09/09

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

KEYNOTES

SECURING YOUR SUCCESS

VOLUME 55, ISSUE 08

Winning Ways

Meet ALOA's 2009 Award Winners

How to Fight the Cyber Battle

Learning Locksmith Internet Defense 101 is your best bet for beating scammers

The Changing World of Access Control | Manage Your Accounts Receivable | Remembering Richard Clark

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"By choosing an international president, ALOA underlines the fact that it's an international organization. The international membership could very well be a major growth area for ALOA — a growth that could improve our economy and strengthen the network of our craft."

Beginning a New Journey Together

You, the membership of ALOA, have had the courage to elect an international president for the second time in the 53-year history of ALOA. My name is Hans Mejlshede; I am a locksmith and owner of a locksmith company in Copenhagen, Denmark. I want to thank you for your support and your confidence.

By choosing an international president, ALOA underlines the fact that it's an international organization. The international membership could very well be a major growth area for ALOA — a growth that could improve our economy and strengthen the network of our craft.

I hope that, with a different background, I can offer different solutions and different ideas to help ALOA and all its members to move forward in a productive manner. Replacing old ways with new ways can sometimes benefit everyone.

My own company has benefited from my membership in ALOA. I have attended every ALOA convention since 1974 and all of them the full week. Many of my employees have joined me in attending ALOA conventions. Because of what we've learned, we now import locks and tools in a nice amount from the U.S. Many of the technical skills we've mastered are a result of taking classes at ALOA conventions.

The locksmith society and ALOA are faced with several problems right now. We don't have the funds nor the time to solve them all immediately. Some are more urgent than others. As an example, I consider the financial crises in our society and for the locksmiths to be a major problem.

Closer relations with the major movers on the market (producers, distributors and insurance companies) is high on my agenda. How can we increase the market share for the locksmith society? It's lower in the U.S. than in many other countries. It would benefit us to find out why this is true.

On a personal side, my wife is concerned because she knows that the presidency takes a lot of time. It also means that I will be absent more than before and less of a help in our company. That will put more of the company responsibilities on her and the family. But our two sons are slowly taking over more and more responsibility.

My promise to you is that I'll do my very best as your ALOA president for the next two years.

Hans Mejlshede, CML

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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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Moving Forward

"Remember that October is Crime Prevention Month. Now is the time to plan for next month's neighborhood block watch and crime prevention presentations. Check with your local law enforcement agencies to coordinate your presentations with them."

As I'm writing this, the ALOA staff is busy unpacking the two tractor trailer loads of material that went from Dallas to the ALOA 2009 Convention in Las Vegas and back again. Once everything is unpacked, there'll be the usual follow-up by the ALOA staff, which consists of evaluating convention classes and instructors, grading and processing certification exams, processing membership applications and other data from the convention, packing and shipping orders from the bookstore and many other tasks involved in providing over 100 classes, workshops and seminars, three days of exhibits and all of the events that are part of the ALOA annual convention.

Planning and preparing for a convention this size begins with the close of the current year's convention and continues right up to the beginning of the next convention week. So, as we are finishing up this year's convention, we are also preparing for ALOA 2010 in Orlando.

This issue contains wrap-up articles and photos from this year's very successful convention in Las Vegas. ALOA introduced several new programs this year designed to make members more successful. These include a series of 15-, 30- and 60-second video and audio Public Service Announcements (PSAs) that we're sending to national media and will make available for members to use in their local media; an ALOA Branded national directory advertising program promoting the use of ALOA qualified locksmiths; and the redesigned Find-a-Locksmith Web site that encourages consumers to use ALOA qualified locksmiths. We also surveyed attendees on a Marketing On Demand program and some other programs that are still in the conceptual stages.

For those of you unable to attend, we'll have articles in Keynotes, the ALOA electronic weekly and on the ALOA Web site introducing these new programs.

September and October are busy months for those of you involved in the many local and regional locksmith shows and educational events that are part of the fall months. At many of your events, ALOA is providing ACE classes, PRP exams or will have ALOA staff or board members working a booth. Stop by to check out the new programs and provide your input.

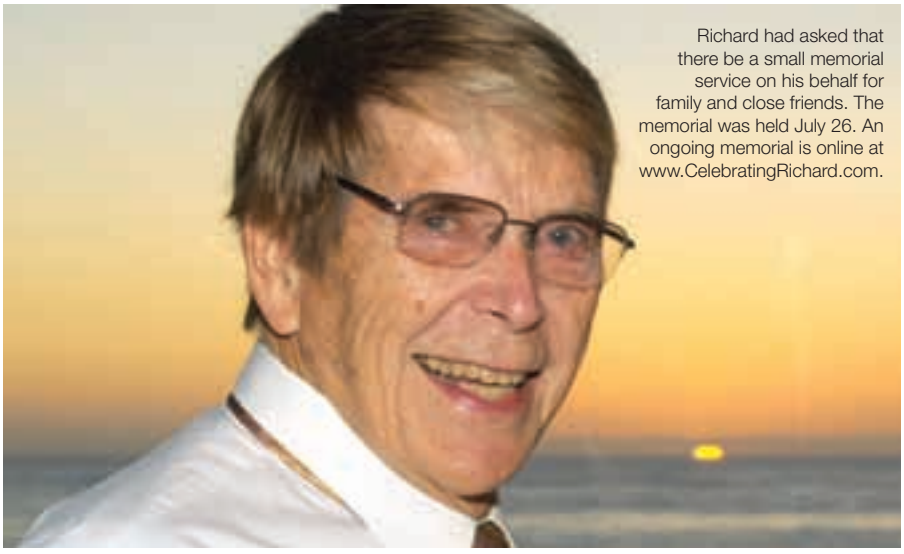
Also, remember that October is Crime Prevention Month. Now is the time to plan for next month's neighborhood block watch and crime prevention presentations. Check with your local law enforcement agencies to coordinate your presentations with them. These are good venues to play the new ALOA PSA videos.

Finally, we're mailing out dues notices early this year that include information on local directories and sign-up information for your area. This means that those of you who want to participate in the new ALOA Branded Directory advertising program can still do so. The directories are closing in the next few months, and we've made the process very simple. We hope that you'll participate.

David M. Lowell, CAE, CML

David M. Lowell, CAE, CML
Executive Director

PHOTO COURTESY ALAN DECKER



Richard had asked that there be a small memorial service on his behalf for family and close friends. The memorial was held July 26. An ongoing memorial is online at www.CelebratingRichard.com.

In Memoriam

Industry mourns loss of CLARK Security Products founder.

By Marshall Merrifield, Chairman and CEO, Clark Security Products

Richard Clark, the founder of CLARK Security Products, passed away in July with his family by his side after a battle with cancer.

Our sympathy and love go out to Richard's wife, Pat Clark, and his entire family. Our thoughts are with them during this challenging time.

Much of CLARK's success is owed to the vision, efforts, and values of Richard Clark. In 1949, shortly after he joined the key department at his father's hardware company in San Diego, CA, Richard outfitted a half-ton panel Chevy truck with a bed and a stove and hit the road to surf, ski and introduce the company to locksmiths along the West Coast. "When I entered a town," Richard once explained, "I would stop at the first phone booth, pull out the yellow pages, and see where the locksmiths were so I could visit each of them."

Richard's adventurous approach allowed him to expand his market area to include the entire West Coast, Arizona, Colorado and Utah. It marked the beginning of the company's evolution from a small key department in Wilson F. Clark Wholesale Hardware Co. in San Diego to CLARK Security Products, currently the largest distributor of locking hardware in the nation.

Although Richard passed the torch to a new group of managers in 1983, he continued to be a source of guidance and wisdom for the company, and continued serving on CLARK's board.

Those of us who worked with and for Richard Clark are proud to be part of his rich legacy. We will remember him as more than an industry leader. His adventurous spirit, warm heart, love for life and respect for all those he encountered have always been at the core of our company values. We will miss his presence, but his influence lives on.

