



THE PROFESSIONAL LOCKSMITH
 Official Publication of the
 Greater Philadelphia Locksmith Association
 By: Jim Handschuh, Jr

WWW.GPLA.ORG

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**Our next meeting will be on
 April 21st, 2025**

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

Dinner 6:45, Meeting at 7:30

Dinner will be served at 7:00 @ \$5.00 Per member
\$25 for non-members or just show up at 7:30 to attend
the meeting at no charge.

PROGRAM

Corey Bigler

**Regional Sales Manager at PDQ
 Manufacturing**

All about PDQ Hardware

PRESIDENTS MESSAGE

Hello Members,

Even though it's Spring, it sure doesn't feel like it so hold off on those shorts for a week or two. The next membership meeting will be Monday, April 21 st at Tiffany's Diner On The Boulevard, Philadelphia, PA. After al...where else can you get a good meal for 5 dollars? I will be adding a new section to the meeting agenda called Tech Tips. GPLA has always been a great place for training and information so I will be asking for tips on 4 different categories: Commercial, Residential, Safes, and Cars. Any tip, big or small...I'll take them all! These tips will be published in the monthly newsletter.

We will be voting on 8 new members. I would like if everyone could clear their calendars and attend this meeting as it is important to GPLA's future.

Respectfully,

Paul Kline, President

SOME HUMOR

Why don't cannibals eat comedians?
They taste funny



**GREATER PHILADELPHIA
LOCKSMITH'S ASSOCIATION**

Minutes of the January 2025 GPLA General Membership Meeting

17 MARCH 2025 TIFFANY'S ON THE ROOSEVELT BOULEVARD

1. MEETING CALLED TO ORDER 20:07

2. PROGRAM PRESENTED BY LOGAN HUMPHREYS OF JESTEC, JESTER ASSOCIATES

a. TOPIC – PRODUCT PRESENTATION FOR MANUFACTURER THEY REPRESENT.

b. ABH – INCLUDING DOOR HOLDERS, CONTINUOUS HINGES, HOSPITAL PUSH/PULL LATCHES AS WELL AS A WIDE ARRAY OF PRODUCT OFFERINGS.

c. OF PARTICULAR NOTE: THEIR PRODUCTS ADDRESSING ANTI-LIGATURE NEEDS.

d. MANY OF THEIR PRODUCTS PROVIDE OPPORTUNITIES FOR ADDITIONAL SERVICES OUR MEMBERS CAN PROVIDE DURING EXISTING SERVICE CALLS TO BETTER SERVE OUR CUSTOMERS.

3. END OF PROGRAM

4. BEGIN MEETING

a. ABSENT WITHOUT NOTIFICATION:

i. MR. MIKE NIMMO

ii. MR. KEN KRAMER

b. ABSENT WITH NOTIFICATION:

i. RANDY CARPENTER (MEDICAL ABSENCE)

5. RECORDING SECRETARY – MR. DONAGHY, READ THE MINUTES FROM THE PREVIOUS BOARD

MEETING. MOTION TO ACCEPT:

i. 1 ST – LARRY SCHWAB

ii. 2 ND – JOHN WILLIAMS

6. TREASURER'S REPORT – TREASURER MR. MARTY ARNOLD

a. CONFIRMED REPORT FROM 3 RD FEBRUARY 2025 BOARD OF DIRECTOR'S REPORT

b. TAXES HAVE BEEN FILED FOR 2024, NONE DUE, EXCEPT FILING FEE.

c. MEMO TO MEMBERSHIP CHAIR (MR. NIMMO), NEEDS NAMES OF NEW MEMBERS SO WE CAN SEND THEM THEIR DUES NOTICES.

d. 8 ADVERTISERS DISCUSSED, AND WHO HAVE PAID FOR THE NEWSLETTER ADVERTISEMENT.

e. MOTION TO ACCEPT:

i. 1 ST – FRED WILLIAMS

ii. 2 ND – JIM HANDSHUH JR.

7. PRESIDENT'S REPORT

a. MEAL FOR 5.00 APPROVED BY MEMBERSHIP AND BOD

8. CORRESPONDANCE REPORT

a. MR. JIM HANDSHUH SR.

i. NOTHING NEW TO REPORT.

ii. DOES NOT HAVE NEW CONTACT OF NEW MEMBERS-ELECT.

