

# PLUS!

reg Perry Was Not Born Yesterday onflict Control, Listening, ow to Start an ALOA Chapter and More!



# WE'RE IN BUSINESS TO HELP YOU REDUCE DOWNTIME.

Commercial vehicle insurance designed to help you get back on the road.

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Subject to availability and qualifications. Alistate Insurance Company and Alistate Indemnity Company, Northbrook, IL. Alistate County Mutual Insurance Company, Irving, TX. Alistate New Jersey Insurance Company, Bridgewater, NJ. The "Cupped Hands" logo is a registered service mark and "Our Stand" is a service mark of Alistate Insurance Company, NASCAR\* is a registered trademark of the National Association for Stock Car Auto Racing, Inc. © 2007 Alistate Insurance Company, Northbrook, IL.

#### A Name You Know

As a business owner, you know the importance of a good name. Your name is your reputation. Your name stands for all that you offer in products and services. It's a symbol of who you are. So, we thought you might like to know that Allstate, the name you know for insuring your personal vehicle and your home, also offers a business auto policy to help protect vehicles used in your locksmith business.

The following are coverages typically included in our business auto policy that might be important to you as a business owner:

#### **Business Auto Liability coverage**

- Higher limits up to \$2,000,000 per occurrence.
- Protects you if you are legally responsible for injuries and damages arising out of the ownership, maintenance, or use of business vehicles.
- Cost is based on several factors, including garage location, type and use of vehicle, and the violation and accident activity of your drivers.
- Additional Insured coverage may be required when you contract with governmental agencies or bid on local commercial jobs.
- Generally not available on a personal auto policy.
- Usually is no charge to add an insured to a Commercial Auto policy.

#### Hired Auto coverage

- Provides liability coverage for those vehicles you rent, hire or borrow for business use.
- The premium for hired auto liability coverage is based on the estimated annual rental cost.
- · Tools and Special Equipment
- Provides protection to permanently attached equipment on your vehicle.
- You will need to let your agent know the value of the equipment to include in the cost of the vehicle.

You're good at your business. Your insurance company should be the same way.

Contact an Allstate agent to discuss your business auto insurance needs. To be referred to an agent, please call 800.859.0247 or email abis0@allstate.com.

Subject to availability and qualifications. Insurance coverage is subject to policy terms.

Allstate Insurance Company

Allstate Indemnity Company Northbrook, IL

Allstate County Mutual Insurance Company

Irving, TX

Allstate New Jersey Insurance Company Bridgewater, NJ

allstate com

# Get What's Coming To You

ALOA continues to provide you with this and other great benefits and services!



#### Need information in a hurry? Use ALOA's Fax On Demand service.

Just call 310-575-5027 and receive:

1. ALOA Index of Documents (1 pg)

2. Reasons to Join ALOA (2 pg)

3. Locksmith Career Summary (3 pgs)

4. Locksmith School List (1 pg)

5. ACE Class Schedule (1 pg)

6. Certification Information (5 pgs)

7. PRP Category List (1 pg)

8. ALOA Membership Application (1 pg)

9. ALOA List of Benefits (1 pg)

10. ASF Scholarship Application (1 pg)

11. ASF Scholarship Information (1 pg)

12. ALOA Video Library Order Form (1 pg)

 Safe & Vault Technicians Association Membership Application/Subscription Form (2 pgs)

14. Recertification Information (4 pgs)

15. Legislation Action Network Newsletter (2 pgs)

16. Various State Law Issues (8 pgs)

17. Industry Position Paper (1 pg)

18. ALOA Convention Class Schedule (3 pgs)

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



Dear Members,

With February, arrives another group of holidays which includes one of my favorites, Presidents' Day. It reminds me that it is time to submit our nominations. There are too many of us who sit on the sidelines loudly proclaiming, "ALOA should do something about..." We forget that WE, the members, are ALOA. If you or someone you know have ideas that would benefit the membership; if you or someone you know would be an asset to the board, now is the time to step up to the plate.

You should have already received a nomination form in the mail. This is your opportunity to follow through with your ideas. This time we are not only electing regional directors for the southwest, northcentral, and southeast regions, but also for a new president. Don't sit on the bench another year. Participate in the process.

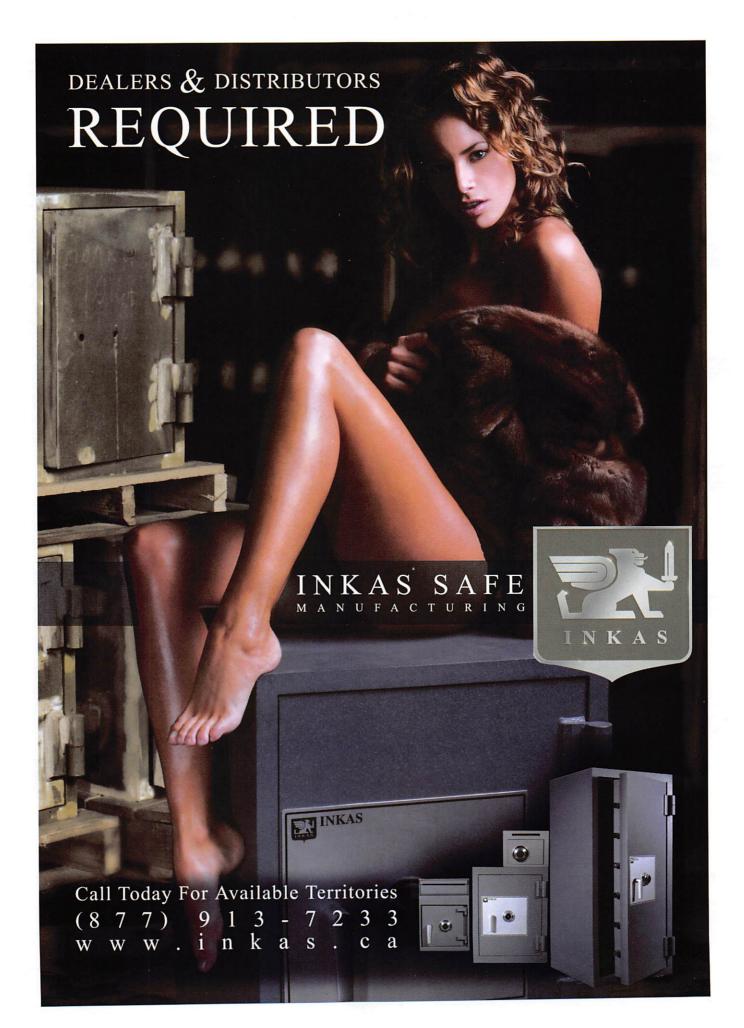
The eulogies delivered at President Ford's were truly inspirational. No matter the political affiliations, the same theme was reiterated throughout the speeches. Mr. Ford had not sought the office of vice-president nor the presidency, itself. But what was perfectly clear was that not only did he do what was asked of him, but did it with all the enthusiasm of one who had sought the post.

Doing our job, doing it well, even when it is not of our own choosing is indeed to be admired. What a great character trait! To perform one's duty is a standard not only to be exalted in a president, but in every citizen. As we pass through the time in our life's journey, we must not only "carpe diem", but must give some forethought on our obligations to the future. Did we do our job well? Have we enjoyed the journey? Will we have left things better, not worse?

A job well done! I hope we can learn from other people's life stories and answer all the above questions, yes.

Take 'er easy!

Sincerely.



#### **SPECIALTY LOCKS 2007**

### 10 Cyberlock

Videx offers four different levels for managing the CyberLock sytem. Read what they are.

# Member Spotlight: Carl M. Braun - Star Lock & Key Co. Inc.

Find out more about this 80+ year locksmith business and how they have survived through Hurricane Katrina.

