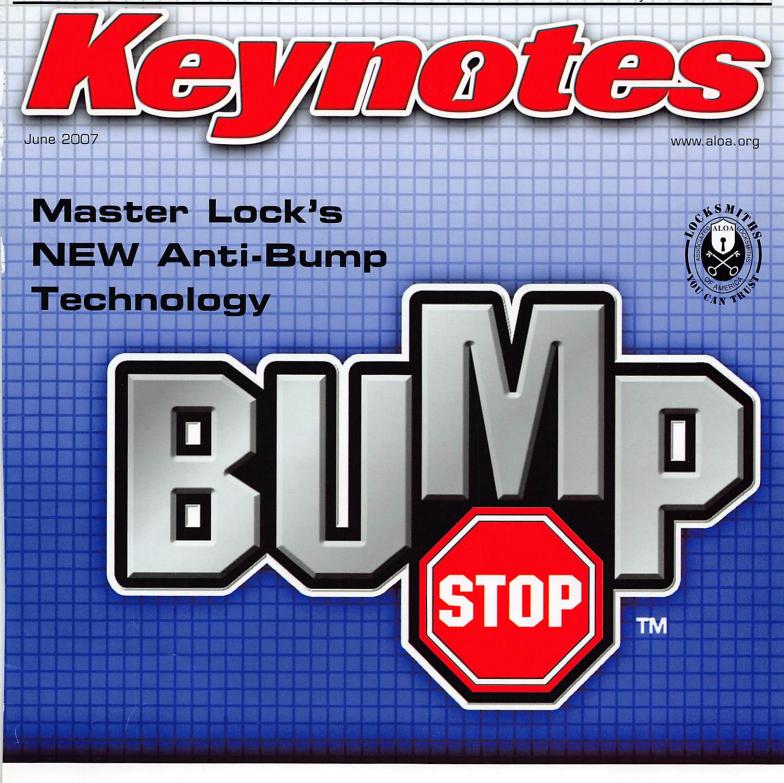
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## **PLUS!**

Greg Perry does a Little Research Stories in the Service Biz and More! \*3-DIGIT 303 BRECK H. CAMP CML PO BOX 47070 ATLANTA GA 30362-0070

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## **Fraud Alert**

A known phone scam targeting locksmiths and safe technicians has recently resurfaced. Here s how it works:

You get a call from an operator. If you haven't received a Hearing-Impaired-Relay call before, the operator explains the service. After that, the



operator is not supposed to talk to you except to read what the caller is typing.

The caller asks for a specific item. If you have it, he asks how many you have in stock "right now." If you don't have it, he asks if you can order 10, 20, or 50 of the item to have in stock the following morning. If you don't even carry the item, he asks, "What do you have in stock right now?" Whatever it is, he wants it — in bulk.

The caller wants to place the order with a credit card, but will sometimes offer to send a check, money order or cashier's check. None of these is any good. The credit card usually goes through, though, and the merchant thinks the sale is good. In fact, it may take weeks and several more fraudulent transactions with the same "buyer" before the merchant gets word the card was no good.

The caller gives a shipping address in Nigeria, some other country, or the U.S. The merchandise is picked up by a shipping company. The caller insists on getting the tracking number. He may even offer to arrange shipping or have the items shipped on his account so he can be sure to get it. If the package ships to Nigeria, this helps him pick it up. If it's sent somewhere else, he uses the tracking number to divert it to its true destination.

Throughout, the caller tries to create a sense of urgency, saying things like, "Run the card now while I hold." His goal is to get the merchandise out the door before theft is detected.

ALOA/SAVTA members have reported that scammers often ask the victim to prepay the shipping. They always used the "hearing impaired" or other device apparently to prevent voice identification. Use of the service also makes it difficult to ask questions. The orders are usually so big that shop owners were less careful than they might usually be. At that time the orders were being placed from foreign, usually African, countries. They would say that the shipping, for currency exchange or some other reason had to be pre-paid by the seller. Sometimes the seller gave an authorization that amounted to a "blank check" for the shipping. The whole scam is just to get the shipping money. There is never a real purchase.

