

Keynotes

December 2004

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Learn how Electronic
Access Control has opened
up new and more
profitable door
hardware markets
on page 10.

PLUS! The E-plex 5000 secures
the Winston-Salem Forsyth
County School System-page 28

Also in this Issue: Greg Perry and a Dudley
Wall Safe, Electronic Field Aides, Part 3 of 3 in Eric
Costley's Pickset Series, Product Reviews,
Marketing Your Business Effectively, ALOA Pays
Tribute to AJ Hoffman and MORE!

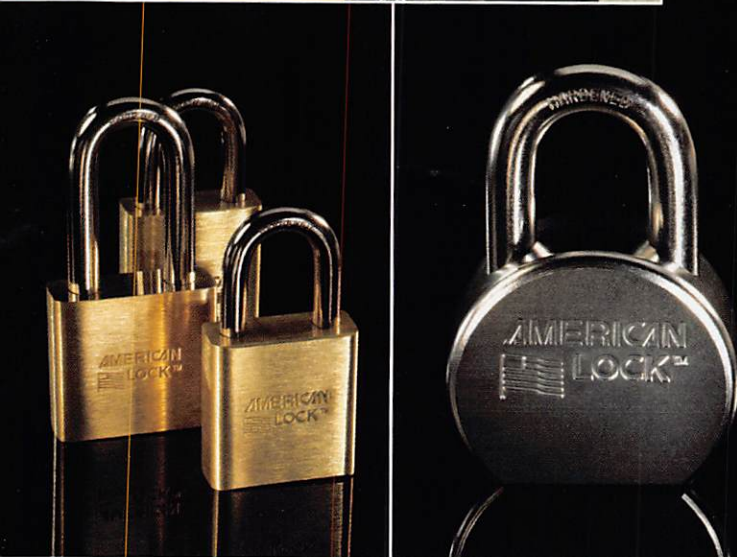
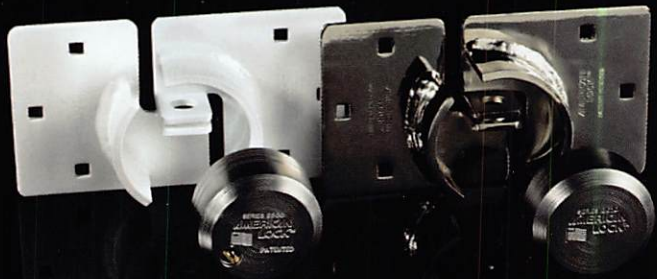
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hey Mac, keeping up with the latest the industry has to offer has never been more important for us safe technicians. Let me tell ya, you gotta stay aware of what today's top safe distributors and manufacturers are putting out there. It's crucial to making a humdinger of a purchasing decision, buddy.

And another thing, time is of the essence when it comes to education. New things pop up every day, Daddy-O, and that makes top-notch safe classes as good as gold. The only chance to get world-class education and meet with the industry's top distributors and manufacturers is the SAFETECH Convention and Trade Show. Boy, is it swell! SAFETECH 2005 offers you a chance to meet with potential customers and bolster business in ways you never thought possible. Discover the safes of tomorrow! Gee whiz, jump and jive your way into Safetech 2005, and you'll be part of our knock 'em, sock 'em show of all shows!!



presidential viewpoint



Dear Members,

I have some exciting news from down in Texas. ALOA has signed an agreement of sale on our headquarters at 3003 Live Oak Street and signed a contract to purchase another building in the Dallas area.

The existing headquarters in the downtown area was purchased several decades ago. ALOA really doesn't need a downtown location and, with real estate prices escalating, this proved to be the perfect time to sell. We are getting much more building for our dollar and one that is better suited to our needs. And, our moving expenses will be covered in the process!

The new building is located in an industrial/corporate park. It will have plenty of office space, warehouse storage, room for a larger museum, and most importantly, classroom space! This move paves the way for an "in-house" education program and also allows us to accept more donations of lock collections and museum pieces.

As I am writing this, I am completing the final details and agenda for the fall board meeting. There are many important issues that we will be discussing. One of the most important issues is PRP Recertification and requiring new members to become certified within a specified time frame. I am very excited about this program. It will obviously benefit ALOA but, there will be a widespread effect that will help local associations, the trade publications, help us establish relationships with manufacturers and national service providers, and advance our legislative efforts. The end result will be a highly trained and professional membership. This is how we intend to market ALOA and its members in the near future!

Your board of directors has a vision for ALOA and the plan is starting to come together. Company membership, recertification, professional standards, business education, the ALOA Certified Security Center program, and our legislative efforts all tie in to make this a very exciting time to be an ALOA member.

Sincerely,

William L. Young

William L. Young, CML/ CPS
President

Proposed New Property





The ALOA Convention and Security Expo July 17-24, 2005

SWEET

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game. The options are endless when you register
today for the single-most important event in
the locksmithing industry.

Baby, you know you want to go!



ALOA 2005
Sweet Home Chicago

ELECTRONIC ACCESS CONTROL 2004

10 Electronic Door Hardware... The Future is Here

With the appearance of economical, reliable, and easy-to-use and install electronics such as CPU boards, "chips", computers, touch pads and sensors, door hardware moved into a new plane. Now, electronics can be utilized to solve a myriad of door hardware requirements.

by Jake Jakubowski

14 Dudley Doesn't Work Right

Greg Perry investigates a broken Dudley Wall Safe. Both the dial and the handle were frozen on this very simple locking system with wheels that have a fence lever that is pushed up into the wheels by the lower rod of the U-shaped boltwork. What would you do to open this safe?

by Greg Perry, CML, CPS

18 No Strings Attached

With the advent of laptop computers, the codebooks and service manuals have slowly slipped into storage. Now, with the stroke of a few buttons, the locksmith can access just about anything he needs. Key codes, service procedures, key blank and part applications, catalogs, etc., are now contained within a tiny little box and accessible at the touch of button. All this is available, provided the software is purchased and properly installed.

by Tom Seroogy

30 What's in Your Pickset?: Specialty Picks

(Pt. 3 of 3 in the Pickset Series from October 2004)

Every pick is a "specialty pick". Each development and every individual invention was designed intentionally to meet a specific need. Some of these innovations have proven invaluable in a variety of situations.

by Eric Costley, CRL

26 Review: SafeData Electronic Index

Many of us strive to be on the cutting-edge of technology. The problem has always been knowing where the edge is. Researching and storing clippings, codes and other information is a necessity. With these massive amounts of information, how do we retrieve what we need quickly?

The Safe Data Electronic Index solves this problem and should be a lynch pin for anyone's computer-based library.

by Jym Welch, CPS

28 K-12 Medical Records Secured

One of the main biggest priorities for the Winston-Salem Forsyth County School System is the security of the medical records stored onsite. The E-Plex 5000 makes the grade for solving this complex problem.

32 What Does Your Yellow Pages Ad Say About You?

Greg Perry discusses ways to evaluate your Yellow Pages marketing and decide whether or not it is worth the expense.

by Greg Perry, CML, CPS

42 The Industry Pays Tribute to Anthony J. Hoffman

Locksmiths find comfort in sharing their thoughts about a legendary collector, Keynotes contributor, and professional locksmith.

by John T. Grist, CML, CPS

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Mission Statement: The Associated Locksmiths of America, Inc. is dedicated to enhancing the professionalism, education and ethics among locksmiths and those in related sectors of the physical security industry. With approximately 10,000 members in the United States, Canada and the freeworld, ALOA is poised to help members obtain the knowledge, the strength, and the confidence to perform their role in the physical security field with pride and dignity. But it is only through active involvement and participation that ALOA can fully achieve its potential—and can help members to achieve theirs.

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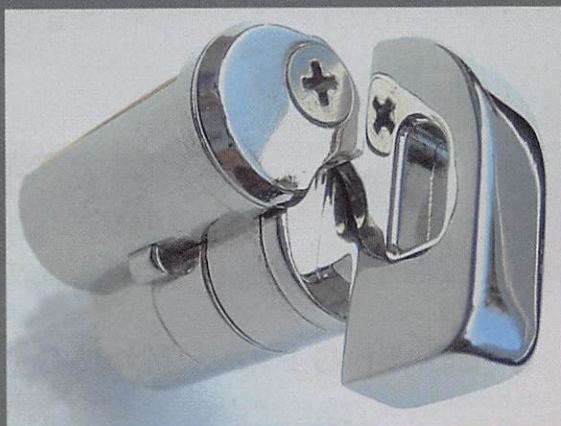
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These applicants are scheduled for clearance as members of ALOA. The names are published for member review and comment within 30 days of this Keynotes issue date, respectively, to ensure applicants meet standards of ALOA's Code of Ethics. Protests, if any, should be addressed to the Membership Department and must be signed. Active Membership applicants (a) have worked in the industry two or more years. Allied Membership (AL) applicants are not locksmiths, but work in a security-related field. Apprentice Membership (AP) applicants have worked in the industry less than two years.

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u p c o m i n g e v e n t s

DEC.	1	Ohio Valley Chapter of ALOA Monthly Meeting Ryan's Steakhouse Middleton, Ohio 513-464-1299	6	Minnesota Chapter of ALOA Annual Banquet, Dinner 6:00 PM, No Meeting	8	New York Master Locksmiths' Assoc. Monthly Meeting NYC/Long Island Area 718 274-6930	14	Fox Valley Chapter of ALOA Meeting 6:00 PM Columbus Club, Appleton Steak and Strattec Night
JANUARY	12	New York Master Locksmiths' Assoc. Monthly Meeting NYC/Long Island Area 718 274-6930						
FEBRUARY	9	New York Master Locksmiths' Assoc. Monthly Meeting NYC/Long Island Area 718 274-6930						

UPCOMING ACE CLASSES

12/4/2004	Birmingham, AL • Alabama Locksmiths Association • DLee Schofield 334-832-4920 • Simplex Unican Certification
1/5-16/2005	Kalamazoo, Michigan • West Michigan Locksmiths Assn R. Paul Bentley, CPL 269-327-8400 • Small Format IC w/L-38 PRP Large Format IC w/L-39 PRP
2/12/2005	Detroit, Michigan • Locksmiths Security Association Robert C. Nobel, CPL 810-385-9329 Complete Door and Door Closers w/L-05 PRP
2/19-20/2005	Kalamazoo, Michigan • West Michigan Locksmiths Association R. Paul Bentley, CPL 269-327-8400 Motorcycle Locksmithing w/L-22 PRP
2/25-27/2005	Minneapolis, Minnesota • Minnesota Chapter of ALOA • Dana Lee, CML 612-968-4500 • 5 ACE Classes
3/3-6/2005	Somerset, New Jersey • Master Locksmiths of New Jersey Annual Convention & Trade Show • Bill Timmann, CML, 908-839-3135 21 Ace Classes
3/19-20/2005	Kalamazoo, Michigan • West Michigan Locksmiths Association R. Paul Bentley, CPL 269-327-8400 Combination Lock Manipulation [2 days]
4/28-30/2005	Denver, CO • Central & Southern Colorado Locksmiths Assn Gordon Racine, CML 719-384-4707 • 9 Ace Classes
7/17-24/2005	Rosemont(Chicago), Illinois • ALOA 49th Annual Convention & Security Expo • David Lowell, CML, CMST 800-532-2562 x18 70 full day classes • 35 half day classes & evening seminars

UPCOMING PRP SITTINGS

12/9/2004	Thursday 8:30am • Dallas, TX • ALOA Hope Rodriguez 800-532-2562x30
2/26/2005	Saturday • 9:00am Roseville, MI • Locksmith Security Assn Robert Noble, CPL 810-385-9329
2/27/2005	Sunday 9:00am • Denver, CO • Central & Southern Colorado Locksmiths Assn • Gordon Racine, CML 719-384-4707
2/27/2005	Sunday 9:00am • Maplewood, MN • Minnesota Chapter Dana Lee, CML 952-887-1199
3/5/2005	Saturday 8:00am • Somerset, NJ • MLANJ 200 • Bill Timmann, CML 908-839-3135
3/12/2005	Saturday 8:00am • Lexington, KY • SAFETECH 2005 Hope Rodriguez 800-532-2562x30
3/26/2005	Saturday 8:00am • Corpus Christi, TX • TLA Convention Ed Stites 979-240-9083
7/22/2005	Friday 6:00pm • Rosemont, IL ALOA 2005 • Hope Rodriguez 800-532-2562x30
10/09/2005	Sunday 9:00am • Orlando, FL • SERLAC 2005 • James Barnhardt, RL 813-689-5979

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In Memory of Alan Brown



Bill Young and Alan Brown at
Brandenburg Gate
Berlin, Germany • May 2004

I lost a friend and the locksmith industry lost one of its finest gentlemen when Alan Brown of Ireland passed away at the young age of 41 on Sunday, October 24, 2004. Alan succumbed to a heart attack while returning with a group of locksmiths by ferry from an Auto Locksmith Association (ALA) in the United Kingdom.