### 18 Conflict Control

Read on to find out how to keep conflict to a minimum through managment techniques and understanding. by Patti Fralix

# This Safe Designer Wasn't Born Yesterday

What do Greg Perry, 3 cops, a pastor and several church members have in common? Find out! by Greg Perry, CML, CPS

### Listen To Your Customers

Claire Cohen not only shows you how you can become a better listener to your customer but a more effective saleperson as well.

by Claire Cohen, CML

#### Rejuvenate, Recharge and Reconnect!

Is your local ALOA Chapter or affiliate taking advantage of all the benefits available to you? Find out how you can help.

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Additional contact information for the ALOA Board is available on the ALOA websitewww.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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Keynotes® (ISSN 0277 0792) is published monthly except for the combined June/July issue by The Associated Locksmiths of America, Inc., 3500 Easy St., Dallas, TX 75247-6416. Telephone: (214) 819-9733; FAX (214) 819-9736; e-mail aloa@aloa.org. Subscription rates for members—\$15.00 per year. Periodical class postage paid at Dallas, Texas. POSTMASTER: Send address changes to: Keynotes, 3500 Easy St., Dallas, TX 75247-6416. © Copyright 2003, All rights reserved. No part of the contents may be reproduced or reprinted in any form without prior written permission of the publisher.

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Hong Kong

Tsuen Wan

Hai Wah Wong

Tsuen Wan N.T.

Yiu Wah Chek

Sponsor: Kwok-kei Leung

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.



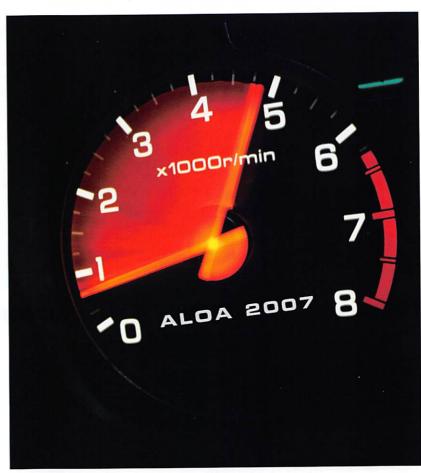
### Start Your Engines!

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 weve 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

# Dont miss out! 800-532-2562

# upcoming events

2/3	Holiday Inn Select • Tulsa, Oklahoma 2007 Annual Distributor's Show, 9am-4pm Oklahoma Master Locksmith Association Contact: Harry Sher, CML 479-471-8890 • hsher@starband.net	2/7 2/10	TBA • Franklin, Ohio Ohio Valley Chapter Meeting Renaissance Charlotte Suites Hotel Charlotte, NC • NC Locksmith's Assc. Regional Trade Show • www.ncla.us	2/14	TLA Convention • Houston, Texas. www.texaslocksmiths.org
3/7	TBA • Franklin, Ohio Ohio Valley Chapter Meeting	3/31-4/5	Safetech 2007 • Lexington, KY Safe & Vault Technicians Association www.savta.org	3/28-30	ISC West Expo • Las Vegas, NV Sands Expo & Convention Center (800) 840-5602
<b>APR</b> 4/4	Hometown Buffet • Franklin, Ohio Ohio Valley Chapter Meeting Contact: Chairman Terry McClain, CRL 513-464-8806				
5/18-20	ELF Convention 2007 • Riga, Latvia European Locksmith Federation Exhibition - Social events -Education www.elf2007.com • ruta.reinika@prplus.lv		SOON		

**UPCOMING PRP Sittings** 

#### **UPCOMING ACE CLASSES**

February 9-10, 2007	Welch, MN • Minnesota Chapter of ALOA For specific course schedule please contact: Dana Lee, CML • 612-722-9181	2/11/07	Sunday 8:00am • Welch, MN • Dana Lee, CML Minnesota Chapter of ALOA • 952-887-1199
February 10, 2007	Detroit, MI • Locksmiths Security Association	2/17/07	Saturday 8:00am • Houston, TX • ALOA Certification Texas Locksmiths Association • 800-532-2562x104
	Life Safety Codes w/L-07 PRP Contact: Robert C. Noble, CML • 810-385-9329	3/10/07	Saturday 8:00am • Lexington, KY • ALOA Certification SAFETECH2007 • education@aloa.org • 800-532-2562x104
March 8-9, 2007	Lexington, KY • SAFETECH 2007 For specific course schedule please contact:	3/18/07	Sunday 8:00am • Northbrook, IL • Joan Emrick Clark Security Products • 858-974-6737
	ALOA Education • education@aloa.org 800-532-2562x104	3/25/07	Sunday 8:00am • Novi, MI • Bonnie Weston
March 15-16, 2007	Northbrook, IL • Clark Security Products For specific course schedule please contact: Joan Emrick • 858-974-6737	3/31/07	IDN Hardware Sales • 313-591-1150 Saturday 8:00am • Vancouver, BC • ALOA Certification British Columbia Association of Security Professionals education@aloa.org • 800-532-2562x104
	Vancouver, British Columbia • British Columbia Association of Security Professionals	4/28/07	Saturday 8:00am • Roseville, MI • Robert C. Noble, CML Locksmith Security Association • 810-385-9329
	Bill Beazley • 14 ALOA Certified Classes lockpicker@helmz.com • 604-291-0444	4/28/07	Saturday 6:00pm • Denver, CO • Barry Meyer, CPL
April 14-15, 2007	Kansas City, MO • Missouri-Kansas Locksmith Assc. For specific course schedule please contact:		Central & Southern Colorado Locksmiths Association 303-688-4104 • acoma1@gwest.net
	Bob Turner • 816-525-5522	5/12/07	Saturday 1:00pm • Dallas, TX • ALOA Certification ALOA Training Center • education@aloa.org •
April 21, 2007	Kearney, NE • Nebroska Chapter of ALOA Push Button Mechanical Lock Manipulation Elmer Howard • safeman@cox.net • 402-676-8973		800-532-2562×104
April 26 - 28, 2007	Denver, Colorado • Central & Southern Colorado Locksmths Association • 9 ALOA Certified Classes		
1880) 0201 18800 21 19400	Contact: Barry Meyers, CPL • 303-688-1404		
May 7 - 12, 2007	Dallas, Texas • ALOA Training Center Six-Day Basic Locksmithing Course ALOA Education • education@aloa.org 800-532-2562x104		
May 17-19, 2007	Dallas, Texas • ALOA Training Center 3-Day Automotive Locksmith Course ALOA Education • education@aloa.org 800-532-2562x104		

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



#### Phony Locksmiths in the News

cbs11tv.com/topstories/local\_story\_025235906.

www.nbc10.com/video/10715012/detail.html

# On the Road with the ALOA Board of Directors



Board Secretary Soderland was the proctor at a recent regional PRP sitting near Milwaukee, Wisconsin.

North Central Director Bill Smith was also on hand to lend his assistance.



Secretary Soderland recently presented North Central Director Bill Smith with a Wisconsin Indianhead Chapter Award in recognition of loyalty and support to the chapter during 2006.

#### ASSA Launches Intelligent Lock Stand-Alone System

ASSA recently announced its release of a new intelligent stand alone lock system.