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## presidential viewpoint



#### Dear Members,

The old cliché, "...in the blink of an eye," aptly describes the last two years. Representing ALOA has been for me, an exciting and fulfilling experience. The Presidency has afforded me the opportunity to visit and speak with our members all over the world. Our membership has been speaking out and even as I write this message, many of those ideas are being implemented.

Two years are indeed, too short to accomplish everything. It is my hope that our association continues to forge ahead providing our membership with ever-improving services.

We all too often put things off to a more "convenient" time in our lives. I am here to tell you that there is no such time as "convenient". I have heard more times, than not, when business slows up..., when I retire..., after the kids get married. As far as I know, we only have a one way ticket. What a shame to put off making life-long memories! Become something greater than yourself. Take that dream vacation

get-away. Take time to

smell the roses. Show up to an ALOA Convention and live life to the fullest. Take some time every day to reflect on something beautiful: a flower, a sunset, your friends.

At the end of May, I attended the European Locksmith Federation's Convention in Riga, Latvia. We were well represented by both American and European ALOA members. Our thanks go to members, Owe Bengtsson and Ed Roskelly for helping out at our booth.

The show was one of the largest and best attended ELF Conventions in recent years. I had the privilege of attending and speaking at their board meeting. I spoke about associations working together through affiliation, which was the same message President Dave O'Toole addressed to his members. During the meeting, the Federation reelected Mr. O'Toole again as their president and Jan Thorner as second vice-president. They also voted to admit Turkey into the Federation, bringing the number of countries to seventeen. Their 2008 convention will be in Athens, Greece.

Our Secretary, John Soderland and I will have already been in Dallas for the physical audit and special meeting for the election of our new Directors and President by the time you read this message. Good Luck to all!

After close to four decades around this industry, my wife Dee and I have made many friends traveling to many locksmith meetings. I have gained a wealth of knowledge along with business and technical expertise that only contact with our peers and fellow professionals can bring. These past two years have been exceedingly full and busy. I shall continue for the next four years as your Trustee, grateful for each minute and for each memory. Thank you again, for the honor and trust you have given me as your President.

Take 'er easy!

Sincerely,

Robert E. Mock







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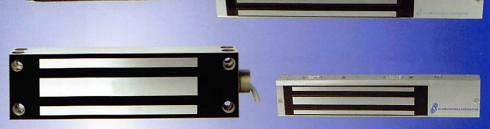
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#### e O U r

#### **BUMP STOP!**

## 10 Bump Stop

Check out the NEW Anti-Bump techology from Master Lock. by Billy Edwards, CML



16 Member Spotlight: Hans Mejlshede, CML Hans has been a member of ALOA since 1974.

## 22 Mother Nature Meet SureStrike

Locksmith now have a weapon to battle and old-age problem. WMW answers the call.

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Greg Perry tells us how a little research can go a long way. by Greg Perry, CML, CPS

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DIAL

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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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China

Singapore

Sean Lee Sponsor: Poh Kheng Hoe

Venezuela

Caracas

Javier Rey

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

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## upcoming events

JUNE	Doyle RCI v	nter Days • Minneapolis, MN e Security Products with Mark Schrantz • v.doylesecurity.com	6/20 Doyle University Minneapolis, MN Doyle Security Products For more info www.doylesecurity.com	6/23 VLA Meeting & Class Charlottesville, VA Contact: Elliot Paul Conner email: va_locksmith@verizon.net
JULY	7/22-29	ALOA '07 Convention & Security I Charlotte, NC Associated Locksmiths of America convention@aloa.org www.alca.org/convention		
AUG	8/4-5	CLA Education Long Beach, California For more info:http://clacentralvall index.Default.aspx?tabid=154	**** July, August, and September there will be no Doyle University - Classes will resume after the September Trade Show.	
SEPT	9/14-15	Doyle Annual Trade Show & Educ Doyle Security Products Mystic Lake Casino www.doylesecurity.com	ation • Prior Lake, MN	