Alan was the owner of Brown Brothers Locksmiths in Dublin and was in the lock business for 20 years. His business, with a staff of 8, will continue to operate.

Alan was a past president of the Associated Locksmiths of Ireland and he was a member of ALOI, the European Locksmith Federation, MLA-Great Britain, ALOA, and ALA. Alan travelled to Chicago for the ALOA convention in 2002. He recently stepped down from the ALOI board to spend more time with his family.



ALOI Convention-February 2004
Alan Brown far left, Dave O'Toole 2nd from left.

The funeral for Alan Brown was huge, with more than 1500 people attending. Every major locksmith company in Ireland was represented and many locksmiths and suppliers travelled from the UK and mainland Europe to pay their respects.

Alan is survived by his wife, Ann and they five children (aged 10-16). Please keep them in your prayers.

I will always remember Alan for his dedication to his craft and even more for his love of family and passions in life. Rests in peace, Alan. You are deeply missed by all.

Bill Young, President ALOA

In Memory of Don. J. Spenard, Sr.



Don J. Spenard, Sr. was born in Seattle on May 1, 1917 and died peacefully surrounded by his loving family on October 15, 2004. He spent his early years around the Lake Union waterfront living on houseboats. He was a lifetime Seattle resident.

Don was one of the first employees of Argen's Safe and Lock Company of Seattle, from which he retired in 1983. He was a self-taught Master Locksmith and a safe and vault technician. He was highly respected nationwide for his knowledge of the trade. A sought-after professional by Federal, State and Local Authorities for high-security lock and safe work, Don was instrumental in the

training and certification of many professional locksmiths throughout the years. A man well known in the Seattle area for his ability to crack a safe, Don was a founding Life Member of the Northwest Locksmith Association and the Tri-Regional Locksmith Association. He was also a charter member of the Association Locksmiths of America and a member of the Safe and Vault Technicians Association. Don served as a technical consultant to his fellow tradesmen to the end.

Don's interests and volunteer activities spanned many areas and years. As a volunteer fireman in King County Fire Protection District #5, he rose to the rank of Captain, serving for 15 years until the City annexed the area. Don was also a member of the Central Puget Sound Fire Association.

An avid boater, Don was a founding member of Puget Sound Outboard Cruising Club, now Puget Sound Yacht Club, of which he is now a Life Member. He was very active in boating activities and a trustee and past president of the Inter-Club of Gavel. One of Don's accomplishments while president of Inter-Club was the acquisition of Sucia Island and other islands in the San Juans as permanent recreation areas for boating. Don was a permanent member of the Coast Guard Auxiliary, with retired status, where he used to teach navigation and safe boating practices. Don was also very active in Boy Scout programs with his children.

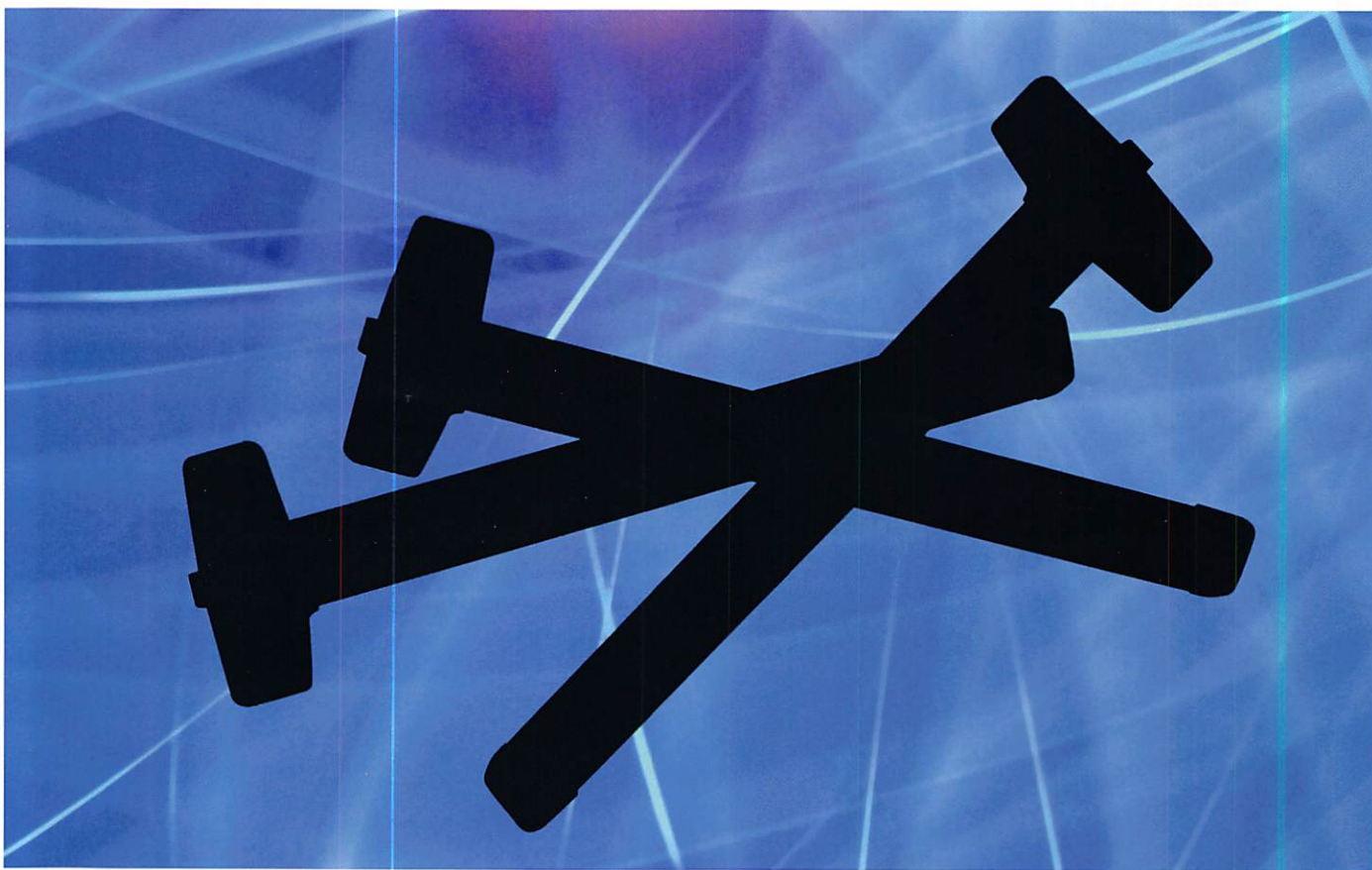
In later life, Don enjoyed his motor home and travelled extensively. He was a member of Ballard Elks Lodge #827 and Rambling Antlers RV Club. He was also a Life Member of Eagles Aerie #1 since 1940.

Preceded in death by his wife of 55 years Jessie (Koncan) Spenard and a great-granddaughter, Don was a loving mentor and father to his children, John Spenard, Donna Watters, Donald Spenard Jr., and Betty Conklin, seven grandchildren, and four great-grandchildren. In addition, he will also be missed by two nieces, a nephew and a host of extended family members and friends who loved him.

Electronic Door Hardware

The Future is Here

by Jake Jakubowski



Whether designing, specifying, ordering or installing door hardware—specifically access and egress hardware—there are several criteria you must keep in mind.

Everything from aesthetics to the Americans with Disabilities Act influences the form, function, finish and feasibility of the hardware used. Therein lies the rub.

The multiplicity of design, specifying, ordering and installing mandates—as well as client requests—makes it difficult to develop an all-inclusive, comprehensive, secure door hardware package. That is a package that will meet all of the codes and considerations required by the various jurisdictional mandates: as well as client needs.

From the time our ancestors rolled a large rock in front of their cave to keep enemies and things that go bump in the night at bay—the quest for ever more secure means of protection against ever more sophisticated threats has been an obsession. Mankind has been engaged in a multi-millennium crusade to improve their physical safety, well being and the secure preservation of their possessions.

In a strictly mechanical sense, today's locks and door hardware have shown little change from the locks and door hardware of a hundred years ago. Sure, we have better materials, brighter finishes more secure keyways, more dependable mechanisms, sleeker design aesthetics and some innovative functions not available in the early years of the last century. However, a mechanical lock is just

that—mechanical. Because it is a relatively straightforward mechanical device, designed to control access and egress, it is limited with respect to its functionality and ability to meet various code mandates.

Throughout the history of mechanical door hardware (particularly, during the last hundred years or so) the tendency has been to add more bolts, levers, pins, bars, latches and gizmos to the door to make it more secure. With the advent and near universal adoption of Life Safety Codes—and more recently the ADA—physical security and code compliance became a more arduous goal to achieve. Not impossible...but decidedly more difficult.

That difficulty was nowhere more evident than on perimeter doors where codes dictated a simple, one-motion egress standard while “tight” security called for multiple point locking and hard-to-defeat locking mechanisms.

As panic hardware development progressed—spurred by the need to keep a building secure and yet safe—more advanced concepts became reality and allowed more secure locking of exit doors with better code compliance features. Simple battery operated (or hardwired) circuits allowed for exit devices that would sound an alarm when the device was activated or attacked. With more sophisticated developments in alarmed, monitored doors, and CCTV easier monitoring of those doors became a reality.

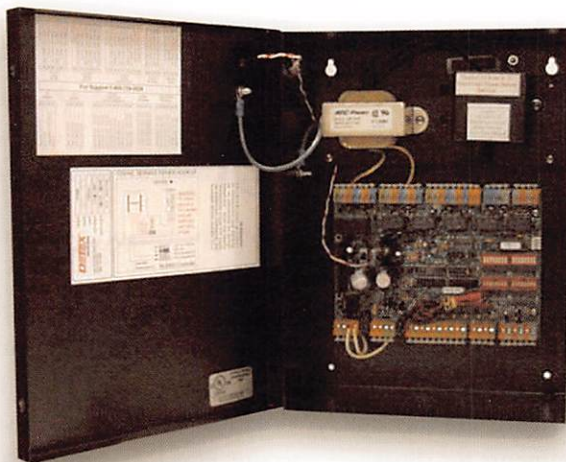
Paralleling the enhancement of mechanical, door exit hardware, mechanical access control concepts were refined as well. From primitive arm-holes cut in a door to allow manipulation of the bolt with a sickle-shaped key, to a “latch string” and ultimately multi-point key-operated mechanisms, to dual-custody, paracentric keyways, and digital locks: the quest for security continued unabated.

The evolution of secure mechanical access hardware was less irksome, in many respects, than the exit hardware development since virtually any type of device or lock could be used on the access side of the door...as long as it didn't interfere with the free egress of the building's occu-

pants. The major problem, of course, was allowing access to the premises by customers or employees without sacrificing security concerns. Hardwired buzzers, strikes—as well as doormen or armed security personnel—were early answers to those security concerns.