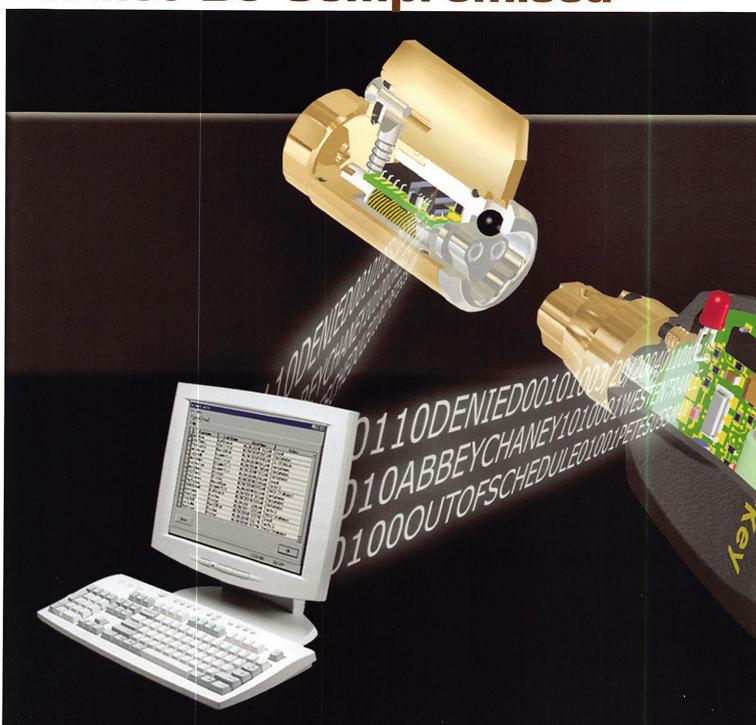
"This breakthrough technology combines the best of design and electronics in the smartest possible manner," says Jim Slusser, Security Manager for the Maryland Stadium Authority.

Named CLIQ, this new technology gives control over all keys which can easily be upgraded and tailor-made to suit any needs. Since every key has its own identity, it becomes the "personal property" of the key holder. CLIQ cylinders and keys keep an independent audit trail of access.

"Every time you insert the key into the cylinder, it records the unique key number, date and time giving an unparalleled audit trail for movement inside a correctional facility," says Tom Demont, Director of Sales & Marketing for ASSA. CLIQ makes intelligent, flexible and high security lock systems possible.

The key's mechanical design creates the foundation made up of different security zones in the same way as in mechanical lock systems. The electronic programming of the keys gives authorization to individuals or to group of individuals. CLIQ technology's basic idea is the creation of an intelligent security system. That means a lock system that retains a high level of security despite upgrading, alterations or expansion. Even after many years of use by a continual flow of new employees or changes occurring in the facility, the level of security will remain the same.

Electronic Locks that Cannot Be Compromised



CyberLock cylinders quickly convert existing mechanical lock hardware to a highsecurity lock simply by replacing the mechanical lock cylinder with the new electronic cylinder. Each CyberLock cylinder

contains a microprocessor and memory and is designed to the exact dimensional standards of the mechanical cylinder it is replacing. The system consists of the CyberLock cylinder that cannot be picked and the CyberKey that cannot be duplicated.

The CyberLock family includes intelligent padlocks and a full line of electronic cylinders that install in doors and cabinets without any need for hardwiring or structural changes. Access privileges and battery power are located in the key. Each key contains permissions on what locks the key can open, with a schedule of days and times it will open those locks. Each time the key opens a lock, a record is stored in both the key and the lock cylinder, creating a concise audit report of events.

Videx offers four different levels for managing the CyberLock system. For companies that need high-security locks and keys with locks that cannot be picked and keys that cannot be duplicated, EntryPoint is a hardware-only system that requires no programming software.

CyberAudit-Web Lite adds the ability to set access schedules and view an audit trail just by logging on to a Videx-hosted web site.

For companies that need a high level of security and key control, CyberAudit 2.0 is a Windows program that includes access scheduling and audit reports, along with features such as key expirations, report generation, and email notification of events. For large geographically widespread companies, feature-rich CyberAudit-Web Enterprise is packaged on a Linux-based server and accessed by using a web browser on a local network or the internet.

CyberLock is an innovative lock system that easily converts existing mechanical locks into an access control system. With electronic lock cylinders and programmable keys, you can create a powerful system to track and control access to every lock.

#### How does it work?

CyberLock electronic cylinders replace standard mechanical cylinders.

Each CyberLock cylinder is an electronic version of a standard mechanical lock cylinder. Installing the cylinder into the lock hardware is as simple as removing the existing mechanical cylinder.





Electronic cylinders without pins and keyways simply cannot be picked or compromised using lock bumping techniques



Step One: Remove Core



Step Two: Insert CLK Core

### No wiring or battery is required at the lock.

The lock installs without wiring of any kind, and does not contain a battery. The power required to open a lock comes from the battery in the key. CyberKeys use a 3-volt lithium battery, easily replaceable in the field (#3\_CyberKey Photo #3).

#### CyberLocks cannot be picked.

CyberLocks have no keyway, and cannot be picked like a mechanical lock. CyberLocks resist forced rotation, and are designed to remain in the locked position if tampered with.

#### CyberKeys® cannot be duplicated.

It's not possible to create a duplicate of a CyberKey. Passwords in the software and hardware are unique to each installation, and protect against creation of unauthorized keys. And, although two keys in the system can be programmed alike, each one will make its own unique record of events in the software (#4\_Audit Trail Photo).

#### Additional Information on CyberLock

The CyberLock family includes intelligent padlocks and a full line of over 200 different electronic cylinders that install in doors and cabinets. Each key contains permissions on what locks the key can open, with a schedule of days and times it will open those locks. Each time the key opens a lock, a record is stored in both the key and the lock cylinder, creating a concise audit report of events.

#### Four ways to manage the CyberLock system

Videx offers four different levels of management for the CyberLock system: EntryPoint, CyberAudit-Web Lite, CyberAudit 2.0, and CAW Enterprise. This range of management tools is designed to accommodate every type of installation, from the homeowner to small businesses to large corporations or campus settings.

Andy Hilverda, Vice President of Videx, Inc., emphasizes the security of electronic lock systems; "Electronic locks offer many advantages over mechanical lock-based systems. Electronic cylinders without pins and keyways simply cannot be picked or compromised using lock bumping techniques, so prevalent in the news today. In addition,

CyberLock adds scheduled access and an audit trail of all activities. This makes it a very effective security solution for many different customers. CyberLock customers

include high-profile installations such as Sydney

Key Name Lock Name Date/Time Status

Joe Wilson E east Entwere 03/02/0000 50:14224 M. Denied

Abby Chaney West Entwere 03/02/0000 57:420 DAM (epide)

Pete Susman Record Record 03/02/0000 57:815 DAM (epi Authorised)

John Michaels Computer Roson 03/02/0000 67:9515 DAM (epi Authorised)

Evelon Lafter West Entwere 03/02/0000 67:9515 DAM (epi Authorised)

Evelon Lafter West Entwere 03/02/0000 67:1515 DAM (epi Authorised)

Janis Berks Computer Roson 03/02/0000 67:2715 DAM (epi Authorised)

Arris Durinson Computer Roson 03/02/0000 67:2715 DAM (epi Authorised)

Opera House, the Dutch Parliament,

Audit Trail

and thousands of cell towers across the United States, as well as countless schools, churches, water facilities, and municipalities."



# ALOA.ORG: Your Digital Sales Partner

Isn't it time you placed your ad on the ALOA website? ALOA.ORG and findalocksmith.com receive millions of "hits" per year. Let us put your business in front of thousands of potential clients.

Website Advertising: Receive an animated banner ad on our main page that links to your full-page, 4-color ad!

Zip-Code Banner Ad: Want to stand out in a sea of ALOA Members on findalocksmith.com? Purchase banner advertising specific to your geographical area!

Discounted ad rates are available for members, exhibitors, sponsors and current advertisers.

Call for a quote today! Ask for the Advertising Sales Department at 1-800-532-2562. We're waiting to talk to you!



# 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.



Carl M. Braun, owner of Star Lock & Key Co. Inc., provides complete lock service to the New Orleans area. They have been a part of the locksmith business for over 80 years. Established in 1924 by Carl's father and uncle, Star Lock & Key Co. Inc. has gone through 3 generations of the Braun family. They have also endured one of their biggest and most devastating challenges to date, Hurricane Katrina.