#### **UPCOMING ACE CLASSES**

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			•
June 14-15, 2007	Reno, Nevada • Clark Security Products Basic Safe Lock Servicing, Transponder Technology Joan Emrick • 858-9746737	6/2/07	Saturday 9:00am • Largo, MD • Ed Korenge Maryland Locksmith Association & NPALIPGCC ed@1stinhardware.com • 410-646-9900
June 22-24, 2007	Ft.Wayne, Indiana • Northern Indiana Chptr of ALOA PRP Exam, Domestic Auto w/L-03 PRP, Foreign Auto w/L-04 PRP Jeremy Rodocker CML, CPS • rodockers@hotmail.com	6/5/07	Saturday 9:00am • Baltimore, MD • Ed Korenge Maryland Locksmith Association • 410-646-9900 ed@1stinhardware.com
July 14, 2007	260-459-1500 Norfolk, Nebraska • Nebraska Chapter of ALOA Advanced Topics in Master Keying w/L-31 PRP	6/8/07	Friday 8:00am • Dallas, TX • ALOA Certification ALOA Training Center • education@aloa.org 800-532-2562×104
July 22-29, 2007	Elmer Howard • safeman@cox.net • 402-676-8973 Charlotte, North Carolina ALOA 51st Annual Convention & Security Expo	6/17/07	Sunday 8:00am • Sparks, NV • Joan Emrick Clark Security Products • joan.emrick@clarksecurity.com 858-974-6737
	70 Full Day Classes • 35 Half Day Classes & Evening Seminars • ALOA Education • education@aloa.org	6/17/07	Sunday 1:00pm • Muskego, WI • John Soderland, CML, CMST prolock@aol.com • 858-974-6737
August 20-25, 2007	800-532-2562x101 • www.aloa.org Dallas, Texas • ALOA Training Center Six-Day Basic Locksmithing Course	7/27/07	Friday 6:00pm • Charlotte, NC • ALOA Certification ALOA 2007 Convention • education@aloa.org 800-532-2562×104
	ALOA Education • education@aloa.org 800-532-2562x104	8/25/07	Saturday 1:00pm • Dallas, TX • ALOA Certification ALOA Training Center • education@aloa.org
September 4-9, 2007	Dollas, Texas • ALOA Training Center Six-Day Vault Lock & Time Lock Servicing Course ALOA Education • education@aloa.org 800-532-2562x104	9/14/07	800-532-2562x104 Friday 8:00am • Dallas, TX • ALOA Certification ALOA Training Center • education@aloa.org 800-532-2562x104
September 11-15, 2007	Anaheim, California • Clark Security Products Safe Lock Manipulation, Safe Lock Servicing, Transponder Servicing • Joan Emrick • 858-9746737	9/16/07	Sunday 8:00am • Anaheim, CA • Joan Emrick Clark Security Products • joan.emrick@clarksecurity.com 858:974-6737
September 14-15, 2007	Minneapolis, MN • Doyle Security Show For a complete listing contact: Kristina Larsen • 612-521-6226 • www.doylesecurity.com	9/22/07	Saturday 9:00am • Sturbridge, MA • Steve McKinney Yankee Security Convention • info@yankeesecurity.org 800-209-8266
September 15, 2007	Roseville, MI • Locksmiths Security Association Intermediate Auto Lock Servicing w/L-03 PRP Marc A. Dearing, CRL • 810-244-4038/mkdearing@comcast.net	9/23/07	Sunday 10:00am • Farmington, NM • 505-632-6641 Association Locksmiths of New Mexico Wayne Wilkins, CRL • classicrez@yahoo.com
September 19-21, 2007	Sturbridge, MA • Yankee Security Convention For a complete listing contact: Stephen McKinney 800-209-8266 • www.yankeesecurity.org	9/23/07	Sunday 1:00pm • Muskego, WI • John Soderland, CML, CMST prolock@aol.com • 858-974-6737
September 21-23, 2007	Farmington, NM • Association Locksmiths of New Mexico For a complete listing contact: Wayne Wilkins, CRL		

