

# Dillard

Door & Entrance Control

# Security Sentinel

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## Dillard Door— Securing Memphis for 60 Years



Since 1947, our company has proudly served the Mid-South with dependability, integrity and excellence. Offering a wide range of premier products and superior services, our teams possess the proven training, experience, equipment and technical expertise to deliver innovative solutions for projects of all sizes and scopes. Just give us a call so our dedicated professionals can show you why satisfied customers have trusted us for 60 years.

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## CUSTOMER SPOTLIGHT

# Beale Street, USA

*It's the hallowed home of the blues and Memphis's musical heritage, not to mention one of Tennessee's biggest tourist attractions—And Dillard Door and Entrance Control is helping protect it.*

Beale Street, which attracts some six million visitors annually, is receiving a security upgrade through a project that Dillard is conducting for Performa Entertainment, manager of the historic district. "Security is the most important thing we do on Beale with the exception of playing the Blues. Dillard did a great job in developing our security system," said John Elington, CEO of Performa.

After having a third party monitor closed-circuit cameras, Performa decided to do its own monitoring and contracted with Dillard to help improve surveillance of the Beale Street area. Dillard provided a digital video-recording system and moved it to Performa's office for more centralized monitoring.

Dillard also signed an agreement with Performa to install additional cameras to pan the area. By the time the project is completed, there will be 16 cameras monitoring the street, nearly double the number previously in place there.

"Together, the DVR system and additional cameras will allow for higher-resolution images and longer recording times for monitoring Beale," said Keith Frazier, Dillard's manager for the project.

"With the monitors in its office, Performa now will be better able to protect visitors and businesses along Beale," he said.

"On busy weekends, or when big events are scheduled, (the Memphis

Police Department) will have a representative sitting down there watching," Frazier said.



*Dillard is helping improve surveillance on Beale Street by installing a digital video-recording system and additional cameras to monitor the street. The new equipment will allow higher-resolution images and longer recording times.*

# Dillard Installs IP Mega-Pixel Cameras at Audubon Square Condominiums

*A condominium development that is among the largest in Memphis now is also one of the most secure, thanks to an innovative project by Dillard Door & Entrance Control.*

Audubon Square Condominiums, a 365-unit facility located on Colonial, had been experiencing problems with thefts and tailgating—a practice in which unauthorized motorists gain entry by closely following another vehicle as the gate is opened. The older analog cameras and recording equipment weren't able to provide clear enough images of the vehicles and license plates to identify intruders.

That's where Dillard entered the picture. The company installed three Internet protocol mega-pixel cameras and a hybrid digital video recorder. "The difference is striking," says Cliff Gaither, project manager for Dillard. "With the mega-pixel camera you get a real sharp image, and even after the fact you can zoom the picture," he said. "It's cutting-edge."

"The high-tech cameras cost up to four times more than conventional equipment, but there's a very positive tradeoff," says Gaither. "They can pan across a much larger area, meaning fewer cameras are needed."

The Audubon Square project was the first in which Dillard installed the mega-pixel cameras. But Gaither is sure more customers will want the new equipment as they learn of its capabilities.

"It sells itself when they see it," he said.



*Dillard replaced older analog cameras with three Internet protocol mega-pixel cameras at Audubon Square*

## Dillard Employees See Combat Time



Keith Cottrell



Tommy Fortner

Just as Dillard Door and Entrance Control makes its customers more secure, employees of the company are contributing to the security of the entire nation.

This fall, one Dillard employee is returning from duty in Iraq, while another is preparing to embark on a six-month tour.

- **Keith Cottrell**, service technician in entrance control, is back in the U.S. after serving two six-month tours with the Tennessee Army National Guard (Alpha Battery 1-115 Field Artillery based at Camp Al-Taji, Iraq). He helped protect convoys, which frequently are subject to attack from improvised explosive devices (IEDs).
- Meantime, **Tommy Fortner**, automatic door division manager, is leaving soon for a combat tour with the Tennessee Air National Guard's 164th Airlift Wing.

Dillard president Chris Bird said the company is proud of the military service of its employees. "We want to do everything we can to support them," he said.





# Teamwork

## It takes Teamwork to win ball games.

It also takes Teamwork to secure a world-class ballpark like AutoZone Park. That's why the management at AutoZone Park chose Dillard Door & Entrance Control to join their security team.

