and the percentage is 30 percent, which is great.

On the other hand, if you would have to pay someone $45,000 to run your business for you, it would take $5,000 out of the $10,000 profit. That drops your return on investment to $5,000, which would be 10 percent.

Here is the whole point of this article: If you maintain a return on investment in your business over a long period of time, the net worth of your business will grow to a large amount. A 15 percent net profit would double your net worth every 4.8 years. So, at the end of approximately five years your business would be worth $100,000.

At the end of 10 years, it would be worth $200,000 and at the end of 15 years it would be worth $400,000. Does that mean that you would sell it for $400,000? Probably not, because with those earnings, a potential buyer would pay much more than that.

In a nutshell, that's how you will get rich slowly over the years so when you retire you can live in the same lifestyle to which you have become accustomed.

Virl Mullins teaches financial management and business planning. Additionally, he owned a locksmith distributorship in the past.

By Laura Busse

Modern Marketing

Going online is one of the best ways for locksmiths to build their business.

Over the past few years, locksmiths have been frustrated as they've watched the scam locksmiths" steal away a large share of their business. Licensing boards and attorneys general try to track and prosecute them, but working within the law is a cumbersome process.

These criminals are nimble, shameless and terribly savvy. They're experts at ducking the legal system. Perhaps more importantly, they're experts at online marketing. Meanwhile, many legitimate locksmiths haven't updated their marketing plan in decades. In many cities, scammers dominate the online ads while the good guys aren't even listed!

The good news is that you don't have to sit by while they take all your business. Just as you learn about the latest locksets and techniques, you must also keep abreast of modern business practices, including marketing strategies. Marketing is neither trivial nor evil. It is simply *how you communicate to potential customers that you exist, and that you are the right person to serve them.* Running a successful locksmith business means thinking of yourself as a businessperson as well as a locksmith. Technology has revolutionized marketing over the last several years. Here is a four-step program for using technology to bring your marketing practices up to date.

1. HAVE A CONSISTENT COMPANY BRAND.

Create a **logo** and use it consistently on all marketing materials: Web site, print ads, business cards, service van, retail shop, shirts, letterhead, fax cover sheet, even invoices and statements if possible. It's easiest to adapt a logo to all these different uses if it has high contrast, simple shapes, and only two colors. You must be able to use it in black and white as well in full color. Simple images are best, and if the logo can incorporate your name, even better. If you don't have a logo, look up a graphic designer in the yellow pages (or, more likely, online).

2. GET A WEB SITE.

Nowadays, fewer and fewer people look for what they need in yellow page books. Plus, you only reach customers who know to look under the headings you've paid to advertise in. Advertising online can be less expensive and more effective.

You can create your own Web site from ready-made templates at any of the domain hosting services (i.e. GoDaddy, Network Solutions, etc.) You can register a domain name (www.*yourcompany*.com) plus build a simple Web site for a low cost for the first year. If you prefer the full-service route, you can also hire a Web design firm to create a more customized site for you. Costs are likely to run $1,200-$5,000 or more, depending on the features you want.

If you hire someone to create a site for you, be sure you understand up front what the process will be for updating the content on the site. Will you have to submit content to them, and then pay them each time to put it into the Web site? It may serve you better to purchase a Web site with a content management system, which allows you to update the content on the site anytime. However, if you doubt that you can create your own content or if you simply prefer full service, then you may prefer a provider who will manage the content for you.

»TIP: Remember that your Web site is an advertisement for you and therefore reflects on your professionalism. Consider hiring a copywriter or editor, and, even if you're confident that you can write well, get someone skilled to proofread your work before it's published. Your Web design company may be able to provide this service.

3. DO THE BASICS TO PROMOTE YOUR WEB SITE FOR FREE.

Think very carefully before you hire a "search engine optimization" firm. The search engines are secretive about exactly how they tabulate their rankings, but we know this much: since they sincerely want their results to be as relevant as possible, they go out of their way to resist attempts to "game the system." They even penalize bogus attempts to boost rankings. There's no magic trick to boosting your rankings; there's only the genuine task of making your Web site as relevant and well connected as possible. What does that mean?

