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- 19. ALOA Convention Class Descriptions (30 pgs)
- 20. ALOA Convention Registration Forms (4 pgs)
- 21. Board of Directors Nomination Form (2 pgs)
- 22. ALOA Company Membership Application (2 pgs)

310-575-5027

# presidential viewpoint



Dear Members,

Toward the front of every Keynotes magazine, there is a page with a lot of information. Staff members and their positions are listed along with all Officers, Directors and Trustees. There is, however, what I consider text of extreme importance, our Mission Statement. In part it reads, that our mission "...is dedicated to enhancing the professionalism, education and ethics among locksmiths and those in related sectors of the physical security industry". A closer look at the last sentence reveals how we are to fully achieve our mission. "...But it is only through active participation that ALOA can fully achieve its potential-and can help members to achieve theirs."

"We", "our" and "active participation" are at the core of what it means to be a member of ALOA. The Staff and Officers by themselves are not ALOA. It takes every member, pulling together, that will further us as individuals and us as an association. We must invest in ourselves by attending local meetings, shows and taking classes to upgrade our skills. We must invest in others by teaching, mentoring and encouraging fellow members and locksmiths. We must invest in our association by not merely paying our dues, but by communicating our ideas to our fellow members and our Officers. Whenever we do this, we make our industry and ALOA strong. Being proactive and using positive methodology enhances us as individuals.





I must truly congratulate and thank the many members and nonmembers I have met this past month. One of the many meetings I have attended in October was the Institutional Locksmiths' Association's conference in New Haven, Connecticut. After three days of factory tours, classes and meetings, the ILA had a closing dinner. Their guest speakers were from the Discovery Channel show, "It Takes a Thief". The show is sponsored by ASSA Abloy. The show's premise is for the "thief" to break into a house or business (with prior permission of the owner) and then correct the problems which allowed the burglary. Later that evening, I was fortunate to receive the "ILA Mentor Award". Thank you one and all!

A week later, I was in Orlando, Florida to attend the SERLAC Convention. SERLAC had three days of education and a show floor with over fifty exhibitors. Ken Kupferman and I manned the ALOA booth at the show. Later, at the banquet, it was a pleasure to meet with many of the attendees and discuss a multitude of interesting ideas.

As I write this, I am preparing to go to the Greater Philadelphia Locksmiths' Association's Convention. There will be two days of classes; I will be an instructor at one of the classes. At the exhibits, several of your Directors will man the ALOA booth. The convention culminates with a banquet and on the final day, a PRP sitting.

I salute the ALOA members who are true to their mission. They, indeed, have the gratitude of all of us in the security industry.

Take 'er easy!

Sincerely,

Robert E. Mock









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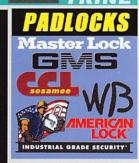
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features

### **SECURITY AT THE PENTAGON 2006**

10	NEW FEATURE!
	Member Spotlight:
	<b>Securing The Pentagor</b>

Check out our new monthly feature spotlighting ALOA members and their lockshops.

### 16 Diagnostics WORKS!

How would you handle a lockout, with a drill or your brain?

by Greg Perry CML, CPS

### Getting Out of the Phone Loop.

What can you do to encourage your customers to remain your customers and not drive them to your competitor?.

by Laurie Brown

### Renegotiating with Integrity

Find out why many times renegotiating is far more essential to your life than negotiating.

by Marc Freeman

### ALOA on Bump Keys

Read this press release to find out what ALOA thinks about the talk surrounding bump keys.

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### executive

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Editor

Additional contact information for the ALOA Board is available on the ALOA website—www.aloa.org or by contacting the ALOA office at 3500 Easy Street; Dallas, TX 75247; (800)532-2562; FAX (214)819-9736; e-mail aloa@aloa.org.

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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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Great Britain

London

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Sponsor: Ken Dale

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.



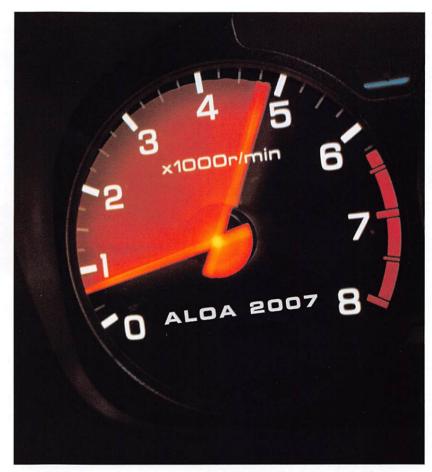
### Start Your Engines!

This year, with a great location and a schedule chock-full of exciting classes and events, we are pulling out all the stops to celebrate the ALOA Convention and Security Expo in Charlotte, North Carolina.

Having built an international reputation among locksmiths as a powerful resource to explore industry innovation and form industry alliances, ALOA 2007 is the ideal place to learn, network or to showcase your security-related business on the show floor.

This year we've thought of everything from an exciting location to a comfortable hotel and a convention center that is equipped to handle your every need. The exhibit hall promises to be overflowing with the latest technology and new merchandise.

### july 22–29, 2007 charlotte, north carolina



aloa convention and security expo 515t ANNUAL

# Don't miss out! 800-532-2562

# upcoming events

<b>&gt;02</b>	OMLA Class - Access Control, CCTV, Nurse Call, Etc Contact: John Ruperd (417)-926-3689	
12/4 DEC	Dallas, Texas • ACE Classes ALOA Training Center Contact: education@aloa.org 800-532-2562x104	
JAN		
	Convention • Houston, Texas.  texaslocksmiths.org	

August 20 - 25, 2007

Dallas, Texas • ALOA Training Center

Saturday 3:00pm • Dallas, TX • ALOA Training Center

Six-Day Basic Locksmithing Course

ALOA Education

	IDA	-	AAI	DIC	ACE	CIA	ASSES
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Dallas, Texas • ACE Classes • ALOA Training Center

December 4, 2006

	Contact: education@aloa.org • 800-532-2562x104		www.aloa.org • education@aloa.org
January 13, 2007	Detroit, Michigan • Locksmiths Security Association Robert C. Noble, CML • Interchangeable Core Fundamentals http://home.earthlink.net/~lockwriter/id1.html	October 15 - 20, 2007	Appleton, Wisconsin• Fox Valley Technical College Ann Kading• Six-Day Basic Locksmithing Course http://www.fvtc.edu/tp2.asp?ID=Security%2FCrime+Pre vention&pix=005
	noblelock25@sbcglobal.net	December 3 - 8, 2007	Dallas, Texas • ALOA Training Center
January 13, 2007	Casper, Wyoming • Wyoming Locksmiths Association Gene Ficek, CPL • Automotive Update with Trandsponders		ALOA Education Six-Day Basic Locksmithing Course www.aloa.org • education@aloa.org
February 10, 2007	Detroit, Michigan • Locksmiths Security Association Robert C. Noble, CML • Basic Electricity & Electronics		www.ulou.org + education@diod.org
	w/L13 PRP http://home.earthlink.net/~lockwriter/id1.html	UPCOMING	G PRP Sittings
March 28 - 30, 2007	noblelock25@sbcglobal.net Vancouver, British Columbia • British Columbia	11/11/2006	Saturday 8:00 am • Cary, NC • North Carolina Locksmith Assc. • Granger L. Marley 919-859-6060
Water 20 - 30, 2007	Association of Security Professionals Bill Beazley • 14 ALOA Certified Classes	11/19/2006	Sunday 8:00 am • St. Louis, MO • Bi-State Chapter of ALOA • Kenneth Kim, CRL, CPS 314-351-7252
April 21, 2007	lockpicker@helmz.com Kearney, Nebraska • Nebraska Chapter of ALOA	11/16/2006	Thursday 9:00 am • Dallas, TX • ALOA ALOA Certification 800-532-2562 x203
	Elmer Howard • Push Button Mechanical Lock Manipulation • safeman@cox.net	12/9/2006	Saturday 3:00 pm • Dallas, TX • ALOA ALOA Certification 800-532-2562 x203
April 26 - 28, 2007	Denver, Colorado • Central & Southern Colorado Locksmths Association • Barry Meyers, CPL	2/10/07	Saturday 8:00am • Roseville, MI Locksmith Security Association
May 7 - 12, 2007	9 ALOA Certified Classes Dallas, Texas • ALOA Training Center	2/11/07	Sunday 8:00am • Welch, MN Minnesota Chapter of ALOA
	ALOA Education Six-Day Basic Locksmithing Course	2/17/07	Saturday 8:00am • Houston, TX Texas Locksmiths Assn.
July 8 - 16, 2006	www.aloa.org • education@aloa.org Charlotte, North Carolina • ALOA 51st Annual	3/10/07	Saturday 8:00am • Lexington, KY SAFETECH2007
	ALOA Education • 80 full day classes Convention & Security Expo • education@aloa.org	3/31/07	Saturday 8:00am • Vancouver, BC British Columbia Association of Security Professionals
	40 half day classes & evening seminars www.aloa.org	4/28/07	Saturday 8:00am • Roseville, MI Locksmith Security Association
		4/28/07	Saturday 6:00pm • Denver, CO Central & Southern Colorado Locksmiths Association

Contact the ALOA Education Department for a list of classes and training offered in-house.