Star Lock & Key Co. Inc. 200 North Galvez Street 504-522-5474 New Orleans, Louisiana 70119

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

Carl: My father, Carl Sr., and his brother, Daniel, started in this business from scratch in 1924. Our family has grown up with this business all of our life and now I have my 2 sons with me running it.

2. How long have you had your lock shop open? *Carl*: The shop has been open since 1924.

### 3. How many employees do you have?

Carl: We currently employ 6 employees including myself.
Carl Braun - 23 years
Chad Braun - 13 years
Ryan Braun - 6 years
Norman Levy - 32 years
Bert Newman - 24 years
Larry Warren - 8 years



Kevin Jones - 15 years (sorry to say that he recently passed on) Marion Braun - Worked in the shop until she turned 84

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

Carl: Our lockshop is very clean and very organized.

### 5. How did you get involved in the business? i.e. starting point?

Carl: I got started in the business when my father took sick. He had told me that he would love for me to run the business and keep it in the family, so I did. We now have 3 generations here at the shop. I also have 6 grand-children that hopefully one day will take interest in it also.

# 6. What are the changes that you've noticed in the security technology recently?

*Carl:* I have noticed that more and more people are going to electronic access and restrictive keyways.

## 7. What do you see as the future of security? *Carl:* Electronic restricted access and audit trails.

# 8. How do you stay informed about new products and security techniques? i.e. magazines, conventions, classes, etc.

*Carl:* We recieve magazines to read whats new and upcoming. Also, we visit the ALOA conventions to learn whats new on the market.

#### 9. In the Katrina aftermath...what kind of locksmithing issues were you dealing with? If any.

Carl: Most places around the city had gotten water above the locks so we were dealing with locks that wouldn't open with the customer's key because the cylinders, not to mention the whole lock had become rusted from all the saltwater. In addition to helping our customers that had came back to the area after the storm, we also had to rebuild our business which needless to say had 2 weeks worth of sitting water in it, 4 feet deep. We actually had to use two water lines: One at 5.5ft when the water was running through and one at 4ft where it sat.



10. In what way has your lockshop business been affected by devastation left by hurricane Katrina? More or less.

Carl: We have lost 75% of our

walk-in business. Our outside business has increased, but the jobs are taking longer to complete due to the amount of work involved in the job.

## 11. How has life changed for you as a locksmith in the past year?

*Carl:* As being an owner of the business I had to watch the spending, making sure I could keep the business running.

# 12. Do you find that other locksmiths in the New Orleans area work together on referrals and workflow?

*Carl*: Yes. All locksmiths in this area have a great relationship. Of course there are a few exceptions.

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

Carl: My biggest lesson that I have learned in this business is that there is no reason to be in a rush for anything.

Patience is a virtue.

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

Carl: Be able to think on your feet. The stuff we do in this profession mostly can't be learned in a classroom. The best way to learn in on the job with a good teacher.

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

*Carl:* My first big job was rekeying a college campus. The toughest part of the job was the customer figuring out how they wanted to key the campus up. As we all know there were some people who had changed their mind.

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

*Carl:* I love to work with people and converse with people talking about different things. I also like the challenge of rebuilding and old Mortise Lock.

# 17. Do you feel that locksmiths have gotten a bad rap recently in the news?

*Carl:* No not recently. In the past I would say yes, but not since they are making all of us in the security profession become licensed.

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

*Carl:* Diversify and stay abreast of new developments in the field.

# 19. The business of locksmiths has been around for a very long time. How do you feel about being a part of that in today's technologically advanced world?

*Carl:* My sons and I love being the locksmiths that we are and welcome the challenges that face us in today's world.

# 20. What do you think is the biggest obstacle facing security professionals, if any?

*Carl:* Everyone is trying to be a locksmith. Home Depot and places like it sell locks, rekey locks and

make keys making it harder for independent locksmiths to be competitive with pricing. Modern cars are harder to make keys for and also more difficult to program the chip to the car. Some of them we just recommend the customer go to the car dealership.

\*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





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# Maintain Control: Keeping Conflict to a Minimum

By: Patti Fralix

Most people do what makes sense to themselves, regardless of the impact on others. When one person's behavior is not understood and/or accepted by the other person, conflict ensues. The conflict can be overt or covert.

If this conflict is managed well, which means without negativity and the inappropriate display of anger, results and relationships can be sustained, and even improved. Unfortunately, too often the opposite occurs. It is time to stop the cycles of act/react and find better solutions to differences than often assumed possible. Before focusing on solutions, let's first discuss conflict in more detail.

Covert conflict occurs when people have differences yet do not discuss them openly. **There are two types: avoiding and ignoring.** Covert conflict creates internal stress and results in feelings such as discomfort and anxiety, which can include physical manifestations, such as ulcers.

Avoiding conflict is similar to "hiding one's head in the sand, thinking (and hoping) that the issue will go away or be resolved on its own. These thoughts are often subconscious. Ignoring is making a conscious decision to not deal with the issue. This decision can be positive or negative, and the difference relates to one's intention. If the decision to ignore the conflict is a result of "not majoring on the minors," that can be a positive and mature response. It can also be a result of choosing to "let this one go," wanting to make sure that this is something that is a problem one should address, such as a negative pattern of behavior.

Overt conflict occurs when people openly disagree and choose to confront (address) it with the other person. This occurs as a result of different perspectives, expectations, beliefs, values, and sometimes just information. When one decides to confront an issue with another, that decision should be made with full knowledge of the possible, and even probable, types of responses, of the other person. The most common types of responses are: competitiveness, compromise and negotiation. One should anticipate and prepare for those possibilities, including the appropriate response to each.

Overt conflict is preferable to covert conflict, since it is not possible to resolve covert conflict. Covert conflict is like an undiagnosed and untreated disease that usually gets worse if left untreated.

Here are just a few ways that companies can help employees prevent and resolve conflicts:

• Utilize personality assessment tools

Utilizing personality assessment tools can help companies make better hiring decisions. One benefit of these tools is that they increase and/or improve understanding of the different communication styles and how to communicate most effectively with different types of people. Some conflicts can be prevented with this knowledge.

People are usually either a direct or indirect communicator. The direct communicator has more "bottomline" talk. The indirect communicator uses more qualifiers, which often "soften" what the individual is saying. This difference alone can result in misunderstanding and conflict. To a direct communicator, the person that says "it seems that" (a qualifying phrase) can be heard and thought of as "wishy-washy" and not getting to the point. Understanding differences such

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as these and communicating effectively based on those differences improves productivity and results.

Create an environment that is welcoming to diversity

One of the reasons for the increase in conflicts is the increase in diversity without an increase in understanding and acceptance of the differences. Diversity in and of itself is not positive or negative. It becomes positive when the differences create opportunities for individuals, companies, the marketplace, and society as a whole. When those differences create unresolved conflicts between people, the opportunities are usually lost.

• Make sure there is role clarity and common understanding of responsibilities and deadlines

Too many conflicts occur because managers fail to provide employees with information related to their job responsibilities and the company in general. Who is accountable for what becomes even more important to clarify in an environment of teamwork and project work. While teamwork is becoming more prevalent and necessary, too often teamwork decision making results in a lack of role clarity. Also, with most people having more responsibilities that they can easily manage, it is imperative that priorities and deadlines be clear to all.

• Commit to conflict management

Discuss conflict on a general level so that employees understand that change and opportunity always involves conflict. Make sure people understand that managing conflict effectively is a company expectation. Treat employees as adults, expecting that they solve their own problems. When an employee complains to a manager about another employee, the manager's first questions should be, "Have you discussed your concern with [Name of Employee]?" The manager should be a resource in helping employees to manage their own conflicts, functioning as a coach.