*"We wanted one company to handle all our security needs. Everything from personnel doors to access control, alarms and CCTV. We really hit a home run when Dillard Door & Entrance Control joined the team. They engineered a state-of-the-art CCTV and access system and they're right there when we have an overhead or personnel door need."*

—Tony Martin, Director of Baseball Operations

One call security...  
that's the way Dillard Door & Entrance Control plays ball.

- Commercial/ Industrial Doors
- Access Control
- CCTV & Alarms
- Vehicle Gate Systems

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Securing **AutoZone Park** and America's Pastime

60<sup>th</sup>  
Anniversary

# Jack Legg's Yellow Pages Scheme

In the last few years, some door companies have discovered a way to make big money in the garage door business. Yellow Pages advertising is the cornerstone of the scheme.



Chris W. Bird, AHC, CSI,  
President, Dillard Door &  
Entrance Control

Several details of the scheme are sleazy, many are deceptive, and some details are outright illegal. However, some door companies don't care about that, and they end up giving the entire door business a bad name.

Here's a general description of how the scheme would work for a hypothetical unethical door company owner we'll call "Jack Legg."

### Locate in a Large Metropolitan Area.

Since many of Jack Legg's tactics might be viewed as unethical, he will target large-population centers where the consumer is very unlikely to know him. Even if he creates some angry customers who might tell a dozen people, Jack Legg

knows he can still prey on hundreds of thousands of other people who don't know what he's doing.

### Buy Giant Yellow Page Ads.

This is the key element of the strategy. Door companies have long recognized that Yellow Pages advertising is a critical element in any door company's marketing plan. Since consumers generally need door service only a few times in their lifetime, they will frequently rely on the Yellow Pages to find a local door company.

In his Yellow Pages ad, Jack Legg's strategy is to give the consumer the impression that he is credible. Here's how he does it.

- **Be huge.** Jack buys a full-page full-color ad or even a two-page ad. The consumers figure, "Gee, if he can afford a giant ad, he must be credible." They don't need to know that Jack Legg operates out of a house.
- **Be first.** Jack does whatever it takes to be listed first. He will often create a company name that begins with "A," because he knows that consumers often call the first name on the list.
- **Buy multiple ads.** He often buys 2-4 full-page ads or a couple of double-truck ads (two-page ads). With all Jack's ads listed first in the Yellow Pages, the consumer is extremely likely to call the phone number on at least one of his ads.
- **Use several company names.** Jack often advertises under several company names, so the customer

will call at least one of his numbers. The consumer will never know that Jack Legg is actually the only person behind all these companies.

- **Use as many brand names and logos as possible.** Jack is usually not an authorized dealer of these brands, and this tactic is illegal. However, Jack knows that his Yellow Page rep will never check it out. Jack often uses recognized names like Sears and Craftsman. Even if a manufacturer seeks legal action against Jack, he knows they will often just send Jack a "cease and desist" letter. By then, this scheme will have earned Jack a boatload of money.
- **Focus on service work.** Jack's ads use a big photo of a broken spring to target the owner who needs quick service. Service work and replacement parts have always reaped a lot more profit than new construction work. Jack doesn't worry about new construction work; the slim profit margins aren't worth his effort.
- **Promise quick response.** Remember, Jack is targeting service work. His ad highlights "24-hour service" and "Emergency service within an hour." Rarely can Jack respond as promised because Jack doesn't have the personnel and has to try to find someone (Tailgater) to respond at odd hours.
- **Promise "Low Prices."** Jack often uses this time-proven



phrase, except he doesn't really charge low prices. Jack knows that homeowners have no clue as to the real cost of garage door parts.

- **Post many phone numbers.** In metropolitan areas, suburban homeowners like to believe the door company is in their neighborhood. So, Jack often publishes a different phone number for each of the major suburbs, but all calls are transferred to Jack's one location. A bunch of phone numbers is cheap, and they make Jack Legg look as if he's actually reputable.
- **Boast "Voted #1 in Customer Service."** This, too, is false advertising, but Jack figures that his Yellow Page rep doesn't care, and no one realizes that Jack is the only one who cast a vote! By the time Jack is forced to remove this from his annual ad, he will have scammed hundreds of people for mega-thousands of bucks.
- **Look reputable by displaying certain pictures.** Good examples: (1) Clean-cut guy with a uniformed shirt and a clipboard, (2) New service trucks with Jack's logo on them, (3) Expensive-looking houses. None of these needs to be real. Jack knows that his Yellow Page rep can get these images and will even print Jack's logo on the side of a picture of a blank service truck.

