

SHDA Is Preparing For Their 40th Meeting April 27-30, 2010 In Downtown Chicago



Did You Know?

- 100% of the attendees reported that the 2009 Summit fulfilled their mission for attending!
 - 92% of the attendees report that the One-on-One Conferences are the main reason for attending the Annual Summit.
 - Networking is recognized as the greatest value for increasing business knowledge and industry contacts.
- Come join us as we celebrate 40 years of SHDA!**
- More information inside or visit www.shda.org for secure online registration.**

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Why SHDA Still is Important for the Locksmith

By: Arnie Goldman, SHDA Member

Forty years ago, the Ford Pinto was introduced, four students were killed at Kent State, Roy Spain issued the original Medeco patent, the Beatles released their final album, American Brands bought Master Lock, Apollo 13 miraculously landed after its oxygen tank exploded, and the National Locksmith Suppliers Association (later evolving into SHDA) had its first meeting.

At the end of April, SHDA (Security Hardware Distributors Association) will hold its 40th Annual Industry Advancement Summit in Chicago. This summit includes four days of networking, education, and interchanges of ideas between leading lock and security manufacturers and distributors in the Security Hardware Industry. But why should the average locksmith care about an annual conference of locksmith distributors and manufacturers of locks, electronic access control, and security door hardware?

(continued on page 5)

Interested in submitting your latest company news for the next issue of **UNLOCKED**? Check out the details on page 10 of this issue!

From the Desk of the SHDA President Steve Dyson, IDN-Canada, Ltd.

Now more than ever, as a member of the security hardware industry, I believe our company's affiliation with SHDA is critical to the ongoing success of our business. During challenging economic times, SHDA helps us to improve our business when we participate in its unique networking events and when we take advantage of the educational assistance offered through our association membership.

SHDA's mission is to continually improve, through education and services, the proficiency of Security Distributors in order that they are the most effective and efficient conduit to the marketplace. It provides opportunities for unparalleled networking and in-depth education which help each of us sustain and grow our businesses.

First and foremost is the Annual Industry Advancement Summit, scheduled in 2010 for April 27 through 30 at the Embassy Suites Lakefront in downtown Chicago. This event is designed to provide the ultimate networking experience – you have an opportunity to meet with your marketing partners in one location saving you not only dollars but one of our most precious and valuable resources - time. Members continually rate the One-on-One appointments as the greatest benefit of membership. With more than 55 meeting sessions available, distributors can learn about new products and marketing plans and manufacturers can gain information from the field, directly from their distributors.

In addition to this unique meeting format, SHDA puts forth a strong educational program through the Ben Silver Seminar; this year featuring Brian Beaulieu of Industry Trends Research. This session has been created for both the distributor and manufacturer audience. "The Recovery: How Long and How Fast?" will provide attendees with an in-depth look at the latest economic indicators impacting our marketplace. Brian will share economic information with practical applications for your business. Now you will have the information and insight you

need to make decisions in a timely manner, which will allow you to make changes that will increase profits. With the economy on a slow rebound, can you afford to miss this program which will arm you with the detailed information you need to help your company grow and prosper?

As part of its educational offerings, SHDA also sponsors webinars on a regular basis, all of which can be found on the SHDA website at www.shda.org. Some of our upcoming programs include:

March 9, 2010 How to Make Your Website A Lead Generation Machine

April 7, 2010 Building Personal, Professional Business Relationships

A schedule of current available SHDA educational offerings is available in the Calendar of Events on page 3 of this newsletter.

As an association, we've been on the forefront of addressing the locksmith scammer issue, most notably through passionate articles offered by Arnie Goldman. As a result, locksmith scammers have been dealt a serious blow. We thank him for his dedication and willingness to lead this effort for SHDA.

I would also be remiss if I did not recognize SHDA's incredible group of volunteers – our Board and Committee members, who turned out in record numbers for our November meeting. Their time and efforts on behalf of the organization keep us pointed in the right direction.

Please be sure to maximize your investment in SHDA by participating in the wide variety of offerings available to you.

I am thankful to serve as your President and am optimistic about not only SHDA's direction, but that of our industry as well! Please join me this April in Chicago to ensure you receive the greatest benefit of SHDA membership – the opportunity to network and learn from your security hardware colleagues.