ALOA Chapter and Affiliate News

Welcome to the newest ALOA Affiliate Association:

Associated Locksmiths of Indiana

President: James K. Ashley, III, CPL, CPS
Ashley Safe & Security
14060 Britton Park Road
Fishers, IN 46038
ashley-safe@comcast.net

The North Jersey Master Locksmith Association held its annual Flea Market at the Boys & Girls Club on Midland Avenue in Garfield, NJ, on June 14. Chairman Jeff Sitar reported that they had their best turnout ever, with more than 48 tables of products being sold.

Obituary

Fabiola McKenney, mother of longtime Greater Chicago Locksmith Association associate member Wes McKenney, has passed away. Her wake was held July 9 at Hills Funeral Home, Ltd., Palos Hills, IL. Our condolences go to the family and friends of Fabiola McKenney.

UPCOMING EVENTS

September

TUES 15	**Canadian Security Association —Security Canada Atlantic** Dartmouth, Nova Scotia www.securitycanadaexpo.com
WED-SAT 16–25	**DHI 34th Annual Conference & Exposition** Orlando, FL www.dhi.org
FRI-SAT 18-19	**Doyle Security Products Tradeshow & Educational Weekend** Mystic Lake Casino and Hotel Prior Lake, MN www.doylesecurity.com
FRI-SAT 18-19	**Ozark Professional Locksmith Association** Key Pro Automotive Class Springfield, MO www.ozarklocksmiths.org
MON-THURS 21-24	**55th Annual ASIS Seminar and Exhibits** Anaheim, CA www.asisonline.org/asis2009
WED-SUN 23-27	**Greater Philadelphia Locksmith Association 2009 Convention & Trade Show** Philadelphia, PA www.gpla.org
FRI-SUN 25-27	**Master Locksmiths Association – MLA Expo 09** Telford, United Kingdom www.locksmiths.co.uk/expo
TUE-SAT 29-OCT 3	**Clark Security Products Security Expo – Southwest** Anaheim, CA www.clarksecurity.com

October-National Crime Prevention Month

TUES-SAT 6-10	**2009 ILA Educational Conference and Trade Show** Las Vegas, NV www.ilanational.org
WED-FRI 7-9	**Intermountain Lock and Security Supply Conference and Expo** Salt Lake City, UT www.imiss.com
FRI-SUN 9-11	**ALOA Board Meeting** Dallas, TX www.aloa.org **Members are welcome to attend. Please email your RSVP to joanne@aloa.org by October 1st, if you are planning to attend.**
FRI-SUN 16-18	**Associated Locksmiths of New Mexico 2009 Convention** Albuquerque, NM Contact: Lenny Adams, (505) 463-0272

October (cont.)-National Crime Prevention Month

WED-THURS 21-22	**Canadian Security Association – Security Canada Central** Toronto, Ontario www.securitycanadaexpo.com
WED-SUN 21-25	**Yankee Security Conference & Trade Show** Sturbridge, MA www.yankeesecurity.org
WED-SUN 28-29	**ISC East 2009** New York, NY www.isceast.com

November

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 www.llssa.org

December

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
TUES-SUN 16-21	**2010 Texas Locksmith Association Security Expo** Plano, TX www.texaslocksmiths.org

April 2010

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

UPCOMING ACE CLASSES

SEPT. 12-13

FAIRHOPE, AL
Alabama Locksmiths Association
Barbara McGowin
locksmithala@gmail.com
(205) 338-1150
ALOA PRP Exam Prep w/L-00 exam

SEPT. 14-19

DALLAS, TX
ALOA Training Center
ALOA Education
education@aloa.org
(800) 532-2562 ext. 104
Six-Day Basic Locksmithing Course

SEPT. 30-OCT. 1

ANAHEIM, CALIFORNIA
Clark Security Products
Stephanie Parrott
(859) 425-3325
Stephanie.parrott@clarksecurity.com
Safe Lock Servicing and Troubleshooting, Principles of Safe Lock Manipulation, Defense Against Methods of Entry, Automotive Key Generation, Transponders from A to Z

OCT. 12-17

APPLETON, WI
Fox Valley Technical College
Jerry Antoon
antoon@fvtc.edu
(800) 735-3882, ext. 2482
Six-Day Basic Locksmithing Course

OCT. 21-25

STURBRIDGE, MA
Yankee Security Convention
Dave Vessels
davaalk@aol.com
(860) 464-8664
Classes to be announced

OCT. 24

OMAHA, NE
Nebraska Chapter of ALOA
Elmer Howard
safeman@cox.net
(402) 676-8973 Professional Picking Techniques

OCT. 24

COLORADO SPRINGS, CO
Central & Southern Colorado Locksmith Association
Mike C. Middick, CPL
captkeyman@bresnan.net
(719) 275-7787
Tubular Key Lock Cylinder Servicing w/L-12 PRP

OCT. 24-25

CHIPPEWA FALLS, WI
Indian Head Chapter of ALOA
Kenneth W. Briggs
cylockandkey@hotmail.com
(715) 726-0687

NOV. 4-7

BALTIMORE, MD
Clark Security Products
Stephanie Parrott
(859) 425-3325
Classes TBD

NOV. 20-22

OKLAHOMA CITY, OK
Oklahoma Master Locksmiths Association
Charles Hudacek
Hdck39@aol.com
(859) 425-3325
Three-day basic locksmithing course

DEC. 5-6

BIRMINGHAM, AL
Alabama Locksmiths Association
Barbara McGowin
locksmithala@gmail.com
(205) 338-1150
ALOA PRP Exam Prep w/L-00 exam

DEC. 7-12

DALLAS, TX
ALOA Training Center
ALOA Education
education@aloa.org
(800) 532-2562 ext. 104
Six-Day Basic Locksmithing Course

UPCOMING PRP SITTINGS

SEPT. 20

PRIOR LAKE, MN
Sunday 8 a.m.
Doyle Security Products
Kurt Fink
kfink@doylesecurity.com
(612) 521-6226

SEPT. 27

PHILADELPHIA, PA
Sunday 10 a.m.
GPLA
Bob Schuetrumpf, CRL
boblocks@verizon.net
(856) 669-7030

OCT. 3

ANAHEIM, CA
Saturday 3 p.m.
Clark Security Products
Stephanie Parrott
Stephanie.Parrott@clarksecurity.net
(859) 425-3325

OCT. 3

PORTLAND, OR
Saturday 6 p.m.
Pacific Security Conference
Keith Whiting CML, CFL
locksnoop@yahoo.com
(360) 601-5656

OCT. 24

STURBRIDGE, MA
Saturday 9 a.m.
Yankee Security Convention
Dave Vessels
davaalk@aol.com
(860) 464-8664

OCT. 25

BLACK RIVER FALLS, WI
Saturday 2 p.m.
Indian Head Chapter of ALOA
Jenell Briggs
cylockandkey@hotmail.com
(715) 726-0687

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By Virl Mullins

Cash Is King

Manage your accounts receivable for better profit and cash flow.

In a previous article about managing inventory (*Taking Stock, May 2009*), I said that 75 to 80 percent of your assets are in inventory and accounts receivable. This article looks at managing your accounts receivable.

If all of your customers were willing to pay you cash upon the completion of each job, would you have an accounts receivable to manage? Of course not! The only reason to allow a customer to charge the amount of your services is to sell something. That's the way business is conducted in our country.

What are you doing when you allow your customer to charge your services? You are, in effect, loaning him the money to buy from you. You should look at that receivable as a loan, a loan on which you expect to collect.

We're going to look at managing your receivables from three angles:

- The credit decision — why should I loan money to this customer?
- Collection
- Measurement of my management of my accounts receivable

CREDIT WHERE IT'S DUE

Under the credit decision topic, how do you determine whether or not to allow a customer to charge? Does simply being a commercial enterprise qualify your customer to charge? Does any homeowner get to charge your service, just because they say "charge it?" Hopefully the answer to these questions is "no."