■ Link to sites of products featured on

your site, and get them to link back to you. Many manufacturers' sites have a "find a dealer" feature. *Get listed.*

- Trade links with other locksmiths, just for the sake of it. One thing is known for sure about search rankings: the more links to your site from other relevant sites, the higher your ranking (.gov and .edu links are especially valuable). *Cultivate relevant links!*
- Post articles or blogs on your site, so that others will be encouraged to *link to your site.*
- Get yourself listed on ALOA's FindALocksmith.com, and make sure that the Better Business Bureau and other organizations have your Web address.
- Put your Web address on your van and business cards.
- Keep your site content up to date.
- Sign up for all free listing opportunities. Make sure that Google, Yahoo! and Bing have your information. Sign up for Google maps, too.

»TIP: You will get dozens of sales calls offering to list you in various online directories. Usually these sites are not well promoted, and you pay to be listed even if you never get any traffic from the listing.

4. CONSIDER SPONSORING ADS ON GOOGLE ADWORDS, ETC.

These are the ads at the right side (and sometimes along the top) of each search page. Users type in what they're seeking *in their own words,* and the search engine displays the relevant ads along with the algorithmic search results and sometimes a map listing. This is powerful. A potential customer in your town types in "safecracker" and your ad for safe service appears at the top of the page! If they type in "copy key," your ad for duplicate keys appears. You only pay when the searcher chooses your ad and visits your Web site. If your ads are managed properly, each click should represent someone who is quite likely to become a customer.

You can hire someone to manage campaigns for you, but these systems are actually designed for you to do it all yourself. However, you must read and learn on your own. Google doesn't provide personal service. Here we'll discuss Google, though Yahoo!, Bing and AOL are all similar, except in market share.

You can sign up for an account and manage your own ads on Google. Visit www.adwords.google.com, sign up for an account and follow the on-screen instructions to create your campaigns and launch your ads. All the search engine companies provide lots of advice to help you along. It can be time-consuming if you want several ads related to all your different services, and there is certainly a learning curve. There are also some very helpful books that you can purchase. My favorite is "Ultimate Guide to Google Adwords" by Perry Marshall and Bryan Todd. Again, much of what you learn about Google Adwords will be applicable to other search engines as well.

You must also keep visiting your account to adjust bidding strategies, edit ads and remove keywords that aren't working out. The search company will provide reports to you with great suggestions for improving your campaigns. They want what you want: they want their searches to yield helpful results and for your ads to get more clicks.

TIP: Remember to set the geographical limits for your ads! You only want your ad to appear to potential customers, so make sure they only show the ad in your service area. You can choose a metro area from the list, or pinpoint yourself on the map and specify a radius within which your ad should appear. Most other rookie mistakes can be corrected without losing money. This mistake can really cost you!

Once you've tackled each of these four steps, more potential customers will find you, and you'll be in a position to lure back those who might otherwise have called the bad guys. You win, and the customer wins.

Laura Busse has worked in her family business, Busse's Lock Service, since 1995. She has served on the NC Locksmith Licensing Board since its creation in 2001 and has been director of the NC Locksmiths Association trade show for several years.

HIRING AN AD MANAGER

If you don't want the job of managing your online ads, you can hire someone to set up and manage them for you. *You still need to know enough about it to keep an eye on them and ensure that you're getting value for your money.*

- Make sure they set your geographical settings for your service area only.
- Make sure you know how much of your fee pays Google, Yahoo, etc. for clicks and how much pays the company for their management of the account and markup on the ads. Be wary of companies that charge several hundred dollars per month (or more), but won't show how much goes toward the ads.
- You must agree with them on how to measure success. Do they simply guarantee a certain number of clicks? Not all clicks are created equal! If they're running your ads outside your service area or outside your operating hours, you're paying for worthless clicks.