Implement a communication model for handling conflicts

Many problems can be diffused by effective communication. There are three steps that anyone can use to manage conflicts effectively:

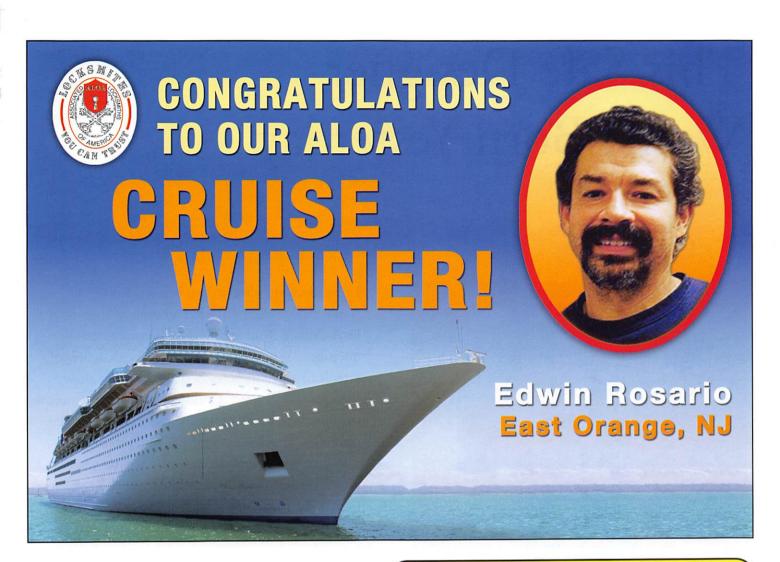
- 1. Focus first on the desired outcome of the interaction. This will usually include that the relationship be maintained, and hopefully improved.
- 2. Ask More Questions/ Make Fewer Statements. This will improve understanding.
- 3. Use the dominant communication style of the other person, Direct or Indirect, even if it is not your dominant style.

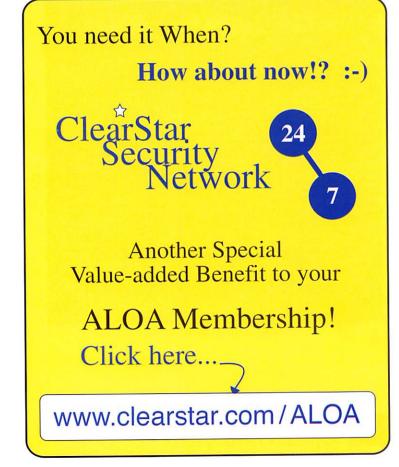
Yes, the model is simple, but it is not easy. It is much easier to just start talking without thinking of the desired outcome. It is easy to think the desired outcome should be to make one's point clearly. Counter intuitively, when we focus first on understanding the other's position, ours is often heard and accepted better.

Given increased change, ambiguity, and stress, we should expect more conflict, both covert and overt. Understanding different personality styles, communicating effectively with different people, and utilizing the three-step communication model are good strategies for managing conflict. When conflict is understood and managed effectively, results and relationships are improved.

About the Author:

Patti Fralix, author of the book "How to Thrive in Spite of Mess, Stress and Less," inspires positive change in work, life, and family through speaking, consulting, and coaching. She is founder and president of The Fralix Group, Inc., a leadership excellence firm based in Raleigh, NC. Patti has spent the past 15 years providing practical solutions to audiences of all sizes. For more information, please contact her at pfralix@fralixgroup.com.





# This Safe Designer Wasn't Born Yesterday

by Greg Perry, CML, CPS



I recently spent close to two hours opening an Amsec square-door safe after a burglary attempt at a local church. Working on this safe prompted the question, "Why do burglars think the designers of safes leave obvious holes in their design to allow them to open a safe?" Criminals think that removing the hinge screws might let them lift the door open. Or maybe knocking off the dial and beating the spindle might get the safe open. They may even knock the handle off in another attempt or perhaps from shear frustration.

Arriving on a Monday afternoon, I found 3 cops, the pastor, and several church members waiting for the afe to be opened. I don't mind being watched but the crowd pushed my limits for an audience. Since this safe was concealed beneath a counter and under some carpet the church leaders were concerned it might be an inside job. They felt that damage to the safe might have been done after the contents were removed. Closer inspection revealed another clue that the burglary might have been and inside job, or possibly it was committed by someone with inside information. Can you guess what the clue might be? I'll give you a hint. The safe was probably not opened by the burglar. The dial and handle were knocked off and the hinge screws were removed.



Photo 1, This is the door as it was found

I found 3 cops, the pastor, and several church members waiting for the safe to be opened.

I don't mind being watched but this pushed my limits for an audience.



Photo 2, All four holes can be seen in this photo.





Photo 3, The tip of a screwdriver is in the slot cut in the handle shaft.

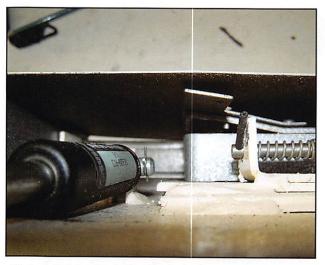


Photo 4, This is a back view, the back sheet metal cover of the safe prevented the lock case cover from breaking completely off.

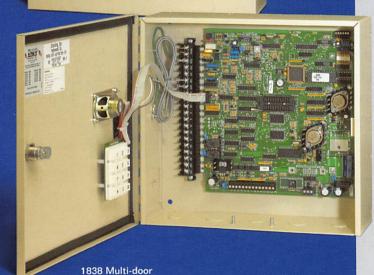
The spindle moved up and down about 1/2". My guess was that both the internal and external relocks were fired. The first thing to do was to install an emergency dial. As is usually the case when a safe tech is under pressure, I could not find the emergency dial in my truck. I did the next best thing and carefully reattached the old dial using the combination to align the wheels under the fence. This was a little difficult to do as the old dial was not held onto the spindle tightly. It required me to keep upward pressure on the spindle to engage the drive pin of the drive cam to the fly of the number-three wheel. Going back to 3 is a dead stop, obviously the internal relock trigger is fired. It was time to either make a hole or continue to punch the spindle into the safe and definitely fire the external relock device. Several tool designers have developed tools to align the wheel pack and overcome the internal relock trigger. I chose to drill for the relock, using a piece of bent music wire to pull the end of the relock trigger before turning the dial retract the bolt.

It was then time to turn the end of the spindle handle. The handle was broken below the level of the door surface. My choice in this situation was to use a Dremel roto-tool with an abrasive disk to cut a slot in the end of the broken shaft, completing the turn with a screwdriver. The external relock fired. It was time to make another hole. This time, after consulting my library, I miscalculated the drill slightly by using a measurement of 2 5/8" down, 2 1/4" over. In the future I think 2 1/2" over would a better solution. Moving the relock bolt was easy. The problem came when I retracted the boltwork. It would hit the shaft of the tool before the boltwork



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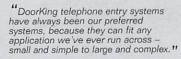
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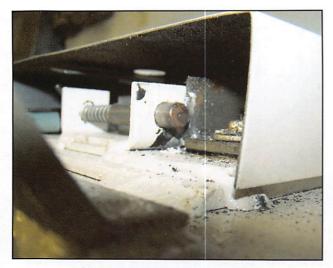


Photo 5, Here is a view of the relock.