This suggests that you must have a "credit policy" and thereby a "credit approval process" which is understood by all who work for you. Your policy might state that no customer is allowed to charge without prior credit approval. This means that in your initial contact with the customer, who's ready to buy some product or service, you must establish how they'll pay for it.

If the customer says "cash" or "charge

card" (and it's one you honor and have the capability to handle on the job), you have no problem. But, what if the customer says that he wants to charge it — what's your process?

Many years ago, a couple I knew owned a very successful locksmith business. She answered the telephone and was the best at handling this situation. Her line of questioning went something like this: Do you have a charge account with our company? Or, do you have the number of your account with our company? When they answered "no," she would then explain that, in order to open an account, it would be necessary for them to fill out a credit application. The service man would have to collect cash or check on the first service call, and would leave a credit application to be filled out and mailed to her office. She would check credit and, if all checked out, open an account for their next purchase.

The important point here is that it's established with the customer — prior to product or service being delivered — how the invoice will be paid.

WHEN (AND HOW) TO COLLECT

Next, let's talk about the collection process. By using your credit approval process you should have fewer customers who don't pay on time because you've already qualified them. But we know that there'll be some.

When a customer is past due, especially a new one, how long should you wait before contacting the customer? No more than 10 to 15 days is a good answer. It may be nothing more than a computer-generated reminder and should include a question like "is there a problem?" What you're doing is establishing, up front in your relationship with your customer, that you're aware that the invoice is unpaid and that you expect them to pay it on time. You must train your customers to be prompt.

In setting up a collection process there are two important terms. One is consistency and the other is follow-up. You must be consistent. Every time the customer is late, you must contact him. If you let your customer get by with skipping a payment one month, he knows that he can get away with it again. He is training you.

Next, if a customer promises that you'll receive a payment by Monday and the payment isn't there on Monday, you must contact the customer and ask about the payment. Once again, if you fail to follow-up when he misses his commitment, then he knows that he can make a promise, just to get you off of his back, and not keep it.

PUT IT IN PERSPECTIVE

Finally, how do you know if you are doing a good job of collecting from your customers? You'll know this by calculating your "collection days," also known as your collection period or days on the books. This answers the question "How long, on average, do my customers take from the billing date, until they pay me?"

I'm going to give you the answer first and then tell you how to calculate it. A good collection period is one and one-third times your terms. That means if your terms are net 30 days, then a good collection period would be 40 days — which is one and one-third times the 30-day terms. If your terms are 15 days, then one-third of 15 is five, which we add to 15 — thus giving us 20 days as a good measurement.

Here's the two-step formula for making this calculation:

- **STEP 1**

Net Credit Sales: $306,600 =
$840 average credit sales per day
Days in Accounting Period: 365

- **STEP 2**

Average Accounts Rec.: $41,800 =
49.76 days collection period
Average Credit Sales Per Day: $840

In step one, please note that $306,600 was the total number of dollars sold on credit for the year. It does not include cash sales. When divided by the number of days in the year, we find that the average dollars sold per day on credit was $840.

In step two, you can get the average accounts receivable for the year by taking the accounts receivable at the beginning of the year and adding it to the accounts receivable total at the end of the year and divide by two. Because of the fluctuations from month to month, it's much more accurate to take the total accounts receivable at the end of each month, add them together and divide by 12.

These numbers are taken from an exercise in a class that I teach annually at the ALOA convention, so I know that the terms for this customer was net 30 days. This means that his collection period should've been 40 days; in reality, it was 49.76 days. At $840 per day in net credit sales, this means that he has 9.76 days more worth of receivables tied up than he should. That is almost 10 days. When multiplied by $840 it equals $8,400. If collected, he could be using those dollars for something else.

Using this formula, you should be able to calculate your collection period and take the appropriate action.

To sum up, don't allow customers who don't qualify to charge, collect what is due to you by being consistent and following up, and measure your performance.

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

What Customers Want

Access control survey indicates users trying to balance needs with changing technologies.

Change is not new. Indeed, back in 500 B.C., the Greek philosopher Heraclitus proclaimed, *"The only constant is change."*

No one understands this more than security directors of organizations, big and small, who are developing new security platforms to protect their people and assets. This underlying theme was uncovered in interviews conducted by Ingersoll Rand Security Technologies for its Voice of the Customer survey.

In the respondents' perfect world, the access control solution installed today would be customized to exactly meet present security and safety issues, but also would accommodate other technologies, including emerging technologies. The system could grow and adapt as needed.

With the confidence that they can stay technologically current without compromise or risk, security directors would like the freedom – right now – to choose from solutions deploying any and all technologies, including those yet to be developed. Among the questions they ask are:

- Why should we have to specify only proximity or only smart card credentials?
- Why do we have to choose between offline or online solutions?
- If online, why must we choose between wired or wireless?
- Why must we isolate technologies when we could choose them all, working under one system with only one database, to provide a holistic security and safety solution?

According to Voice of the Customer research, users want a new model for security

"With the confidence that they can stay technologically current without compromise or risk, security directors would like the freedom — right now — to choose from solutions deploying any and all technologies, including those yet to be developed."

and safety that lets them customize today but will allow them to upgrade in the future. In other words, they want their next access control system to be flexible, adaptable and scalable. It must provide the right products for their own specific applications now and in the future, regardless of whether the initial solution is keypad or card reader, offline or online or stainless steel or brass.

They want components to match existing hardware both in color and style. They look forward to eventually incorporating emergency lockdown, WiFi, network on a card, mesh networks and all the other new technologies that are being discussed in the media and at tradeshows without complications.

Although such systems can become complex, they don't want to see the complexity. It's not technology itself they see as foreboding; it's how to incorporate new technologies into their present systems. New tools should be simplified, made easy to use and easy to install. Such attributes aren't important only to them; these decisions are now being made in conjunction with IT and finance managers who have different sets of measurable goals and objectives.

WHERE ARE WE NOW?

The typical access control system in use today was installed in stages and, as a result, it's comprised of different brands and disparate products — many of which do not integrate into the same system or talk with each other. Too often, the hardware and software systems are proprietary, refusing to let security managers mix and match best of breed components or customize the solution to their specific needs. The system requires too many separate databases and a plethora of software interfaces that create confusion, lower the level of security within the facility and decrease staff productivity.

Such a dilemma is good for physical access control, though. Pain creates change — how soon we forget! Remember the "good old days" when graphical Windows-like interfaces didn't exist? We didn't know if it was our video card, motherboard or printer that was creating the glitches that drove us mad.

Similar scenarios now face users with their access control systems, or aspects of it, and they no longer want to try staying one step ahead of obsolescence with bandaged solutions. It's time to move on.

WHERE ARE WE GOING?

Voice of the Customer survey participants were specific; security professionals challenged virtually every current practice in the security industry.

For instance, instead of locating components such as credential reader or request-to-exit around the door, as has been traditionally done, why can't new integrated lock designs incorporate these components into the lock itself, providing more value for their investment and a smarter solution, all in one product?

What if such a new security platform could be developed from the ground up using open architecture and interchangeability as its keystones?

That would mean that electronic locks would provide seamless integration with their

FIGURE 1 Programming a lock is quick and simple, thanks to advanced access control technology.

FIGURE 2 Electronic access controls can help safeguard pharmaceuticals and other important inventory.

"The typical access control system in use today was installed in stages and, as a result, it's comprised of different brands and disparate products."

existing software. The lock hardware would be as easy to upgrade as its software. The lock itself would provide a migration path to future technology needs, not only protecting the facility but also protecting its investment. Users could upgrade their locks without ever taking them off the door, saving installation costs. With interchangeable reader modules, they could switch from one credential reader to another quickly, easily and affordably.

They could do likewise with interchangeable network modules, going from standalone, offline locking to a networked access control system with yet another switchover, to provide instant lockdowns throughout the facility when needed and change access rights from their offices. They could use wireless on those openings where it's traditionally been too expensive or cumbersome and use hardwired where it was most cost effective, all under one system and one database.