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

**UPCOMING PRP Sittings** 

\*



#### **BEER CITY CHAPTER**



ALOA Board Secretary John Soderland, CML,CMST, CIL (left) is shown with Beer City Chapter, Institutional Locksmiths Association President James L. Swift at a recent chapter meeting

#### Lester Brodsky Accepts Award

The new MLA Award (Maryland Lifetime Achievement) was recently presented to Lester Brodsky.

Lester has been a locksmith since 1978 and has been an advocate and servant of the industry throughout his career. Lester worked with Bob DeWeese in the early nineties when the birth pangs of legislation brought them together as part of the Maryland Committee for Locksmith Legislation. Lester was quickly elected chairman of that com-



mittee and dedicated countless hours in meetings and traveling throughout the state gathering input from anyone who was interested enough to show up at the regional meetings.



For those who aren't fortunate enough to know Lester well, you're missing knowing one of this industry's true unsung heroes. While some locksmiths write articles and seem to burn up obscene amounts of bandwidth on the forums to the point that everybody knows their names, Lester has never sought fame or recognition. He simply works tirelessly behind the scenes with his only goal being the good future of this industry.



Behind his gruff exterior is a big teddy bear who is described as "one of the kindest gen-

> tlest human beings that I've eve met". Bob DeWeese said "I am blessed to be able to call him my friend".

During the presentation of the award a letter from ALOA President Bob Mock was read and a short PowerPoint photo slideshow was presented by ALOA Northeast director Tom Foxwell.

#### Easily Earn ALOA Certification Points!

If you are planning to attend the 2007 ALOA Convention and Security Expo, please consider donating some of your time to assist in some key areas of the convention. Complete the form online at http://www.aloa.org/2007convention/HTML/volunteer.htm to specify the date, time and activity that fits your schedule and skills. Once completed, fax back to 214-819-9736 attention: Ellen McEwen, Membership Development Manager. Assignments will be handled on a first come basis. If you have any questions please contact Ellen McEwen, Membership Development Manager at 214-819-9733 ext 203. ALOA members will earn .1 points for every volunteer hour, which can be applied towards ALOA recertification!

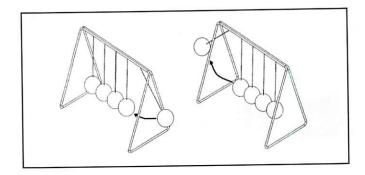
## New Anti-Bump Technology from Master Lock By Billy Edwards, CML

The Bump Keys we know today have had a few different names since they were invented in 1925. Nine keys or 999 keys has been a very popular name and there have been others. Until about two and a half years ago they were a well kept secret within the locksmith trade. They were such a well kept secret that probably as much as 75% of locksmiths had never heard of them.

	PATENT SPECIFICATION Application Date: July 17, 1025. An. 18,294/25. 251,810
	Complete Left: Dec. 9, 1925.
	Domplete Accepted: May 13, 1926.
	PROVISIONAL SPECIFICATION.
	▲ Lockamith's Instrument to Open all Standard Makes of Cylinder Locks.
• • •	<ul> <li>I. GENNICE JORY REARS, of 252.</li> <li>There may be about 12 of these plungers will fit astars of this invention to be as a follows:-</li> <li>The instrument consists of a next in the source of the plungers in the lock. The metal cylinder, costaining a hollow centre corp. The initian of perusation is the application of perusation. The metal cylinder is approximately 2%; inches long, and 7/b of an inch in the cost is conce of a grinder with a 13 fit and the lock. A few smart tape on the tilt keylender is approximately 2%; inches long, and provimately 2%; inches long, and provimately 2%; inches long, the prime is approximately 2%; inches long, the prime is and a source of a prime of plungers is a soleted and so a spring of plungers the core of the plunger is a soleted in the hermities of the lock. A few smart tape on the tilt keylend of using the lock in a spring of plungers and plungers are approximately 2%; inches long, the plunger is and a soleted upon.</li> <li>20 The plungers are approximately 2%; inches long, the lock to be operated upon.</li> <li>21 for the lock to be operated upon.</li> <li>20 The plungers are approximately 2%; inches long, the lock to be operated upon.</li> <li>21 for the lock to be operated upon.</li> <li>20 The plungers are approximately 2%; inches long, the lock to be operated upon.</li> <li>21 for the lock toperated thermities the planger wit</li></ul>
	Fig.2. Fig.1. Fig.3.