CALENDAR OF EVENTS

- March 9, 2010:** **How to Make Your Website a Lead Generation Machine**
- March 24, 2010:** **Customer Face Time: The Importance of Reviewing Your Sales Proposal in Person**
- April 7, 2010:** **Building Personal, Professional Business Relationships**
- April 13, 2010:** **Seven Steps to Search Engine Marketing Success**
- May 11, 2010:** **How to Be Successful with Email Marketing**

FOR ADDITIONAL DETAILS AND TO REGISTER ONLINE, VISIT THE SHDA WEBSITE AT WWW.SHDA.ORG.

UNIVERSITY OF INDUSTRIAL DISTRIBUTION – REGISTER TODAY – ALMOST SOLD OUT!

**INDIANA UNIVERSITY / PURDUE UNIVERSITY
MARCH 7-11, 2010**

The University of Industrial Distribution is a concentrated educational program focused on the unique needs of the industrial wholesale distribution industry. This program also allows students to earn credits toward a Professional Certificate in Industrial Distribution. . Online Registration is scheduled for the beginning of December. Please visit the UID website, www.univid.org, for more information.

More detailed information, including secure online registration is available on the SHDA website. Please visit www.shda.org or call the SHDA Office at 410-940-6346 if you have any additional questions. (Please note that this is a new number for the SHDA Office and make a note of it so that we can better serve you.)



Increase Your Company's Trust Factor to Enhance the Bottom Line

By Daniel Burrus

With billions of dollars in taxpayer bailout money, how much do you trust the leadership of the banks that, after record losses, gave themselves unprecedented raises? How much do you trust the leaders of Wall Street? How much do you trust our government's ability to manage the money they have given to the banks or the auto industry? How much do you trust the leaders of the auto industry to do the "right thing" with the bailout money? This growing lack of trust can have serious consequences as we try to reverse the economic meltdown and bring about positive change and growth.

The one thing every business professional should be certain about, regardless of industry, is that the future is all about relationships. And the one thing all relationships need to survive is trust. In fact, trust is the glue that holds the net-enabled knowledge economy together. The more trust you have with someone, the more powerful the relationship. The less trust you have, the weaker the relationship.

In business, trust is something you must earn. You do so by displaying three universal values: honesty, integrity, and delivering on promises. In fact, no matter where you travel around the world and regardless of religion or culture, those three values are the same.

Because people worldwide place such a high emphasis on trust, many companies cite "trust" in their list of organizational values. And by nature, most people are indeed trusting of others. But because trust is assumed, many companies have a tendency to implement strategies that undermine trust. They fail to make trust a conscious part of their strategy. Instead, trust stays in the back of their mind, and that's when problems begin.

For example, call your Telephone Company or Internet Service Provider today and tell them you're going to cancel your service and go with a different provider. Chances are that in order to keep you as a customer, they'll respond by offering you a lower rate. Does that make you trust them more? No. In fact, you'll probably feel that you've been getting ripped off all these years and should have gotten that lower price all along. Policies such as these train customers to distrust the company.

But trust mishaps don't just happen with external customers and the public; they also happen internally with employees. A few years ago one major company laid-off a few thousand employees. Rather than meeting with people individually, laying them off with dignity and providing support services, the company had their security guards tell those being laid-off the bad news, gave them their paperwork, watched them clean out their desk, and then escorted the former employees out the door. The employees still working there learned one important lesson that day: Never trust upper management.

Despite their actions, companies that violate trust are not evil. Rather, they're simply not thinking about trust when they lay out a course of action or outline policies. Therefore, in order to foster trust in your organization, consider the following strategies.

Never assume trust.

Whenever you're bringing about any change, either internally or externally, create a "trust meter." Think of this trust meter as an old fashioned gas gauge: On the far left is no trust, and on the far right is full trust. Before you implement any change, ask yourself, "Between us (the company) and the people who will be impacted by this decision or policy, where is trust currently?" Mark it somewhere on your trust meter. Then ask, "If we implement this change in this way, what will happen to that trust?" Mark whether you think trust will go down, stay the same, or increase.