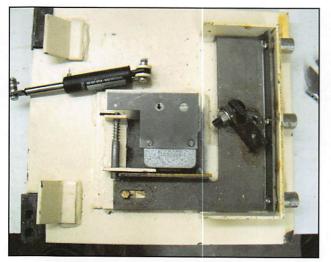
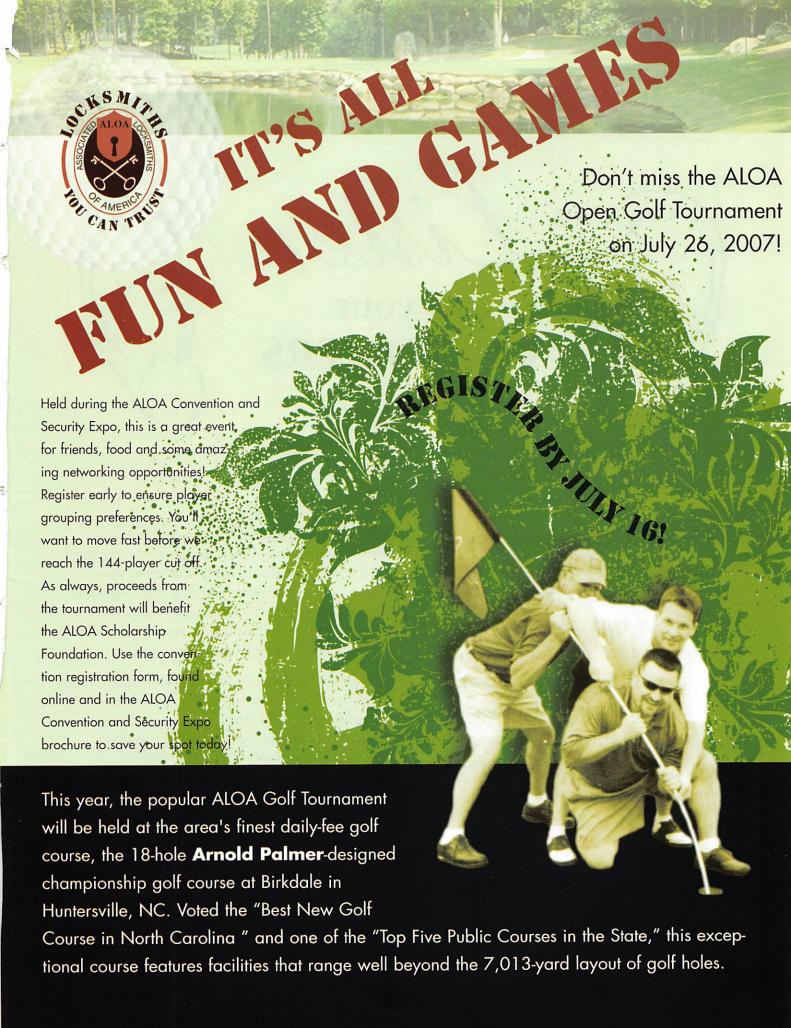


Photo 6, A full view of the back of the safe.

would hold the relock in check. I tried to enlarge or move over my existing hole with no luck. Finally, I just drilled a second hole for the relock. After a couple of attempts, the handle turned to retract the bolts.

Lifting the door presented another problem. The safe no longer had a handle and the gas piston inside was pushing the door away from the hinge side. Using screwdrivers (improperly) as prying tools allowed me lift the door a little, but not enough to get it out. In retrospect, I could have reinstalled the hinge screws to give me a little more room. Then, instead of fighting me, the gas piston would have been helpful in lifting the door. Instead, since the door needed to be welded and repainted, I drilled another hole and tapped it. Screwing a 1/4-20 screw into the hole allowed me to lift the door out.

Inside, we found two bank bags containing the Sunday collection money. Maybe the burglary was not an inside job but chances are, the burglar at least knew where the safe was located and possibly a little more. The clue I mentioned earlier made me wonder how many burglars come prepared with the right sized hex key for the socket head-cap screws used by Amsec to secure the hinges? Burglars aren't apt to carry a full selection of tools with them on a job. My personal thought is the burglar had inside knowledge of the facility but obviously did not have access to the combination. Only catching the perpetrator will tell for sure.





# Listen

# to your **CUSTOMERS**





Our business environment today is a series of ongoing information exchanges between the security professional and existing or potential customers. The quality of discussion between salesperson and customer will have a significant influence on purchases of products and/or services. Understanding this connection is fundamental to improving sales effectiveness.

Business communication between salesperson and customer hinges on two basic components: speaking and listening. Being knowledgeable about your product lines and services and being able to communicate this to your customers is vital to sales success. Listening skills in a sales presentation are essential to success for the security professional.

Top sales professionals listen carefully to explore consumers' needs. They ask questions and listen. A truly great salesperson listens, not to get information to manipulate, but to assist in serving customers. They view themselves as counselors, professionals and problem solvers. Only through effective questioning and listening can they understand the consumer's concerns well enough to offer solutions. This is particularly true in the security industry.







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Customers respond positively to sales people who say "Tell me your problems, needs and concerns".

Often the salesperson is thinking about what they should or will say at the expense of what the customer or potential customer is actually telling them. The challenge for the salesperson is to learn how to listen effectively, so that a key point or objection made by the consumer does not result in a lost sale.

Some studies that have been done reveal that when the average person had listened to someone talk, they remembered only about half of what was actually said – no matter how intensely they attempted to absorb all the information communicated.

For a salesperson, this means that to be most effective in any selling situation a systematic effort must be made to consciously attempt to concentrate equally on what is said to a potential customer, and their response.

Effective listening in a sales situation is easier said than done. It takes training and ongoing incorporation into any selling technique process.

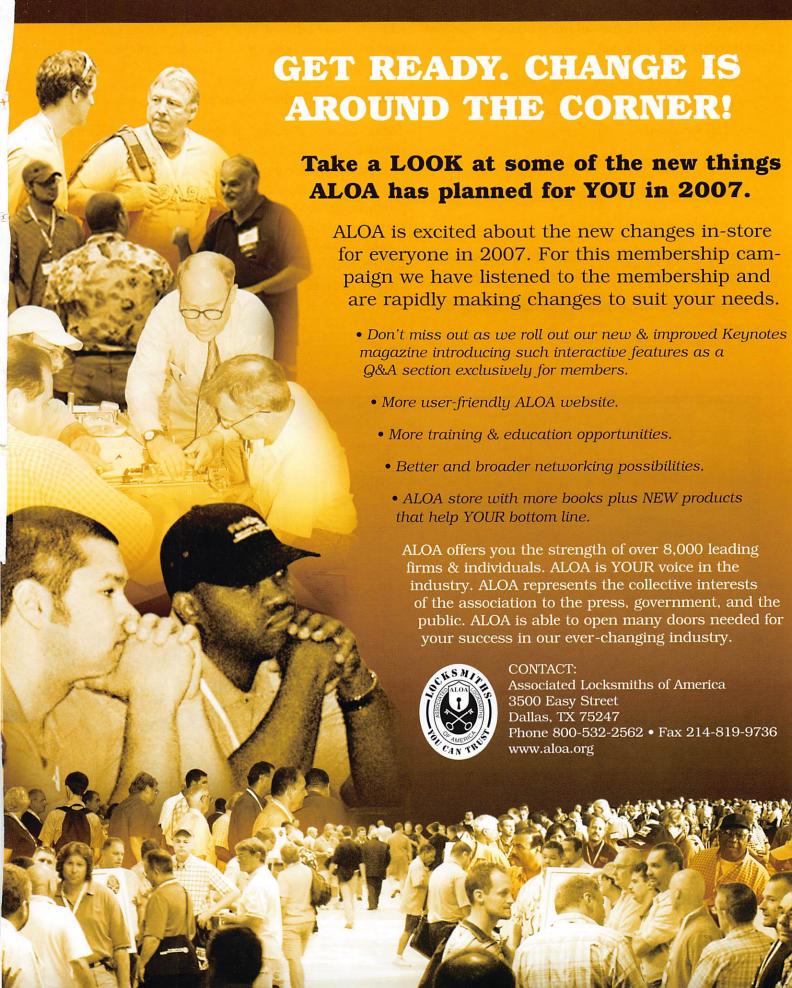
Effective listening in a sales situation is easier said than done. It takes training and ongoing incorporation into any selling technique process.