This secrecy has actually been a problem since this information has been available on the web. It has been a problem because locksmiths who are not familiar with the technique don't believe it can work. Some of those locksmiths have been vocal about their disbelief and even tried to demonstrate that it doesn't work. It is a shame that the inability of some in our trade reflects badly on all locksmiths. It reflects badly because when the public can see videos on the web and their local TV demonstrating that it does in fact work we lose credibility.

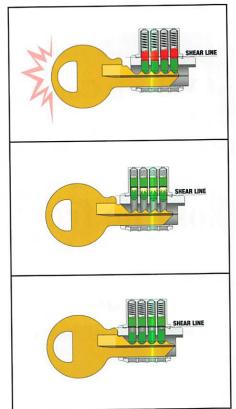
For those who may not know, in 1925 George Baron was granted British Patent 251,810 for Bump Key Technology. He made Bump Keys as a kit which was sold to the trade. Over the intervening years the technique has been forgotten and rediscovered many times, most likely due to the secret nature given to it by locksmiths. There have been a number of patents granted in the US and elsewhere through the years for methods to prevent bumping. Some of those methods added some significant complexity to the inline pin tumbler mechanism and many of them just simply didn't work in real life.



The action of the bump key has typically been thought to replicate the effect of a pick gun or be similar to the executive desk toy shown above. However, we thought that we needed to know for sure so we arranged for high speed photography which shows that there is a different effect. When used as designed a pick gun applies force to the bottom pin and that force is transferred to

the top pin which then travels above the shear line.

The bump key impacts the bottom pin and then, via the ramp formed by the steeple between cuts, pushes the entire pin stack violently upward. When the pin stack reaches the zenith of its rise in the chamber the bottom pin descends and separates from the top pin before the top pin starts to descend. The gap between the two pins crosses the shear line and the slight torque being applied to the key causes the plug to rotate.



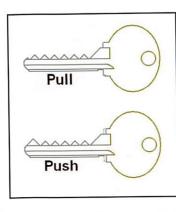
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There are two different methods that can be used to make bump keys and the keys produced are used in different ways. For lack of better names I call the two types of keys the PULL type and the PUSH type.

The Pull type has every cut position cut to the deepest possible depth of cut and

then another cut added at the tip of the key with the correct spacing as if there were an extra chamber. These cuts should be between .005" and .010" deeper than standard for an optimal effect.

The Push type key has every possible cut position cut to the deepest possible depth, (plus that .005" or .010" extra), and then the shoulder(s) are cut back .040" to .060".

#### The Problem

The problem of course is the significant compromise potential this type of attack presents. Now that the technique is available to the general public, and given the very short learning curve to master the technique, every in-line pin tumbler lock is at risk of immediate compromise.

In fact there have been a number of burglaries around the country with no forcible signs of entry that could be attributed to Bump Keys. Many say that they aren't being used and, until someone is caught in the act or a true method of determining forensically they have been used, many won't believe they are a threat.

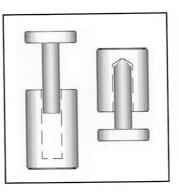
#### The Solution

All of that hasn't deterred the lock manufacturers and many others who have been feverishly working toward finding a solution to this problem attack. A solution that will prevent it from working.