However, the real breakthrough in marrying code compliant door hardware and security considerations came with the appearance of practical, low-cost electronics, which readily permit a virtual endless variety of functions. No longer were manufacturers, architects, contractors and installers dependent on the physical activation of physically oriented hardware.

With the appearance of economical, reliable and easy-to-use and install electronics such as CPU boards, “chips”, computers, touch pads and sensors, door hardware moved onto a new plane. Now, electronics could be utilized to solve a myriad of door hardware requirements! And that fact alone (the development of what we ambiguously refer to as “electronic access”) has opened up new and more profitable door hardware markets.



For instance:

An auditorium, with multiple banks (or sets) of doors, might be equipped with electronically dogged panic devices. Such an arrangement would allow for the convenience of simple push/pull operation during the day and offer secure electronic re-latching during “events”, or at night, with a simple “flip” of the switch. In a slightly more sophisticated format, selected doors might be scripted to grant access at various dates and times with electronic latch retraction! Other easy-to-accomplish scenarios might be latch bolt monitoring, door “open” status displays, electronic access with card or proximity card activation, access (and egress) audit trails.

But those scenarios are only the beginning. We're seeing more and more timed access and delayed egress, covert cameras, “smart locks”, latch-monitoring exit devices and central station monitoring that might “control” a single door or thousands of doors around the world!



There can be little doubt that electronic access and egress door hardware readily allows for more efficient, code (Life Safety and ADA) compliant and secure configurations than ever before possible. There can be little doubt that with the continued improvement and development of "electronics" that the potential and probabilities of even more effective, easier-to-use, and secure electronic door hardware configurations and products are virtually limitless.

Factoring in electronics as an integral part of door hardware requirements becomes not only more practical as more sophisticated electronics make their advent—it becomes a necessity. With today's concerns about physical security, the door hardware industry is faced with enormous challenges and even greater opportunities.

The challenges are presented as a result of increased populations, the demand of the working, traveling and buying public for safer and more secure environments for those pursuits. From the employer's, merchant's and transportation provider's standpoint, the challenges are evident in their efforts to meet the needs of their customers and employees; as well as to prevent theft of goods, services and technology.

Those challenges are further exacerbated by factors as diverse as the cost of labor, industrial espionage, pilferage, domestic and foreign terrorist concerns, OSHA, ADA, rampant litigation over real or perceived wrongs and, not the least of these, overall increased operating costs.

The tendency of commercial, industrial and governmental entities to operate with fewer and fewer people as a result of controlling labor costs, and the myriad safety and security issues presented by modern society demand practical, dependable and cost-effective answers. Electronic door hardware and its functional adaptability go a long way to meeting the challenges faced by America's public, commercial, industrial, educational and governmental organiza-

tions. In fact, electronic door hardware is rapidly becoming a factor in the residential arena as well as the commercial marketplace.

Today, the opportunities are there for the savvy, market-oriented firm that is willing to address the challenges that are presented by security-conscious businesses and organizations of all genres. Elbert Hubbard once said that to be successful all one had to do was "Find a need and fill it!" The need is there. It can be filled by electronic door hardware, economically and quickly.

Today, the technology is in place and begging to be utilized. In fact, if you think about it, a modern CPU "board" in a relatively "simple" electronic lock, or exit device, has more computing power than was available to the entire world in 1948! Considering that, there is no longer any valid reason that door hardware cannot be secure, effective, aesthetically pleasing and code compliant.

Today, because of the advances in electronics and its use by the door hardware industry; the architect, specification writer, purchasing agent, builder, contractor and door hardware installer have more options, covering more contingencies, than ever before in the history of door hardware.

Today, because of the user-friendly nature of modern electronics, there is an abundance of electronic and electromechanical door hardware products that offer combinations of code compliance and security that have never before been available.

Today, that hardware is even more attractive because it is offered at prices that make its utilization not only reasonable but also affordable and cost-effective.

Today is yesterday's future. Today, when it comes to electronic door hardware—the future is here!



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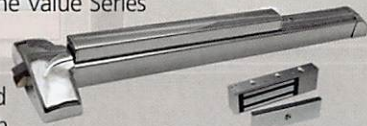


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Dudley Doesn't Work Right!

by Greg Perry, CML, CPS

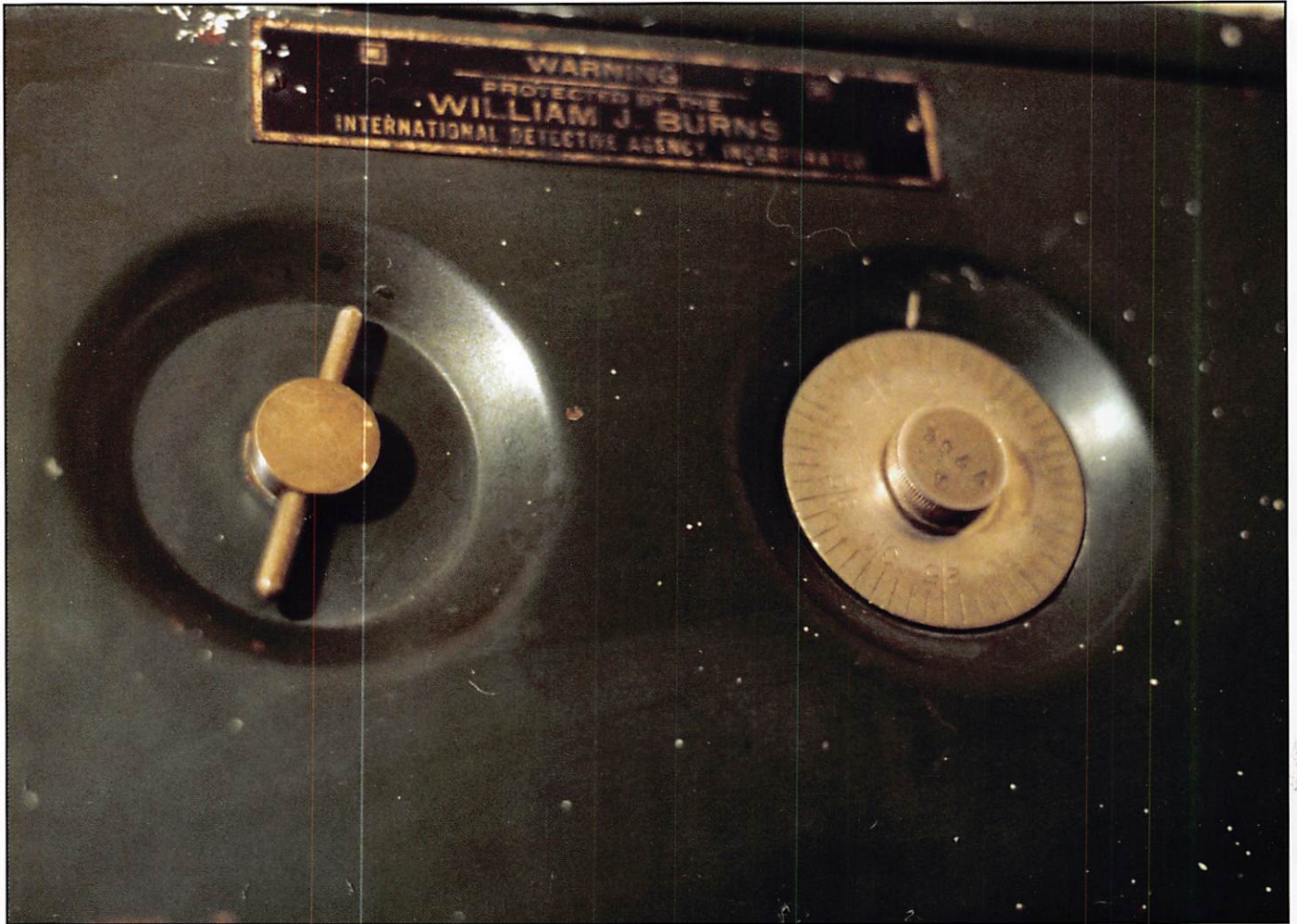


Photo 1, the wording on the outside of the safe is "Warning Protected by the William J Burns International Detective Agency". This is probably either a dealer or just a diversion label.

It's not often a family member needs a safe-cracker, but my brother had a wall safe he couldn't open. He knew the combo but both the dial and the handle would not turn. His house was built in the early 1940's and he believed the safe was installed when the house was built. My guess was the safe was manufactured by the Murphy Wall Bed Company but that was based on age since I've only seen pictures of a Murphy. My brother lives over 3 hours away so I considered having a friend stop and take care of opening it but that doesn't give me the satisfaction I crave. I also wanted pictures and details for my database so I agreed to go.

My brother sent a picture and I posted it on the SAVTA web site since it didn't match the Murphy pictures from other sources. One member nailed the safe with pictures and a little info. His information was helpful but still did not answer the question of why the dial would not turn. I suggested the old "hammer on the door trick" to see if anything would free up. It didn't, so I planned a trip to go see him.

When I got there, I found the safe as described. Both the dial and handle were both frozen. I looked at the pictures from the SAVTA web site. The safe has a very simple locking system. The wheels have a fence lever that is pushed up into the wheels by the lower rod of the U-shaped boltwork. What would you do to open this safe?

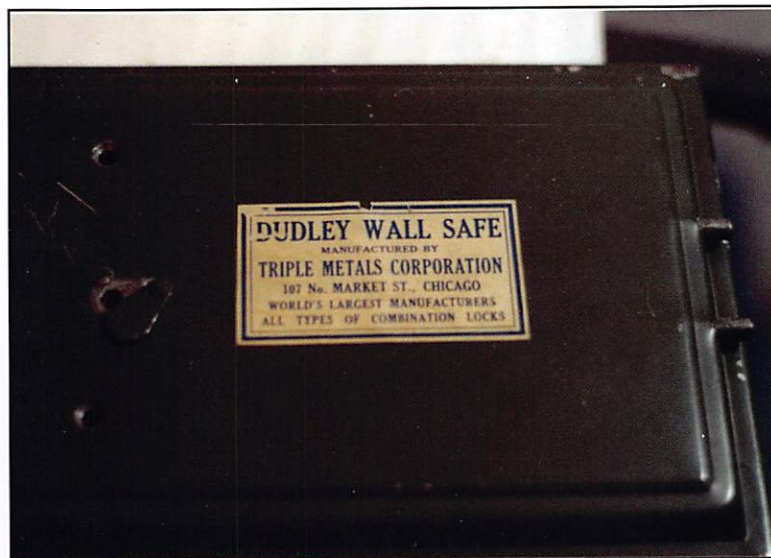


Photo 2 the backside of the door provides the real model and manufacturer, Dudley Wall Safe - Triple Metals Corporation.

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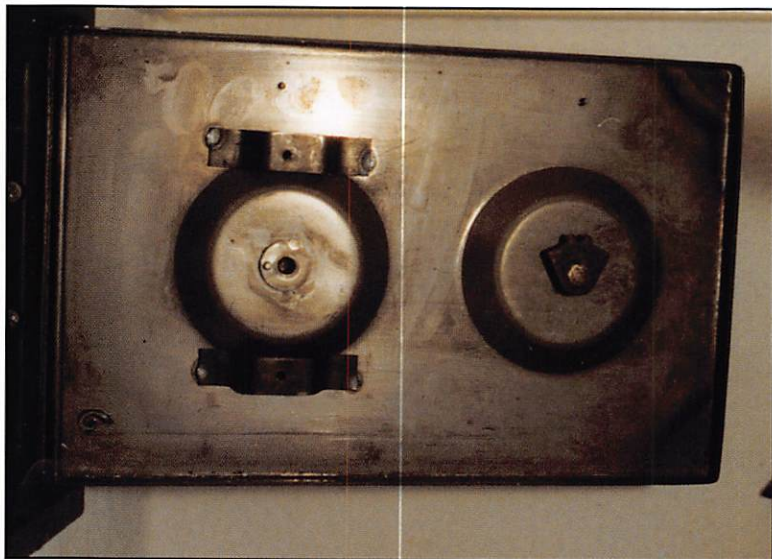


Photo 3 takes us inside the door to the backside of the face. The dial connection to the wheel pack is made with a drive pin on the left side. The right side handle cam is upside down in this picture. It contacts the cutouts in the topside of the bottom bolt.