FREE TO MOVE BOLDLY

The tug between incorporating new technologies now or waiting until later is not restricted to access control decision-makers. We all face such decisions in our daily lives: When do I buy that new PC, flat screen or smart phone? Do I wait for the new version, which will have more features that interest me? Will I have to abandon everything I already have – from computer files to recorded movies to phone records – just to enjoy the new features?

Just as the consumer products industry is finally making it easy for its customers to employ the latest technology today — while still being able to migrate easily to the best of emerging technologies of tomorrow — so can the access control industry.

After all, access control buyers simply want a solid return on investment and a lower total cost of ownership. They want to be able to buy now with minimal risk to themselves and their corporations, being able to show their budget oversight committees that to buy now provides the best security for their facility and their access control investments.

Rick White is general manager of Ingersoll Rand Security Technologies.

FIGURE 3

FIGURE 4

FIGURE 3 Finger key pads are just part of the new breed of flexible, scalable access control options that are suitable for a variety of public facilities.

FIGURE 4 Today's customer wants electronic hardware that integrates seamlessly with existing software.

What Happened in Vegas...

2009 ALOA Convention and Security Expo drew large, enthusiastic crowd.

More than 3,000 ALOA members and vendors turned out to enjoy the 2009 ALOA Convention and Security Expo. The 53rd annual event was held at the Las Vegas Convention Center Aug. 8-16, offering eight full days of classes with the introduction of twenty new ones.

In addition to boosting business with educational opportunities, ALOA members were treated to three different networking events – the ALOA Open Golf Tournament, benefiting the ALOA Scholarship Fund (ASF); the Exhibits Reception; and the memorable Friday night banquet.

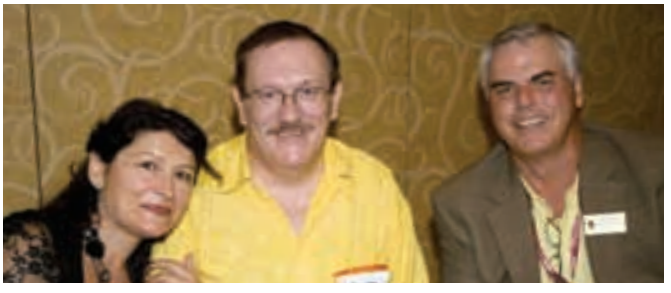
Proof of ALOA's status as an international organization was evident at the International Reception on Wednesday night. This year saw ALOA's largest representation of its international members, with 73 members coming from Canada, and 16 each from Australia and the U.K. Ten members made the trip from Mexico, and seven were from Japan. Five members represented the Bahamas, and four each came from China, Israel, South Africa and the United Arab Emirates. Denmark, Hong Kong, New Zealand, Singapore and Venezuela each had three members attending.

Two members came from Aruba, Belgium, Bermuda, Egypt, Germany, Norway and Romania. Each of the following countries had one member attending: Colombia, France, Guam, Puerto Rico, Panama, Papua New Guinea, Russia, Spain, Sweden and Trinidad West Indies.

ALOA would like to thank all of its members and exhibitors for making this year's convention a huge success. Next year's convention is set for Aug. 1-8 in Orlando, FL – so mark your calendars now!

ALOA 2009 CONVENTION BY THE NUMBERS

Total countries represented: 33
Total number of international attendees: 182
Total attendees (including 905 exhibitor personnel): 3,003
Total full day student hours of instruction: 9,912
Total seminar and workshop student hours of instruction: 2,082
Total certification exams administered: 284
Total number of instructors: 78



Worldwide Appeal

President's VIP International Reception draws guests from around the globe.

At the invitation-only International Reception, ALOA members from around the globe mingled over cocktails (bottom photos). Sponsored by Medeco Security Locks, the reception drew guests from Dubai, South Africa, Australia, Japan and Belgium, showing evidence of ALOA's growing international stature.

Clyde Roberson, director of technical services at Medeco (top left), welcomed the guests and thanked them for their participation. International Region Director Takashi Kuwana of Ayauta-Gun Kagawa, Japan (top right), addressed the contingency first in his native tongue, then in English. Kuwana thanked ALOA for supporting its members all over the world, and judging from the response of the crowd, he is not alone in his gratitude.

Showtime!

A look at the 2009 ALOA Convention from the trade show floor.

Having a Ball

ALOA members tee off for a good cause.

The ALOA Open Golf Tournament was held Wednesday, Aug. 12, at the beautiful Las Vegas Paiute Golf Resort. This year, the tournament moved from a Peoria System to a Scramble System, making for a great time for all players!

Money raised by the tournament benefits the ALOA Scholarship Foundation (ASF).

Participating teams were:

First Place: Rick Laffey, Steve Miller and Dick Tipper.

Second Place: Rick Eisen, Tom Demont, Eddie De Mino, Tony DeMino.

Third Place (three-way tie): Kelly Fuller, Clyde Sayell, Harold Jolley, Frank Judd; Reg Moxley, Mark Hokanson, Tony Hokanson, Joey Dalessio; Jim Daniels, Bob Thompson, David Davis, Dick Krupa.

Fourth Place: Dennis Watanabe, Frances Watanabe, Scott Findley, William Hamilton.

Fifth Place: Ken Stemig, Ron Smuk, Fred Collier, Marvin Cutson.

Sixth Place: Bill Young Jill Trego, Vince Formon, Tom Foxwell.

Seventh Place: Bill Fleming, Greg Parks, Doug Pratt, Jr.

Bringing up the Rear: Ellen McEwen, Ken Kupferman, David Schwartz, Clark McEwen.

3RD
PLACE

4TH
PLACE

5TH
PLACE

6TH
PLACE

7TH
PLACE

8TH
PLACE

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...AND IT ALL BEGINS WITH 1.

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It only takes one person to make a difference. But what happens when hundreds of others join in? Anything.

Since President's Club was established, 281 of the industry's most powerful leaders have been instrumental in helping locksmiths/security experts find strength, support and resources through membership in ALOA. 281 recruited 3,620.

And now, because of their unyielding dedication to their colleagues, ALOA is honored to recognize these individuals as part of the Association's most prestigious organization: The President's Club.

Ralph Waldo Emerson once said, "Our best thoughts come from others." Our industry, our Association, our future is strengthened because 281 of our fellow professionals agreed.

ARE YOU READY TO JOIN THEM?

Are you ready to make a difference? Visit **www.aloa.org** for details.

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Tom Foxwell Sr,	RL	5
William Blanchard	CPL, CPS	5
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AS OF JULY 2009

ALOA Award Winners

PRESIDENT'S AWARD
John Soderland, CML, CMST, CIL

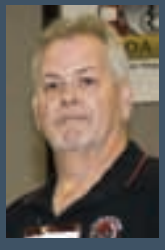
The President's Award is chosen solely by the president of ALOA each year and is awarded to an individual who has consistently contributed to the efforts and success of ALOA and the security industry.

President Ken Kupferman, CML, CPS, presented this honor to John Soderland, CML, citing John's constant assistance during his tenure, but particularly during the search for a new executive director.

"There's been one person throughout this whole process who's really been helpful to me," Kupferman said. "John's been amazing."

STAN HANEY AWARD
Professional Business Products

The ALOA Scholarship Foundation honored Professional Business Products as the winner of its Stan Haney Award. The award, which is not handed out every year, is based on such criteria as financial contributions, fundraising assistance and promotional assistance. The award was presented at the annual ASF Banquet on Friday night.

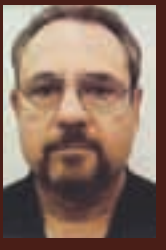


ACE AWARD
James Hancock, CML

The ACE Award is presented to instructors who, through their contribution of time, effort, knowledge and pursuit of educational excellence go beyond their peers to promote and provide outstanding service. The first award was given in 1999, and this year it was awarded to James Hancock, a third-generation locksmith who began working in his grandfather's shop at the age of eight.

Jim is now the business operations manager of Cothrons School of Professional Locksmithing in Austin, TX.