#### Negotiate Lower Prices for Yellow Page Ads.

Since the Yellow Pages are Jack's largest expense, he must get the lowest possible price for these ads. To do that, Jack Legg is often part of a national chain of sleazy door companies. That way, the chain's "central office" can negotiate sweet deals with low national rates.

#### Charge Exorbitant Prices.

These Yellow Page ads often cost Jack \$250,000 to more than \$1 million per year. To pay for that, Jack needs to maximize profits. So Jack doesn't mess with measly 30-percent markups. He charges 5-20 times each part's real cost. When the scheme is working properly, Jack rakes in more than \$100,000 per week.

#### Use Subcontractors (read 'Tailgaters') as Technicians.

Jack needs to motivate his service guys to cooperate with the scheme. If Jack pays employee-technicians by the hour, he knows that the tech will have no motivation to rack up a big bill and finish the job quickly. If the technicians are salaried employees, Jack usually needs to buy their trucks and tools and pay benefits and vacation time.

Instead, Jack Legg hires 'Tailgaters' who often have their own trucks and tools, and he pays them an attractive commission on each ticket. This gives them every reason to generate big tickets with every customer. 'Tailgaters' are more likely to understand the profit motive and are less likely to wimp out when Jack tells them to rack up at least \$400 in charges to each customer.

#### A Warehouse is Unnecessary.

Why should Jack Legg pay for warehouse space, when others will do it for him? Since most of Jack's income comes from

service work, he doesn't need to own a big warehouse that stocks complete doors. Jack's subs can pick up springs, openers, parts, and replacement sections at any of several wholesale warehouses in his area.

That's another reason why this scheme works best in large-population centers. There are always plenty of Distribution Centers and wholesalers who unwittingly cooperate with the scheme.

#### A Storefront is Unnecessary.

A storefront might add a little credibility, but Jack knows that it's really unnecessary and way too expensive. Jack often runs this entire scheme out of his own house, and his Yellow Page ads usually don't list a physical address.

As the ads generate hundreds of phone calls, Jack just dispatches his subs to each customer. Jack just takes calls and collects money.

What if Jack Legg gets caught? No problem. He just takes his boatload of money and moves on to the next big city.

*NOTE: Many of the above tactics can be part of an appropriate marketing strategy, but problems arise when several of these tactics are used to deceive the public.*

If this scheme is active in your area, we encourage you to distribute this story as a warning to your employees, friends and family and report it to your Attorney General's office and the Better Business Bureau.

The Better Business Bureau encourages consumers to do more than simply choose the garage door repair company with the first or biggest ad in the yellow pages. Check out their record with the BBB. "Consumers may be fooled into thinking that a big ad is a sign of a successful company," said Randy Hutchinson, President of the BBB. "Unfortunately, it's sometimes simply a sign of a successful scam. We've even seen cases where Jack Legg himself is located in another state and only employs subcontractors in the local community."



A handwritten signature in black ink, appearing to read "Chris W. Bird".

Chris W. Bird, AHC, CSI

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# Doors To Success— Dillard Ranked Regionally

*Dillard Door & Security Inc.'s steady growth in recent years has earned it another glowing distinction, with a magazine naming the Memphis-based firm among the top 100 specialty contractors in a five-state region of the South.*



*Some of Dillard's clients include AutoZone Park, FedEx Forum, Nike, UPS and the Valero Energy Corp. refinery*

**S**outh Central Construction magazine ranked Dillard 76th within a region encompassing Alabama, Arkansas, Louisiana, Mississippi and Tennessee and tenth statewide. The company's \$5 million in revenues placed it just in front of an electric firm in Alexandria, La., and just behind a glass company in Fayetteville, Ark. In all, the top 100 specialty contractors are bringing in more than \$2.5 billion in regional revenue, up 25 percent, or \$500 million, from 2006.