You'll need to work closely with any ad firm that is not intimately familiar with the locksmith industry. They probably don't know that safe opening and house lockouts are different markets, needing different ads and different landing pages on your Web site.

A MATTER OF TRUST

The locksmith profession is accompanied by responsibility, opportunity.

By Edward A. Hite, CML

People view new experiences through eyes seasoned by old experiences. When a locksmith's whole scope of work revolves around doors, every door, lock and closer becomes a private quiz. The eight doors he worked on that day may be only a small portion of the ones he secretly evaluated as he picked up his kids from school, went shopping that evening, or just walked around town wondering, "Is that an AL or an ND?"or "Who makes that closer?" Vast experience can come from seasoned eyes.

When a salesman sells electronic access control, it's a presentation of features. The software might tell you where someone has just been, or who was there between 10 and 10:15 p.m. yesterday. The software may even evaluate nine key biometric points that allow positive identification from a biometric reader or even from the camera itself. Each week, or maybe each day, an engineer comes out of his lab, somewhere, to announce a new technology that allows "X" number of new features to be sold. The world is abuzz with sophistication.

"If you ask a person who they'd call to install a lock, most would say a locksmith."

MISSING THE POINT

In the salesman's world, the system is virtually impenetrable and the designers are proud of themselves, yet a burglar can still get in with a pocket knife. When did the door and lock become so unimportant that a $200,000 system fails to keep the bad guy out?

Was it when salesmen were sent out to sell a "system" without understanding door hardware? Was it when IT people were asked to make mechanical decisions? Perhaps the financial burden of new locks would've kept the customer from buying the new system. Maybe the salesman's quote was so low that the installation department had to cut their corners on the door locks.

If the weakest point in a system is the very thing that keeps the doors from opening, somebody has gotten away with a burglary, indeed!

HOPE BECOMES TRUST

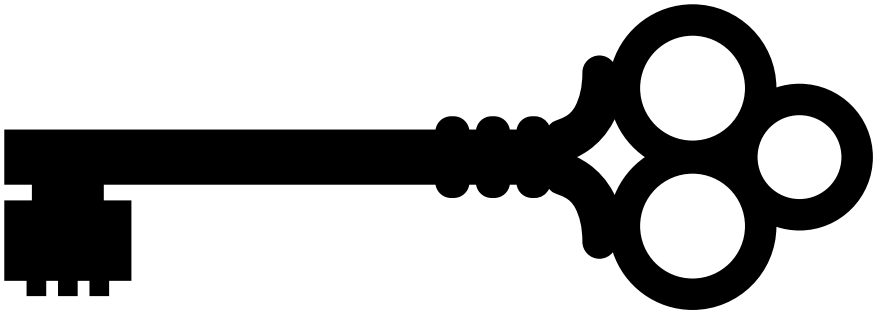
Hope is a good thing; we should all have hope, but hope is not enough if it blinds us from seeing the obvious. Many people think their alarm systems are working because they've never had burglaries. Some think the same thing about their locks, saying, "They've kept us safe all these years." Although the sight of an alarm system or a deadbolt may get the bad guy to move on to

the next target, until the devices are tested by a real incident, one doesn't really know if they are doing their job.

When a customer pays a lot of money for a system, he is entitled to believe that his people and belongings are safe. It is no longer hope. He trusts that it is so.

People know that when their car needs repaired, they should go to an auto repair shop, not a carpenter. They don't call their dentist to paint their house. These professions have well-known scopes of work and most everyone knows what they are.

If you ask a person who they'd call to install a lock, most would say a locksmith. That implied trust is present when agreements are signed for a "system" package. They trust the security company to not use another profession to work on their doors and locks. They trust that their new electromagnetic locks aren't mounted with drywall screws or that the armature is not flat to the door, preventing it from floating. They trust that the electric strike or lock installation has not voided the fire-label and destroyed the doors and frames. And with their life they trust that all doors in a means of egress are code compliant and in good working order.



"Every door is an opportunity for business and for new customers. Most people will thank you for doing your civic duty of telling them about a broken lock, an improper lock or a code violation."

