Founded In 1949

THE PROFESSIONAL LOCKSMITH

The Official Publication of the
Greater Philadelphia Locksmith Association

WWW.GPLA.ORG

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Our next meeting will be held on October 20th, 2025

Location:
Tiffany On The BLVD
9010 Roosevelt Blvd
Philadelphia, PA 19115

Time:
6:30PM for Dinner, 7:45PM for Meeting Only

Dinner Cost:
$5.00 Per member
$25.00 Per for non-members
The meeting is at no charge.

Program:
EDM Solutions
Schlage's new removable core format

The members of GPLA would like to thank

LAB Security
for their generous donation of
two pick sets and two large pin kits.
Your continued support is truly appreciated!

PRESIDENT'S MESSAGE

Dear Members,

Welcome back! I hope each of you had a refreshing and enjoyable summer.

Whether you're a longtime member or joining us for the first time, I'm proud to have you as part of our dedicated community of professionals.

As we resume our activities this fall, I want to share that I will not be able to attend our October general meeting. Many of us, including myself, will be representing GPLA at the Yankee Security Convention. This event offers a valuable opportunity to connect with locksmiths from other regions, engage with industry leaders, explore emerging technologies, and bring back fresh insights to benefit our association.

In my absence, I encourage you to attend the GPLA general meeting, engage with fellow members, and continue building the strong network that defines our organization. Your ongoing commitment to excellence and community is what makes GPLA thrive.

Thank you for all that you do.

Respectfully,

Paul Kline

President, GPLA

SOME HUMOR

I adopted a dog from a locksmith.

As soon as we got home, he made a bolt for the door.



GPLA Membership Meeting Minutes

Date: September 15, 2025
Location: Tiffany On The BLVD, Northeast Philadelphia
Time: 7:45 PM
Presiding: President Paul Kline

Opening:
Sergeant at Arms Jim Handschuh Jr. led the Pledge of Allegiance.

Guests Welcomed:
Diana Barnum, Ari Wilensky, and Alex Ruiz (Allegion)

Program:
Alex Ruiz from Allegion presented the Schlage Arrive Smart WiFi Deadbolt.

Previous Meeting Minutes:
Not covered.

Treasurer's Report – Marty Arnold:
- Treasury reports have been shared with board members over the past 3 months.
- Final election of finances will be reviewed at the next board meeting.
- Expenses recorded:
  - $1,000 scholarship to the ALOA Foundation
  - $103 donation in memory of Dana Bartum
- Finance report available to members upon request.
- Membership updates:
  - Adam Schriever withdrew his application and requested removal.
  - Ray Wible has not paid dues and has not responded to contact attempts.
  - These cases will be reviewed with the Membership Chairman at the next Board meeting.

President's Report – Paul Kline:
Welcomed members back from summer break and thanked everyone for attending in person and online.

Board of Directors Report – Sven K. Hellwig Sr.:
- September meeting was not held due to scheduling conflicts.
- October meeting rescheduled to September 29.
- Introduced new Recording Secretary: John D. DePew.

Membership Report:

- Vice President Mike Nimmo reported no new updates regarding membership.
- Sven K. Hellwig Sr. announced that Major Sampson III of Philadelphia Lock Systems submitted a membership application and was present at the meeting.

Correspondence Report – Jim Handschuh Sr.

- Ongoing discussions with Chloe Martin from Wikipedia regarding a potential GPLA web listing.
  - Benefits include improved web presence, visibility, credibility, SEO, and B2B marketing.
  - Proposed services:
    - Creation of a Wikipedia page for GPLA from scratch
    - Content formatting, source integration, and notability enhancement
    - Google Knowledge Panel setup and social media verification
    - Ongoing maintenance (3, 6, or 12 months), unlimited revisions, and uptime monitoring
    - Sample drafts have been created for review
    - Service tiers and pricing will be discussed at the next Board of Directors meeting
- A list of recent correspondences was submitted and is available upon request.
  - Topics include:
    - Health and Welfare:
      - Dana Barnum
      - Ed Capreri's wife
      - Harry Maurer
      - Ed Fitzgerald's brother
      - Jack Magee's father
      - John P. Williams (get well)
  - Convention information
  - Training opportunities
  - Graduate recruitment

Due to the high volume of incoming requests, Jim Handschuh Sr. has created a new GPLA contact form submission group. This system routes inquiries to a centralized list, allowing for quicker and more efficient responses.