If trust will go down, *don't implement the change in that way*. This doesn't mean don't enact the change, decision, or policy. It simply means not to do it in the way you've outlined. Change how you implement the decision or policy so trust stays where it is. And if anyone on your team can come up with a way to get the trust meter to increase when implementing the change, reward that person openly, because you want that behavior repeated. Remember, when you raise the bar on trust, your organization will thrive.

Offer more value to reward loyalty.

As you decide what policies and changes your company will implement, think in terms of adding value rather than giving something for nothing. For example, one newspaper publisher sent out a \$190 yearly renewal notice to

customers. Those customers who didn't renew by the deadline received a phone call about the renewal. The newspaper employee offered the customer a deeply discounted renewal rate of \$90. This is "something for nothing" mentality, because now the customer sees less value in the product (and feels ripped off for paying the higher renewal price in the past).

A better strategy would be to offer the customer a few additional months of newspaper delivery for no extra charge. So now instead of getting twelve months of newspaper delivery for a certain price, the customer gets fifteen months of service for that same price. When you think in terms of rewarding loyalty with more value rather than a lower price, people feel that the company is giving them a genuine "thank you." They feel appreciated (something everyone wants to feel) and will actually want to keep doing business with you. Therefore, pinpoint what your customers will perceive as added value and make that a part of your policy change.

Think in terms of the other person's perspective.

No matter how hard you try, sometimes mistakes will happen and trust will decrease. But rather than accept the lower level of trust, see this time as an opportunity to raise the bar on trust with those who are feeling less of it. For example, suppose you have a major disagreement with one of your key distributors. You both think the other is wrong. This is when you need to step up and say to the distributor, "We've had a long and trusting relationship with you and we don't want to lose that. What can we do to make you happy?" The answer you'll hear will likely be more than fair because the conversation has now shifted from a confrontational to a relational one. Everyone will come out a winner.

Survey customers and employees about trust.

Have employees, business partners, and customers rate you on trust. You could even have them fill out the trust meter for you. With this feedback, you will know where you stand and can make adjustments. All too often, trust is undermined and the company and its leaders are the last to know, and this can be disastrous. If you are the first to know, you can make corrections before it is too late. This also shows everyone that relationships and mutual trust are not just words, they are imperatives.

Trust Provides a Big Advantage in Any Economy

Too often, customer service and support are cut back when the economy heads south. People are laid-off with no warning or support. Face-to-face customer meetings are cut back or canceled. But this is a time to do the opposite. When things are bad, relationships become more important! Doing things better stands out more. Becoming a trusted advisor versus a sales person stands out. Going the extra mile is more unique.

When you increase trust, your relationships will deepen. This will allow you to bring about change faster and more effectively, and to improve your business.∞

Daniel Burrus is considered one of the world's leading technology forecasters and strategists. He is the founder and CEO of Burrus Research, a research and consulting firm that monitors global advancements in technology driven trends to help clients better understand how technological, social and business forces are converging to create enormous, untapped opportunities. The New York Times has referred to him as one of America's top three business "gurus" in the highest demand as a speaker. For more information on the services and products offered by Daniel Burrus, please visit: <http://www.burrus.com>.



SHDA 's 40th Annual Meeting Will Be A Time To Celebrate and Connect!



Spending 40 meetings together is a great reason to celebrate! So, SHDA will do just that April 27-30 at the Annual Summit in Chicago! A great evening of festivities is planned for Thursday evening at the Embassy Suites in downtown Chicago. Come one, come all – celebrate the history of SHDA and the business alliances and friendships you've created and the new ones you'll make!

Some of the highlights of this year's meeting will be the 2010 Ben Silver Seminar with world renowned economist Brian Beaulieu, expanded one on one sessions, and a 40th Anniversary Dinner. All of these events will provide wonderful opportunities for networking and reconnecting with friends and colleagues. Mr. Beaulieu is one of the most interesting, informative, and enthusiastic speakers presenting on the economy today and his three-hour workshop will be the greatest investment of your time in 2010. With the economy on a slow rebound – you must take this time now to prepare for your business future armed with the information you will need to grow and prosper.

For More Details and to register online, please visit the shda website at www.shda.org. We look forward to seeing you in April to celebrate 40 years of SHDA meetings!