AWESOME RESPONSIBILITY

As is always the case, with trust comes responsibility. We locksmiths have the responsibility to know the NFPA 101 Life Safety Codes, the IBC Means of Egress codes, the IBC Use and Occupancy codes, and the NFPA 80 Standard for Fire Doors. Those of us who do wiring should understand NFPA 70, also known as The National Electric Code. We have the responsibility to understand and practice to perfection before we cut into other people's doors and frames; i.e., "measure twice, cut once."

We need to ask pertinent questions to help determine the level of security required for the installation before we replace a deadbolt with a latch for use with an electric strike. We need to understand the usage of the opening so we don't install or can protect the bottom rods of a panic bar on a loading door. Finally, we need to know which doors are counted on for personal security so we don't install lock release motion detectors, or locks requiring them, to those openings. These are issues that we deal with daily, but may never occur to the customer. It's up to us to include them; we're the professionals. However inconvenient, these are the things that set us apart from the others.

UNLIMITED OPPORTUNITIES

With responsibility comes opportunity, especially for seasoned eyes. Every door is an opportunity for business and for new customers. Most people will thank you for doing your civic duty of telling them about a broken lock, an improper lock or a code violation. If you write it down and send them a price to fix it, they may find it easier to call you than try to explain it themselves to their own locksmith. Sometimes they'll put you in touch with the access control company who did the installation — creating the perfect opportunity to get all their business. Either way, it's win-win. Take a "before" and "after" picture so they can compare the two. Once they see what you can do, they may never go anywhere else. Taking away business from those who can't do it as well is an American tradition. Keeping it away from those who endanger others is a duty. Know your profession, keep your eyes open — and show everyone the difference a locksmith can make.

Edward A. Hite, CML, a locksmith for 25 years, has authored more than 50 articles for trade magazines, was a Keynotes Author of the Year, and now is a consultant for the industry and code development.

SHOP MANAGEMENT
SIXTH IN A SERIES

Spread the Word

Good advertising and marketing strategies are imperative to growth.

By Tom Demont, CML, AHC, CIL

Advertising and marketing are important to your company's growth. Everything you do to promote your company falls into this category. That's why it's important to consider every aspect of your A&M budget. In every seminar I'm asked, "How much should I be spending in this category?" There are many influences that determine how much you should be spending. But let's take a look at some different scenarios:

A new business must decide on a company logo, then put it on your business cards, invoices, truck(s) and yellow page advertising. Decide what type of locksmithing you want to do as you start off. (You can change this direction at any time, so don't think you're stuck with it.)

I suggest that you chase the money. Look at your strengths and market those for a good outcome. If you're a great automotive locksmith but want to be a great safe and vault locksmith, my suggestion is to market automotive for income but train for safe and vault. It's easy to move into another area as long as you have an income base to work with.

I use this same philosophy for established locksmiths wanting to get into access control and/or CCTV. New businesses will spend much more than an established business on advertising because they're trying to make a name for themselves. The big mistake everyone makes is thinking that you need a giant yellow pages ad to make it in locksmithing. That myth needs to be put to bed now.

Yellow pages advertising should benefit you and complement what you're doing to move your company in a specific direction. The big mistake and the No. 1 reason new locksmith businesses fail are signing up for giant yellow page ads; they end up working for the yellow page ad company instead of themselves. One important aspect of yellow page advertising is that it's used mostly for emergency service.

Simplicity is still the best policy. Don't junk up your ads with technical terms and wordy statements. Only other locksmiths know the terminology, so your ad needs to speak directly to your customer base. To a consumer, the term "locksmith" means security, key cutting, lock fixing, access control, safes and vaults. So if "locksmith" means all this already, there's no reason to put it into your ad. Save yourself some valuable space. Use these important terms in all of your advertising and marketing: "Complete Locksmith Service," "Servicing the entire metro area 24 hours," "Licensed and Bonded" (with your number if you have one); also include your phone number and your shop address — even if it's a garage at your house.