9. MEMBERSHIP COMMITTEE – (MR. NIMMO)

a. PRESIDENT KLINE WILL REACH OUT TO MR. NIMMO FOR NAMES

- b. AND TO MARTY TO GET THE DUES INVOICES MAILED.
- c. END CORRESPONDANCE,
- 10. NEWSLETTER – MR. JIM HANDSHUH JR.
- 11. REQUESTED ARTICLES AND TIPS FOR NEWSLETTER
- a. BEST PRACTICES, ETC.,
- b. MEETING/PROGRAMS – NEED PROGRAMS

MEMBERSHIP MEETING

17 MARCH 2025 TIFFANY'S ON THE ROOSEVELT BOULEVARD

- i. PDQ FOR NEXT MEETING PRESENTATION
- 12. EDUCATION COMMITTEE – (MR. RANDY CARPENTER)
- 13. PROGRAM COMMITTEE – MR. STEVE KAUFMANN
- 14. CONVENTION COMMITTEE – NOTHING TO REPORT MR. HELLWIG
- 15. BY-LAWS COMMITTEE – MR. VERNON KELLY
- a. MR. KELLY WILL ATTEND IF NEEDED.
- b. NO REPORT FOR TONIGHT
- 16. LEGISLATIVE COMMITTEE
- a. NOTHING AT THIS TIME
- 17. ZOOM MEETING CHAIRMAN/CYBER CHAIRMAN – MR. JIM HANDSHUH JR.
- a. SPEAKER DONATED BY MR. SVEN HELLWIG
- b.
- 18. WEBSITE COMMITTEE MR. SVEN HELLWIG
- a. GPLA WEBSITE IS BEING UPDATED.
- b. MEETING INFORMATION
- c. PLEASE UTILIZE THE WEBSITE
- d. WILL SEEK TO ENHANCE THE “FIND A LOCKSMITH” FEATURE.
- 19. COMMUNICATIONS PRESIDENT KLINE
- a. SHARING CONSTANT CONTACT WITH JIM HANDSHUH SR.
- 20. JIM HANDSHUH SR.
- a. THE ROSTER HAS BEEN EMAILED
- 21. HEALTH AND WELFARE
- a. MR. HELLWIG NOTED THAT MR. BOB MOCK WILL CONTINUE TO SERVE AS THE HEALTH AND WELFARE CHAIRMAN.
- b. ED AND JUDY, JUDY'S TWIN SISTER, PASSED AWAY.
- c. DANA BARNUM HAS STARTED NEW TREATMENT.
- d. REMEMBER THEM IN YOUR PRAYERS
- 22. NEW BUSINESS
- a. STEVE KAUFMANN , IDN, THE ILCO TRUCK WILL BE HAVING SITE VISIT 15 APRIL, 2025
- b. FOOD BY MISSION BAR-B-Q, 11:00 TO 14:00 HOURS
- 23. UNFINISHED BUSINESS – NOTHING TO REPORT
- 24. GOOD OF THE ASSOCIATION
- a. SVEN HELLWIG TREATED US TO PIZZA OUT OF HIS OWN POCKET.
- b. A HEARTY THANK YOU TO SVEN.
- c. DISCUSSION ON WHETHER TO HAVE MONTHLY OR BI-MONTHLY MEETINGS
- d. AT THIS POINT STILL UNDER REVIEW

The Business of Locksmithing: Growing Your Shop in the Digital Age

The locksmith industry is evolving, and while the demand for security solutions remains strong, modern locksmiths must adapt to digital marketing, customer expectations, and new technology. Expanding a locksmith business requires a combination of technical expertise, strategic marketing, and excellent customer service. Let's explore essential strategies for growing a successful business in the digital age.

Building a Strong Online Presence

1. Optimize Your Website for SEO

- Ensure your website is mobile-friendly and fast-loading.
- Use local SEO strategies to target customers in your area (e.g., "locksmith in Philadelphia").
- Include service pages for specific offerings like rekeying, emergency lockout services, and smart lock installations.

2. Leverage Google My Business

- Claim and optimize your Google My Business listing.
- Keep contact information, hours, and service areas up to date.
- Encourage satisfied customers to leave reviews.