5/12/07



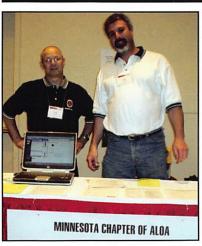
### **GPLA Flag**

At their annual convention in October of 2005, the Greater Philadelphia Locksmiths' Association honored the men and women, past and present, of the armed forces of the United States. In appreciation of this patriotic gesture, U.S. Senator Rick Santorum of Pennsylvania presented GPLA with a flag that has flown over the nation's capitol. The certificate that accompanied the flag is pictured here. It reads:

"This is to certify that the accompanying flag was flown over the United States Capitol on December 12, 2005, at the request of the Honorable Rick Santorum, United States Senator.

This flag was flown for the Greater Philadelphia Locksmiths Association in thanks for their sincere show of military support."





Board Secretary
John Soderland,
CML,CMST,CIL
was on hand to
answer membership questions in
Minneapolis during the Doyle
Security Trade
Show in
September.

### Kaba Traveling Road Show



Kaba Access Control and Kaba Ilco are proud to announce that a traveling show of product demonstrations has hit the road in the Americas. This mobile show is loaded with hands-on demonstrations of Ilco's wide selection of key systems and key duplicating equipment, as well as Kaba Access Control products - all designed to help you increase your awareness of the latest available technologies and gain a better understanding of how Kaba can help you take control of your key system and access control needs. The Kaba traveling road show is open and ready for demonstration in locations across the United States and Canada. To find out when this show will be in an area near you, ask your distributor or go to www.kaba-access.com and look under Trade Shows & Events, then Traveling Road Show.



# MEMBER\* potlight

Welcome to our new monthly feature! Each month we will highlight a current ALOA member & their lockshop with a short bio and in-depth questions. To be considered or to recommend a fellow ALOA member please read the information provided at the end of this article.

Our shop is a fully-functioning lockshop located in the Pentagon. Our mission is to provide lockshop-related security services and support to all components of the Office of the Secretary of Defense to include the immediate offices of the Secretary and the Deputy Secretary of Defense in the Pentagon and in the National Capital Region. We were once called the Defense Protective Service, but after Sept. 11th a new agency was formed and we became the Pentagon Force Protection Agency (PFPA). The Pentagon Police are also part of the agency. We fall under the Security Services side of PFPA. We deal with some of the old Corbin locks that have been in the building since it was built, high security key locks, both Medeco and ASSA, various brands of security containers (safes), and vault doors. Some of our functions are installation and repair of all locking devices, install and repair all combination locks, repair malfunctioning safes, open security containers by drilling or by dialing, maintain a master key system, oversee the lock installation in the Pentagon Renovation project, and occasionally cut desk or cabinet keys. The shop consists of three permanent security specialist/locksmiths and one contractor assigned to install locks in renovation. The permanent employees are myself, Marion Cochran Jr. (better known as "Snake") 36 years in security and 27 as a locksmith, Mike Dooley, 27 years in security and 17 as a locksmith, and Rob Pelletier, 8 years in security and 7 as a locksmith.



1. Tell us about your background in security and your experience in locksmithing.

Cochran: I was in the Air Force as a Security Policeman for 11 1/2 years. 10 1/2 years was right here in the DC area. The only time away was a tour in Vietnam. While stationed at the

Pentagon, I became interested in locksmithing, took the Locksmithing Institute correspondence course, got a part time job as a locksmith at A-1 Lock & Safe Service which was owned by Tom Demont, now with ASSA. When I left the AF I worked there about 4 more years and then this position came available at the Pentagon as a Security Specialist and I've been here as a government worker since Sept. 1985.

Dooley: In 1989 while in the Air force I got stationed at the Pentagon to perform law-enforcement duties within the Air Force areas of responsibility. Due to the uniqueness of the building, the squadron had a locksmith position for locks in all Air force areas (approximately 600 rooms). I thought it would be interesting so I applied and was selected. I worked in that shop for about 8 years. I then went on special-duty assignment to the Office of the Secretary of Defense in their lock shop and worked there until I retired from the Air Force in 2000. I then returned to the same shop as government employee. We currently maintain approximately 1000 openings.

### 2. What is your favorite place in DC? And why?

Cochran: I think probably the Smithsonian and the new Air and Space museum because of all of the history that's on display. The bad thing about being in the area permanently is that you tend to take it all for granted.

Dooley: All of Washington DC is interesting. The City is breathtaking at nighttime. No matter how many times I go into DC sight seeing, I always see something new.

# 3. In your experience, do find that the DC area requires more security than other cities?

**Cochran:** I would say, "yes". Everything here is so visible and in the public eye that the possibility of being a terrorist target is very real.

**Dooley:** I'm sure it does mainly due to the amount of federal offices located so closely together. Every agency has its own security requirements and every Fire Marshal is a little different than the next on what they will and will not allow. Currently integrating life safety and ADA requirements into security is the biggest challenge.

# 4. Washington has a rich tradition of locksmithing. How did you get involved in the business?

**Cochran:** Part time job as explained previously and then the government job at the Pentagon.

Dooley: After I was selected to work in the lock shop with the Air Force I knew I needed to learn as fast as possible. I started taking classes and attending seminars when ever I could. I did this after work and on weekends most of the time. Several years before I retired I worked part time for a local lock company "Chancellor Lock and Key" owned by Jerry Musselman. I wanted to learn more about residential and automotive locksmithing. I worked mainly on weekends. I really enjoyed working for Jerry. He allowed me to learn at my own pace and taught the automotive side with ease. I think doing automotive is the most challenging work due to the vastness of models, and makes of vehicles (not to mention the weather conditions you have to endure while working on them).

# 5. Tell us about the changes you've seen in security technology recently.

Cochran: The main changes that affected us was the move from the mechanical combination locks such as the Mosler 302 and the S&G 8400 and 8500 series locks to the digital combination locks made by Mas Hamilton (now Kaba Mas). First there was the x-07, then the X-08, and now the X-09. We generally don't go very high tech on access control. We just use a Unican 4000 or the the new E-Plex 5000. We have a few areas where biometric was installed, but we didn't complete the install.

Dooley: The most obvious changes are the amount of electric locks on the market now. Locksmiths of today can no longer rely on doing only mechanical locks. The introduction of the computer years ago changed everything. A locksmith now also has to be a salesman in order to sell electrified locks. They have to be able to demonstrate the new capabilities to the customer and then be able to install the program and maintain them down the road. Nomenclature of the locks is greatly important now in order for the manufactures to properly ship parts and diagnose problems.

### 6. Do you find that other locksmiths in the DC area work together on referrals and workflow?

Cochran: I really can't say. We deal mainly with other government locksmiths. I work part-time at a local company, Baldino's Lock & Key, but that's usually just shop work on Saturdays to give the other guys a break.

Dooley: Working for the government, we don't have much interaction with local locksmiths regarding referrals or workflow. I do know many locksmiths in the area as friends and when we get together we share information. I do have to say that when I first started working as a locksmith getting information from a seasoned lock smith was not easy. Sharing information 10 to 15 years ago was like pulling teeth. It seems to have loosened up over the years. Realizing this, I have always tried to share as much as possible.

### 7. Do you feel that the locksmith industry has gotten a bad rap lately in the news?

Cochran: I do feel that they have. I read about a couple of the horror stories where someone called in for a simple lockout, being quoted a low price but when the service arrived, the phony locksmith just drilled out the lock and charge outrageous prices for a replacement.

Dooley: I believe they have. Sure as with any industry there are bad people. This was my biggest concern when I was working part time. I always went to the extreme to identify who I was working for (see ALOA's Positive Id Policy for more information). The mobile lock smith is an easy target. I do believe that the majority of lock smiths are honest and hard-working individuals.