This is all you need because if you state any manufacturers name and you don't qualify it with an explanation, your potential new customer will think that you only sell and/or service the name brands you listed and their lock isn't one of them.

EXAMINE YOUR ELP

Let's talk about Ethos, Logos and Pathos. In setting up any advertising and marketing program, these three important areas need to be reviewed and made a part of your company. So what are these interesting words?

» **Ethos** is appeal based on the character of the speaker. An ethos-driven document relies on the reputation of the author. This is your tradition and level of locksmithing, i.e., Tom Demont, Certified Master Locksmith, Owner.

» **Logos** is appeal based on logic or reason. Documents distributed by companies or corporations are logos-driven. Scholarly documents are also often logos-driven. This is where you're pushing your bonding, licensing and years in the business. It's nice if you can tie it all into your company logo.

» **Pathos** is appeal based on emotion. Advertisements tend to be pathos-driven. This covers your term "Complete Locksmith Service." With this you're telling your potential customer that you can work on any lock by any manufacturer. This term carries a lot of weight with your customers.

I always ask my students if they letter their trucks and I'm always surprised when a large number respond that they don't have lettered trucks. This is the cheapest advertising you can do. The back of truck should say "Locksmith" and include your phone number. You

can add a smaller version of your logo if you have one but it shouldn't be more than 18 inches overall.

The side of your truck should have your logo as big as your decal company will make it. Your new term "Complete Locksmith Service," your phone number, license number and the area that you service (the entire metropolitan area or tri-state area, etc.) should be the only other information you have or you're wasting your money. People can only absorb so much and all you want them to remember is your phone number — everything else requires them to search for you and, since most people are lazy, your chances of capitalizing on your truck just went down the drain.

"Existing locksmith companies need to target their market and go after it with a vengeance. To these companies, yellow pages are a waste of money that would be better spent on direct mail to your existing customer base."

SIMPLIFY AND DIVERSIFY

The same thing goes for your business card. Keep it Simple (KIS). People will remember you when they don't have a lot of baggage to store in their memory. Did you ever wonder why there is an A-1 lock in just about every city in the U.S.? Because it's easy to remember! Many other trades use A-1 in their name so the customer remembers it and thinks that they've been using you for years.

When I relocated my portion of A-1 Lock & Safe Service, Inc. from San Diego, CA, to Washington, DC, I was accepted by the customer base because they already had an A-1 Heating and Air conditioning company; it was assumed that I had been around as long as that company.

Even relocating my portion of the company I needed to watch my finances and not go crazy with advertising. I studied all of the existing locksmith ads. I determined that nobody wanted to do foreign car work because there weren't any ads for it, so my first year's quarter-page ad touted "complete foreign and domestic car locksmith service."

I then put all of the automotive car logos around my ad to give ethos to my claim. It worked and I had more foreign car work then I could handle. I started to grow by adding one new locksmith just to do automotive while I worked on growing the company in another direction. That direction was U.S. government locksmith contracting. I studied this market for two years before jumping in and taking a commanding lead of the market.

This was not a new market for me because I spent 10 years in the U.S. Navy doing the very thing I was now bidding.

This leads us into the area of an existing locksmith business. What do you do with a locksmith business that has been in business for over 10 years and isn't growing? First, look at where you're the most profitable and shore that up to keep it that way. Then look at the market. The way to do that is to look at your competitors' ads. This will give you an idea where the money is being made in your area. You need to look at what they're advertising and what they're not advertising.

If 90 percent of the ads are advertising 24-hour service on auto lockouts, I'd stay away from that area and, in fact, I'd help them by referring more lockouts to them. If they're busy opening cars, that leaves access control, master key systems, and safe openings and sales wide open and an area I'm going to push because there isn't much competition.

Existing locksmith companies need to target their market and go after it with a vengeance. To these companies, yellow pages are a waste of money that would be better spent on direct mail to your existing customer base.

If you have a customer, don't let them go to your competitor for something you could provide. Keep your company in front of them all of the time. Monthly mail-outs will bring in business and it's a good way to drive new products and services.