My first guess was that the boltwork was jammed—partially locked but not quite all the way. This might explain why the dial did not turn. Looking at my options, I figured if a small hammer didn't work, grab a bigger one. Then I thought perhaps it is more important to grab a soft face dead-blow hammer. Deadblow hammers are filled with shot (or bb's) that move to the back of the hammer as the hammer swings. When the hammerhead hits the surface the shot inside slams into the hammerhead to impart force and to keep the hammer from bouncing back. Two swings of the hammer later, while at the same time turning the handle, it started to move. A couple more and the safe door swung open.

After removing the back panel, we found a sheet of off-white fibrous material that appeared to be asbestos. I assumed it was added for fire resistance, although I doubt it offered much protection. The problem turned out to be the arm (or lever) that moves in and out of the wheel pack. It was almost frozen. The wheel pack was also very stuff. Both the lever and wheel pack were riveted in place, preventing removal. The only thing we could do was apply penetrating oil to help free things up.

After taking the pictures and getting dimensions of the safe, we reassembled the back cover leaving out the fibrous material. Then we tested it a few times. It worked, although I didn't think it will ever work smoothly. Looking inside the safe we found it was made by the Dudley Wall Safe Mfg. by Triple Metals Corp. of Chicago Illinois. According to the label, they were the largest manufacturer of all types of combination locks. I'm certain the wheel pack and basic design is similar to their combination padlock design. The 3 wheels and drive cam are only 3/4" in diameter and the gates look like they could also be used to catch the cutout in a padlock shackle. The dial is a 50 number dial and the U shaped bolt is 1/4" round stock.

Opening this safe should be easy; the lock if it's functioning properly should manipulate easily turning the handle forces the fence into the wheels. A scope hole drilled anywhere just outside the dial in the area of 4:00 o'clock or 15 to 20 on the dial will give you a great view of the wheel pack, then simply transfer the numbers to the about 27 to open.

No pay on this job after all he is my brother. But I got to get some more information about a safe I've never seen before and write an article to pass on the information to you in case your brother should call you needing his wall safe opened.

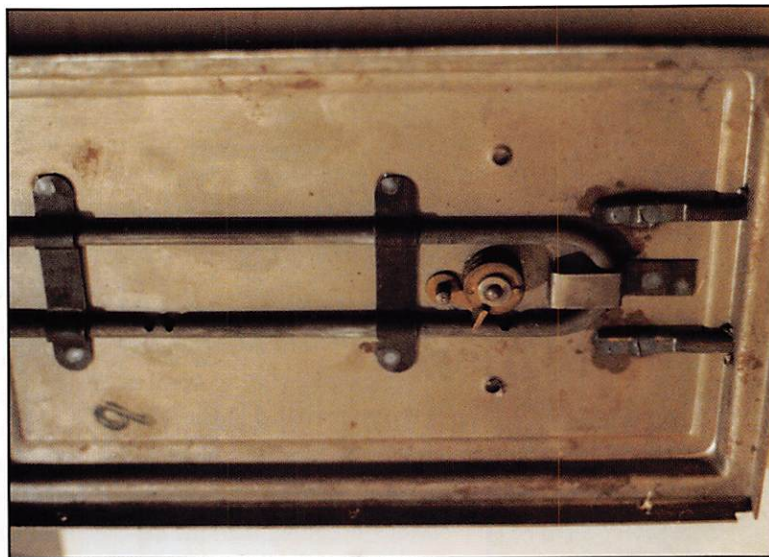



Photo 4 shows the wheel pack and U bolt, the insulation sheet was found between the two halves of the door.

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No Strings Attached

By: Tom Seroogy



1: Web access from the field is easier and cheaper than ever. Locksmiths can take great advantage of all the internet has to offer by simply getting connected.

On a recent trip, while waiting for my plane to depart, I gazed intently across the gate area at a gentlemen furiously typing away on a miniature two-piece keyboard. Folded in half, the keyboard was about the size of a deck of cards.

More intriguing than the keyboard, however, was the small satellite dish sitting on the table next to the keyboard. Barely the diameter of a baseball, the dish enabled this individual access to the internet without the need for wires or Wi-Fi. Needless to say, the ability to connect to the internet and email allowed this

individual to turn normally unproductive time into productive. More importantly, the sight of these little gadgets (and we all love gadgets) caused the cogs up in the old engine room to start turning.

I'll admit, I can remember the time when most of the space in a locksmith's van was used for storing codebooks and service manuals. In fact, if automotive was your forte, codebooks and manuals easily outweighed all of the key blanks, replacement locks, service kits, and locksmith equipment added together.

With the advent of laptop computers, the codebooks and service manuals have slowly slipped into storage. Now, with the stroke of a few buttons, the locksmith can access just about anything he needs. Key codes, service procedures, key blank and part applications, catalogs, etc., are now contained within a tiny little box and accessible at the touch of button. All this is available, provided the software is purchased and properly installed.

Well, here I am sitting in an airport staring at what could be the next step in the evolution of locksmith "data acquisition" (big word for the "information" needed to do a job). Now, instead of purchasing, installing and updating software; envision immediate access to the latest version of all the information needed by simply accessing the internet from inside your service vehicles?

Get Connected

Connecting is not all that difficult. If money is no object, satellite connection may be the best bet. With relatively high download and upload speeds, satellite's only drawback is locating an

available satellite or connecting during bad weather.

For the more frugal – myself included – a data connection subscription with Nextel is all that is needed. Simply purchase the auxiliary USB cable and use your Nextel phone to connect to the internet. Be warned, however, this type of service is used for simple data transfer and is not recommended for web connection. Top data connection speeds on this service are only 9 kbs, far below the more common 56 k speed of standard phone modems, and far slower than broadband. (See photograph 1.)

If satellite doesn't trip your trigger, and the 9 kbs data connection is not adequate, many cell phone providers offer web connection services – although some at a premium price. Do your shopping for the product and service that fits your need and budget.

Nextel and other providers offer a wide variety of wireless web hardware and software options. For the purposes of the general locksmith, Nextel's iM1100 Wireless Modem Card and the Packetstream Gold package are more than enough to work the web from the field; offering a 56K modem for \$350.00 and unlimited downloading for around \$55.00 per month.

Applications

Once connected, what's available for the locksmith? Well, the following are a few web applications and services to take a look at. Some of these are free, others are subscription based. Either way, the benefits may be well worth your time to explore.

Blackhawk Programs – www.lockcodes.com

OEM Web Sites – www.nastf.org

Locksmith Forums –
www.internetlocksmith.com/www.clearstar.com

General Searches – www.google.com/www.yahoo.com

ALOA.ORG— www.aloa.org

Blackhawk – www.lockcodes.com

For years Blackhawk has been offering locksmiths quality key code and other locksmith related programs. Although I may stand to be corrected, Blackhawk is the first (and still the only company) to offer these same programs as subscription based web (and web phone) applications, and at a fraction of the cost of standard computer based software (See photograph 2).

Programs available include:

Codes On Line (CODES)

Key Blank Cross-References (KBX)

Pin any Small Format Interchangeable Core (SFIC)

Fill On Line (FILL)

Lock Name Listing (NAME)

Combination Counter (CC)

Frequently Asked Questions

Two programs offering great benefit to the locksmith include the Codes On Line and the recently introduced Fill On Line.

To find a code, simply go to www.lockcodes.com and select the Codes On Line link to open the code program. From here the process is straightforward.

Enter the code and your preferred key machine or depth/space format. We've chosen the 1200CM and the Ford 8-Cut key code 1701X (See photograph 3).

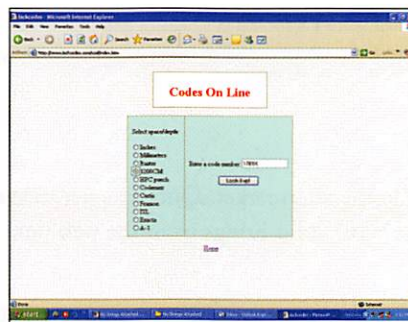
The next page allows the user to refine the search by choosing the types of codes they want or by simply choosing the desired series from the list box. In this example there are 35 Automotive code series and 1 Office/other series available. With our code readily displayed in the list box, we simply select "Ford Taurus transponder 1998-99" (See photograph 4).

The final page displays the key biting, applicable key blanks, and the specifications for the selected key machine (See photograph 5).

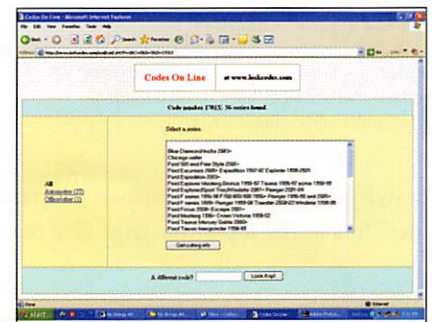
Especially applicable for automotive locksmiths, the Fill On Line application takes a known set of cuts and produces a cutting tree for progressioning a final key. In our example, we'll use the depths of the first six spaces of our Ford 1701X key code.



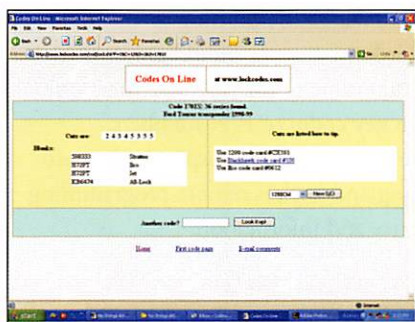
2: A pioneer in offering web-based locksmith solutions, Blackhawk subscriptions are economic alternatives to PC based solutions.



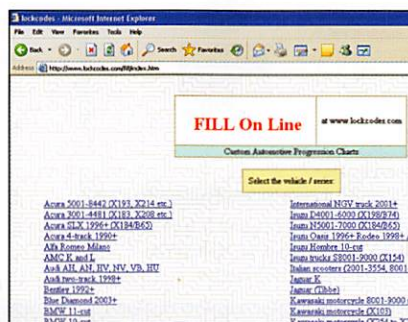
3: Codes On Line offers the locksmith quick access to key codes.



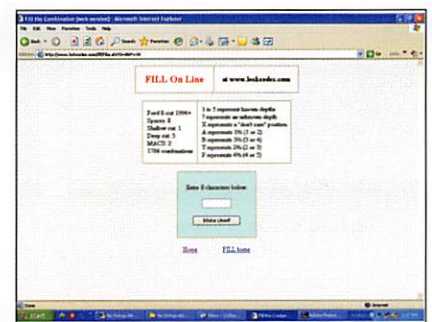
4: Using Codes On line is straightforward and simple.



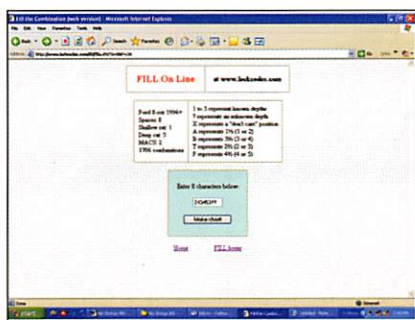
5: A few quick steps and the key code biting and other pertinent information is displayed.



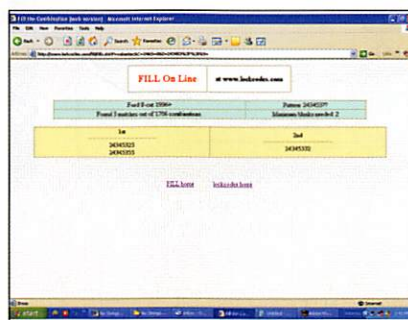
6: Fill On Line is the perfect complement to the Codes On Line application, and especially useful to the automotive locksmith.