Sven K. Hellwig Sr. recommended that a membership or convention application be sent in reply to anyone expressing interest. These applications should then be forwarded to the Membership Secretary for follow-up.

Education Committee: – Randy Carpenter & John Williams

- Planning for the upcoming symposium is ongoing.
- Meeting rooms are reserved at the DoubleTree Philadelphia Airport Hotel for February 25–26, 2026.
- The event will span two full days, with 1½ days dedicated to training classes.
- Class topics and presenter confirmations are still in progress.
- Additional planning is underway for activities, meals, and logistics.
- Advertising needs to begin soon to inform potential students.
- Budget constraints are a concern and may affect class pricing.
- Final decisions are needed soon as February is approaching quickly.

Health and Welfare:

- Acknowledgments for the passing of:
  - Dana Barnum
  - Ed Capreri's wife
  - Harry Maurer
  - Ed Fitzgerald's brother
  - Jack Magee's father
- John P. Williams (Get Well).

Diana Barnum, in attendance, expressed heartfelt thanks for the condolences and support from GPLA members. She shared touching stories and memories of Dana.

Zoom Meeting:

- Functioning properly; no issues reported.

Newsletter:

- No new updates.

Website:

- No new updates.

Communications:

- No new updates.
- Paul Kline will provide Constant Contact login credentials to Jim Handschuh Sr.

Legislation Reports: - Presented by Jack Magee

- **Pennsylvania:** No updates reported.
- **New Jersey:**
  - The state of New Jersey is actively reviewing websites of companies offering locksmith and alarm services to verify proper licensing.
  - Enforcement efforts have expanded to include subcontractors for DIY alarm systems (e.g., SimpliSafe), ensuring compliance with state licensing requirements.

- Recent fines issued:
  - Precision Lock Company: fined $5,000, paid $450
  - XF Computers Company: fined $5,000, paid $450
  - CSAV Company: fined $5,000, paid $500
  - NJP System Inc.: fined $18,000, paid $18,000
  - Attrib Solutions: fined $5,000, paid $2,900

Program:

- Upcoming programs will be presented at the next Board of Directors meeting.

By-Laws:

- A list of by-laws will be provided and discussed at the next Board of Directors meeting.

Convention:

- D.J. Dabenigno, President of the Yankee Security Convention, introduced himself and shared details about the upcoming event (October 21–25).
- Additional discussion about the GPLA symposium will take place.
- GPLA anticipates hosting its own convention again in 2026.

Old Business:

- No updates reported.

New Business:

- Steve Kaufman (IDN) announced an event at Top Golf with Allegion on Friday, October 3.
  - Members interested in attending should contact Steve directly.
- October Board of Directors meeting is scheduled for September 29.
- The October 20 general meeting is under review, as Paul Kline, Sven Hellwig, Mike Nimmo, and other board members will be attending the Yankee Security Convention.
- Jim Handschuh Sr. has been asked to lead the October 20 meeting; this will be discussed further at the upcoming Board meeting.

Good of the Association:

- Barry presented at ALOA and awarded a $1,000 scholarship. Keynote speakers included Trumpy and Wendy.
- Vern Kelly, in attendance, expressed appreciation to GPLA for its scholarship donation to ALOA.