One last note: a new company will spend 25 to 35 percent on advertising to promote their company and services. An established company will only spend between 5 and 15 percent. It's much more economical to keep a customer than establish one.

Tom Demont, CML, AHC, CIL has been in the locksmith industry for over 50 years. He has founded and sold five companies and is active teaching and helping companies worldwide achieve their goals.

Reaching Milestones

ALOA recognizes years of service by honoring member anniversaries.

It's that time of year when we recognize the special milestones achieved by ALOA members. Please join us in congratulating the following members who are celebrating their 50th, 45th, 40th, 35th, 30th, 25th, 20th, 15th, 10th and fifth anniversaries with ALOA. Their continued loyalty and support is what sustains ALOA as the industry leader in the locksmith/access control profession.

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Does Licensing Matter?

Locksmiths need to understand why this important issue needs their support.

By Tim McMullen, JD, CAE

I've had the pleasure of speaking with a number of locksmith organizations this year about locksmith licensing. In particular, I've spoken with the Rocky Mountain Locksmith Association, the Pacific Locksmith Association, Central and Southern Colorado Locksmith Association, the Locksmith Security Association of Michigan, the First Coast Locksmith Association and the Florida West Coast Locksmith Association.

The one question I'm frequently asked is why ALOA promotes locksmith licensing. My answer is that, given today's scammer locksmith environment, a manicurist has more rights in their state than we do. Unless we have some kind of "bond" with the state (i.e. registration/licensing), they aren't going to be inclined to help us much. And unless a large number of consumers complain, they just don't see the problem. That's just one reason.

As locksmiths, here are a few questions to ask yourself and your membership:

Q: Why should the government get

involved in my business?

A: The state government is already involved in your business operations. In fact, the federal government has responsibilities there, too. Minimum wage, occupational safety regulations, fair labor standards and taxes are just a few government activities that affect your business.

Q: Why does the state license professionals, anyway?

A: Each of the 50 states is different, but all of them license (in one way or another) many occupations, ranging from barbers to plumbers to doctors. The state seeks to set standards for these professions in order to protect the public and requires many of them to register and pay annual fees. Licensing is a normal part of state governmental functions.

Q: Why does ALOA support this?

A: We, as locksmith professionals, must get involved in regulating our own profession. As the industry's leader, ALOA wants to make sure that when licensing of locksmiths is passed in each and every state, our industry should be regulated by locksmiths – not electricians or law enforcement or auto mechanics or electronic security or burglar alarm interests. In 1997, ALOA's Board of Directors passed a resolution that calls on the organization to become more proactive in state licensing and regulation of the locksmith industry.

Q: Are other groups active in licensing in our industry?

A: Yes. The burglar and fire alarm industry, auto mechanics and electricians are very active in many states with licensing bills that affect your business operations. It has already happened in many states.

Q: Why should I support licensing?

A: There are many answers to that question, but here are a few reasons:

- It defines locksmithing, what you do for a living;
- It protects the public from unqualified persons;
- It protects the public from criminals acting as locksmiths; Related industries in your state (burglar and fire alarm, electricians) may already be licensed and legislating locksmiths out of business;
- It raises the standards of professionalism within the industry;
- As a professional locksmith, you can possess lockpicks and other locksmith tools, which others can't do legally;
- As with other professionals, it promotes a certain amount of prestige and community status;
- It helps the industry, and therefore every locksmith, by creating a licensed security professional;
- It ensures that locksmiths are kept up to date on new techniques within the industry through continued education, testing and competency requirements;
- It helps reduce liability by requiring insurance and/or customer identification when opening or providing keys for automobiles or premises.

ALOA is actively working with Florida, Georgia, Wisconsin and Washington on locksmith licensing for 2010. Hawaii and Rhode Island are also considering bills. There are currently 11 states with licensing (Alabama, California, Illinois, Louisiana, Maryland, New Jersey, North Carolina, Oklahoma, Tennessee, Texas and Virginia) and three with registration (Connecticut, Nebraska and Nevada). Will your state be next?