7: Simply select the series of the biting desired.



8: Insert the depths of the known spaces along with "2" for each unknown space.



9: As quick as you hit the button, a list of progression charts are produced.

Clicking the Fill On Line link takes us to the first page of the application. Here we select the key code series from which our cuts originate. Again, our example uses the Ford 8-Cut 0000X-1706X code series (See photograph 6).

Clicking the link of the appropriate code series, we are directed to the biting input page (See photograph 7). Simply enter the known biting into the text box at the bottom of the page. Make sure to put “?” question marks for the unknown depths, or “X” for spaces we’re not concerned about. In our example, the first six depths are known, and we want to know the last two cuts. So, we enter – 243453?? (See photograph 8).



10: Heavily involved in obtaining automotive tools, information and training for the aftermarket, the National Automotive Task Force also offers the technical sites for all available automotive manufacturers.



11: Available for the locksmith's perusal and use, a listing of all the automotive manufacturer web sites.

Entering this number produces several charts that allow us to progression a working key using the least number of key blanks. (See photograph 9.)

OEM Web Sites – www.nastf.org

Some of the best automotive resources available over the net are the technical web sites of the original manufacturers. Instead of listing each, however, I have simply supplied a link to the National Automotive Service Task Force. While you can read about the purpose and goals of this entity from their own site, one of their accomplishments is to work with all the major automotive manufacturers to

deliver web based service information and training to the aftermarket. Once you get to this site, simply click the “OEM Service Websites” link at the top of the page (See photograph 10). This brings us to the web links for just about every automotive manufacturer in North America (See photograph 11)



12: Ford is a favorite site.



13: Sign up for an account is free and allows access to some of the free, but useful, information.

Before going further, it should be noted that every manufacturer site is different. Each one offers different subscriptions in different formats. Not all sites are intuitive or easy to use, so it may take a little hunting to access the needed information. It should also be mentioned that none of the manufacturers offer access to key codes or PIN numbers. However, several offer transponder key programming and keyless remote programming procedures and information.



14: Once signed in, you have access to subscriptions and other information.



15: The ability to program transponder keys from the internet is one feature unique to Ford.



16:

For our example, we'll pick the Ford/Lincoln/Mercury link – www.motorcraft.com (See photograph 12). To get to our technical information click the “Technical Resources” link along the tabs at the top of the page. From here the user is asked to sign in. If you have not previously signed in, the process is simple and free (See photograph 13).

Once inside, we're free to view available subscriptions (See photograph 14). Unique to Ford (and the biggest benefit of going to the Ford web site) is the ability for a locksmith to program transponder keys using Ford's Module Programming subscription and an approved J2534 device (See photograph 15).

From a commercial/residential standpoint, don't forget all the information offered by the various manufacturers of commercial and residential hardware. A quick jump to Schlage – www.schlage.com - shows that they offer a wealth of information on hardware, applications, and installations (See photograph 16).

Locksmith Forums

Of all the benefits offered by the internet, the locksmith forums are among the best. Two well known forums include the subscription based Clearstar (www.clearstar.com), and the free Internet Locksmith (www.internet-locksmith.com) (See photographs 17 and 18). ALOA.ORG also offers great technical forums utilizing the latest in messaging technology

Open strictly to working locksmiths (are there any other kind?), membership to these forums requires proof that the subscriber is a bonafide locksmith.

Both sites offer a wealth of information and help from some of the top locksmiths in the world. Each includes forums and chat rooms where you can get information or answers to questions on just about anything locksmith related – and then some.

Need a quick answer to a service problem? Simply sign on and post your question. In most instances, you'll have an answer in a short time.

Of special benefit is the instant messaging capabilities of Internet Locksmith. Using this feature, locksmiths can communicate instantly, allowing you to carry on a full and complete conversation in real time.

Search Engines

Last but not least, don't forget the available search engines. Two of the most common are Google (www.google.com) and Yahoo (www.yahoo.com). While not dedicated to serving the locksmith, these tools do offer the locksmith access to all avenues for getting questions answered.



17: Schlage as well as other manufacturers of commercial and residential hardware also offer web based solutions.



18: Subscription based Clearstar is among the more established locksmith forums available.



19: Internet Locksmith is a free forum with instant messaging capabilities.



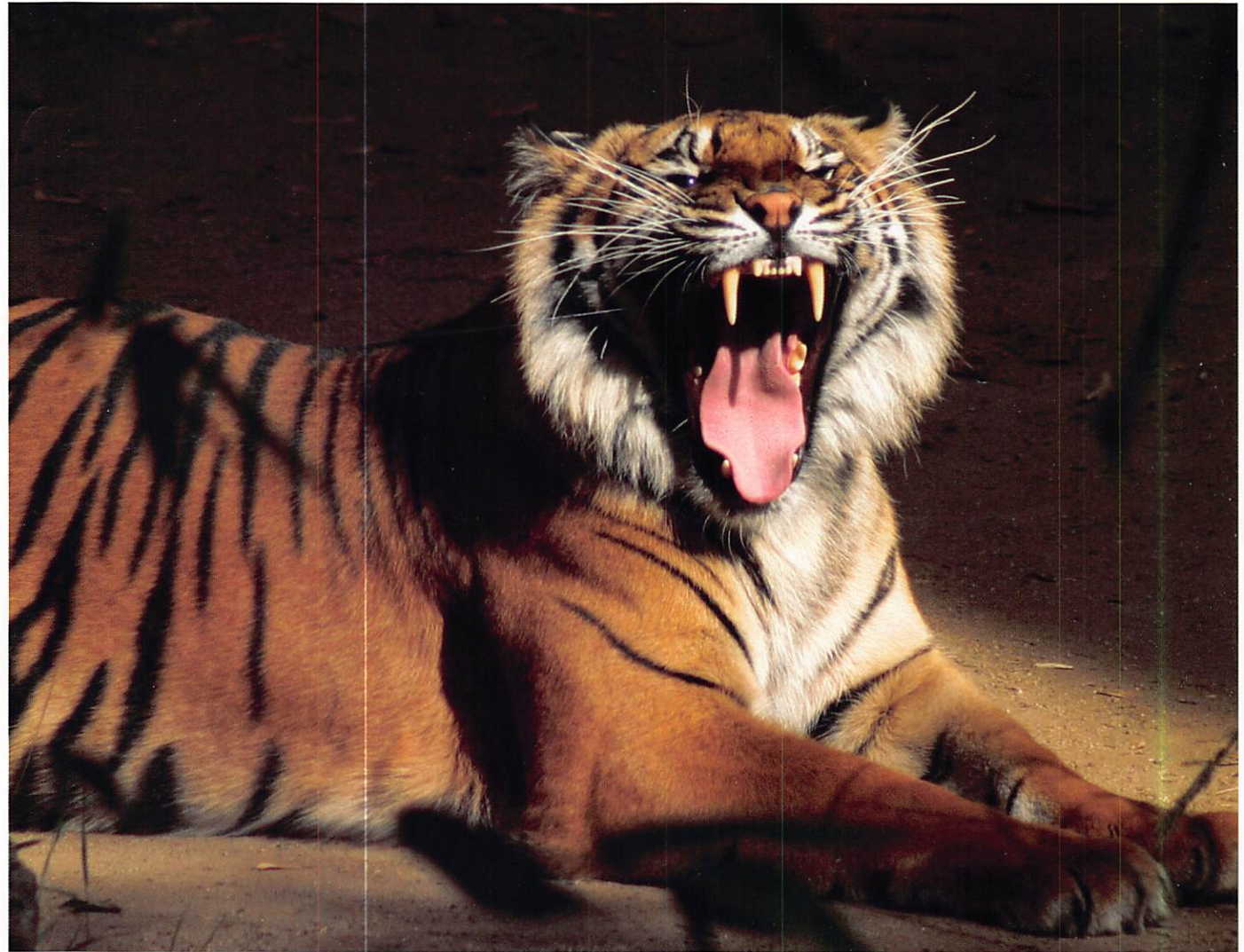
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What's in Your Pickset Pt. 3

Specialty Picks

By: Eric Costley, CRL



I have found the fiber picks
to be the “cat’s meow”.

In reality, every pick is a specialty pick. Each development and every individual invention was designed intentionally to meet a specific need. Even so, some of these innovations have proven invaluable in a variety of situations, and thus our “bread and butter” picks. Tension wrenches and plug spinners have undergone some interesting changes over the years, yet they remain a staple that no locksmith can do without. That brings us to our current topic, specialty picks.

Each time someone finds a way to bypass a lock, manufacturers scramble to create something insurmountable. Each time a manufacturer comes out with a new product, locksmiths respond by attempting to develop a tool to defeat that product as quickly and efficiently as possible. It is a vicious cycle that probably will see no end.

Not every product that hits the market lives up to the hype that surrounds it. After all, each manufacturer has spent money on development, patents, and the obligatory marketing blitz. The best and most effective way of choosing quality tools is to converse with others in your field. Asking “What do you use?” and “What works best for you?” is not only perfectly acceptable, it should flatter the locksmith that you ask. After all, you are giving weight to his or her opinion! The “cloak and dagger” days of not disclosing your “trade secrets” should be totally gone. As an industry, we will only survive and excel if we stick together. Okay, time to get off of my soapbox and get back to the subject.

Specialty picks are simply that: picks which are designed for a specific lock and are pretty much useless if you try to use them to open (for instance) a Kwikset knoblock. Some of the most interesting innovations are mere novelties at best, yet the fact that they exist and are still marketed justifies their mention here.

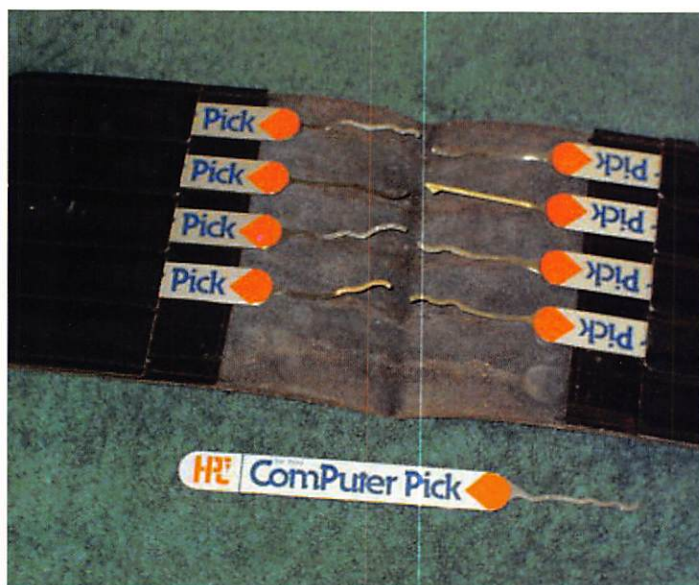
The pick gun and its modern variation, the electronic pick, are two of the most common variations of our bread and butter picks. Both of these are designed on the “billiards” concept. In other words, a sharp knock to the bottom pin will send the top pin flying while the bottom pin remains stationary. (For those of you familiar with the laws of physics, an object at rest tends to remain at rest, and an object in motion tends to remain in motion, unless acted upon by other forces.) In the split second between the initial smack of the pick gun or electronic pick, there is a significant gap between the two sets of pins. As long as this gap coincides with the shear line, the lock is picked! The

real trick with such tools is the application of feather-light tension, so as not to bind the pins in their individual chambers. These tools work best on locks such as Weiser, which have an inherently large gap between the top of the plug and the cylinder housing. With practice, they work well on a myriad of products.