8. In 2001, after the attack of September 11, you helped to safeguard classified materials by opening more than 80 damaged safes that were removed from offices near the Pentagon's ruined west face. What was the biggest challenge you faced during this process?

Cochran: The number was actually over 200 safes that were opened! Probably the biggest challenges were the long hours and dealing with the endless flow of security containers that were pulled out of the wreckage and delivered to the outside area where we opened the safes. At the same time, we were working our regular job in the Pentagon which didn't stop.

Dooley: Working at the Pentagon we deal with all facets of locksmithing. Opening Government Security
Containers (safes) is also part of our job. I responded to the location where the damaged safes were being stored.
They were either physically damaged (bent, twisted, etc) or burned with all external hardware missing. Seeing this I realized that traditional techniques would not work. We purchased 2 sets of "Jaws of Life" which were hydraulically operated. We lined the safes up and went down the line ripping and bending them open one by one. Every drawer had to be forcibly removed. All in all I opened well over 200 safes and the majority were fivedrawer safes. While doing this we still had to respond to basic lock problems in the building.

# 9. Can you give us some statistics on physical security at the Pentagon? How many locks do you service, for example?

Cochran: We are responsible for over 1000 openings in the Pentagon. Some of these may be just regular office doors or they could be vault doors, or internal doors that require addition protection. We are also responsible for the perimeter doors to the Pentagon.

Dooley: We service mostly grade 1 locks like Schlage, Arrow, Medeco, Yale, and Corbin cylindrical and mortise locks, (mechanical and electrified). We use both IC core and non-IC core. We also use both mechanical and electrified stand alone access control devices. We use combination locks from S&G and Kaba-Mas products for safes. So I guess you could say we have everything.

# 10. Can you remember your first big security job? What can you tell us about it?

Cochran and Dooley: From day one, each job is unique either due to the size or whose office you are working in. We perform work for the highest-ranking people within the department of defense.

### 11. What has been your most exciting project to date?

Cochran: This isn't lock related, but when I first arrived at the Pentagon, part of the section that I was assigned to had the duties of the protection of the Secretary of Defense, at that time was Caspar Weinberger. They were basically like his Secret Service. Every so often, when they had a big event and needed help, we were sworn in as Special Deputy US Marshals so

that we could be armed to assist if needed. It was quite exciting because usually when we were needed, the President was coming over.

**Dooley:** Renovation of the Pentagon is probably the biggest. We oversee the installation of all combination locks installed on doors as required. When the installer gets behind, we get involved and help hi catch up. At times it can be very hectic.

# 12. What advice can you give to an aspiring security professional?

**Cochran:** Get as much training as possible. No matter how much you think you know, everything is constantly changing.

**Dooley:** Be open minded. Locksmiths have a tendency to be a little conceited. I think it comes from working alone a lot and taking pride in seeing a job done correctly and professionally. You must be a self starter, dependable, and

honest. People rely on you to do your job right and do it in a timely manner. Don't forget to clean up before you leave a job.

# 13. How do you stay informed about new products and security techniques?

**Cochran:** By attending security shows, seminars, and training. Also, we have several vendors that bring in new products for us to investigate.

**Dooley:** I figured out early that I needed to prove myself in the industry and establish a good reputation. Working here at the Pentagon, lock manufactures are very willing to assist us in staying current on their products. We constantly test products to determine whether they are feasible for our use. I like to think I am

different from a lot of other
shops in that I tell the
manufacturer
what I liked
and didn't
like about the
product. If and
when we find a problem,
I not only tell them, but show

them what is wrong and try to come up with a solution.

### 14. How do you sell security to the public?

Cochran: We don't sell security to the public. Here we just say, "this is what you're getting" since the things we provide are mandated by security requirements. I do get a chance on my Saturday work at Baldino's to deal with the public and show the various brands of security locks and safes when customers come in.

Dooley: I only did this while working part time. You have to balance what the customer wants and what is needed and show the difference between the low end products and heavy-duty ones. You must be able to show the pros and cons. You must also be aware of what the customer can afford.

# 15. Where do you see the future of security going? Where are we headed in today's age of technology considering these times of high security?

Cochran: I see more emphasis on high-security locks that emphasize key control and more interest in biometrics. Our requirements here are pretty much dictated by security regulations and by the types of locks that are approved for the protection of classified material.

Dooley: Smart chips are a big topic. However they are basically only the logic portion of a locking device. The basic mechanics of a lock will still be the same.

# 16. In these times, what do you think is the biggest obstacle facing security professionals, if any?

**Cochran:** I don't see it as an obstacle but with the constantly changing technology, the security professional must stay abreast of the latest advances and new products so that he is able to make intelligent decisions and recommendations to his customer.

**Dooley:** Getting young people to get into the industry and stay is difficult. I think pay and benefits are big obstacles. I can't think of many rich locksmiths and face it, locksmiths work some strange hours.

# 17. Name one thing in your lockshop that says the most about you.

**Cochran:** I'm very proud of the type of customer service that the shop provides. Once the shop gets a call about a problem, the call is handled in a very timely manner and callbacks are almost nil.

**Dooley:** Callbacks. We have almost no callbacks on jobs. This is due to pride and professionalism. The other thing is our key machine room. We have one of the best assortments of machines around and use them daily. They range from a manual duplicator to an automatic originator. Certain machines are dedicated to specific keyways.

### 18. What do you like most about your job?

Cochran: I would say the fact that in the Pentagon, our shop is considered the "go to" experts for security-related questions and problems, plus the fact that we constantly deal with all levels of personnel, from a secretary in an office, one of the Pentagon Police Department officers, or the immediate office of the Secretary of Defense.

Dooley: Everything. I love my job and profession. I really enjoy the feeling I get when I respond to a lockout, open it and complete the repair in such a way that you

# 19. How has life changed for you as a locksmith in the past few years? Do you feel a personal responsibility to secure the U.S.?

couldn't tell we were even there.

Cochran: No really big changes. Our shop is resposible for all of the locks that are installed in the Renovated areas of the Pentagon, both the CDX-09 digital combination locks on the doors and also the high security key locks, so as an area is completed, it gets sort of hectic to get everything done prior to the space being turned over to the occupant. Yes, we feel that we indeed provide a very important and needed function and take pride in doing our job well.

**Dooley:** I don't know of any changes. This is what I have been doing for 17 years.

# 20. Do you feel a bigger sense of pride as a working locksmith for the Pentagon?

Cochran: Yes, I feel proud to be a working locksmith at the Pentagon. I've been here so long, almost everywhere I go, I get people saying "Hi Snake". I think more people know me by that name than my real name.

**Dooley:** I do. I come from a military family I have one brother in the Air Force stationed down the road from the Pentagon and my older brother is a federal employee at Tinker AFB, Oklahoma. I have worked here so long, I can't imagine working anywhere else.

# 21. Name a few things that locksmith business owners should do to help their businesses prosper and grow.

Cochran: I can't make many suggestions on this since I'm totally removed from the regular side of the locksmith business. I would say, "stay knowledgable about the latest advances in the field so that you are able to give the customer the best advice and recommendation". Also, advertise and provide a wide variety of services from high-security locks, safe servicing, and automotive (including transponder keys and service). I'm limited on this since we don't deal with them at the Pentagon but I get some exposure at Baldino's on Saturdays.

Dooley: I'll defer on this. We are a not-for-profit office.

# 22. Give us your biggest locksmithing horror story, toughest job, or the job that taught you the biggest lesson.

Cochran: I would say the biggest horror story would be the aftermath of Sept 11th and all of the additional work that we were tasked with. I think the toughest job would be the current job of trying to stay on top of all of the lock installations and service in the renovated areas of the Pentagon.

**Dooley:** On my part time job, I was thirty miles from home about 2 am in the middle of nowhere. Making an automotive key and discovering the vehicle had a transponder and not having the equipment was horrifying. It taught me to stay more current on changes.

### 23. What is the best part of being a locksmith in America today?

**Cochran:** I think the best thing is the opportunities that are available if you make the effort and the ability to possess a skill that will constatly be needed.

**Dooley:** Probably the various types of locks and cylinders both foreign and domestic that you encounter.

# 24. Explain the rewards of being an active participant in the profession as a whole, as opposed to someone just spinning their wheels trying to make ends meet at a shop.

Cochran: I would say the rewards would be the vast amounts of knowledge and expertise that is out here and is available either from the lock manufacturers or other locksmiths. No matter how long you do this job, you can always learn more. There is always someone out there that has encountered a problem that you haven't. It's very inportant to be able to tap into this vast pool for advice if needed.