"The state seeks to set standards for these professions in order to protect the public and requires many of them to register and pay annual fees. Licensing is a normal part of state governmental functions."

ALOA TAKES SCAM ISSUE TO THE ATTORNEYS GENERAL

ALOA's Legislative Manager, Tim McMullen, JD, CAE made a presentation to the National Association of Attorneys General (NAAG) Consumer Protection Conference Oct. 26 in Memphis, Tennessee. Tim addressed 48 Assistant Attorneys General for Consumer Protection in over 28 states and the District of Columbia on the recent updates on locksmith scammers.

In his presentation, Tim explained how the locksmith scam companies operate and what ALOA has done to date *(see September Keynotes, ALOA Update: Scam Alert!)*. Tim noted the progress of the attorneys general in Colorado, Massachusetts, Missouri and North Carolina to prosecute scammers in their state. His presentation updated them on the new method scammers are using of listing themselves in directories as "Locksmith Information and Referral Services" to skirt licensing laws.

The attorneys general encourage consumers and locksmiths to file complaints with their offices so they can start prosecuting these locksmith scam companies. You can file a complaint with your state's attorney general, the FTC and the FBI Internet Crime Complaint Center at www.aloa.org/AGMap/AG.htm.

NOTE:The following bills are pre-filed or will be carried over for next session:

ALABAMA

Number: SB 23
Sponsor: Marsh
Abstract: This bill would provide 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 the Senate committee on Business and Labor.

FLORIDA

Number: HB 301
Sponsor: Anderson
Abstract: Locksmith Licensing Law.
Status: Pre-filed.

GEORGIA

Number: HB 107
Sponsor: H. Geisinger
Abstract: Creates the State Board of Locksmiths to provide for the membership, duties, and powers of such board; to provide for fees; to provide for the licensing and registration of locksmith contractors, locksmiths and apprentices; to provide for qualifications for licensing and registration; to provide for continuing education.
Status: Adjourned.

HAWAII

Number: HB 344
Sponsor: Chang
Abstract: Requires licensure for and regulation of locksmiths.
Status: Adjourned.

PENNSYLVANIA

Number: HB1544
Sponsor: Boyle
Abstract: Establishes licensing for security systems, which includes access control and CCTV.
Status: In Professional Licensure committee.

RHODE ISLAND

Number: HB 6085
Sponsor: Palumbo
Abstract: Adds locksmith services to the Alarm Licensing Act.
Status: Adjourned.

SOUTH CAROLINA

Number: HB 3956
Sponsor: G.R. Smith
Abstract: Offense to have lock bumping tools with the intent to commit a crime. Exception for locksmiths.
Status: Adjourned.

VERMONT

Number: HB 368
Sponsor: Scheuermann
Abstract: An alarm licensing bill that includes access control and CCTV. Requires NBFAA Level One training.
Status: Adjourned.

WASHINGTON

Number: HB 1531
Sponsor: McCune
Abstract: Directs the Department of Labor and industries to require applicants for registration and renewal who perform locksmith services to complete a fingerprint-based background check through the Washington State Patrol Criminal Identification System and through the Federal Bureau of Investigation.
Status: Adjourned.

FLORIDA LOCKSMITHS – HELP SUPPORT YOUR INDUSTRY!

Town hall meetings in October took place all over Florida to talk about the "Locksmith Services Act." Positive feedback was universal as locksmiths nodded their heads in agreement and said, "Yes, we need licensing." ALOA's Legislative Manager, Tim McMullen, JD, CAE asked those at the meetings for two types of help: To participate in the grassroots campaign when a Take Action! alert goes out, and to financially support the cause.

Lobbyist Janet Mabry is diligently working on getting the locksmith licensing bill re-introduced right now. Without her endless hours of work, we would not be poised to pass the bill this year.

That is why we need your help NOW – to continue funding our representation at the Capitol. Donate securely online at: http://www.aloa.org/store

After you enter the store (make sure you read the instructions on that first page), click on "Legislative Funds" and then scroll down to "Contribution to the Florida Legislative Fund" and contribute at one of four different levels. 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 Web site. Please contribute today!