Reach the leaders in our industry through effective low cost advertising in SHDA's newsletter **SHDA Unlocked** and in the **SHDA 2010-2011 Membership Directory**. Newsletter circulation (members and industry leaders) is currently over 1200. The publication is also mailed at no cost to SHDA prospect members which are currently over 300. Directory circulation includes all SHDA member companies, universities, and industry trade press (complimentary) and is available for purchase to non-members throughout North America and the world.

Information may be submitted by mail to :

SHDA, Attention Editor
 105 Eastern Avenue, Suite 104
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Select your advertising options from the available listings. Act now to take advantage of the special discount rate to advertise in both publications.

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Discounts Combination Ads – If your company has placed ads in both issues of the newsletter, you may reserve a Directory Ad using the following discount rates

1/6, 1/4, or 1/3 Page Directory Ad – deduct \$50
 1/2 Page or 2/3 Page Directory Ad – deduct \$100
 Full Page Directory Ad – deduct \$150

Computation Section

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 (see Discount Section).....\$ _____

Grand Total.....\$ _____



Why SHDA is Still Important (cont'd)

Over the last forty years, the associate members of the SHDA have introduced the best security products in the world to [their](#) distributors and then to their customers, the locksmiths. I remember seeing Alarm Lock's Trilogy pushbutton lock for the first time at SHDA as well as Assa's Twin 6000 high security cylinders and keys. Over the last forty years, Gardall introduced its highly rated line of Fire Safes and HES brought its Genesis Series electric strike to SHDA. We first saw the Original 1200CM code machine from HPC as well as Ilco's latest keys and a variety of new pin kits from Lab during the last four decades. Medeco revealed its Biaxial high security locks and cylinders 25 years ago and Master Lock brought us its brand new Pro Series padlocks in 1992. I remember the first electronic safe lock from S&G, Schlage's AL series Grade 2 lever lockset and Securitron's first Magnalock in the early 1980s. These are but a few of the products that have been introduced at SHDA that changed the lock and security hardware industry.

The SHDA conference throughout the last forty years was often the perfect lead-in for the ALOA show. Almost all of the leading manufacturers in the world would demonstrate their latest and best products to managers and buyers from locksmith distributors. Then, after getting feedback and suggestions, they would bring them, often tweaked and improved, to the ALOA show a few months later.

I have been attending the SHDA conference for thirty years and I believe that the show still is vitally important for the locksmith. Why? In the four day conference, the most important new products are introduced, technical problems and other issues between manufacturers and distributors are discussed, industry trends analyzed, and ideas are generated to help the distributor service the locksmith.

Yes, the last two years have been very tough for the general U.S. economy and especially difficult for the locksmith. But this is one of the reasons that Brian Beaulieu is the educator at this year's Ben Silver Industry Leadership Session and his topic is "The Recovery: How Long and How Fast?" Brian has been an economist with Institute for Trends Research (ITR) since 1982 and its CEO since 1987. Brian, with his extensive understanding of business cycles and trends, will teach locksmith distributors how to prepare for the ups and downs of the economy and set up strategies to improve one's business during declining or improving economic conditions. The

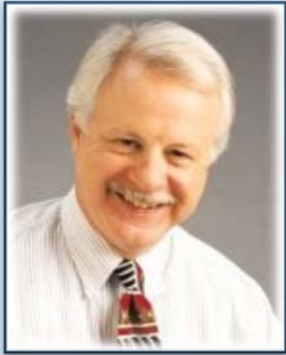
goal of most lock and security distributors has not changed that much in 40 years. It still is selling and servicing effectively while trying to make a profit by helping one's customers sell and service and make a profit. The objective for most distributors is to increase sales, improve operations, and strive to improve their customers' businesses. The locksmith distributor and locksmith are still locked together because the success of one is critical for the success of the other.

Have there been and will there continue to be issues between lock distributors and locksmiths? Certainly. In a constantly changing economic environment in which most dealers and distributors compete against large home centers, superstores, and high-speed, low-cost Internet resellers, each company's primary purpose is survival. But most distributors can't survive without a base of qualified, good-quality dealers. Distributors may get upset when locksmiths buy direct or only buy based on the lowest prices. And locksmiths often become frustrated when their distributors sell to some end users, wondering whether locksmiths can truly compete. But think: how can a locksmith survive without its distributors? If the locksmith dealer had to depend on a few manufacturers or the Internet to find products, it would be extremely time-consuming, certainly not smart or efficient. Likewise, without locksmith customers, most lock distributors would find it very difficult to survive.