Master Lock embarked on a dedicated R&D effort in August, 2006 to develop a solution to meet three criteria:

- 1) Cylinder must retrofit into existing locks
- 2) Highly resistant to bump attacks
- 3) Cost effective

Our initial development was based on the inertia cradle model. We geared our solution toward that method of attack. The first thing we tried was a telescoping top pin. We even tried a couple of different designs for that pin. They didn't work! We thought it was the result of insufficient mass in the pin. It wasn't. We tried the second design for a telescoping pin hoping to equalize the



mass in the halves. That didn't work either. The high speed video showed that the pin didn't telescope at all because the action did not replicate what goes on in the inertia cradle.

Then it was on to other ideas. Magnetic pins were next. In theory a magnetic top pin with a steel bottom pin should be

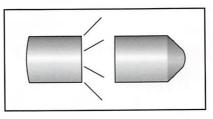
inseparable. They weren't! In all cylinders there is a shelf created between the pin chamber in the shell and the corresponding chamber in the plug because the chamber in the shell is typically



larger to allow for some small end play that occurs in all cylinders. On the way back down the magnet isn't perfectly in line with the bottom pin and the edge of it hangs on that shelf. The extra mass in the steel bottom pin causes them to separate and the lock is bumped open.

Spool pins and using stronger springs were ineffective too. We also thought our EDGE, key control product could resist bumping. If the dimple pattern wasn't correct it was bump proof, but if you have the correct dimple pattern you can eventually bump it.

Due to our lack of success we commissioned high speed video (2,162 frames per second) to better understand the dynamics of the lock bumping technique. After analyzing the video we changed design direction based on learning what really happens in the cylinder.

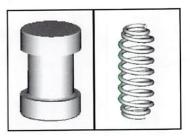


The first new idea was the shouldered pin with an oversized bore in the shell that didn't quite go all the way to the ID of the plug hole. In conjunction with a short

bottom pin there was a gap between the top pin and the bottom pin. Impacting the bottom pins with a bump key wouldn't cause

the bottom pin to move the shouldered pin. Eureka! It worked. A cylinder that was roughly 90% bump resistant.

Now it was time to improve the result. Changing the shape of the top pin so that



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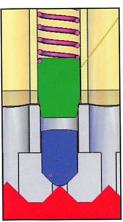
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\*Estimated amount



it had a taper proved to be about 97% resistant until 20 hits or so had been tried. It had the added benefit of being more economical to produce since counter drilling wasn't involved. Then the pin chamber started being distorted and the pin no longer wedged itself in place. The top of the chamber actually becomes beveled to match the pin shape and then it

bumps much easier as well as letting simple torque sometimes cam the pin out of the plug.

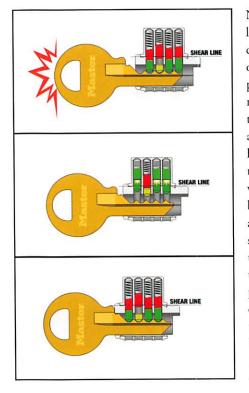


Time to change design. The solution was to reverse the taper on the end of the pin. The oversized tumbler diameter serves to keep the pin from fully entering the plug and the reverse taper also has the effect of improving standard pick resistance, increasing the bump resistance to 99.99% and making bump attempts fully detectable.

Thus, the Master Lock Bump Stop technology became a reality. With this result, our objective was achieved.

The solution will be available as an

option in keyed locks and cylinders. Pins will not be made available as a service part as they are only a component of the overall solution.



Now let's take a look at that detectability factor offered by the new pin. By design we made the corner of the pin a sharp one and because the pin has very little side to side movement, when the lock is bumped the pin actually starts to serrate the inside of the pin chamber in the plug. This photo is slightly exaggerated because this lock had been bumped around 150 times without opening, but the





pin starts to mark the plug with the first impact, easily detectable with microscopic analysis.