Together, we can make sure our industry is professional, promoted and protected.

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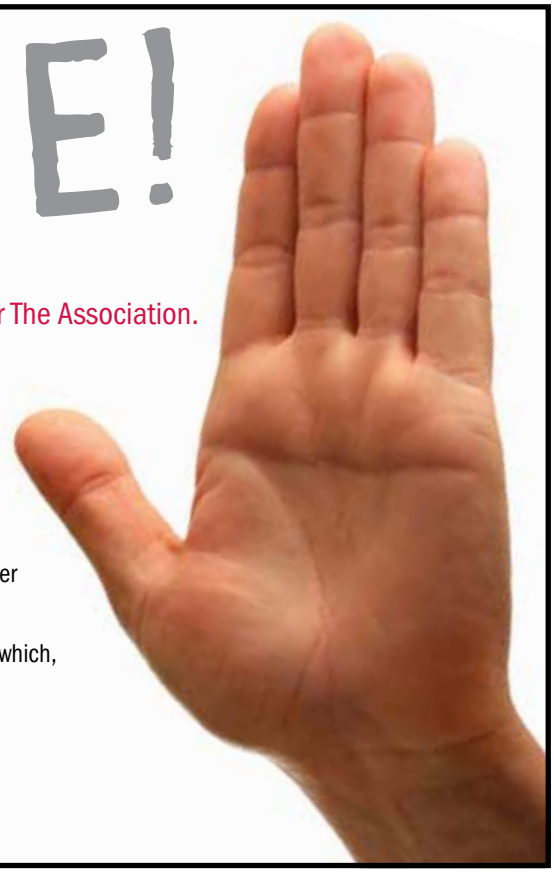

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By Greg Perry, CML, CPS

Showstoppers

The year's new products were on display at the 2009 ALOA Trade Show.

The best of the best new lock products are always introduced at the ALOA Convention and Trade Show. This year, every aisle had new products and the manufacturers did not disappoint.

I was particularly impressed with new offerings from Pacific Lock. The company already offers some great padlocks at great prices; now they're expanding their line with hasps and auxiliary locking systems.

Some of their new hasps, such as the PL770 Hasp Lock (*Figure 1*) are designed with a "hockey puck" style lock welded to it – why make three separate pieces when two will do? (Good news: If you prefer the old-style hasp, they still offer it.) This prevents losing locks or trying to find a place to store them when unlocked.

The next product that caught my eye was the TPLS Truck Door Lock (*Fig. 2*). Cargo doors are locked with a hook arm that accepts a padlock, and Pacific Lock designed a hasp to lock the handle to the bed.

The next lock, the PAC-Link (*Fig. 3*) features two different products combined into one; it's a square chain and a hasp that utilizes a hockey puck lock over the ends of the chain. The last product to catch my eye was the Pac-Keeper Key Keeper (*Fig.4*). This product keeps a user's key, allowing the user to slide the trapped key over trapping their own key but allowing the removal of the other.

Find Pacific Lock online at paclock.com or call (888) 562-5565.

Figure 1

Figure 2

Figure 3

Figure 4

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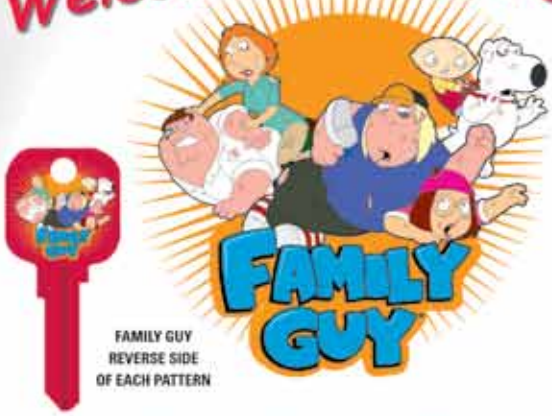

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