Security Hardware Distributors have been working in an association for the last forty years to find and share the best education as well as the latest information so that each of the members can become better distributors. Being a better distributor means having the most critical information ready for its customer, having thousands of needed products in stock and available to ship immediately. Being a good SHDA distributor means giving the locksmith strong value and reasonable prices so that dealers can compete in a very competitive economic landscape. It also means offering the best possible service over the phone, counter, and over the Internet, helping the locksmith quickly supply its customers.

Who knows what the future will bring for the locksmith industry, for both its dealers and distributors? Locksmiths and security hardware distributors must work together to solve the multitude of challenges in the security hardware industry. But if the past 40 is a barometer, the next forty years will be demanding and yet hopefully, ultimately rewarding. ∞

Arnie Goldman is president of IDN-Hardware Sales, Inc. and a member of the SHDA Advocacy Committee.



Staying Motivated in Challenging Times

By: Dave Kahle

I just recently received this question:

"I really struggle with the highs and lows of field sales. Most days I feel like the weight of the world is on my shoulders. In this economy, especially, it's difficult to stay positive. Any suggestions?"

This is one of those rarely voiced issues that every sales person must confront sooner or later. Sales is an emotional roller coaster, and unless you figure out how to manage those emotions and keep yourself motivated, you'll have a difficult time succeeding.

This is particularly true right now. As I write this, in the middle of 2003, the economy continues to struggle, and unemployment is higher than it has been for years. Many companies are cutting back, there are fewer jobs available, and pressures to perform are greater than ever.

I can empathize with the anxiety felt by the reader. It's easy to lose our motivation.

However, even though the world around us may be dreary and depressing, that in no way reduces our personal need to do the best we can. And that means that we all have a responsibility to stay motivated.

It is amazing what a difference a few degrees of attitude adjustment can make in our performance. Try this little exercise. Tell yourself these things: "Business is terrible. All of my customers are struggling. No body wants to see me, and when they do, it's just to complain." Now wallow in those thoughts for a moment, and note how much energy and enthusiasm you have.

As you reflect on this exercise, it's clear that your energy, enthusiasm and drive to succeed come as a result of your thoughts. And here is one of the most powerful truths known to mankind: You can control your thoughts.

Succeeding in difficult times depends a great deal on our motivation. Staying motivated requires us to take charge of our thoughts.

I've heard dozens of sales people say, "I've tried positive thinking. It just isn't me." I agree that it is difficult to patch a bunch of positive thoughts on top of an essentially negative personality. The issue is deeper than that. Let's, therefore, examine the deeper issues.

At the heart of motivation lies a pair of powerful beliefs which you must embrace if you are going to successfully motivate yourself. Without a wholehearted commitment to these foundational beliefs, all the techniques and tactics for self-motivation are like spreading wall paper over crumbling plaster. It may hold temporarily, but it is soon going to deteriorate into a mess.

Here's the first foundational principle: You must believe that you can do better than you are now doing. The second is this: You must accept that it is your responsibility to do so.

Sounds so simple and common sense. However, the more I observe people, and salespeople specifically, the more convinced I am that the majority of people do not share these core beliefs. Rather, they are in the habit of making excuses for their situation. Or, they believe that it's really fate that determines their success, not their actions. Or, they believe that success is for someone else, not them. They never really grab onto the first of these foundational principles.

Others believe that they can achieve greater degrees of success. They embrace the idea, intellectually. They accept the first principle, but they never internalize the second. They become content with their situation, no matter what it is, and remain in pre-established comfort zones. Or they look at their manager as the person who is responsible for their success, or lack thereof. Or, it's their parent's fault, or their spouse's, or... the list goes on.

Whether you are struggling with a lack of energy that accompanies a bad day, or you're depressed and frustra

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ted with your lack of progress on a larger scale, the first thing to do is to examine your core beliefs. If you really accept these two principles, you have the keystone in place to become highly motivated.