Tips and Tricks:

- **Safe:** No updates.
- **Commercial:**
  - Fire lock available for approximately $75
  - SC4 in small format core now available; to be demonstrated at the October meeting.
  - EDM solutions discussed.
- **Residential:** No updates.
- **Automotive:**
  - New proximity keys for Nissan and Honda require matching IC numbers (not just FCC numbers)
  - NASTF key-making price for Ford has increased to $120, approaching dealership pricing
  - 2025 Silverado issue: vehicle failed secure; battery died with key locked inside

Raffle:

- Sergeant at Arms Jim Handschuh Jr. announced that winners could choose between $43 cash or other prizes.

Adjournment:

- Motion to adjourn was made by Jim Handschuh Jr. and seconded by John Williams.
- Meeting adjourned at 9:21 PM.

Respectfully submitted,
John D. DePew, Recording Secretary

FEATURED ARTICLE

Running a successful locksmith business requires more than just technical skill—it demands smart strategy, strong branding, and excellent customer service. Whether you're just starting out or looking to scale, here are proven ways to take your locksmith business to the next level:

🔑 1. Expand Your Service Offerings

Diversify to meet more customer needs.

- Offer emergency services like 24/7 lockouts to attract urgent calls.
- Specialize in niche areas such as smart locks, automotive key programming, or commercial security systems.
- Provide security consultations to upsell advanced solutions like CCTV, access control, and safes.

🌐 2. Build a Strong Online Presence

Make it easy for customers to find and trust you.

- Create a professional website with clear service descriptions, contact info, and online booking.
- Optimize for local SEO so you appear in searches like “locksmith near me.”
- Encourage reviews on Google, Yelp, and Facebook to build credibility.

📣 3. Invest in Marketing

Reach new customers and stay top-of-mind.

- Run targeted ads on Google and social media platforms.
- Use email marketing to stay in touch with past clients and offer seasonal promotions.
- Partner with local businesses like realtors, property managers, and car dealerships for referrals.

⚙️ 4. Streamline Operations

Save time and reduce costs with smart tools.

- Use scheduling software to manage appointments and dispatch technicians efficiently.
- Implement GPS tracking to optimize travel routes and reduce fuel costs.
- Adopt mobile payment systems for faster transactions and better customer experience.

🤝 5. Prioritize Customer Service

Happy customers become loyal customers—and your best marketers.

- Be punctual and professional—this builds trust and repeat business.
- Follow up after service to ensure satisfaction and ask for feedback.
- Offer guarantees or warranties to show confidence in your work.

📊 6. Monitor Your Financials

Know your numbers to grow your profits.

- Review pricing regularly to stay competitive while maintaining margins.
- Track KPIs like average job value, customer acquisition cost, and retention rate.
- Use financial models to forecast growth and plan investments wisely.

Improving your locksmith business is a mix of technical excellence and business savvy. By expanding your services, enhancing your visibility, and delivering top-tier customer experiences, you'll unlock new levels of success.

If you have an idea for an article or you would like to contribute to the newsletter, please send John D. DePew an email at smart4locksmith@gmail.com

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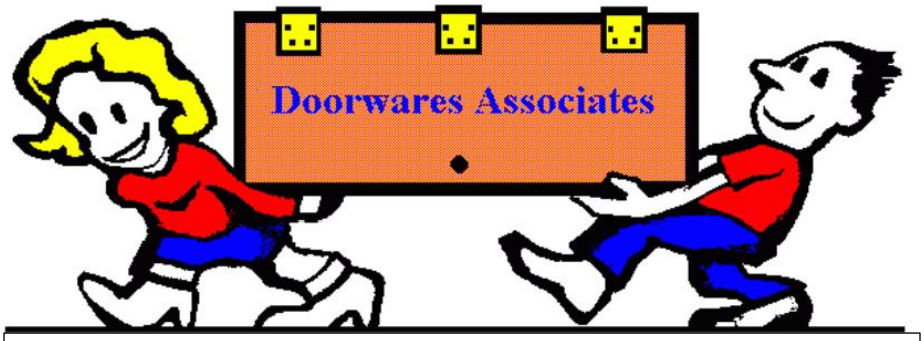
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