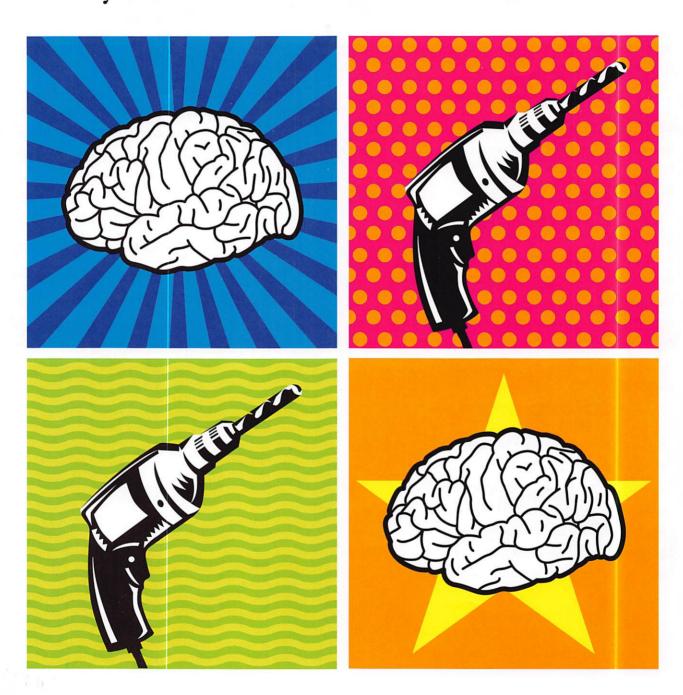
**Dooley:** Basically its self motivation. I've followed a lot of the work that has been done to strengthen the industry through certifications and background checks. A lot of the bigger shops hold seminars and workshops supported by the manufacturers. Training and willingness to share information will only make the industry stronger.

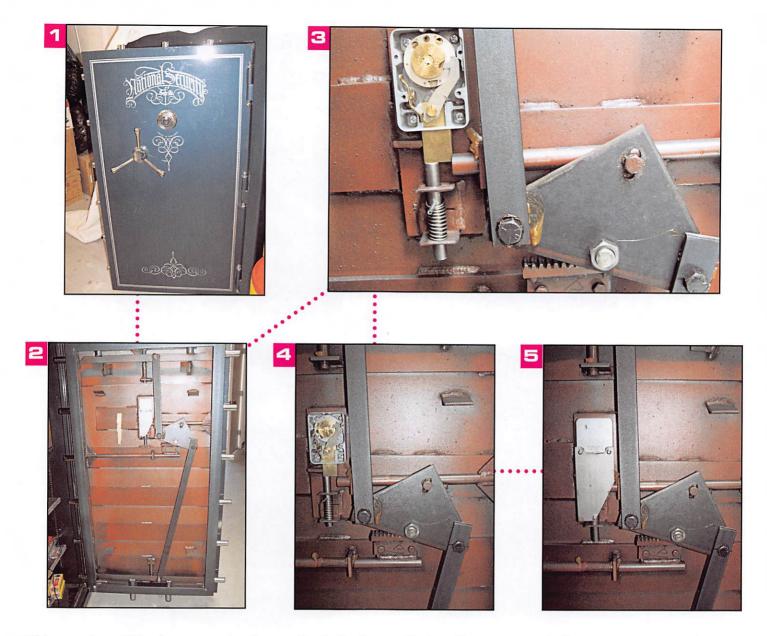
\*You must be a current member of The Associated Locksmiths of America in order to be recommended for our Member Spotlight feature. If you would like to be recommended or would like to recommend someone else please email our Keynotes Editor, Betty Southerland at betty@aloa.org.

# Dialing Diagnostics Works!

by Greg Perry, CML, CPS

How would you handle the lockout, with a drill or your brain?





This month, we'll look at a couple of gun safes. In both cases, the customers were certain I would need to destroy something to get the safes open. Watching some of the posts on Clearstar Security Network, I find it interesting to see how others approach a lockout. Some will spend time at the container going through the diagnostics and then post for other safecrackers to comment and help formulate a plan. Others simply ask for a drill point. Forget diagnostics. Forget looking in their own library (some may not have a library). Forget even visiting the container first to use their talents and knowledge. Instead they cut to the chase, asking "Where do I drill?"

Brian Costley, CMST, CML of Sargent and Greenleaf has written two great primers on diagnostics. The first

is Dialing Diagnostics, which is now incorporated into the S&G Mechanical Safe Lock Manual that is available as a download at www.sglocks.com. The second is available from the ALOA store titled "Logical Lock Diagnostics". Both of these safes could have been drilled, instead with a little inspection and dialing diagnostics both were open within minutes of my arrival.

The first safe seen in photos 1 through 5 is a National Gun Safe. The customer had the combination but it would not open. Before touching the dial I asked the customer to dial the combination while I watched. I like to see how they dial; do they spin the dial so fast it smokes? Do they dial it 4 times left, 3 times right, 2 times left and back to the stop around 95? Do they pass their number by 5 and then back up? This time



the customer dialed the lock correctly. Now it was my turn. Starting with a spin of the dial, I noticed the lack of contact points. Sometimes they are faint and hard to feel but they should be there. Obviously the safe did not open. Based on the lack of contact points, here are some possible problems, first and most likely, is a stuck lever; second is a broken lever spring and, third the fence rides on the wheels were not allowing the lever nose to touch the drive cam. The customer added a few more details at this point. He said the lock wouldn't always "catch" and that it was steadily getting worse over the last couple of months.

How would you solve this lockout? (Also look closely at photo 5, do you see a problem?) While you think about it, lets look at the second safe.

This safe seen in photos 6 to 9 was brand new, purchased from Costco. It's a Safari made by Cannon safe. Costco had loaded the safe on it's back into the back of the customer's pickup truck for the 100-mile ride home. Once there, the customer manhandled it through a small back door and shoved it into an opening he made in a closet wall. Based on his description of how he did it, I'm surprised the safe stayed upright. Since this safe

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comes with LaGard LG Basic electronic lock, the factory combination is 123456. It operated at the store but it wouldn't work once the customer put the safe in place. The only buttons that would make any beeps were the \* and the # keys. Normally these are not supposed to beep and have no function. Upon arrival, I glanced at the keypad and then checked behind the keypad for a pinched wire or cut cable. Not finding any problems I looked back at the keypad. This time I took a closer look at the keypad. It appeared that the 9 and 0 buttons were already pushed in (see photo 7). I peeled the number pad from the dial ring and pushed the buttons back out. Now the combination worked. Since the factory wanted the lock back I replaced it with the new lock and sent the old one back.

Does anyone want to bet against my position that the customer caused this lockout during the moving in process? Looking at photo 9 you see why I mentioned that the safe was loaded on its back for the ride home. The interior shelving was out of place and broken because it was not standing up. Also the back cover of the door just sits in a slot and uses gravity to keep it in place. During one of the stops inertia caused the panel to slide forward out of it's slot at the bottom of the door and it cracked during the ride home.

Now back to the National Safe with the mechanical lockout. How would you handle the lockout, with a drill or your brain? Based on the three possible problems above, I opted for a large deadblow hammer after dialing the combination and setting the dial on 10 to enable the fence to make contact with the drive cam. The first blow caused the fence to only partially engage and then it popped back out off the drive cam. After a couple of more tries I finally got the fence to drop all the way into the drive cam and retract the bolt. So what was the problem? With the back cover off, the fence moved freely but the lever screw had backed out slightly. The lock is an S&G 6741 with the die-cast lever. The lever was sitting slightly askew on the spring and binding on the back cover. I

cleaned and lubricated the lock before reinstalling it on the safe. I could recommend replacing the lock with a 6730 that has the brass lever but this lock really only needed a good service. Take a close look back at photo 5, did you notice anything wrong in this photo? Look closely at the external relock plate. In order for it to fire the whole lock body needs to be punched from the door. Keep this in mind if you have burglary attempt where the spindle has been punched. Perhaps all you need to do is use a relock "bypass" tool after aligning the wheels to withdraw the bolt and open the safe.

# Dialing Diagnostics should always be the first step in opening a safe.

Whether the combination is unknown or the lock is not operating properly, a quick spin around the dial can yield some clues and may even open the safe. A couple of times in my career the safe has opened when I wasn't trying. Yes it was just pure luck, but as I've heard said before "I'll take luck over skill any day".