One of the most common specialty picks is the tubular lock pick, which has found its way into virtually every locksmith’s vast array of tools. There are a myriad of variations on this basic concept, from the simple to the Petersen Pro-1. The latter is designed to defeat “dead pins” and varying spring tension in the Ace II variety of tubular locks. The choice of each locksmith depends on the number of times one services such locks and the budget allotted for that particular application. (Personally, I drill tubular locks more often than not. It becomes a question of time versus money to replace in virtually every situation.) Many tubular picks use elastic bands to provide resistance against the spring-loaded pins in the lock. An interesting alternative is the use of a piece of rubber hose, such as automotive vacuum hose, and a small hose clamp. This variation provides an easy and uniform tension adjustment that can be made by simply tightening or loosening the hose clamp by as little as a fraction of a turn with a screwdriver. Once again, necessity becomes the mother of invention.

Rocker picks are designed primarily for use with sidebar locks such as the ones used in General Motors vehicles since the thirties. Now, other auto manufacturers have followed suit and sidebar locks are used in GM, Ford, Chrysler, Saturn, and others. The idea behind a rocker pick is two-fold: either turning pressure is applied sporadically as the pick is rocked and worked in and out of the keyway, or pressure is applied directly to the sidebar while the pick is manipulated in the keyway. I have known used car dealers and repo men who became quite proficient with rocker picks, but personally I find it difficult unless I have access to put pressure directly on the sidebar.

One of the most interesting developments in picks is HPC’s computer picks. Developed sometime around 1980, the theory was by cataloging the profile of a myriad of keys, one could generate a small number of picks that would manipulate the majority of locks on the market. Although I have seen some success with these picks, I tend to think of them as more of a novelty than anything else. They are used in much the same manner as rocker picks, with tension applied and released occasionally as the pick is



A set of HPC's computer picks.



A set of various rocker picks on the right, and A-1's set for picking the GM 10 cut ignition on the left.

manipulated in and out of the lock. Of course, in the early 80's we were all under the impression that computers would make our lives easier, less complicated, and allow us to accomplish our tasks much faster. Most of us are now a bit more jaded and skeptical about such claims.

The most wonderful dynamic about our trade is that it is always growing, expanding, and thinking "outside the box." Manufacturers are always attempting to develop something that will make a job simpler, easier, and more efficient. One of the most interesting developments that I have run across lately is the fiber pick, developed by Pickmasters. The theory behind this is not only valid, but also interesting that no one else has seen the need for such a product. If you are picking a lock that has a deep cut in the first pin position and a very shallow cut in the next position, you are pretty much "up the proverbial creek with no visible means of propulsion". Although you may be able to lift that second pin to the shear line, you will probably push the initial pin up above the shear line in the process, and even the mere task of extracting your pick from the lock may put that first pin in the wrong position.

Virtually every conventional pick that is on the market today is made of spring steel. Although these will flex to some extent, they are rigid in construction. The fiber pick is basically a scaled down toothbrush, which means that if the first pin in our previous scenario is captured at the shear line, the pick will flex to move around it rather than pushing it out of the way.

I would like to say that I have found the fiber picks to be the "cat's meow". Unfortunately, after more than twenty years of dealing with conventional picks, I have found them awkward and tedious. Is this simply because I am accustomed to the feel of our bread and butter picks? To some extent, I would say yes, definitely. Pickmasters was generous enough to supply me with some extra goodies when I went to evaluate their product, and one of these was a cutaway cylinder. One of the things that I found amazing was that once a pin was manipulated to the shear line, it stayed there. Regardless of the position of other pins in the lock, a pin that was at the shear line never moved - despite the vigorous movement of other pins. Although I could pick the same cylinder much quicker with conventional picks, I noticed that sometimes the bottom pins would hang above the shear line, forcing me to release my tension and start all over.

In addition, fiber picks come in a variety of materials, such as brass, nylon, or steel. All of this depends on the particular spring tension of any given manufacturer. They also come with a specific pick for each depth. If you have a lock that has ten depths, you will have to order the set of ten picks. My question is WHY? If the bristles of the pick will flex, why not just one pick? Instead of uniform bristles, why aren't they tapered from each end to form a peak, like a diamond pick? Of course, it is easy for me as an end user to criticize the manufacturer for what I consider errors and redundancy. I'm just looking to pick the lock as quickly as

possible and get granny out of the sub-zero weather. I do, however, greatly respect anyone who has come up with a valid theory and attempted to manufacture a product along that line. For more information on the fiber pick, check out www.Pickmasters.com. Load the lock-picking animation for a chuckle: the deadbolt is picked in the wrong direction to gain entry... but hey, everyone's a critic. (Maybe the bolt was installed upside down!)

I've told you that I thought the flexibility of the fiber pick was a great idea, so immediately I attempted to cobble something together along those lines, which was more akin to our "conventional" picks. I took a plastic coffee can cover and cut out a nice hook pick. I assumed that the material would be flexible, yet fairly rigid, and that with just a bit of ingenuity I would have surpassed the research that Pickmasters had done. WRONG. First of all, the pick was far too thick to enter the keyway of most locks. By the time I had thinned it down to accommodate the keyway, most of the rigidity was lost, and it was useless. (I should probably stick to writing articles, rather than inventing.) In any case, my efforts to supplant the existing product stopped there.

I will close by stating three facts. First, there are tried and true picks that work in a wide range of situations for a majority of us. The fact that these have become staples of our industry proves their worth. Secondly, there are picks that fit specific needs, and are purchased and used only when these specific needs arise. Thirdly, there are those on the cutting edge who develop products in hopes of having them supplant or adorn themselves next to our normal stable of picks. As is the case with any product, those that survive are those that prove to be valuable in a wide variety of applications.

I am glad to see some unique innovations in the art of picking. I would challenge any manufacturer to step up to the developments that Pickmasters have made, and to move the industry into the 21st century. After all, in life it becomes increasingly clear: what is not growing is dying. I can only ask that we all do our part to help the industry grow. I sincerely hope that my ramblings on something as common as the lock pick have inspired us all to take another look at something that we take for granted more often than not.

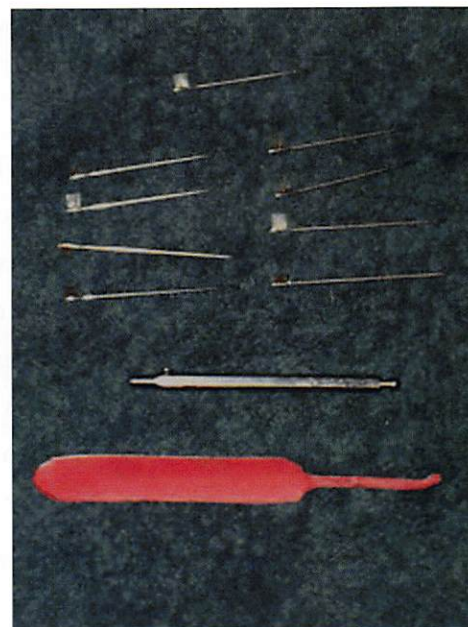
As Glen Campbell and Roy Clark would say: "I'm a pickin'... and I'm a grinnin'!" Keep picking and grinning when your tools do the job they were designed to do!



A common tubular pick, but with a piece of hose and a small hose clamp to provide minute adjustments to the tension.



A pick gun. Most locksmiths own one, but use it infrequently.



A few fiber picks, and the detachable handle. Below these is the author's feeble attempt to cobble together something more familiar out of a flexible material: It was pretty much a complete failure!

Safe Data Electronic Index—Why Do I Need It?

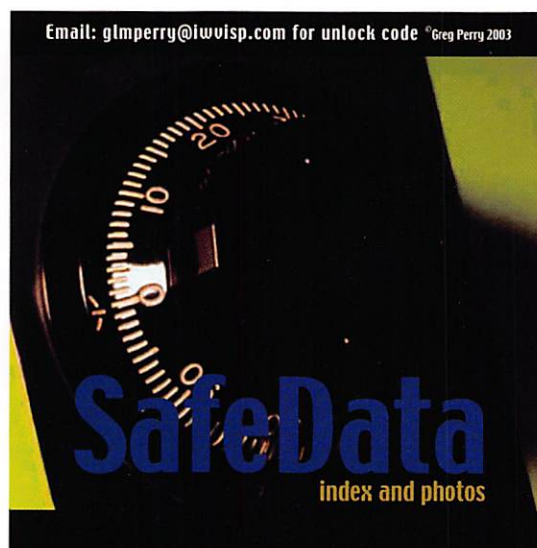
By: Jym Welch, CPS

Many of us strive to be on the cutting edge of technology. The problem has always been knowing where the edge is. Greg Perry has constructed a program that helps to define that edge. Many of us have reams of magazine clippings, snapshots of safes, stacks of bulletins from ALOA, SAVTA, NSO, Boxman, Locksmith Ledger, The National Locksmith, etc., and shelves filled with magazines from years past. We also have megabytes of info stored and used disc space on a PC or Laptop. With these massive amounts of information, how do we retrieve this information quickly? Mr. Perry has constructed a database that will allow those questions to be answered in a very short time. The Safe Data Electronic Index should be a lynch pin for anyone's computer-based library.

Locating correct information quickly is the key to any safe opening. Spending less time researching for that information is a godsend. When you spend less time in researching, the time on the job is reduced. This translates to real profits for your company. No longer should you have to send out a tech to "look over" the job or pay him to spend hours in unproductive work due to inaccurate information. Every printed article can be located in your library correctly, easily and accurately. This program is simple to install, navigate, and most importantly, edit. It should be the "go to"

program to answer any safe question before sending out a technician on a safe call or flipping through books endlessly trying to remember where you saw that picture or article. Aside from locating written articles, it comes with hundreds of photos to help you decide what your customer has and it will help you to price the job properly. Is the cost worth the capital invested? It is if you are spending more time exploring and drilling holes in a safe hoping you've gotten it right rather than researching the correct information and opening it in a small percentage of the time.

There are several databases on the market and each one has its merits. Investing in a system that utilizes the information within your reach creates a favorable profit margin on each safe your technicians open. Updating any database requires an ongoing investment that is part of business operations. Money wasted is profit lost, so correctly investing in a system that shows you where to find information that you have in another form controls your loss column and maximizes your profit column. Safe openings done incorrectly can be time consuming and costly ventures. By making use of the Safe Data program and acquiring the proper equipment, these expenditures will turn into profits, customer satisfaction, and employee performance that each business owner desires.



SafeData

Greg Perry, CML, CPS

Open up your library! SafeData allows you to find the information you've invested in, fast. This one program has over **8500 listings** of magazine, books, ClearStar Security Network posts and my personal library. Each listing includes not only the book or magazine, the issue, the title, the author and the page, but it also lists the lock and the hand of the lock (when available). SafeData lists patent dates and other trivia that may **help in identifying a container or lock.**

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The Winston-Salem Forsyth County School System is one of the largest in the Southeast, and includes three schools dedicated to special needs children. These schools are responsible for educating the area's physically and mentally disabled children in accordance with Federal and State regulations and standards. One of the most important priorities in these institutions is security – particularly with regard to the medical records that are kept on site. The security of these records has been the subject of Federal legislation during the past ten years, including HIPPA, and The Medical Records Confidentiality Act, which both took steps to ensure the privacy of the subjects of the records.

The Lowrance School in downtown Winston-Salem is unique, in that it maintains case files for its students, in addition to countywide records of all students requiring

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physical therapy. This creates two access control challenges: only select teachers and a Case Manager at the school may access the records of Lowrance School, while only county physical therapy employees can access county-wide records. In addition, the county employees are transient, moving among schools throughout the county during the day, based upon each school's particular needs. They come and go at irregular intervals, providing them with multiple keys to multiple schools can create a nightmare for any security manager.

The Lowrance School has recently discovered the solution to these access control challenges in the E-Plex 5000 by Kaba Access Control. The E-Plex 5000 is an electronic lock that builds on the ease of use and convenience of Simplex® mechanical pushbutton locks, and combines it with the enhanced functionality of an electronic lock. The end result is a lock that proves an electronic lock can be easy to install, easy to manage, and easy to use.