In addition to his extensive formal training, John is a popular instructor who has taught for many regional associations. As a certified ALOA instructor, he teaches at ALOA conventions and at ACE classes across the country. He was also named the ACE award winner in 2003.

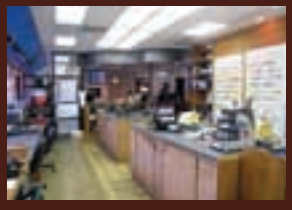


AUTHOR OF THE YEAR AWARD
Tom Demont, CML, AHC, CIL
Greg Perry, CML, CPS

The *Keynotes* Author of the Year Award is given to the contributor or contributors who have taken the time to write articles and offer their expertise for other members to read. This year, ALOA honored two writers with the award.

Tom Demont, CML, AHC, CIL, is a regular contributor to the magazine and he also donates his time as a member of the Editorial Advisory Board to ensure quality editorial standards and technical accuracy are observed.

Greg Perry, CML, CPS has worked in all phases of lock, safe and alarm work and is an ACE ALOA instructor. This is the third time he has been named Author of the Year.



BEST SHOP IN THE WORLD WINNER
Federal Lock & Safe

Federal Lock & Safe, located in Arlington, VA, was named the recipient of this year's Best Shop in the World award. Mike Groves, who helped found the company 20 years ago, says the credit for this honor belongs to his team.

"Our shop manager, Brian Cameron, deserves the credit for this. He leads a great team of people, from technicians to housekeeping, that understand how important professionalism is," Groves says, adding that the shop is always professionally maintained.

"Our philosophy is that we're in the customer service business. We just happen to deliver that service through security. Every person here understands that client service is just as important as technical applications."

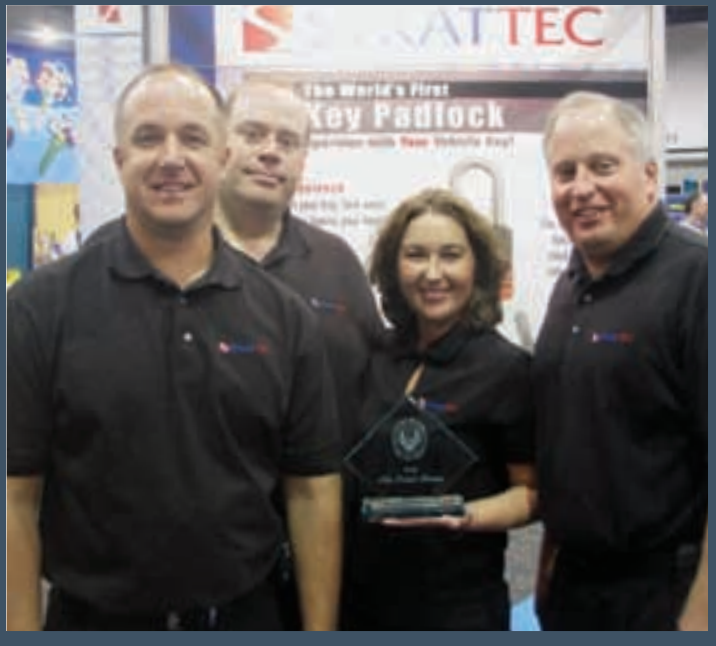
Second place in the contest went to Bonafide Safe and Lock Inc.

BEST VAN IN THE WORLD WINNER
TheKeyGuys.com

The winner of the 2009 Best Van in the World award was TheKeyGuys.com, which services the twin cities metro and surrounding areas of Minneapolis, St. Paul and other cities in Minnesota. Owner Brian Nystrom says his state-of-the-art 2009 Dodge Sprinter was designed with custom-fitted aluminum toolboxes that "pushed the design over the top."

"We really work hard at putting out a positive image for our profession," he says. "If you want to attract new customers, you really have to look the part. That's what we were going for with this van."

Second place winner was the Japanese company Kuro Key.



BEST NEW PRODUCT AWARD
STRATTEC Security Corp.

The winner of this year's Best New Product showcase was STRATTEC, which won for its new codeable padlock. The padlock is the first to provide users with the convenience of one-key access to both their car and a padlock.

"I think the simplicity of a one-lock solution was a big hit with everyone there," says Stephen Gilles, customer business manager for STRATTEC. "It works off the automotive key and everyone seemed impressed with it. For us, it was excellent to be able to get the kind of feedback we got from the locksmiths. We're really happy to win, and appreciated all the support and comments we received."

The codeable padlock offers thousands more key codes than a standard padlock, and its six-plate tumbler sidebar prevents picking and bumping. Gilles says that STRATTEC will soon be offering an extended line of locks offering the codeable technology.

ASF Banquet

A good time and a good cause come together for a night in Vegas.

The annual ALOA Scholarship Foundation (ASF) Fundraising Banquet was held Friday night at the Las Vegas Hilton. The ASF provides educational services, programs and assistance for the locksmith/security/safe and vault industries through a variety of objectives

At the banquet, Foundation representatives accepted generous donations from ASSA, Arrow, Allstate Insurance Co., Medeco and Professional Business Products (top and bottom, left). Marshall Merrifield, Chairman and CEO of Clark Security Products gave a presentation on how the economy is affecting the industry (top right). After Henry H. Printz, CML, was presented with the ALOA Award (see page 28), the crowd was treated to an entertaining and lively show by Men In Black, the ultimate Blues Brothers tribute band (bottom right).

ASF and ALOA thank all of the members who attended and helped make this night so memorable and enjoyable.

Editorial Board Meeting

During a CML breakfast on Thursday, Aug. 13, Jim Brinton (right) of Certification Management Services in American Fork, UT, gave a presentation on the new online test systems being offered by ALOA.

Gordon Racine. President of the ALOA Scholarship Foundation, introduced this year's ASF Scholarship Winners (far right, top). Pictured are: David Galloway, Trevor Perry, Preston Perry, Gordon Racine, Michael McGranahan, Michael Wyman and Ralph Forrest-Ball.

The ALOA Editorial Board (far right, bottom) is Greg Parks, CRL; William Lynk, CRL; Tom Demont, CML, AHC, CIL; and Lloyd Seliber, CML.

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Lifetime Achievement

Henry H. Printz, CML, named the recipient of the ALOA Award.

On Friday, Aug. 14, the industry awarded Henry H. Printz, CML, with its highest honor, the ALOA Lifetime of Outstanding Achievement Award. Printz, who accepted the award from 2008 recipient Marty Arnold, CML, said he was pleased and humbled by the honor.

"It is fantastic," Printz said. "It's amazing to spend 46 years — as of last month — in this industry and get recognized by my peers."

Although he wasn't informed of being the winner prior to the awards ceremony, he said that once they began reading the bio of the winner, "it wasn't too hard to tell it was about me."

Below is the introductory speech delivered by Marty Arnold.

Ladies and Gentlemen,

It is an honor and a privilege to present the ALOA Lifetime Achievement Award to a man who, without a doubt, deserves national recognition for his contributions to our profession over the last 40 years.

He served honorably in the U.S. Army during the Korean conflict. After his honorable discharge, he worked some odd jobs until he became involved with a locksmith shop in his area, and quickly learned the trade hands on.

After a few years he became a partner, and subsequently the sole owner, of the company.

ALOA AWARD RECIPIENTS:

1993 Edward A. Pfeil, Sr., CML
1994 Aaron Max Fish
1995 Brian D. Costley, CML, CMST
1996 Dan M. Graffeo, CRL, CMST
1997 Stanley C. Haney, CPL
1998 Harold (Hal) I. Tibbitts, CML
1999 Peter H. Field, RL
2000 Jerome L. Hoffman, RL, and Al Hoffman
2001 Jerome V. Andrews, CML
2002 Robert H. Stafford, CML
2003 None
2004 David M. Lowell, CML, CMST
2005 None
2006 Evelyn V. Wersonick, CML, CPS
2007 None
2008 Martin Arnold, Sr., CML
2009 Henry H. Printz, CML

2009 winner Henry H. Printz, CML, accepts the ALOA Lifetime of Outstanding Achievement Award from the previous year's winner, Marty Arnold, CML, during the 2009 ALOA Convention.