### GOOD THINGS ARE HAPPENING!

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# Getting Out of the Phone Loop

Making It Easy for Customers to do Business With You

By: Laurie Brown



Barbara was thrilled. She finally got a brand new automated phone system for her business. She purchased the system to give her employees more time for their work. It seemed to her that too much of their time was taken up transferring calls to the "right" person and repeatedly giving out information about their hours or location. The automated system would allow them to become truly productive.

Sounds great, doesn't it? Wrong. It was a nightmare. Her customers, who were used to speaking to a human, now had to maneuver a difficult, confusing and sometimes truly impossible system. Some of her customers dealt with the new system, but silently hated it. Some of them complained. Others just gave up and went elsewhere. The real problem was that Barbara lost track of what really mattered. She forgot that her customers were not in the way of her business-they were her business. In her effort to make it easier for her employees, she inadvertently made it more difficult for her customers to do business with her.

In a marketplace with so many choices, it is essential for you to do everything possible to make it easy for your customers to do business with you, any difficulty or obstacle that hinders or frustrates them may make them run away from you without you ever having a chance to "make things right." So what can you do to encourage your customers to remain your customers and not drive them to your competitor?

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nature line, on magnets, notepads and anything else your customers may keep. List your phone information in online directories, yellow pages, etc.

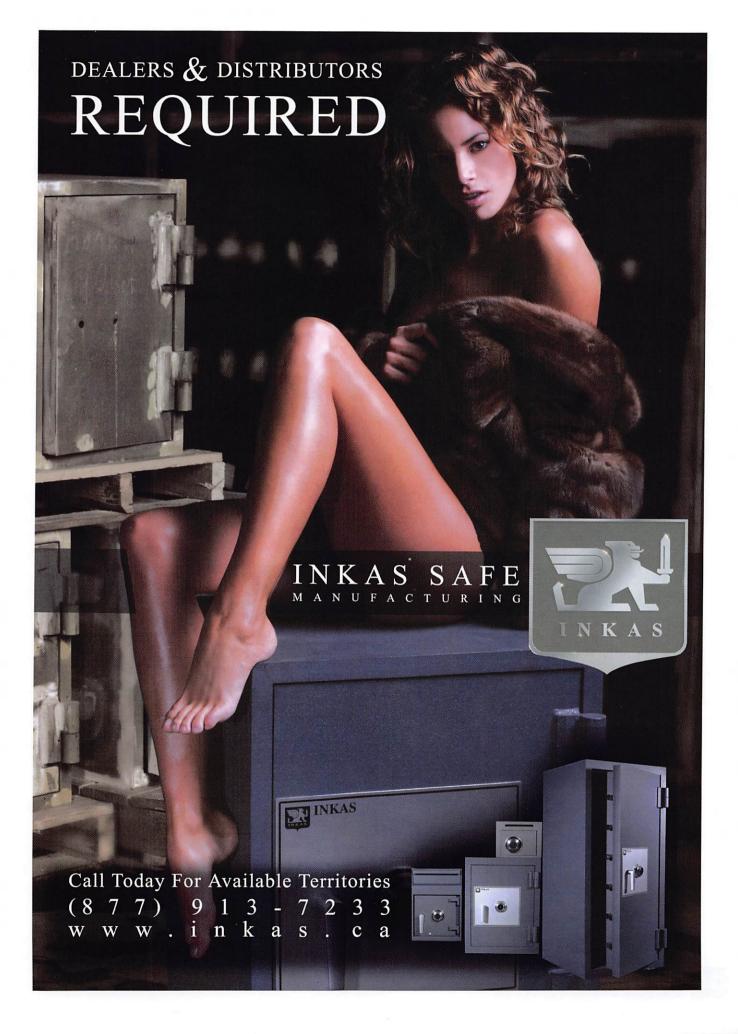
Some other things that make contacting your company easy are a toll free number to make it affordable for your customers to contact you at any time, if you use phone words, include both the spelling and the numeric equivalent.

Make it easy to talk to a human. Don't make your customers search for a method to talk to a living, breathing person. If you have an automated phone system, it can be extremely frustrating and impossible to get in touch with a human being. Consider reducing the number of prompts in your system. One set of prompts is the limit for most people's patience and goodwill. If you absolutely, positively must have more than one set of prompts, make sure to offer your customers the option of speaking to an operator in the first and subsequent series of prompts.

Make it easy for your customer to reach the person they need. Have employees take ownership of every call. If they can answer a question without transferring, have them go ahead and answer. If the caller needs to talk to someone else in the company, have the person who has answered the call tell the customer that they are going to be transferred, making sure they have given the caller the correct number in the event the caller gets disconnected or "lost" in the system. If at all possible, try to get a system that allows your employees to stay on the phone with the customer until the transfer is made.

As in any other business situation, have the employee introduce the caller to the person they are being transferred to. The employee should provide a brief recap of the customer's needs and or questions before politely saying goodbye to the customer.

Make it easy to be on hold. 30 seconds doesn't sound so bad, does it? Phone time is different than regular time. When you are waiting for someone to help you, 30 seconds can seem like an eternity. If your people have to place a caller on hold, make sure that they check back every 30 seconds to update the customer and/or give them the option of being called back. Don't ask the





customer to call back, instead offer to call them back. Calling back your customer is a way of acknowledging that you know their time is important and you appreciate their patience.

If you utilize music for the on hold time, make sure that it is consistent with the image of your business. A better idea is to play information tapes that tell your customer about your business or give them some ideas to improve their life or business.

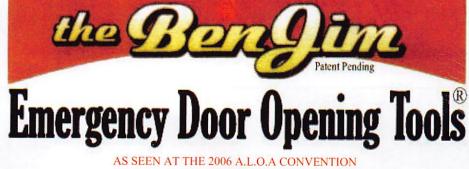
Make it easy to have a voice mail returned. If a customer leaves a voice mail message, they expect to get a call back quickly. Have your employees change their voice mail message each day. If they need to be out of the office, or if they are unable to return messages that day, their message should not only indicate that, but should also have the number or extension of a person who could be contacted immediately.

Sometimes (often) we are unaware of just how difficult and frustrating it can be to talk to a human at our own business. If you think you have an easy system, try it out yourself. Have friends and family members try it. Ask your employees to give it a try. Have them tell you what the easiest part of their experience was, as well as which parts were frustrating. Then fix the problems immediately. Make it as easy as possible for your customers to do business with you.

#### About the Author:

Laurie Brown is an international trainer and consultant who works to help people improve their sales, service and presentation skills. She is the author of The Teleprompter Manual, for Executives, Politicians, Broadcasters and Speakers. Laurie can be contacted through www.thedifference.net, or 1-877.999.3433, or at lauriebrown@thedifference.net.





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# Renegotiating With Integrity

By: Marc Freeman



Negotiating is a necessary part of life. Most of us don't realize how often we negotiate deals and relationships. While negotiation is an essential skill, re-negotiating is far more tightly woven into the fabric of our lives. Renegotiating is the art of altering, revising, or changing a previously negotiated relationship. This relationship can be in the form of any professional or personal contract or commitment involving a written or oral promise.

If you have ever missed a deadline and must explain why you were late, you now have to renegotiate your previous commitment. How you renegotiate this will be critical. Also, how often you tend to be late will be critical in determining how you will approach this renegotiation.

But what is renegotiation? It is basically reneging on a promise or commitment. We often don't think very highly of people who fail to keep their promises or commitments.