The sequence here reflects what happens inside the cylinder equipped with this pin when it is bumped. Notice that the new pin isn't moved in the bump process. This new pin design only needs to be in a single pin chamber to make the lock very bump resistant. That one location needs to be in the same chamber as a 0, 1 or 2 depth in Master Lock Padlocks or a 1, 2 or 3 in American Lock padlocks.

Master Lock has applied for patent protection on this new technology and will be mak-

ing it available for use in all in-line pin tumbler products from padlocks to door locks. Initial padlock production will begin in June and will be available in the entire product line by October, 2007. Contact your distributor \_ the Bump Stops here!



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# 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.



Hans Mejlshede, CML has been a member of ALOA since 1974 and started his interest in locksmithing in the early fifties.

Mejlshede Laase/Nogler AS Noerrebrogade 84 Copenhagen N, Denmark DK 2200 011-453-5393939

- 1. Tell us about your background in security and your experience in locksmithing. Hans: As a child, I was a regular visitor in my uncle and dad's locksmith company. As long as I can remember, I have been around locks. It was learning by doing for all of us in those days. While earning a Master's Degree in Mechanical Engineering, I would do administrative work and locksmithing jobs in the evenings. In 1970, I became a full time locksmith.
- 2. How long have you been a member of ALOA? Hans: My membership at ALOA started at the 1974 Boston convention, and I have attended every ALOA conventions since that time.



#### 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



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#### 3. How long have you had your business? Hans: My father and I started a locksmith business together in 1964.

- 4. What was your starting point in security? Hans: My starting point was clearly my uncle and dad's locksmith company in the early fifties.
- 5. How many employees does your business have? Hans: We are around 50 employees. One reason for the size is that, in the past few years we have bought 2 medium sized companies where there was a problem with the generation change-over.
- 6. What are the changes that you've noticed in the security technology recently?

Hans: We do a lot of access control systems, and we cable less to day because we connect to the computer network. The TCP/IP numbers are the important things to day.

- 7. What do you see as the future of security and where do you think are we headed in today's age of technology? Hans: There will be more and more electronic solutions in the future of security. Most of these will be complex and complicated. The locksmith companies that master these solutions will be the winners in the future. There will be little competitions from chain stores, like Home Depot, because they probably won't have the staff to handle complicated electronic solutions.
- 8. How do you stay informed about new products and security techniques? i.e. magazines, conventions, classes, etc. Hans: I stay informed in a number of different ways. I read most of the locksmith magazines. I attend several conventions a year in the USA and in Europe. I also find that, as an instructor, I learn a lot from the members who take my classes.

- 9. Do you find that other locksmiths in the Denmark area work together on referrals and work flow? Hans: Yes a lot. We are more specialized to day than we were 10 years ago. We do not do automotive work; we refer it to someone who is specialized in that field. If one of our bigger accounts has a minor job 200 miles away, most likely we will use a local locksmith as sub-contractor. We specialize in safe work, because we have most of the necessary expensive tools and knowledge, so we do quite a lot of sub-contracting for other locksmiths.
- 10. Is there any noticeable difference between an international locksmith and those here in the U.S.?
  Hans: There are several. We have very few in-house locksmiths, it is all out-sourced to local locksmith companies. On a technical level, master keying is done very differently. We are not good at impressioning but that may be because all automotive key blanks in Denmark are steel.
- 11. How has life changed for you as a security professional in the past year?

**Hans:** It was worrying to see the ASSA ABLOY group buy 3 large locksmith companies in Denmark. Now you have to compete against your own supplier. We do not see this as the best solutions, we would have preferred a private ownership.

- 12. How do you sell security to the public? Hans: We have a comprehensive marketing program, two shops and two full time sales employees.
- 13. Explain what your position is at your business. Hans: I am the owner and manager, but all important decision are made by the whole family. That is my two sons, my wife and me. It happens that I am "Voted" down at times!