When he became active in his state association, his leadership qualifications became so obvious that the membership elected him as their president.

He joined ALOA in 1971. Within a few years he was elected to the Board of Directors and served or chaired every committee in existence. His region elected him vice president and in 1991 he became president of ALOA, serving our association through the largest period of growth in its history.

He was a member of the original Proficiency Registration Committee and he was a valuable contributor to the PRP program by researching and organizing data for examinations, and traveling the country to proctor PRP exams.

In 1993 he was instrumental in merging the Safe and Vault Technicians Association into ALOA and served as its first president, giving SAVTA a new life and future.

As a great believer in education, tonight's recipient was always willing to share his knowledge with others. He has taught many classes on local, national and international levels during his long service in our industry.

He has been recognized many times as an outstanding contributor to our industry and is the 1995 recipient of the prestigious Philadelphia Award. Tonight, we add even more to that long list of accolades.

Ladies and gentlemen, please welcome the 2009 recipient of the ALOA Lifetime Achievement Award, Mr. Henry Printz, CML.

The award reads, "The ALOA award is presented to a living person who has shown a lifetime of outstanding achievement in and support for the locksmith industry through their contributions in education, association service and public relations."

Understanding the ALOA Award

Learn the meaning of the most prestigious award in the industry.

The ALOA Lifetime of Outstanding Achievement (ALOA) award is recognized as ALOA's "Premier Presentation" in the locksmith industry.

The ALOA Board of Directors recognized that there are those who spend a large part of their lifetime helping their colleagues in the locksmith profession. They serve as officers in local and national associations, instructors, committee chairs and industry leaders as well as active members who unselfishly volunteer their time and assistance to their peers, many times without even being asked. It was decided that these individuals should be recognized for their outstanding achievements in the fellowship of locksmithing. The first ALOA Award was presented at the 1993 annual convention.

The ALOA Award is presented to a living person who has shown a lifetime of outstanding achievement in and support for the locksmith industry through their contributions in education, association service and public relations. The ALOA Award recipient is chosen by the most recent three recipients of the ALOA Award.

ALOA AWARD CRITERIA:

1. Awarded to a living person who has shown a lifetime of outstanding achievement in, and support for, the locksmith industry. Recipient must have made outstanding contributions to the industry through education, association service and public relations.
2. Given only once a year.
3. Presented at the ALOA banquet by the ALOA President or his designee.
4. Does not have to be awarded if a suitable applicant cannot be found.
5. Can be received only once.
6. Cannot be given posthumously unless recipient has died after selection by committee.
7. Recipient may not be a seated member of the ALOA board.
8. Recipient must be currently active in the industry, but may be retired from active work as long as they are showing active support for the industry.
9. The award committee may receive suggestions for the recipient, but will not be bound by those suggestions.
10. Recipient is to be selected by the most recent available past three recipients.

Membership Meeting

New ALOA board seated, outgoing members honored.

The 2009 Annual Membership Meeting was held Thursday, Aug. 13, at the Las Vegas Convention Center. Before the meeting began, keynote speaker Bryan Dodge started the day with a lively and motivating talk.

After being called to order, the board (below and bottom left) approved the minutes of the last two meetings. Outgoing President Ken Kupferman, CML, CPS swore in new Southeast Region Directors Jim Wiedman, CML and Dallas Brooks, and new President Hans Mejlshede, CML (bottom right).

ALOA recognized outgoing Southeast Region Directors Steve Myslick, CRL (opposite page, top left) and Tom Gillingham, Jr., CML, CPS, CIL (top right) for their years of service. Ken Kupferman was named a Lifetime Member (middle left), and John Soderland, CML, CMST, CIL (middle right) was given the President's Award.

Bobby DeWeese, CML, CPS presented Tom Foxwell (bottom left) with the Ernest Johannesen Award for Tom's ongoing service to the industry. Named after ALOA's founding president and awarded by the Maryland Locksmith Association, this honor is only given out when an individual emerges as an exceptional asset to the association. The award hadn't been given out since DeWeese earned it in 1996. To conclude the meeting, new president Hans Mejlshede, CML, addressed the group.

MEMBERSHIP
MEETING

MEMBERSHIP
MEETING

MEMBERSHIP
MEETING

MEMBERSHIP
MEETING

MEMBERSHIP
MEETING

Google

HOW TO FIGHT THE CYBER BATTLE

Learning Locksmith Internet Defense 101 can help save your business.

Over the past two years the following comment has been heard from frustrated locksmiths with increasing frequency: "Scammers have hijacked my listing and are stealing my calls, my call volume has dropped and no one will help me!" This complaint can evolve from a number of processes, some of which a locksmith can control, others that can only be reacted to through legal channels. The techniques and methods discussed in this article aren't a replacement for legal action against an individual or organization that has infringed upon a registered trademark or your business name. However, these first steps that we'll discuss may reveal attacks on your business that you may not even be aware of that are affecting you right now.

"Therefore, those skilled in war bring the enemy to the field of battle and are not brought there by him."
- Sun Tzu

WHY IS THIS HAPPENING?

Stickers: The locksmith industry has always been prone to subtle attacks to gain an unfair advantage over competitors. Examples of this can be seen in outbreaks of stickers that are affixed en masse to every door, mailbox and key slot that unscrupulous marketers can find. Many areas have outlawed this practice and will force the offending company to remove the stickers and clean up the residue left behind.

AAAAAAAAAA Locksmith: Another example of a subtle tactic that's generally accepted within the locksmith industry is the use of alphanumeric manipulation of company names in yellow page listings in order to appear higher up in the listings. There is nothing really illegal or unethical in this particular practice but it is an example of how names of companies and directory listings have always been intentionally manipulated to gain a competitive advantage.

Multiple listings: The tactic of employing more than one business name in yellow page listings, often legitimately so because of purchase of multiple companies by one owner, has been around for many years. There's a pure mathematical advantage to having more than one listing. A customer simply picking a locksmith at random out of the phone book or other directory has a greater chance of picking a company with more than one listing, in fact, with all other variables equal, it doubles the chances of one company being picked over another.

Physical addresses where no shop exists: Based on surveys conducted by ALOA, www.Clearstar.com and others, "mobile only" locksmiths make up a significant percentage, if not a majority of all locksmiths — at least of those participating in surveys. Using a home address in a directory listing is not only ill advised but may even be dangerous or simply not permitted by zoning issues in your area. This hasn't been a significant problem for many years because the yellow pages didn't require a listing of an address to have a display ad or an in-line listing. We'll discuss in a

COMMON CONCERNS » Answers to some of the most frequently asked questions.

Q. What if I find my ad but someone has already claimed it?

A. Google has set up a report form at http://maps.google.com/support/bin/request.py?contact_type=maps_spam to help report spam abuse. You can also find this page by typing "I found spam" into the Google search engine, the page you are looking for is at the top of the page. The form is self-explanatory and gives you a place to say, "Hey this is my business name and someone else is using it!"

Sometimes these are resolved very quickly other times they are not. The ugly truth is that some business names are SO common that no one can really claim it as their own. "A1 Locksmith" is an extremely common name in many cities and variations to the name such as "A1 Lock and Key," "A1 Safe and Lock" or "A1 Locks and Locksmiths" are going to be very hard names to defend and Google is unlikely to delete any listings that are this common. A similar variant that's extremely hard to defend is a personal name and the word locksmith, such as John's Locksmith.

Q. What other sneaky things are the scammers doing to rip me off?

A. One of the most effective tactics used by scammers is to buy multiple listings of your business name from the phone company to appear in directory assistance databases. These listings can appear in 411 for a year or longer before they show up in local phone books or even on the Internet. The trick is to outnumber you in the directory assistance database so that when a customer calls 411 and asks for "AA1234 Locksmith," the directory assistance operator is presented with several phony "AA1234 Locksmith" listings and only one of your true listings. To combat this, you have to call directory assistance from multiple mobile phones and your local land line phone and specifically ask for your business name. Do this 10 times to ensure that you are always given your number. What you may find is that two out of 10 customers are given the phony phone number. That could help explain a 20 percent reduction in sales over last year wouldn't it?