Principal Ron Caviness decided to use the E-Plex 5000 on both medical records rooms in the school. The E-Plex 5000 provides the additional security of multiple user access codes, and it eliminates the hassles of key management.

Managing the E-Plex requires only that the lock manager assign users an access code. Users can be added and deleted in seconds. When a physical therapist forgets a code, the code is simply deleted and a new code assigned. When an employee leaves the school system, there is no need to collect keys, and no potential need to re-key.

Overcoming Key Issues

Principal Caviness discussed key control as an ongoing issue in public schools. He noted, "When someone loses a key, you have two choices: you can re-key the entire facility, or you can sit back and hope that the person who finds the lost key doesn't want to cause trouble in your school."

If the budgeting concerns of public schools were not a factor, Principal Caviness said he would re-configure the entire school to E-Plex 5000 locks, because they give him

the ability to easily replace codes and users. Replacing a lost key is much more involved, and for institutions that operate without a locksmith on staff, can be very expensive.

E-Plex 5000 Features

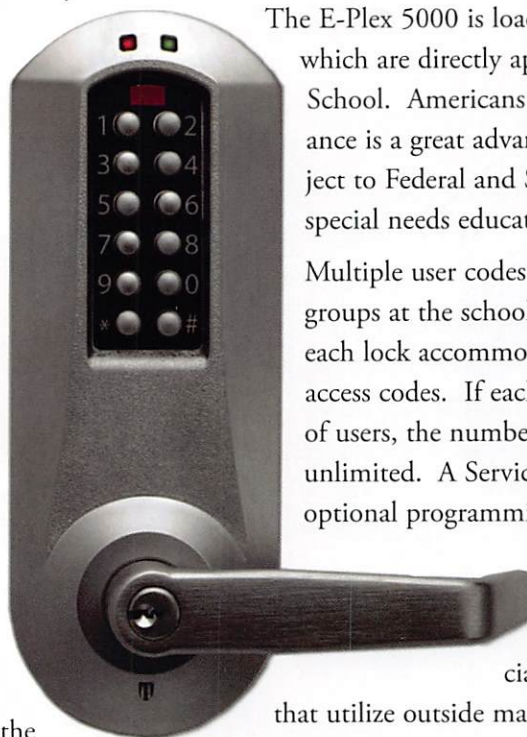
The E-Plex 5000 is loaded with features, many of which are directly applicable to the Lowrance School. Americans with Disabilities Act compliance is a great advantage at a school that is subject to Federal and State regulations relating to special needs education.

Multiple user codes are also a big plus. The user groups at the school can grow significantly, as each lock accommodates up to 100 individual access codes. If each code is assigned to a group of users, the number of potential users is virtually unlimited. A Service Level User is another optional programming level, which allows the user access to a door once, or multiple times over a 24 hour period. This is especially useful for organizations

that utilize outside maintenance personnel in their facilities.

Ease of use also stands out as a prominent feature in the Lowrance School. The two lock managers – Principal Caviness and the school's Case Manager, are not locksmiths or security personnel by trade, but due to limited budgets, they perform these duties on any given day. A system that makes this job more manageable is welcome. Proven durability and reliability are key factors, given the Lowrance School's surroundings. It is classified as an inner city school, which means it is subjected to many security rigors not commonly encountered among suburban schools.

The feedback from the staff at Lowrance School, Principal Caviness, and the county physical therapy employees, has all been very good. Educating special needs children provides one of the greatest educational challenges of the twenty-first century, but thanks to the E-Plex 5000, the security of Lowrance and Forsyth County's medical records for special needs children no longer complicates it.





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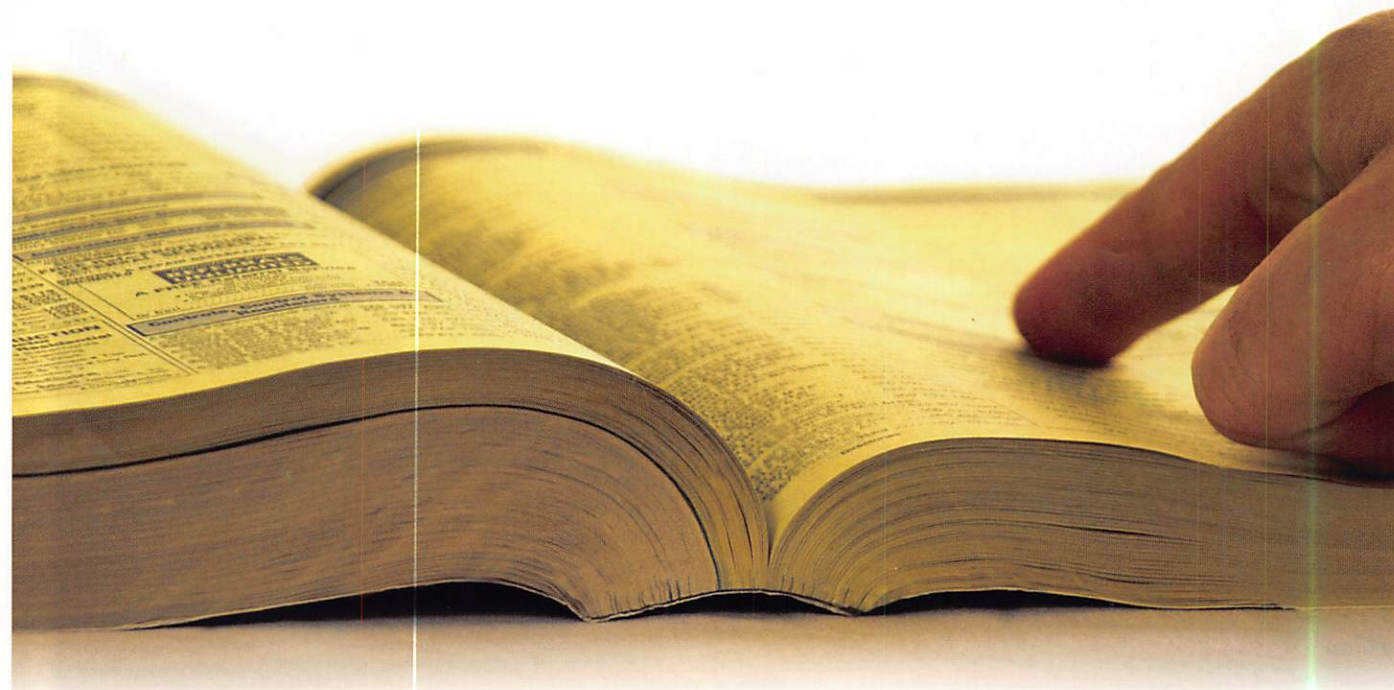
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What Does Your Yellow Page Ad Say About You?

By: Greg Perry, CML, CPS



I like to travel- usually a few times a year. When I stay in a hotel, I almost look in the phone book at the local locksmith ads. Call it curious or crazy. (My wife thinks the latter.) I look to see how the ads look. I'm also looking to see how large the ads are and how much information they include. I wonder how much money is expended every month? Do the ads really generate enough new revenue to justify their ad size? This article explores some of my thoughts. More importantly, I'll ask some questions of you. I'm not going to advocate getting rid of Yellow Page ads completely, but you should realistically evaluate what you

hope to achieve and whether the ad is worth the money you spend. Our Yellow Pages salesperson shows up every July or August for the October directory. We discuss the pros and cons, change a few things and always with the half page ad...but why?

Our current yellow pages ad offers a free gift if you mention the ad. This is not a new tactic but our salesperson suggested it. He claimed that over 80% of customers find a locksmith from the Yellow Pages. Our ad has been out a month and so far, no one has mentioned the ad. Do people really read the ad or do they only look for the nice

name or 24 hour service. What about quality? And how could a customer determine quality from an ad? One way is to belong to include the ALOA or SAVTA logo in your ads. It lends credibility and shows that we care enough about our craft to belong to a professional association. Given the choice, I believe most people would choose the association member over the nonmember.

Perhaps one of the more important questions to ask about yellow page ads is, do you want the call? If you emphasize automotive or residential work the answer is probably, "yes". If you prefer commercial/industrial or institutional work, the Yellow Pages are probably a waste of money. I've even seen ads that say in bold print "We Do Not Do Automotive Work". Why spend the staff hours answering phones, only to refer the calls to someone else? We prefer the steady repeat customer to the one-shot lockout, when given a choice. We find that some lockout calls interrupt other scheduled work and can easily mess up a carefully-planned schedule. After-hours calls are not a big deal, although I don't relish being woken up at 3 a.m. to open a car! When call volume is slow these calls can add a few dollars to the till, but I don't believe that for us these calls do not justify the expense of a Yellow Page ad.

A recent business trip found me in a hotel room with nothing better to do than tear apart a few ads. One business claimed that they specialized in, "Ford 10 pin igns. Replaced and foreign car igns." Wondering if the average consumer would even understand this, I asked a mechanical engineer and her husband sitting next to me on the plane ride back if it made any sense to them. They figured the statement it had to do with "those buttons on the outside of the door". The ad mentioned PIN (or Personal Identification Number). Another ad mis-

spelled several products referring to, Guardall and Century safe servicing". I wonder why no one proofread the ad. If the customer has a Gadall or Sentry (correctly spelled) safe, would they call this shop? If the customer recognized the Spelling error, what quality of work might be expected out of a shop who can't get the name correct?

If you decide you need a large ad and live in a large city, have someone who doesn't know your business look through the phone book to see if they can find your ad and ask them the following questions:

- Does the ad appeal to you?
- Would you call this business or someone else in the book?
- Does your ad make sense or use jargon that only someone in the industry might understand?

I would also suggest that you do some research. Question the statements included in your ad. For example, why limit yourself to a particular brand, unless you only want to service that brand? Look up plumbers, electricians, or some other trade in the phone book. Which ads catch your eye? Who would you call and why?

One of my biggest pet peeves about an ad is that some companies about an ad is that some companies seem to specialize in everything. How is that possible? If you look up "specialize" in the dictionary it says, "to concentrate one's effort in a field". There are a few areas I focus on more than others but the truth is, most locksmiths do it all—from alarms and automotive to safes. Not listing each "specialty" Doesn't make me less-competent technician any more than my family doctor, who is competent to treat me for most illnesses. If you have a true specialty, list it. But remember, someone who

needs safe work may call another provider if, for example, your ad says you specialize in automotive.

Try to tailor your ad to your business but keep your statements as broad as possible. It may be better to tell someone, "no we don't do that" than to lose the call because you didn't list a particular brand name or type of work in your ad. My own opinion is less is more. In advertising, this concept is called "K.I.S.S." (Keep It Simple Stupid). Give your customer enough information to make them want to call you, not enough to question whether you are the right shop to call.

Your goal should be customer satisfaction and making yourself money, not making the phone company rich with your advertising dollars. Choose your advertising and Yellow Pages ads wisely. Make your marketing reflect the types of work you want. Do you cater to commercial accounts that provide long term repeat business or do you

work in a vacation resort where lost keys and car lockouts are the most common call? I spoke with one locksmith who used to have the largest ad in the phone book. It cost \$60,000 per year. To track the calls generated, he added a special phone number that only was published in this ad. Most of the calls were from customers who were comparison price shopping by calling each ad in the book. The locksmith canceled the large ad, kept the small listing, and hired a salesperson to generate significantly more profitable business.

We plan to continue monitoring our ad in the Yellow Page and cut it, if business does not increase because of it. I would rather concentrate on other types of advertising. You too, might want to reflect on whether your ad is increasing your bottom line. When I come to your town, I'll be looking at your ads. Until then, look at your own and your competitors' ads. What does your ad say about you? Who would you call?