Having said that, there are some specific techniques that you can use to keep yourself motivated day-to-day. Here are a couple proven techniques.

1. Have something you are working to accomplish.

This can be an important and compelling goal like saving enough money for a down payment on a house. When you are working toward something like that, your emotions of the moment have a tendency to be lower priority than your drive to achieve. If you are trying to make money for a home for your family, so what if you're tired or depressed? Get out and do it.

The same thing is true of a compelling purpose. I believe that every salesperson should have a clear articulation of his/her purpose in life. I once began a ten-week sales training program with a requirement that everyone write a two-sentence "life purpose." Why is that? Because it gives power and focus to everything you do. In the job of the salesperson, there will lots of times when you find it to be difficult, when things don't go your way. You may lose a big deal, or be unable to get anyone to return your calls. At times like those, it sure helps to view them within the context of a larger perspective - a life purpose.

2. Proactively put positive thoughts into your mind.

Make a point of taking charge of your mind and the kind of thoughts you choose to think. Wise and thoughtful people for ages have discovered an extremely powerful principle:

You actions arise from your thoughts, and you can choose your thoughts.

Controlling and managing your thoughts is one of the basic tenants of Zen Buddhism, for example. In the Christian context, the apostle Paul said, "Be transformed by the renewing of your mind." Philosophers, educators, and thinkers of every generation conclude the same thing.

But the power of this truth is not reserved just for philosophers. Sales people can make use of it as well.

The reason you may feel depressed or anxious is because you are thinking depressing or anxious thoughts. Change your thoughts, and you can change your feelings. Change your emotions, and you can change your behavior. Change your behavior and you can change your results. It's not as difficult as it may sound.

Do this -- invest in a couple of audio programs - good, positive stuff like my Smart Selling, or How to Become a Master of Distributor Sales. Or, find something at the local library. Then, as you drive between appointments, and on your way home after work, listen to those tapes or CDs. You'll find yourself thinking positive thoughts. Those positive thoughts will lead to a more positive attitude. That attitude will evidence itself in more focused actions. Those actions will lead to better results.

Read educational and inspiring books and periodicals. There are literally hundreds of good sales books published each year. Spend 30 minutes at your local Barnes & Noble, Borders or business book store and you'll find several works that will interest and stimulate you.

The World Wide Web is awash with resources. In addition to my own monthly ezine, I'm aware of at least five regular electronic publications for salespeople, and there are probably dozens more.

There is no realistic limit to the amount of positive, educational material available to you. If you are not regularly exposing yourself to some of this, it is because you are choosing to not be motivated. All of these sources will give you ideas, stimulate your mind and encourage you. The result will be more positive thoughts. And the result of that will be a motivated, successful person.

Succeeding in difficult times requires you to take charge of your motivation. Now is the time to take this most important step to becoming a true professional. ∞

About Dave Kahle, The Growth Coach®: Dave Kahle is a consultant and trainer who helps his clients increase their sales and improve their sales productivity. Dave has trained thousands of salespeople to be more successful in the Information Age economy. He's the author of over 500 articles and five books. His latest is [10 Secrets of Time Management for Salespeople](#).



SHDA Member To Member News:

SHDA member companies are invited to submit brief news items for inclusion in the “Member-to-Member” section of SHDA’s *Unlocked*. Please write your articles in complete sentences, and limit them to 60 words, including pertinent phone numbers, etc. Camera-ready logos may be submitted, and will be included on a space-available basis.

News items should focus on new or additional personnel changes, appointments or promotions, facility expansion, new product lines or advertising/promotion plans. Articles submitted must be typed or neatly printed, and should be written in the third person (use “they” instead of “we”). Exclude sales feature claims and direct or indirect comparisons with competitors’ products. Of course, all articles will be published on a space-available basis. ISD assumes no liability for incorrect or deleted information, but will publish corrections upon request.

COMPANY NAME: _____ CONTACT: _____

Please include the following article in ISD News “Member-to-Member” section. (Be sure to indicate “who”, “what”, “when”, “where”, as appropriate.)

Mail or Fax completed information to SHDA: 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300 TEL: (410) 940-6346 FAX: 410-263-1659. Submissions can also be emailed to Nicole Tierney Weber, SHDA Editor at nweber@shda.org.