3. Engage on Social Media

- Use Facebook, Instagram, Youtube, Tiktok and LinkedIn to showcase services, share security tips, and post customer testimonials.
- Run local promotions and giveaways to increase engagement.

Expanding Your Service Offerings

1. Smart Locks and Electronic Access Control

- Train in smart lock installation and programming to attract tech-savvy clients.
- Partner with security system providers to offer integrated solutions.

2. Automotive Locksmithing

- Invest in transponder key programming and key-cutting machines for modern vehicles.
- Offer mobile locksmith services for roadside assistance and dealerships.

3. Commercial and High-Security Solutions

- Specialize in master key systems, high-security locks, and key control policies for businesses.
- Develop relationships with property managers, landlords, and corporate security teams.

Customer Retention and Reputation Management

1. Provide Exceptional Service

- Offer 24/7 emergency services and ensure quick response times.
- Educate customers about security upgrades and maintenance.

2. Encourage Reviews and Referrals

- Incentivize customers to leave online reviews with discounts on future services.
- Create a referral program rewarding customers who recommend your business.

3. Network with Local Businesses

- Build relationships with real estate agents, contractors, and security companies.
- Join local business groups to expand your reach.

Investing in the Right Tools and Training

1. Stay Updated on Locksmith Technology

- Attend industry conferences to stay informed about new tools and techniques.
- Take certification courses to expand expertise in high-security and electronic access control systems.

2. Upgrade Equipment for Efficiency

- Invest in high-quality key-cutting machines, electronic lock programming tools, and mobile service vans.
- Use locksmith management software to streamline scheduling and invoicing.

Conclusion

Growing a locksmith business in the digital age requires a strong online presence, diversified service offerings, and excellent customer service. By staying ahead of industry trends and leveraging modern marketing techniques, locksmiths can expand their client base, increase revenue, and build long-term success.

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GPLA, IDN HARDWARE AND SELECT HINGE

Are teaming up to give you a FREE full length hinge installation class with a FREE lunch!

That's right FREE to all **GPLA** (Greater Phila. Locksmith Assoc.) and **SJLA** (South Jersey Locksmith Assoc.) members as an added benefit to your membership. Not a member of either? Go to GPLA.org or SJLA.org, print out a membership application, bring it with a \$25 deposit and the class fee is FREE.

Date is Saturday May 10th at 1PM, a 2-hour class with free lunch and refreshments. Location is IDN Hardware, 2014 Ford Road, Suite J, Bristol, PA 19007.

If you have never installed a select hinge or have installed many, you will learn new tricks and methods to make the job faster, easier and a great way to make more money. We will be installing the select hinge on the front door of IDN Hardware. Instructed by Sven Sr. and Sven Jr., who have installed hundreds of select hinges and have taught the full version of this class to Locksmith professionals for many years.

Don't miss out on this great free opportunity and come share lunch with a great group of professionals. Make new contacts and friends.

For more information and to reserve your spot, call either Sven K. Hellwig Sr., CRL at 215-669-6444 or email SKHLOCK@aol.com. Or contact Steve Kaufman at 609-560-9623 or email SKaufman@IDNHardware.com.

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Gerald J. Connelly, Jr.



Founded In 1949



M. Leonard Singer

GPLA MEMBER APPLICATION FOR A SCHOLARSHIP

Name: _____ GPLA Member #: _____

Home Address: _____ City: _____ State: _____ Zip: _____

DOB: _____ Home Phone: _____ Cell: _____

Employer: _____ Supervisor's Name: _____

Work Address: _____ City: _____ State: _____ Zip: _____

Work Number: _____ Position: _____

Type of classes desired: _____

Length of time in Locksmithing: _____ Previous Recipient? No _____ Yes _____ If yes when? _____

Please write a few sentences telling us why you would like to be considered as a recipient for this Scholarship:

Please return completed application to:
Cliff Shafer, c/o CLC Locksmiths, 2103 Branch Pike, Cinnaminson, NJ, 08077-3044
OR — FAX to 856-829-4088

Signature: _____ Date: _____

Do not write below this line



I'll drink to that !

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Place copy in PDF format below and E-mail to Editor Jim Handschuh, Jr.

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