Nevertheless, it is possible to renegotiate with integrity. We can renegotiate successfully and keep our reputation intact — whether we're the ones who must

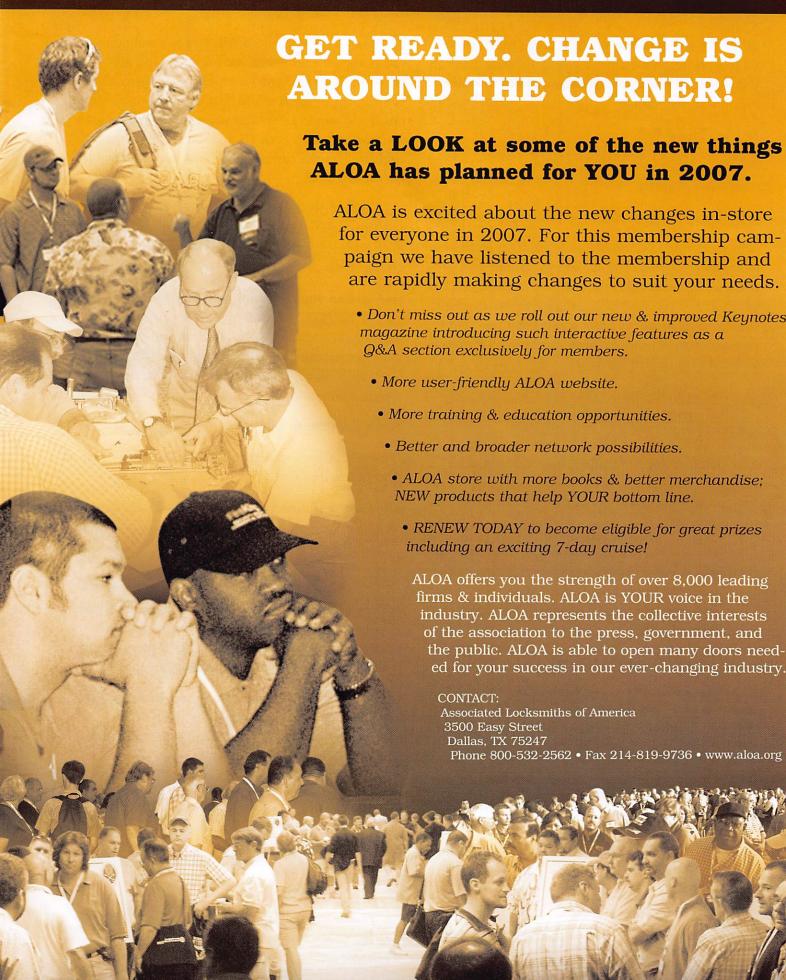
break a commitment, or the ones on the receiving end of a broken commitment.

The need to renegotiate a deal does not mean the original negotiation was a failure. Most deals probably won't remain completely satisfactory for both parties. And if the contract is a problem for one party, then it is a problem for the other. Renegotiating is an ideal response in most instances.

Before the renegotiation process can begin, we must admit that we are reneging on a promise or agreement we've made. This starting point will afford a valuable perspective on what we're attempting to do when renegotiating. We shouldn't fool ourselves into thinking we are not breaking or changing a promise or commitment. This is why the approach is so critical.

Don't ever try to "spin" this perspective. It won't work, and it's not honest. Be clear about what you're doing when you renegotiate, and your position will be much more positively received. On the other hand, don't feel guilty that you can't keep your promise: guilt is a waste of time. Renegotiating is inevitable because things change. Just understand renegotiating for what

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it is — an opportunity to change a relationship or agreement that is no longer working.

While the renegotiation process can be tricky, there are five principles which will greatly increase the probability that all parties will walk away from the table happy with the results:

### 1. The Critical Path

Principle: Follow the Critical Path to renegotiate properly.

The Critical Path identifies four milestones:

The Common Ground (#1) is when both parties have committed to renegotiating. You go to your landlord because you need to break your lease because you lost your job and you can't afford the payments anymore. The landlord agrees to think about a solution. Now you can move forward because you have a Common Ground with the landlord.

The landlord offers you a discount if you can give him some assurances. Now you have created a Plausible Solution (#2).

The Comfort Zone (#3) involves working out the details of the Plausible Solution: e.g., how much rent you can afford, versus how much is the landlord willing to take off.

Once you've arrived at a Comfort Zone agreeable to both parties, you must put it in writing. This written document, once signed, is the Settlement (#4). Deals and agreements often change dramatically during this process.

### 2. The Secret of the Orange Ball

Principle: Know who is in control of the Orange Ball, and how to get it back.

We refer to the person in control as the one holding The Orange Ball. Someone has to be in control in order for the renegotiation to move foreword. If you don't know who has the Orange Ball, it will be difficult to drive the renegotiation in your direction.

Using the above example, when you go to your land-lord, he controls the Orange Ball. This is important

because if you don't control renegotiation you can't direct it in your direction.

The next day, the landlord tells you he's willing to let you change the lease, but not break it. He'll give you a break on the rent if you give him some assurances. You explain to the landlord that you really can't afford much and would rather just move. The landlord asks you how much you can afford. You tell him you can afford to half the current rent. Now you've taken back the Orange Ball.

He suggests that he accept half rent for four months, and then you would pay \$200 extra each month until the discount is paid off. He has now taken back the Orange Ball.

You tell him you can't afford an extra \$200 per month, but you can handle an additional \$50. You settle on an additional \$75 and then you ask for six months instead of four months. The landlord agrees. You've controlled the Orange Ball and directed the renegotiation.

### 3. Hit the Refresh Button

Principle: Never overreact or act impulsively — take a deep breath and listen.

The Refresh Button techniques are used to get control of, and keep, the Orange Ball:

- Listen Listening is a skill, it shows respect, and being silent and listening brings great knowledge.
- Be Nice Being nice doesn't mean being insipid or insincere. It means being pleasant and calm: showing understanding for the other party's point of view, and not verbally attacking anyone.
- Use Humor If you can laugh together then you can renegotiate almost anything. Humor is a great way to create an easier and more productive relationship.

These three techniques help set the manner in which you renegotiate. They also set a tone for how you will behave and lead the renegotiation to help both sides behave properly.

### 4. Transcend the Details

Principle: Go beyond the details in order to stay on The Critical Path.

The solution to any renegotiation usually does not lie in the details of the transaction. It is important to not get bogged down in details that don't help create a settlement. Focusing on details that don't move the renegotiation forward will always impede the process.

### 5. Call in the Cavalry

Principle: Make sure you have the right person renegotiating, at all times. If not, Call in the Cavalry.

It is important not to renegotiate with your ego. Bringing in a third party to renegotiate on your behalf can be critical to creating a settlement. Creating a buffer between you and the other party can help to provide a quicker settlement than trying to do everything yourself.

These five principles are based on the fact that everyone can learn to renegotiate successfully, and with integrity. In fact, everyone must learn to renegotiate with integrity. If we have to break our promises or commitments, let's learn to do it right. And let's behave properly — with insight, forethought, and compassion — when promises or commitments to us are broken. It works both ways.

#### About the Author:

Marc Freeman, author of the upcoming book "Renegotiating with Integrity: It's Not Business, It's Personal," has worked with companies all over the world, helping them to renegotiate hundreds of millions of dollars in contracts. A recognized expert in his field, Marc has developed a unique, practical approach to renegotiating based on the simple principles of respect, honesty, creativity, and clear communications. For more information, please contact Marc at marc@marcfreeman.com or at 641-472-2727.



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Busy shop in Wobum, Massachusetts seeks experienced Locksmith. We perform commercial, residential, safe, glass storefronts, card access, and automotive work including 2 AAA accounts. You don't have to know all these phases of locksmithing and we are also willing to train if interested. Sub-contractors welcome - Your van or ours. For more info please contact John at 781-933-9999 or send resume to: Locks & Keys, Inc. P.O. Box 222, Woburn, MA 01801. Thank you for your consideration.

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driving record, pass background and drug testing. We will train the right candidate. Action offers full benefits package; competitive wages; medical insurance; paid vacation and sick days, continuous education and profit sharing. Please email resume to: info@actionsecurity.com

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**Classified Advertising Policy** 

Classified advertising space is provided free of charge to ALOA members and for a fee of \$2.00 per word, \$40.00 minimum for non members. Classified ads may be used to advertise used merchandise and overstocked items for sale, "wanted to buy" items, business opportunities, employment opportunities/positions wanted and the like. Members or non members wishing to advertise services or new merchandise for sale may purchase a "Commercial Classified Ad" for a fee of \$4.00 per word with a minimum of \$100.00. Each ad will run for two issues. For blind boxes there is a \$10.00 charge for members and non members. All ads must be submitted in writing to the Advertising Sales Department via fax at 817-645-7599 or through an email to adsales@aloa.org by the fifteenth of the month two months prior to issue date. ALOA reserves the right to refuse any classified advertisement that it deems inappropriate according to the stated purpose of the classified advertising section.

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Locksmith - Entry Level/Experienced - A true career opportunity in Las Vegas for enthusiastic and dependable people! A&B Security Group is seeking entry level or experienced locksmiths to join our dynamic and growing security services organization. On the job training and advancement opportunities into many areas such as alarms, CCTV, access control systems, safes and more. Join the A&B Security Group team and receive competitive salary and excellent benefits which include: Minimum first year salary \$30,000, 401K, hospitalization package, paid holidays, company vehicles, even a relocation allowance! A&B Security Group is currently accepting applications from interested and qualified candidates to fill the open Locksmith positions. Come work for A&B Security Group in Las Vegas and you'll stay in Las Vegas! Apply on our website www.227lock.com or call 702-227-LOCK and ask for Phil today!