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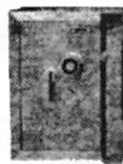
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legislative update

The results of November's Presidential and Congressional elections bode quite well for the outlook for Association Health Plan legislation in 2005. Below is a quick overview of the new members of Congress who could have an impact on the AHP legislation when it is reintroduced next year. Obviously, President Bush's reelection to the White House is a huge plus, given his strong support for the AHP legislation. Moreover, the President's unexpectedly strong showing in the popular vote (he won by approximately 3.5 million popular votes and is the first president to garner 50% or more of the popular since his father did so in 1988) should provide him with substantial political capital which he can use to put pressure on Senators that have so far refused to support the AHP bill.

In the Senate, the elections have improved the outlook for AHP legislation substantially. Republicans scored a net gain of 4 Senate seats, which will provide them with a 55-44-1 majority in the new 109th Congress, which convenes in January, 2005. Most importantly, Senate Minority Leader Tom Daschle (D-SD), an opponent of the AHP bill, was defeated by former Representative John Thune (R), who supported the bill during his tenure in the House. Several other incoming Senators have supported the AHP during their tenure in the House: Jim DeMint (R-SC); Johnny Isakson (R-GA); David Vitter (R-LA); and Richard Burr (R-NC). These five new Senators, who have supported AHPs in the past, replace outgoing Senators who did not support the bill, so this is a swing of five votes in favor of the bill!

Another new Senator, Mel Martinez (R-FL), is a former Bush Administration cabinet official who replaces outgoing Senator Bob Graham (D-FL), and this hopefully will be another vote pick-up for the AHP bill!

Senator-elect Tom Coburn (R-OK) (who is a physician by profession) was not well disposed toward the AHP bill during his tenure in the House. However, during his Senate campaign, he indicated to several organizations that he would support the AHP bill (albeit reluctantly) in the Senate if elected. This would be a huge improvement over his predecessor, retiring Senator Don Nickles (R-OK), who has been an ardent foe of the AHP bill over the past ten years. The two new Democratic Senators are Ken Salazar (D-CO) and Barack Obama (D-IL). Salazar is Hispanic and has a reputation as a moderate Democrat, whereas Obama, an African-American, has the reputation of a traditional liberal and has an interest in health care issues. Given our past success in attracting support for the AHP bill from both moderate and liberal Democrats in the House, I am hopeful that both new Democratic Senators will be open-minded and might support the bill.

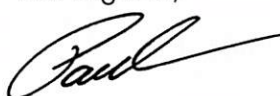
The bottom line is that, while there are still significant hurdles to be overcome for the AHP bill to pass the Senate, the new Senate with incoming members who have a history of supporting the bill is by far more favorable than any in recent memory! In the House, Republicans netted 3 new seats, thus bringing their House majority to 231-201-1 (two seats remain unresolved due to run-off elections in

Louisiana). This is the largest elected Republican House majority since 1946. Rep. John Boehner (R-OH), Chair of the House Education and Workforce Committee, has already indicated he plans to move the AHP bill through the House in early 2005, and there should be no difficulty getting another strong bipartisan vote in support of the bill.

Congress will return for a post-election session on November 16 to finalize the 108th Congress. The Senate is expected to make decisions on committee chairs during that week, which should

give us further insight into the make-up of the 109th Congress and the outlook for the AHP legislation. Coalition members will be provided with further analysis in this regard in late November/early December. In the meantime, please let me know if you have any questions or comments on the above information or the elections.

Best regards,



Paul M. Kanitra



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A Tribute to the Best

By: John T. Grist, CML, CPS



"One of my oldest and best friends has died. I will make sure that he will never be forgotten."

-Robert W. Dix
Mentor, Ohio

"I found A.J. to be a sincere, generous, delightful and knowledgeable person that I had the privilege to meet. Thanks for your time, A.J. Sorry you never enjoyed vegemite on toast from the man down under. Rest peacefully, A.J."

-Rob McKensie
Gold Coast, CA/
Querenscaro Australia

I can remember in the very early years of our business, having a passionate desire to be the very best locksmith that I could. However, living in this beautiful area of the Northeastern corner of the State of Georgia, I was limited in my educational opportunities. There were no shops or mentors to whom I could apprentice. Until 1983, when I first went into business, there had never been an established locksmith in the county.

Most of what I learned came from real-world experience, training manuals, trade publications, manufacturer's catalogs and the like. But the training that meant the most came from experienced role models and mentors in the field. One such person was A.J. Hoffman.

A.J. was a giant of a man in the world of locksmithing and we shared a hobby—the love of lock collecting. In the 1980s, I did not know one other person who collected locks. Thus, it was a surprise for me to meet A.J. at my first Indy Lock Show in 1987.

I am ever mindful of the truth that our days are numbered for this brief stay on earth. Uniformly, it is not always old age that become the factor to blame for our death. None of us are promised tomorrow.

Our memories give us comfort and I would like to remember A.J. by sharing the following interview originally printed in *The Journal of Lock Collecting* in the Spring of 2004.

JG Where were you born and raised?
AJ Cleveland, Ohio

JG Which came first...locksmithing or lock collecting?

AJ I started collecting around age 6 for no real reason I've been able to identify. My parents and I collected coins. My mother and I collected insects. And on my own, I collected lots of different things like non-sports trading cards, playing cards, and smoking pipes—of all things. A couple years later I started collecting locks and keys. I lost interest in everything else.

JG What was the first padlock or key you remember starting your key collection with?

AJ My earliest recollection is a plastic toy I played with as a tot. It had different-colored keys that had to fit into the correct keyhole. Since I still remember that toy, I think it might be what started my interest. As a kid collecting padlocks, I got to know a few locksmiths in the Cleveland area. It was always a nuisance for them to make keys for my locks, so I decided to learn to do it myself. I began rudimentary locksmithing around age 9. At the age of 10, we moved to an apartment that was within walking distance from one of those Sear's key shops they used to have in the little buildings out in the parking lot. I hung around there after school and on weekends. A locksmith there took me under his wing and I learned to be great with key-blank identification because of the vast variety of keys in the old city of Cleveland.

JG Bob Dix mentions that he first became acquainted with you while you were still in high school. Tell us how you remember meeting each other.

AJ I don't remember my first meeting with Bob. It was most likely when I worked at the big key shop downtown and he came in as a customer. We sold locks and supplies to other locksmiths so they frequently came to our counter.

JG Tell us about your first couple of jobs and some of your mentors.

AJ My earliest mentor was Ray James Clarke, an old locksmith from West Virginia who was working at the Sears key shop when I was about 10–12 years old—Before I was legally old enough to work. He shared more knowledge than anyone else in my early years. It wasn't just the people who helped this little boy learn, though. They were tearing down hundreds of houses across the west side of Cleveland for the construction of Interstate 90. At the time, I used to ride my bike all over there, going from one vacant house to another with my screwdrivers to remove the antique door locks, while the other kids were more interested in sniffing glue (So that's what happened to...). That experience—being able to figure it out all for myself and having no consequences if I ruined something, allowed me to learn how locks and cylinders are installed. It was then very easy for me to do routine service calls when the time came. (...the time I was old enough to get a work permit and then old enough to drive.)

JG *Most of us never had the pleasure of meeting the locksmith in the Sears Tower. Were there others that played an important part in your development as a locksmith?*

AJ Jerome Andrews came to work at our shop. I soon realized that he was the knowledgeable locksmith I had ever met so I tried to learn from him, too. Then we jump to Billy Edwards, Jr., CML and Gordon Morris. Billy was Medeco's Key Records Manager at the time and Gordon was the Cylinder Project Manager at Yale. I met them both originally by telephone because the shop I worked in was a direct customer of Medeco and Yale. These two industry experts had all the same interests and specializations as I did at the time so we became fast friends. We talked often and shared information between 1975 and 1982. I went to my first ALOA show in 1980 and learned that there was a lot more talent out there than I could ever see just in Cleveland.

JG *You are just a few years older than I am and I can honestly say that I have learned much from you as a locksmith. Describe how you gained so much knowledge of locks on your own.*

AJ I've always been a specialist, not a generalist. I specialize in cylinders and key systems but I am completely ignorant of door closers, exit devices and most safe and vault work. I'm sure you could teach me a great deal in those areas.

JG *While you were working with Corbin Russwin, you produced an extremely useful illustrated cylinder manual. Share what brought you to do that project.*

AJ That 95-page book was a labor of love. I was hired to bring cylinder and key expertise to a company that has lost it. I had already done my research into the spider web of depth and spacing variations and corresponding pin length variations because of my 2-day class on servicing interchangeable cores. When I left Lori/Kaba to begin in 1991 at Corbin Russwin, I knew the entire industry needed that information and more. My main task was to organize much material that is interrelated. Corbin Russwin had the most complex cylinder offering in North America and it had never been documented before. The engineering drawing were a mess. During my 5+ years there, I managed to get the whole mess sorted and organized. The cylinder manual's first edition was consumed almost as soon as it hit the streets. When I left in 1996, the manual was in its 6th edition. Unfortunately, in the transfer of everything from Connecticut to the Yale office in North Carolina,, the electronic files were lost and it will be very difficult for them to revise it now.

JG *Since you've seen yourself relocating around the country over the years of your life, which part of the country would you say you like the best?*

AJ Without question, it is where I live right now in Southern California. I love here but the trouble is that all the commercial lock companies have moved out of California. My marketing job moved to Colorado Springs 4 years ago and I had to transfer to the Training Department in order to stay here because instructors travel and do not have to be based at any of the factories. The day will probably come, though, when I have to leave my California paradise because of job consolidation.

JG *When did you attend your first lock collecting show?*

AJ My first show as the small one organized at Sargent and Greenleaf by Harry Miller around 1981. I went because it was within driving distance of Cleveland.

JG *You added some museum masterpieces to your collection last year. Do you feel the quality of locks available is diminishing due to a larger number of collectors?*

AJ The quality of locks is not diminishing. The big double-edged sword is eBay. Locks that we would never otherwise see are suddenly thrust in front of the world. An H.C. Jones trick lock shows up in Aunt Tilly's attic and her grandson puts it on eBay with a \$10 starting bid because he doesn't know what he has. That's the good part. The bad part is that we must inevitably bid against friends we've had for years because everyone is looking for the same quality. No matter what specialty area you choose, there are a few collectors with the same interest and enough money to make eBay life miserable. Bob Dix and I started collecting logo locks 25 years ago when no one else did it. Now, I have to pay hundreds of dollars for a lousy Best logo lock to wrest it from one of three competitor friends on eBay. The same thing has happened to pin tumbler push key locks in the past 10 years. It's astounding.

JG *Do you feel that good locks are still a good investment for the average collector?*

AJ If collectors pick up nothing else from this interview, it's this: Quality keeps its value or increases. A cheap lock is always a cheap lock. Don't blow your money on 5 junk locks at \$20 each. Wait for one decent one at \$100 instead. With very few exceptions, the more money you pay now, the more it will be worth later. Items over \$500 are a good investment. At that quality level they are almost sure to increase in quality every year.

"A.J.--One of my first ALOA acquaintances who soon became a dear friend...our world has been robbed by your early and sudden death and I will miss you dearly."

-Ruth Davis
Carmel, Indiana

"We have taken several of the classes that A.J. taught over the years. He always passed on a wealth of knowledge and shared his passion about locks and key systems. He will definitely be missed in the locksmithing community."

-Charleen Rice
Long Beach, California

"When someone rises to the highest levels in any endeavor, they move into the realm of art. A.J. was an artist in the security hardware field."

-Glenn Younger
Ramona, California



about the authors

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Tom Seroogy has been involved with automotive locksmith training for many years. He is the co-author (along with Tom Mazzone) of the Guide to Steering Column Service and was the Product Manager for BWD Automotive (formerly known as All Lock). Tom initiated the automotive division of Lockmasters and has developed several new automotive classes for ALOA to help prepare locksmiths for the PRP automotive electives. His many years of technical expertise in the automotive field and as a contributor to automotive locksmith education have created a much sought after demand for his popular classes.

Greg Perry, CML, CPS

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