Q. I'm sick of these scammers, how can I help put an end to this nonsense once and for all?

A: We'll never get rid of the scammers. They'll continue to surface as long as there's money to be made. The best that we can do is work together with our associations, law enforcement and the legal system to educate the public about the scammers. Many locksmiths want to "fight fire with fire" by embracing "scammer tactics" on the Internet and in other forms of advertising. The low road leads down, it always has and always will.

Many of us can certainly step up our marketing game, but we need to build from a firm foundation. That foundation starts with the name of your business. If your business has a name that isn't "trademarkable," meaning the legal system won't grant you a trademark on your name, you may want to consider changing your name to something more unique and harder for scammers to exploit. A strong, defendable name will make your company reputation harder for our clever adversaries to "tap into."

moment what factors have caused this to suddenly become a major practice and why.

WHAT HAS CHANGED?

There are really only two changes that have caused this major recent shift in our industry:

1. **People:** Smart but ruthless people have realized the profitability and the holes in the armor of the locksmith industry, these holes have allowed these ruthless people to manipulate the industry for maximum exposure in a very short period of time.

2. **Technology:** Changes in how information flows regarding business. Most notably is the increased usage of the Internet and other vertical directories such as online yellow page type services. These online services use specific search patterns to find, sort and display results for locksmiths.

The business of changing people is an inexact science at best. It is appears that the people behind many of these exploits are unwilling to change their tactics and play on a level playing field with the rest of the industry. So the only option left is to step up our game and embrace the very technologies that are being manipulated against us. So the fight begins.

Three main search engines on the Internet enjoy the vast majority of the market share. Google, Yahoo and the Microsoft engine, Bing. Of these, Google enjoys nearly 70 percent of the entire market share. So seven out of 10 times when a person goes on the Internet to search for something, they go to www.google.com. This article will focus on Google,

Q. I have tried everything, but the scammers have taken all my ads and have taken out dozens of variants of my business name in 411. If something doesn't happen soon I will be out of business! What can I do?

A: One locksmith who had variants of his name hidden in 411 experienced a $40,000 monthly reduction in sales. This staggering loss was only resolved through formal legal action against the perpetrators. The process started with consultation with an attorney, involved professional investigation, multiple subpoenas of third party phone companies, affidavits from customers who were deceived, numerous reports to state licensing agencies and ended in an agreement to transfer custody of the numbers (and several other stipulations). The process took approximately six months and cost about $25,000 in legal fees.

In this example, the legal fees were miniscule compared to the loss. If multiple locksmiths in your area are being targeted, put your money together to pay the retainer for a lawyer to work on your cases at the same time. Much of the research done for one company will apply to other local companies that are being ripped off and you can help each other save money.

Q. I want to fight but I don't even know who I'm fighting against – all of the addresses are fake and the call center that answers won't give me any information, what do I do?

A: The scammers have developed a very sophisticated web of shell companies and camouflage. However, there is a way to clearly identify who's doing this to you. It starts with visual proof (Internet screen shot, saved text message from 411 or a copy of yellow pages) and the phone number(s) of the offending party. Have an attorney or a paralegal file a "John Doe" lawsuit against the owner of the phone number and name the phone company of origin as a principal witness. The phone company providing the number is identifiable by using a site such as www.usaphonelookup.com this will tell you the phone company of origin.

The first result of that lawsuit is a subpoena that's issued to the phone company to release the information on who owns that phone number. The next phase is either a cease and desist being issued against the scammer parent company by your attorney/paralegal or, if you feel that irreparable harm has been done, pursuing the lawsuit as far as necessary to get vindication. There's no shortage of attorneys and there's no shortage of locksmiths and customers being exploited.

It's important to note that, if they agree to settle with you, include a provision in your settlement that you want the phone records from those numbers since they began using your name. This list of customers and contact phone numbers for the customers can be used later to help launch a class action lawsuit on behalf of the customers. It will be hard/next to impossible to get an attorney to take your case on contingency, but if several hundred to several thousand local consumers have been ripped off, the attorney will have more incentive to take that case.

One thing is certain: If you simply stand by and ignore how technology is affecting the industry or depend on others to fight for you, the only thing you'll have to worry about is if the scammers are hiring.

but the tactics described here are important for other search engines and vertical directories as well.

1 Go to Google: Launch your Internet browser and type in www.google.com to the browser address bar at the top. (Fig. 1 ↘)

2 In the search engine search bar type in the name of your city and the name of your business. (Fig. 2 ↘)

3 When you click search you will likely be presented with a display similar to the display in Figure 3 below. (Fig. 3 ↘)

4 This area is commonly referred to as the "10 pack." It's the result of many factors. What we're interested in is finding your listing. If you're in the 10 pack, congratulations — it's a good place to be. However, what we want to do next is click the top title section that says, "Local business results for (your name) Locksmith near Austin, TX."

5 The next page will display the local business results (Fig. 4). Look through these until you find your business listing. You may wonder how your information got into this directory. Google gets its local business information from a wide range of sources including database uploads from utility yellow pages, other internet directories and other information vendors.

The fact that many locksmiths are not aware that they have a Google ad is one of the reasons that the scammers have been able to "capture" these ads without anyone knowing it. If you don't see your ad on the first page then click the bottom area of the page (Fig. 5) to advance to the next page. If you're searching for your company name and city location, you should appear on the first page or two. If you don't find your listing, it's possible that your information isn't in the Google directory and will require some different actions further in the process.

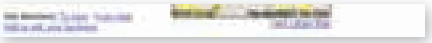
(Fig. 4 ↘)

(Fig. 5 ↘)

6 Once you click your ad, you should see a more detailed listing for it (Fig. 6).

(Fig. 6 ↘)

7 On this detail screen. look at the upper left side of the screen and you'll see one of two messages. One will say "Edit" the other may say "Add or edit your business." If you or someone else has already "claimed" the ad it will normally only say "Edit." If you haven't found a true ad for your business, you can do so now by clicking "Add or edit your business." Either way. click the "Edit" link (Fig. 7). (Fig. 7 ↘)



8 The next screen will depend on whether or not you've already signed up for a Google business center account. If you haven't, click "Sign in" now. (Fig. 8↘)

9 Click "Create account now." (Fig. 9↘)

10 Fill in the information needed on the screen. You simply have to put your email address and a password. You may want to uncheck "Enable Web History" and "Make Google default home page" (Fig. 10↘)

11 Once you're signed in and have clicked your account you will see the following screen. Select "Edit this information" (Fig. 11) and click "continue" (Fig. 12).

(Fig. 11 ↘)

(Fig. 12 ↘)

⑫ The next screen will allow you to make corrections to your listing such as correcting the address, name, phone number, etc. (Fig. 13). Don't enter a fake address. In the next steps, Google offers options to verify that this is your ad and, in some cases, will force a post card validation, which won't work with a fake address.

Warning: Google will display the address that you put in this block. If you don't want your home address displayed, make sure you have a business address you can provide. This is a sore issue for many mobile locksmiths who don't want people showing up at their house for service! The reality is that Google and just about every other directory is going to require you to enter an address to claim your listing.

Common Question: There are lots of ads that don't have an address (perhaps even your own ad) listed, why do I have to list mine?

The simple answer is: You don't have to claim your ad. You can leave it without the address but be aware that it is susceptible to being "taken" from you by the clever but unscrupulous people we discussed earlier.

This point is central to entire issue of scammers; they don't mind using fake addresses. If you don't have a business address, there are a number of options but one of the simplest and fairest solutions is this: Ask a locksmith in your town who does have a shop for permission (sign a written agreement if needed) to use their shop address for your Internet advertising.

Q: But won't I be helping my competitor?