### WANTED TO BUY/SELL

### **BUSINESS FOR SALE**

Mom and Pop Locksmith and Screen Business for Sale in Golden Valley, Arizona. Located between Kingman, AZ and Laughlin, AZ in fast growing Mohave County. Health and age are our reasons for selling. Our Dodge Ram Van and Business have more than \$75,000.00 in equipment and inventory. All is included. Three bedroom, two bath 24x24 detached garage (which now houses the business) on 1.7 acre lot with all utilities and no assessments owed. Make an offer that is reasonable for this area. 928-565-2294 or email at Imburks@citlink.net

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Email: kishjohn@softhome.net

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### **BUSINESS FOR SALE**

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FYI: We are now open on Saturdays 9:00 a.m. to 1:00 p.m. All codes are \$15.00 on Saturday

We are accepting applications from ALOA Members only.

Fax us at 1-800-695-6810 or call 1-800-741-4764

Following this brief introduction, is an "open letter" from the National Automotive Task Force (NASTF). ALOA has been participating in NASTF for several years. Bill Young and Ken Kupferman, both members of the ALOA Board of Directors, currently serve on the Vehicle Security Committee of NASTF. This committee is working to make automotive key codes and PINS more readily available to locksmiths. Charles Gibson, the Executive Director of ALOA, is a member of the NASTF Board of Directors. The "open letter" briefly relates the history and purpose of NASTF and tells you how to participate in NASTF activities.

October 5, 2006

Open Letter to All Auto Service Organizations & Personnel

Dear Colleagues:

Since November 2000 the National Automotive Service Task Force (NASTF) has made steady progress on its mission to identify and address any gaps in the availability and accessibility of automotive service information, tools, and training for service professionals. NASTF is a voluntary, cooperative effort which benefits everyone involved in the automotive service industry.

NASTF provides a single website reference (www.nastf.org) where anyone can find out how to obtain information and tools directly from OEM sources. Furthermore, NASTF provides a single forum where any service industry problem can be brought to the attention of the proper parties. Several important milestones have recently been reached.

In July of this year, NASTF was incorporated in the District of Columbia.

- The NASTF Board of Directors has been established. It is comprised of representatives
  of the major stakeholders, including: Technicians, Shop owners, Security professionals,
  Tool companies, Training providers, Parts manufacturers and distributors, Independent
  information providers, Automakers
- NASTF is partnering with the National Institute for Automotive Service Excellence (ASE) to handle administration and management of the new incorporated organization.

The major activities of NASTF will continue to be handled through its standing committees:

Service Information Committee

Training Committee

Vehicle Security Committee

The NASTF Communications Committee will continue to work with the Board of Directors and the other committees to solicit information from, and distribute information to, NASTF participants and other interested parties. The Board will be considering what, if any, new committees or new priorities for existing committees are needed.

### We need your help and involvement!

To get our new organization focused on the most important issues for you, you need to be involved. Here's how:

- 1. Get on the NASTF distribution list. Participate in the committees.
- 2. Help get information to colleagues, constituents, and friends. Include NASTF information in your newsletters. Spread the word.
- Attend the semi-annual NASTF general meetings. The next meeting is November 1, 2006 in Las Vegas.
- Include NASTF speakers at your next membership meeting. We can provide the speakers.
- Make suggestions. We are always looking for more promotional ideas and opportunities.

Here are some special efforts that current NASTF participants have taken.

- 1. Matco Tools posted NASTF placards in all of its tool trucks nationwide.
- CARQUEST distributed posters to shops with the CARQUEST and NASTF logos along with a list of OEM service websites.
- Many automotive trainers distribute NASTF information to their students.
- Associations, such as the Automotive Service Councils of California and the Automotive Service Association, distribute information routinely to their members.
- 5. Many organizations include a weblink to the NASTF website on their websites.
- Many organizations acknowledge their support of NASTF on their websites or as a footer on their stationery.

To receive NASTF information, sign up for a committee, or pass along suggestions, please contact one of the following:

Mary Hutchinson, NASTF manager; phone (703) 669-6643; email MHutchinson@ASECert.org Charlie Gorman, NASTF chairman; phone (815) 943-3810; emailcgorman@etools.org

### NASTF is a win-win for the service industry!

Sincerely, Charlie Gorman NASTF Chairman



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**BWD** Lockcraft

Phone: 973-728-3707 Fax: 973-728-3731 www.bwdautomotive.com

Bianchi USA, Inc.

Phone: 800-891-2118 Fax: 216-803-0202 www.bianchi1770usa.com

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**CCL Security Products** 

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**CompX Security Products** 

Phone: 864-297-6655 Fax: 864-297-9987 www.compxnet.com

D&D Technologies (USA), Inc.

Phone: 714-677-1300x292 Fax: 714-677-1299 www.ddtechglobal.com

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**Door Controls International** 

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**Door Jamb Armor** 

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Doorking Inc.

Phone: 800-826-7493 Fax: 310-641-1586 www.doorking.com

**Dorma Architectual Hardware** 

Phone: 717-336-3881 Fax: 717-336-2106 www.dorma-usa.com

E-Lock USA

Phone: 434-589-5913 Fax: 434-589-3738 www.e-lock-usa.com

**FireKing Security Products** 

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Framon Manufacturing Company Inc.

Phone: 989-354-5623 Fax: 989-354-4238 www.framon.com

G-U Hardware Inc.

Phone: 757-877-9020 Fax: 757-877-9720 www.g-u.com

HPC, Inc.

Phone: 847-671-6280 Fax: 847-671-6343 www.hpcworld.com

**HY-KO Products Co.** 

Phone: 330-467-7446 Fax: 330-467-7442

Hammerhead Industries, Inc.

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Ingersoll Rand Security Technologies

Phone: 317-805-5713 Fax: 317-805-5779 www.schlagelock.com

**Jackson Corporation** 

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# legislative update

### ALOA TAKES PHONY LOCK-SMITH ISSUE STRAIGHT TO THE ATTORNYS GENERAL

ALOA's Legislative Manager, Tim McMullen, JD, CAE was recently invited by the National Association of Attorneys General (NAAG) to make a presentation regarding phony locksmiths at their Consumer Protection meeting in New Orleans. Tim addressed the Assistant Attorneys General in charge of Consumer Protection for over 40 states and the District of Columbia.

In his presentation, Tim laid out the scam of these phony locksmith companies: how they buy 100-250 listings in Yellow pages; give fake phone numbers and addresses to give the impression they are local companies; create fake websites; how a consumer calls and are given a reasonable rate for a lockout from their car or home; when the "locksmith" finishes the (usually shoddy or un-needed) work, they invoice the consumer for 3x - 15x the original amount; how these companies are set up to exclusively defraud the public and how their citizens are being ripped-off millions of dollars each year. Tim then explained how the Illinois Attorneys General office was successful in prosecuting these phony locksmiths companies.

He asked states to take action through enforcement (prosecute these phony locksmiths), education (consumer awareness campaigns), and legislation (laws to help protect legitimate locksmiths). Tim passed out a press kit to each participant that had articles, press releases and television news report transcripts which can be found at www.aloa.org/pressroom.html. Finally, he held out the invitation to the group that ALOA would work with them closely on this issue.

Afterwards, Tim was approached by dozens of the attendees thanking ALOA for putting this issue on their "radar". Most were horrified that such an organized scam could be going on in their states. The Attorney General for North Carolina (Roy Cooper), who Co-Chairs the Consumer Protection Committee told Tim he would devote one of this weekly columns to the subject. This column is picked up by every news agency in the state. Tim gave them some websites to go to and urged them to start investigating these companies for themselves.

Many of the Assistant Attorneys General encouraged consumers and locksmiths to file complaints with their offices so they can start prosecuting these phony locksmith companies. You can find your state's Attorney General at www.naag.org. This issue must have resonated with the attendees because ALOA was invited back to address the Attorneys General at their Washington DC meeting in March 2007.

# LEGISLATION AND THE LOCKSMITH - A PERSONAL REFLECTION

By John Brueggeman, State President, California Locksmiths Association

I was asked to write an article about my recent experiences concerning current California legislation regarding Auto Manufacturers Supplying Automotive Key Code Information, SB 1542. This legislation passed both legislative houses and was signed by the governor on September 23, 2006.

The bill was conceived and authored by the Automotive Clubs of Southern and Northern California (AAA). It was sponsored by Senator Midgen of San Francisco and introduced on February 23, 2006. It paralleled a similar bill that had just died in the Assembly, on January 12, 2006. The major revision was moving the activation date to 2008, rather than 2007. In all, this legislative action took seven months, publicly, and will profoundly affect the lives and livelihood of locksmiths for many years into the future.