Make the first 30 seconds count. Create a short and concise "commercial" about yourself, your company, and the services your company performs. This can help to educate the prospect by highlighting problems that you can help solve or major benefits you and your company can offer. It also creates a need for your prod-

ucts and services. This is something that must be done before a sale is made. Then listen!

- Avoid distractions by giving your undivided attention to the customer
- Make good eye contact
- Take notes if appropriate
- Observe and listen hard, listening with your eyes and ears, paying attention to the prospect's body language

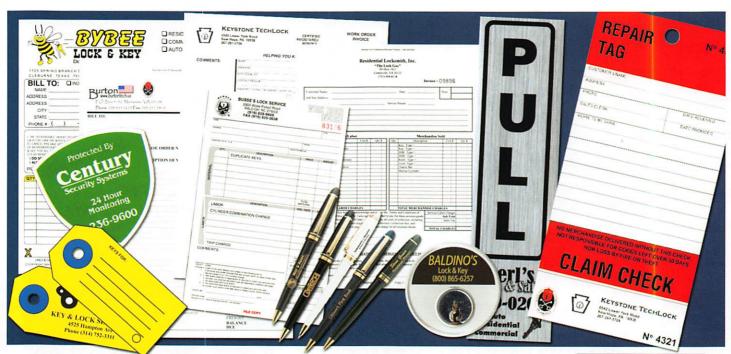
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- Keep an open mind (not allowing biases or opinions to interfere with listening)
- Wait for the consumer to finish, then analyze
- Ask questions that encourage dialogue i.e. "Tell me about..."
- Listen for facts and key words
- Zero in on words that are repeated
- · Repeat the speaker's thoughts
- Let the customer know the message was received by paraphrasing what the consumer has vocalized to you
- Summarize the major points communicated by the consumer

- Develop and rehearse how you are going to strategically respond to common sales prospect purchase objections
- While listening, think about what to say next

Today's successful security professional is ultimately an effective problem solver. With constant practice, a sales professional will quickly realize that how well they listen to consumers is as important as presenting products and services. Whether it is an existing or potential customer, the most successful sales people continuously strive to hone their listening skills to accurately define their customer's product and service needs.



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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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Andrews Wholesale Lock Supply

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Phone: 800-252-5757 Fax: 800-452-8600

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Hardware Agencies, Ltd.

Phone: 416-462-1921 Fax: 416-462-1922 www.hardwareagencies.com

IDN Incorporated

Phone: 817-421-5470 Fax: 817-421-5468 www.idn-inc.com

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**Locks Company** 

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**Phoenix Safe International LLC** 

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Manufacturer

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**Adams Rite Mfg Company** 

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Adesco Safe Mfg. Company

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Alarm Controls Corporation

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dba L.A.I. Group Phone: 714-373-2993 Fax: 714-373-2998 www.laigroup.com

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#### MPT Industries, Inc.

#### MUL-T-LOCK USA, Inc.

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#### Major Mfg, Inc.

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#### Mil-Comm Products Co Inc

Phone: 201-935-8561 Fax: 201-935-6059

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Phone: 860-436-6246 Fax: 860-436-6876 www.promet-safe.com

#### Protex Safe Co., LLC

Phone: 818-610-8030 Fax: 818-610-8004 www.protexsafe.com

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Phone: 253-922-1828 Fax: 253-922-7272 www.rofu.com

#### Rutherford Controls Int'l Co.

Phone: 519-621-7651 Fax: 519-621-7939 www.rutherfordcontrols.com

#### STRATTEC Security Corp.

Phone: 414-247-3333 Fax: 414-247-3564 www.aftermarket.strattec.com

#### Sargent & Greenleaf, Inc.

Phone: 859-885-9411 Fax: 859-885-3063 www.sargentandgreenleaf.com

#### Sargent Manufacturing Co.

Phone: 800-727-5477 Fax: 888-863-5054 www.sargentlock.com

#### Schwab Corp.

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#### Securifort Inc

Phone: 819-359-2226 Fax: 819-359-2218 www.securifort.com

#### Securitron Magnalock Corp.

Phone: 775-355-5625 Fax: 775-355-5636 www.securitron.com

#### Security Door Controls

Phone: 805-494-0622 Fax: 805-494-8861 www.sdcsecurity.com

#### **Security Solutions**

Phone: 405-376-1600 Fax: 405-376-6870 www.securitysolutions-usa.com

#### Select Engineered Systems

Phone: 305-823-5410 Fax: 305-823-5215 www.selectses.com

#### Townsteel, Inc.

Phone: 626-858-5080 Fax: 626-858-3393 www.townsteel.com

#### Trine Access Technology

Phone: 718-829-2332 Fax: 718-829-6405 www.trineonline.com

#### Videx Inc.

Phone: 541-758-0521 Fax: 541-752-5285 www.videx.com

#### WMW Innovation Company

Phone: 888-474-2341 www.sure-strike.com

#### Service Organization

#### **Allstate Insurance Company**

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#### **Cardservice Mobile Solutions**

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#### Cross Country Automotive Services

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#### HRH Insurance

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#### Massglass & Door Service

Phone: 888-742-8837 Fax: 805-497-2255 www.massglass.com

#### SalesGenie.Com

Phone: 402-593-4500 www.salesgenie.com

#### The Mechanic Group, Inc.

Phone: 845-735-0700 Fax: 845-735-8383 www.mechanicgroup.com

#### Webster Safe & Lock Co., Inc.

Phone: 901-332-2911 Fax: 901-332-2878 www.webstersinc.com

# legislative update

# HOUSE PUSHES MINIMUM WAGE INCREASE, WITHOUT ASSOCIATION HEALTH PLANS

The House passed a bill Jan. 10 raising the minimum wage from \$5.15 to \$7.25 an hour in three stages over 26 months.

Part of the House leadership's "100 hours" agenda, the bill (H.R. 2) was moved with no amendments. House Republicans had offered a proposal that paired the minimum wage hike with association health plan (AHPs) legislation and other incentives to help small businesses shoulder increased payroll costs, but House Democrats elected to proceed with a clean minimum wage bill. The bill calls for an increase to \$5.85 an hour 60 days after it's signed into law, then \$6.55 an hour one year later, and then to \$7.25 an hour one year after that.

The Senate is expected to move quickly on its own minimum wage bill, but the author of small business health plan (SBHP) legislation in that chamber, Senate Health, Education, Labor and Pensions ranking member Mike Enzi (R-WY), said this week that he is not in favor of offering SBHPs as an amendment to the Senate minimum wage bill. There will likely be some "sweeteners" for small businesses added to that bill, however, in order to get the 60 votes needed to end debate. Among the small business tax breaks that could be added to the wage increase is an expansion of Section 179 small business expensing limits. Although the House passed its own bill, House Majority Leader Steny Hoyer (D-MD) said the House may consider accepting the Senate version to avoid a conference committee.

Enzi did vow to continue to push for SBHP legislation this year, even as Senate HELP Chairman Edward Kennedy (D-MA) said this week that Congress should extend Medicare to all Americans in order to provide coverage to the millions of uninsured. Enzi said Jan. 10 he is committed to working toward a bipartisan solution to the nation's health care crisis, and told Congress Daily that "small business pooling power is an important component of any health reform effort."

#### **NOTEWORTHY: ALOA MODEL LAW**

FWCLA recently completed a thorough review of the ALOA Model Law. After getting input from several sources and after reviewing existing laws of other states, a suggested model law for Florida was created. This model law is now accessible for review via links at two sites. These are: www.fwcla.org, and www.serlac.com.