A: Yes, if someone is interested in coming into a shop to have work performed, they'll go to your competitor's place of business. However, if they're simply calling for mobile service, they'll still call you. Other options would include buying a shop, renting a shop or renting space in a business center. The drawback to a business center address is that a customer could show up at the business center. (Including a message in your ad that says, "Mobile Only" or "Address for Mail Only" can mitigate this situation.) (Fig. 13 ↘)

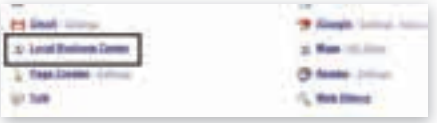
⑬ Once you have corrected and filled out your information, click "submit" at the bottom of the page. (Fig. 14 ↘)

⑭ The next screen (Fig. 15) is the validation screen. This is the most important step and you can mess this up if you aren't ready. It gives you two options; to verify by phone or to verify by postcard. If you select the phone option, Google will call you immediately (or in five minutes if you choose) on the phone number listed in the ad. If you use an answering service they may not know how to react to this phone call, so call them and let them know what is going on before you click the button. When they call, Google will give you a five-digit numerical code that will have to be entered onto the screen.

If you choose the postcard option, Google will send you a postcard in one to two weeks with a code number on it that you will have to enter into your account later to claim the ad. If you have a shop or a suitable mail location, it is better to take the postcard option. In fact, Google could virtually eliminate the scammers from their directory by requiring postcard validation of any address in their system.

This would prevent a company in New York for example from taking out thousands of fake ads in another city with fake addresses simply because they'd have to go to those address and pick up the postcard to get the code number! This has been formally suggested to Google as a solution to their "locksmith" problem. (Fig. 15↘)

⑮ Once you get your call or postcard, you can return to your Google account and select the local business center (Fig. 16↘).



⑯ You will see the ad that you're trying to claim and a place to enter the pin number that you received by phone or mail. Once you enter the pin number, you'll get notification on the screen that you've successfully claimed the ad. (Fig. 17↘).

⑰ After completing this validation, you can go to your local business center to make future changes. However, be aware that if you make a change to the telephone number or mailing address, it will require you to "re-validate" that information in many cases.

Congratulations, you have just claimed your Google local ad and helped deny scammers a revenue source based on your hard work and reputation!

If you have multiple locations or phone numbers you should repeat this process for any ads you have on the Google Local Business Center.

Convention Highlights

Celebrating efforts and fighting scammers topped the list of activities for the Legislative Action Network Council.

For those of you who were not able to make the ALOA Convention and Security Expo in Las Vegas this year, you missed some great legislative meetings! Here are some of the highlights:

LAN COUNCIL RECEPTION

ALOA celebrated the efforts of its grassroots legislative team at its annual Legislative Action Network Council reception. ALOA's Legislative Manager Tim McMullen, JD, CAE thanked everyone for their hard work to make this year so successful for the locksmith industry. Special awards were given to associations and members who went above and beyond duty to promote the locksmith industry in their states.

Legislative Action Network Person of the Year awards were presented to Tom Foxwell, Sr., RL for his achievement in spearheading the passage of locksmith licensing in Maryland and Rob Reynolds, CPL, CPS for his significant assistance in combating locksmith scams. The Legislative Action Network recognized both the Central and Southern Locksmith Associations and the Rocky Mountain Locksmith Association for their members' involvement with the Colorado Attorney General in combating locksmith scams.

Finally, the Legislative Action Network Chapter of the Year honor went to the Minnesota Chapter of ALOA for its public awareness campaign in combating locksmith scams.

The Legislative Action Network (LAN) Council is an important instrument for rais-

ing the standards of our profession through the legislative process by making sure that locksmiths have the final say in how our industry will be run. For more information on how to become a Council member visit www.aloa.org/legislation and click on "Join the Legislative Action Network Council."

STATE OF THE STATES ROUNDTABLE

More than 20 representatives from ALOA chapters and locksmith associations across the U.S. and Asia met to share concerns, ideas and updates on what is happening in their states and countries. ALOA's Legislative Manager Tim McMullen, JD, CAE began the meeting by highlighting the bills introduced in 2009 that affected the security industry. States in attendance included Alabama, California, Florida, Maryland, Michigan, New Jersey, Texas, Wisconsin and Virginia. Also in attendance were representatives of the Japan and Korean Chapters.

ALOA UPDATE: SCAM ALERT

ALOA's Legislative Manager Tim McMullen, JD, CAE updated over 60 members Wednesday evening on the association's efforts to fight locksmith scams. He outlined ALOA's ongoing strategy, which includes public awareness with area's on the Web site where consumers can learn more about locksmith scams and file a complaint with their attorney general, the FTC and the FBI (for internet fraud). He also highlighted his work with state attorneys general, the Better Business Bureau and the Federal Trade Commission. Finally, he went through some of the state licensing bills that have tackled the locksmith scam situation through legislation.

Tim then highlighted the action items that came out of the April 16th meeting held at the ALOA Headquarters. Industry leaders and press met to discuss the issue of "locksmith scams," and how the industry can work

Tom Foxwell, Sr., RL receives the Legislative Action Network Person of the Year Award.

Rob Reynolds, CPL, CPS receives the Legislative Action Network Person of the Year Award.

Rosemarie and James Elwood accept the Legislative Action Network Chapter of the Year Award on behalf of the Minnesota Chapter of ALOA.

together to combat the problem. Attending were Gale Johnson and Nancy Brokamp from Locksmith Ledger, Greg Mango from the National Locksmith, Arnie Goldman and Dan Floeck representing the Security Hardware Distributors Association (SHDA), and Rob Reynolds, CPL, CPS (Systems Forward) and Larry Friberg (LegalLocksmith.com), as well as the President, Executive Director and Legislative Manager from ALOA.

There was much discussion regarding how to beat the scammers, but in the end it was decided that ALOA needs to introduce programs that "set it apart" from the scammers.

The first action item was to produce a Public Service Announcement (PSA) and a print mailer for members to use either to hand out in their shops or mail to consumers in their area. Tim then premiered the 60-second, 30-second and 15-second radio and television spots produced by ALOA. The PSAs have the ALOA tagline, "Locksmiths You Can Trust" on the end, but another set was produced with no ALOA tagline so members can put in their own company tagline and logo.

The three publications all agreed to run an article on how to combat deceptive listings on the internet and how to claim your site back if it's been "hijacked."

Because this issue takes resources above what's available at the ALOA Headquarters, Tim asked individuals at the meeting if they'd be willing to be the "point person" for their states. Many came forward to be such a resource. If you are willing to be that "point person" in your state, please email tim@aloa.org

Next, he highlighted the improved FindALocksmith.com™ website that will give the public an easier way to locate an ALOA member in their area. Enhanced features are an "opt out" procedure, a way for ALOA members to enter data like specialties and shop hours, a radius search and the ability to list multiple valid locations.

Tim reviewed a future project that will provide a Web site template for members that's tied to the metatags in FindALocksmith.com so they'll appear on the first page of an Internet search for locksmiths in their area.

TMP Directional Marketing was introduced to educate those in attendance on the new 55 million dollar directory advertising program ALOA has undertaken. This program will allow members to advertise under a trademark ad in a column with the other ALOA members. This column ad will be supported by a branded ad that will appear elsewhere in the "locksmith" heading. Also, by having close contacts with the directories nationwide, TMP can cut down on the number of non-members using the ALOA logo.

TMP also gave a great seminar on how to create an ad that will grab the public's attention and also how to make sure your listing won't get hijacked in the first place!

Many members immediately signed up for this program at the ALOA Legislative Booth during the Security Expo.

Gordon Racine, CML accepts the Legislative Action Network Association of the Year Award on behalf of the Central & Southern Locksmith Association.

Gordon Racine, CML and Paul Newman accept the Legislative Action Network Association of the Year Award on behalf of the Rocky Mountain Locksmith Association.

CORRECTION

Bill Mandelbaum, CPL was mistakenly left off the August Keynotes LAN Council listing.

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Photos by Cindy Baldhoff

Final Glance

A last look at ALOA's 2009 Convention.

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