How I got involved is that I attended a state association local chapter meeting and the guest speaker mentioned that there was some California legislation concerning locksmiths being considered. The guest speaker e-mailed me the information about the bill, SB 1542. When I read it, I was

immediately concerned about who was pushing (supporting) this bill and who was against it. I had recently heard about National Automotive Service Task Force (N.A.S.T.F.) and saw that this bill would reinforce their efforts.

I contacted ALOA first, and then visited the Senator's Office. There I learned about an upcoming press conference and the need to generate letters of support. I attended the press conference and while I was relegated to the back, when I attended the Senate hearing I made the locksmith's presence known. (I later had an opportunity to give testimony at another Senate hearing).

I contacted the bill's authors, through ALOA's help, and sent an extensive list of concerns about the bill's language and implementation. Very soon afterward, I had a conference call with the bill's author representatives and ALOA staff. It was very informative and somewhat distressing what the leaislative staff did not know. The use of key codes and electronic signatures and what the locksmith needed to reproduce a high security automotive key were explained. Since this bill is pioneering legislation for California and the nation, there are many areas that this bill did not initially addressed.

The most informative session that I had was with the auto manufacturer's representatives and the bill's authors. Around this large square table, seventeen lawyers and three locksmiths sat. I had brought two automotive locksmith professionals, Bob Daniels and Wayde Nash, to support me with any needed automotive information and had anoth-

er locksmith, Craig Hackney, on phone standby. It was interesting and perplexing that the auto manufacturers were most concerned about the integrity and ethics of the locksmith. There was also a lot of discussion about new electronic technology being introduced into newer models (migration) and manufacturer specific requirements for allowing key reproduction and duplication.

Throughout this process, I was pleased and amazed that one individual, in my capacity as State President, could affect several parts of the legislative action. I was able to offer substitute wording, existing legislative rulings & laws, real life experiences with common sense, and lobbied for the best possible key code access for locksmiths, politically available. By working with the bill's author representatives, lawyers and advisors. California has legislatively started a process whereby the auto manufacturers have to make available the needed access information (mechanical and electronic codes) to reproduce a key, starting January 1, 2008.

You can review the history of this bill, on the internet at http://www.leginfo.ca.gov/pub/bil/sen/sb\_1501-1550/sb\_1542\_bill\_20060923\_history.html

Editor's Note: ALOA would like to publicly thank John Brueggeman, Bob Daniels, Wayde Nash, Craig Hackney and other California locksmiths who took hours away from their business and family to make this dream a reality – THANK YOU!! -T.M.

## THE IN'S AND OUT'S OF SB154

On September 23, 2006, California Governor Arnold Schwarzenegger signed into law a bill (SB1542) that establishes a statute whereby a motor vehicle owner, family member or leasee, could, through the use of a registered and licensed locksmith, access the needed information from the motor vehicle manufacturers to enable the locksmith to reproduce a replacement key that would enable the vehicle owner to enter, start and operate the motor vehicle.

The auto manufacturers received many concessions and provided many compromises. The most notable exemptions to the bill have been nicknamed - "The Exotic", "The Saab", "The BMW-model Key System", and "No RV's or Cycles" exemptions. The "Exotic Exemption" is for a manufacturer make that sold fewer than 2,500 vehicles in the prior calendar year in California. This exemption is permanent. The "Saab Exemption" is for a motor vehicle manufacturer that sold between 2,500 and 5,000 vehicles of that line in the prior calendar year in the state, and this provision ends on January 1, 2013. The "BMW-model Key System Exemption" is for a vehicle line of a motor vehicle manufacturer that on January 1, 2006, does not provide for the reproduction of a key, by anyone other than the vehicle manufacturer itself and only itself. But these specific manufacturers had to make a concession in this bill that the vehicle manufacturer operate a request line 24 hours a day and seven days a week and, furnish, at a reasonable cost within one day of the request or

via the next overnight delivery, a replacement key. This "BMW-model Key System Exemption" ends on January 1, 2013. The "No RV's or Motorcycles" exemption is self explanatory and does not end.

The manufacturer's concessions include: making the bill, on new cars sold or leased in California, effective January 1, 2008; retaining and making available key code information for 25 years; making the information available 24/7/365, either directly or through a third party; that new technology, introduced after 2008, will not be exempted; and more

importantly, immunizes the manufacturer and locksmith from liability for theft of the vehicle if the statutory procedures are followed.

To make this information sharing happen, several things will have to be completed by the locksmith. In California, licensing is the law. Bonding and registering with the individual manufacturers will be required. The process for identifying the registered owner will be more extensive than currently required by existing law. Many of these finer procedural details have not been specifically worked out at this time. In drafting this legislation, the bill's sponsors and oppo-

nents were looking at the National Automotive Service Task Force (N.A.S.T.F.) / Vehicle Security Committee work and planning for guidance on these issues.

This information is provided as a summary of the recently passed legislation. For more complete information, read the entire bill. You can also contact me through my State Website, www.cla4u.org or president@cla4u.org.

John Brueggeman, State President, California Locksmiths Association

# JOIN ALOA'S LEGISLATIVE ACTION NETWORK TODAY!

As a Legislative Action Network member, you will be "in the know" about the latest legislative happenings in your state. Each member will receive a quarterly newsletter giving them the latest insight to security legislation at the state and federal levels.

It's easy to join! Just send an email to legislative@aloa.org and put"LAN" and your membership number in the subject line. We'll get you on the network right away!

If you contribute \$100 or more to the Legislative Action Fund you become a member of the prestigious Legislative Action Network (LAN) Council. The Council is an important instrument in raising the standards of our profession through the legislative process by making sure that locksmiths have the final say in how our industry will be run. As a Council member, you will receive:

- The quarterly Legislative Action Network Update alerting you to important legislation in your state and around the country (same as LAN members)
- A comprehensive guide to lobbying in your state capital, so you can be the "voice of ALOA" to legislators.
- A lapel pin designating you as a special ALOA LAN Council member
- · Recognition in Keynotes magazine.
- Invitation to exclusive functions at the annual ALOA convention for LAN Council members.
- Complimentary Legislative Convention merchandise.

It's simple to join the LAN Council:

• Log into the ALOA Store at

http://www.aloa.org/store

- · Click on Search and type in "Council"
- From there you can join at four different donor levels
- Add this to your basket and checkout!
- Note: if this is the first time you have used the ALOA Store since December 2004, you will need to set up a username and password.





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### PRESS RELEASE

Date: August 28, 2006

Contact: David M. Lowell, CML, CMST

Email: david@aloa.org Phone#: 214/819-9733 x101

### Associated Locksmiths of America speaks out on "Bump Keys"

The Associated Locksmiths of America (ALOA) says that consumers have been unduly alarmed by attention-seeking individuals who have used the media to create a panic over recent reports of the use of "Bump Keys" to commit burglaries. However, because of the widespread distribution of this information through various media, it now has the potential to become a real security threat to consumers.

The technique of using "Bump Keys" is one of many methods used by locksmiths over the past 75 years to open locks for which there is either a cylinder malfunction or a lost key. There are, in fact, many ways to prevent this method of opening so it is not a first-line technique that is used by professional locksmiths.

Initially the individuals who promoted this information to the press may have been making what ALOA perceives as a misguided attempt at "consumer awareness". They gave the impression that opening locks by "Key Bumping" was a wide-spread problem. It certainly has not been a method used by most burglars for many reasons. However, now that this method of opening some locks has become a popular theme, the most probable effect will be to stimulate the interest of would-be burglars to attempt to "Bump Open" locks!

For consumers who are concerned whether their locks or premises are susceptible to this or any other form of burglary attack, ALOA recommends that they consult an ALOA Certified Locksmith and ask for recommendations for improving security. For information regarding the closest ALOA Certified Locksmith go to www.aloa.org or call ALOA at 800-532-2562.

The Associated Locksmiths of America (ALOA) is the world's largest organization for locksmiths and other physical security professionals. ALOA is dedicated to being the consumer's first line of defense in physical security by increasing the effectiveness and productivity of locksmiths through educational programs and materials that address broad security interests. ALOA's activities include the ALOA Continuing Education (ACE) program, the ALOA Annual Convention & Security Expo and the ALOA Training Center, which is based in Dallas, Texas. ALOA leads the way for advanced and improved security performance by providing members and the security community with access to a full range of educational programs and services.

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