Links to the model law are available by clicking on the "Hot Topic" button on either home page. Readers are asked to comment on the suggested law, to Richard Formica at towerkey3@aol.com, 813-601-7940.



#### ALOA LEGISLATIVE REPORT (As of January 15, 2007)

#### **MONTANA SB153**

SPONSER: Cocchiarella TITLE: Revise professional and occupational licensing laws ABSTRACT:

Adds Alarm system installer to the current professional licensing board. Adds definition of Security alarm installer to mean, "an individual who installs, services, or maintains security alarm systems to detect and signal unauthorized intrusion, movement, break-in, or criminal acts and is employed by an electronic security company. Changes definition of "Security alarm system" to mean, "an assembly of equipment and devices or a single device, designed or a portion of a system intended to detect or signal or to both detect and signal unauthorized intrusion, movement, or criminal acts at a location. STATUS:

• 01/18/2007 (S) Hearing

#### **NEW JERSEY A2520**

SPONSER: Johnson, G. TITLE: Concerning electronic security systems and amending P.L.1962, c.162. ABSTRACT:

This bill exempts businesses which install, service or maintain access control systems, closed circuit television systems or intercom systems from licensure by the Board of Examiners of Electrical Contractors. Under current law, locksmiths, burglar alarm, fire alarm and electronic security businesses, and their employees, are licensed and regulated by the board. This bill changes the definition of "electronic security system" contained in the law so that it does not include access control systems, closed circuit television systems or intercom systems. STATUS:

• 02/09/2006 Introduced, Referred to Assembly Regulated Professions and Independent Authorities Committee

#### OKLAHOMA SB26 (Same as HB 1054)

SPONSER: Jolley TITLE: Professions and occupations and the Alarm and Locksmith Industry Act; deleting an exemption. Effective date ABSTRACT:

Exempts the sale, installation, service, or repair of alarm systems by individuals licensed pursuant to the Electrical Licensing Act under the Alarm and Locksmith Industry Act.
STATUS:

• 02/05/2007 Will be introduced

#### **SOUTH CAROLINA Hb3104**

SPONSER: Umphlett TITLE: Locksmith licensing ABSTRACT:

Provide for the licensure of locksmith agencies, to require employee registration, to require signed work order forms when opening residences, commercial establishments, and motor vehicles, and to provide penalties for certain violations.

#### STATUS:

• 01/09/2007 Referred to Committee on Labor, Commerce and Industry HJ-60

#### WASHINGTON HB1001 (Same as SB5038)

SPONSER: Lovick TITLE: Combating auto theft. ABSTRACT:

Commission of a burglary or motor vehicle theft, this act adds the following language, "It shall be prima facie evidence of circumstances evincing an intent to use for commission of a burglary or motor vehicle related theft for a person to be in possession of multiple vehicle keys or altered vehicle keys unless such person is a

bona fide locksmith.'
STATUS:
• 01/10/2007 Referred to
Committee on Public Safety &

**Emergency Preparedness** 

#### 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.



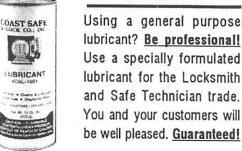


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#### Facts on Sargent punches.

These new hand operated punches have a few unique features, plus specifications that are worthy enough to mention.

Two models are available, BP201-SGT-L and BP201-SGT-R.

Depending on milling (profile), the blanks are inserted one side or the other. Example; The L series is inserted from the left side and cuts bow to tip. The R series is inserted from the right side and cuts tip to bow, similar to IC products.

If your need is greater for R series, then the BP201-SGT-R will generate them from bow to tip, and the L series tip to bow. Models L or R, each does both. The choice is yours.

#### SPACES:

.215" to first cut center .156" between cut centers up to seven spaces. Factory space tolerance is ± .001".

#### DEPTHS:

Are in increments of .020", from .330" to .150" for a total of 10 depths 1 - 0 (10). Factory tolerance is  $\pm$  .002".

#### ANGLE:

Sharpest of most commercial specifications is 78 to 79 degrees. Tolerance if any is not specified by Sargent.

#### FLAT:

Small .051". No tolerance specified.

All of the above are incorporated in each hand punch by;

Locksmithing, Unl. LLC Phone: 302-575-0993 E-mail: ted@sargentpunch.com







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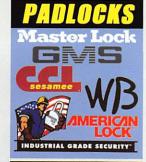
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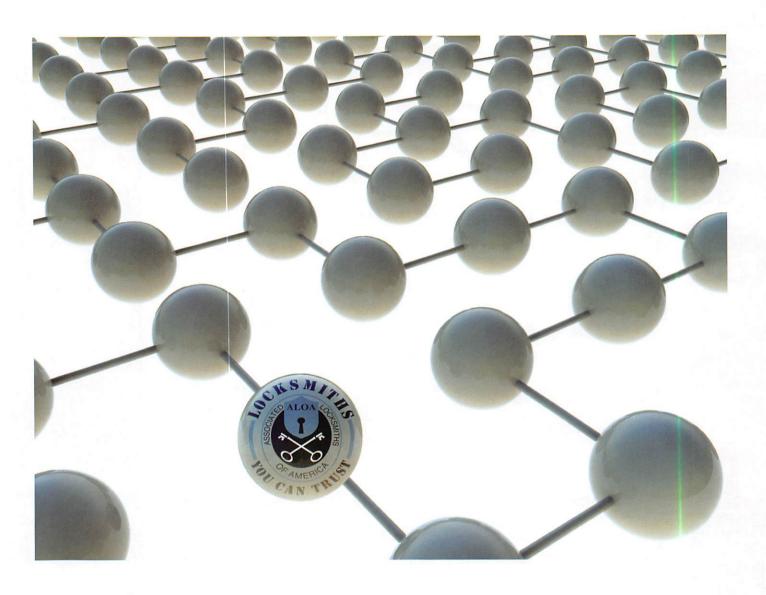


然KARA®





# Rejuvenate, Recharge and Reconnect!



Is your local ALOA Chapter or Affiliate taking advantage of all of the benefits available to you? If not, why not?

As Robert Mock, the President of ALOA, recently suggested in his presidential message, "communication is the thread that runs through and binds our professional lives

and our industry." What better forum to use as your "sharing communication program" than your ALOA Chapter or Affiliate. This communication opportunity is just one of the reasons to "kick start" your local chapter or affiliate for 2007.

These are just a few of the benefits that ALOA has provided to support your local efforts:

If you need additional information, please do not hesitate to contact your new Chapter and Affiliate Liaison, Ellen McEwen at ellen@aloa.org or 214-819-9733 extension 203.

#### Education

ACE class information

Discounts on sponsored classes

Free Chapter/Affiliate Officer training

#### Convention and Trade Shows

ALOA Convention and Security Expo advance information

ALOA endorsement for Affiliate events and shows

Discounts on advertising in Keynotes for Affiliates

An invitation to the "State of the State" roundtable to exchange and share ideas with other Chapters and Affiliates

#### Communications

Additional copies of Keynotes

Promotion of all chapter activities in *Keynotes* and a*loa.org* calendar pages

### Legislative Support

Chapter and Affiliate President or designee will receive a Legislative-Action-Network (LAN)-feewaived membership

### New ALOA Slogan

ALOA recently announced a new slogan, "Locksmiths You Can Trust" that can be used to accompany the ALOA logo as part of your marketing efforts.

You can get a digital copy of the logo by contacting the Creative Services Department (betty@aloa.org or margarita@aloa.org). You will be required to provide your member number to receive the logo.

Shortly you will be receiving a letter explaining our position and one of these new logos for your use. Our intention is to create a nationally recognized symbol which the public can easily identify as representing the highest ideals and standards of our profession.

Be on the lookout for this mailing and if you need more they will be available for purchase through the ALOA store by this spring.



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