Dillard's ranking reflects the aggressive growth strategies incorporated when current president Chris Bird purchased the company in 2002. Since then, what had been a commercial and industrial door business has diversified into a high-tech operation that also offers closed-circuit camera and alarm systems, biometric access controls and sensing devices. The expansion broadened the company's customer base and helped sustain an annual growth rate of 20 percent over the five-year period. Dillard's workforce has approximately doubled in seven years.

Clients of the 60-year-old company include some of the most recognizable businesses and institutions in the Memphis area, such as AutoZone Park, FedEx Forum, Nike, UPS and the Valero Energy Corp. refinery.

As impressive as Dillard's recent growth has been, however, the future appears even brighter. Based on a new marketing plan, sales strategies and employee training, the company should start enjoying 30 percent growth, according to Bird.

## When You Need Specialized Services— Look to Us



**I**n addition to the design and installation of our door system and security access and monitoring products, Dillard Door & Entrance Control also offers a full line of professional services. Some of these include:

- Preventive Maintenance Programs
- Fire Door & Alarm Testing
- 24-Hour Emergency Service
- Architectural Specifications
- Consulting

Our technicians are trained to repair projects of most manufacturers. Be sure to ask about our Preferred Customer Service Plan which is available after regular business hours seven days a week and also about our beneficial Maintenance Agreement.



# Who Needs Access Controls?

**A**ccess control systems have a number of advantages. They can limit and monitor entry and exit within designated areas. Systems that we offer range from simple devices for a few doors to advanced, computer-controlled designs for buildings that require more complex security arrangements.

With access controls, you choose who enters perimeter doors, specified areas such as restricted rooms and parking lots. Ongoing performance enhancements have brought this technology to levels never imagined before. In addition, as costs for these items continue to fall and greater intelligence and functionality is achieved, they are emerging as attractive alternatives to traditional, labor-sensitive security.

Chief storefront security installations include solid aluminum outside security shutters, coiling see-through grates and horizontal chain gates.

If it involves biometric sensing systems or just secured keypads, we at Dillard Door & Entrance Control are prepared to meet your specific requests.



**60<sup>th</sup>  
Anniversary**

*Since 1947, the name Dillard has meant security and loss prevention for Mid-South businesses*

## We Design, Engineer, Install & Service:

**Dillard**

Door & Entrance Control

**775-2143**  
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- Commercial/Industrial Doors & Storefront Security
- Automated Vehicle Gate Systems
- Entrance Control Devices, Card Readers, Digital Keypads & Telephone Entry Systems
- Camera Surveillance Systems
- Burglar Alarms
- "Complete Security Solutions"

*Securing the Mid-South for 60 years*

## Securing Your Facility— Top 10 Reasons



**S**o many reasons abound for securing property that it almost defies listing. However, the chief concerns today include the following to consider:

- Internal theft/loss prevention
- Continuing domestic homeland threats
- External theft
- Industrial espionage/sabotage
- Fraud
- Efficiency monitoring
- Fire
- Other hazard prevention and response
- Vandalism and destruction
- Employee protection

## Community Kudos—The Food Bank



Of all the numerous civic and charitable groups that Dillard Door and Entrance Control supports, one organization has a mission that couldn't be more basic: *It puts food on the table for needy residents.*

The Food Bank, located not far from Dillard at 239 S. Dudley, serves more than 300 feeding agencies in 31 counties across the Mid-South. It fights hunger by collecting and distributing wholesome food while educating the public about hunger issues and serving as an advocate for needy residents.

Dillard has worked with The Food Bank for several years. Not only have individual employees donated their time, but Dillard trucks and personnel have helped collect and transport food to the group's warehouse.

"We look for opportunities all the time for our employees to get involved in things," said Dillard president Chris Bird.

More recently, the company helped out in a golf tournament supporting The Food Bank. It sponsored a four-some and donated 450 golf balls for the event, Bird said.

Additionally, he said, Dillard employees put forth a



"tremendous" response this year to "Operation Feed," an initiative in which people contribute non-perishable food or money to support The Food Bank. Dillard employees contributed canned food and dollars for a total of 16,357 value points which was almost 3 times last year's very respectable total.

"We know that can always count on Dillard Door to help whenever we ask, and all their employees know that they are feeding hungry and needy people," said President Susan Sanford. "They are making a tremendous difference."