



Expert Consulting Services

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“We Help Make Your Roads Safer”

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November 9, 2006

Conference Synopsis

**“Building and Growing a Statewide program
in a Mixed Urban State”
or “It’s Also A Flat World in the Interlock Market”**

In the age of technology, there is only one market – the world. Knowing that, collaborations are essential because no one company can serve that large of a market. In the interlock industry we must collaborate through trade associations, lobbying, and finding distribution models that work, and promote our business through mass education for there are only a few people who know what an interlock device is.

In New Mexico, which now leads the world in ignition interlock legislation and growth, collaborations were and are essential. Education of the public, the courts, support groups, and political leaders, the interlock continues to grow steadily. By working together as competitors, we devised a code of ethics, fair pricing standards, and even self-police ourselves as members of the interlock association.

Interlock providers are businesses and we provide an extremely valuable service to the public with minimal taxpayer costs. There is no need to apologize that we are businesses and as businesses we must grow our interlock programs to survive. If we realize we are in one shared market, critical mass of interlock programs can be achieved. Once this happens, real changes in fatalities, injuries, and arrests will be a reality.