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

Hans: All of it! The variety in our daily life, the many technical demanding jobs, the good relations with employees and customers, and meeting many very interesting people.

#### 15. What advice can you give to an aspiring security profes sional?

Hans: Take as much education as you can. Be a member of all relevant associations. Try to create a network of trustworthy colleagues. Subscribe to most of the security magazines. Attend local and national conventions. Do not expect anything less than a 60 hour working week. Doing this you will, after a few years, be the perfect locksmith with a pleasant annual income.



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

Hans: Yes I can! We sold a big Medeco system to one of the telecom companies in Denmark: 12000 cylinders, 15000 keys. We won the bid with a few thousand dollars, we were lucky! That gave us a very good reference that later helped us land other orders. We are still maintaining this system to-day.

#### 17. Have you personally run into issues with bump keys which have recently been featured in the news? How do you feel about this issue?

Hans: An interesting story in Denmark! In October 2006, we had a 40 minute consumer program on one of our main TV channels. It turned out to be the most seen program that week. The theme was the insurance companies refusing to pay if there was no sign of forced entry and forgetting to tell that it might be possible to make a forensic examination to see if a bump key or other picking tools had been used. In the program, I was able to prove that locks in an insurance case, where payment was denied, had been opened with a bump key. At the end of the program, high security cylinders were recommended to solve the bump key problem. The result was overwhelming! All high security cylinders on the Danish market was sold in two days! It affected all locksmiths in Denmark, and even to-day, half a year later, our customers at the counter ask for bump key resistant cylinders. All this done, I still believe it is unethical to publish picking instructions to the general public.

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

**Hans:** If you have a good marketing programme, give an excellent service and have a friendly relation with your customers, you will prosper and grow. You do not need to be the cheapest locksmith in town.

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

**Hans:** I believe that security professionals who understand that learning is a life-long process, will have fewer problems in life and in their profession.

#### 20. What is your favorite place in Denmark?

**Hans:** The Tivoli amusement park in the center of Copenhagen! Nice flowers, pleasant live music and good food! Come and see for yourself.

## Go National, or Go Home? What to do about Vendor Consolidation

"Sorry, the service contract is handled by corporate on a national level." This is a common response that locksmiths and other local service companies are hearing at an increasing rate from their commercial prospects and clients. The reason? Vendor consolidation.

Facility management is becoming a much more sophisticated and scrutinized area for national corporations. When it comes to cutting costs and meeting budgets, building operations is regularly the first item to which management will look. The answer to cut costs? Vendor consolidation.

Corporate America has long understood the economic efficiencies associated with consolidation. The proper merging/acquiring of companies allows national organizations to increase margin, expand into new industries and markets, and take out the competition.

Within the last 5-10 years, facility and property managers have started utilizing a similar consolidation strategy for the selection and use of vendor/suppliers. By outsourcing maintenance/repair services to one or a very few national service companies, the property manager is expecting greater savings through consistent service levels, less vendor management, and less invoice/accounting costs.

What does this vendor consolidation trend mean for a local, specialized service company like a locksmith? For some it may mean less opportunity and thus less revenue from larger, commercial customers. In response, service companies are beginning to look at different options to counter this growing threat to their commercial revenue caused by vendor consolidation. The following are a few options, with strengths and weaknesses of each, which service companies are considering:

• Increase residential focus

5

- Strengths: immediate payment, extra "emergency" charges
- Weaknesses: less loyalty, less regularity of service needed
- Have a "local" only focus
  - Strengths: more personal sales relationships, less vendor consolidation
  - Weaknesses: limit revenue/growth opportunities
- Join national franchise
  - Strengths: national recognition/power, operation support systems
  - Weaknesses: high fees, limited flexibility
- Perform subcontract work
  - Strengths: additional revenue source, little sales/marketing required
  - Weaknesses: lower margins, easily replaced

- Join national consortium
  - Strengths: national power, low fees, maintain independence/flexibility
  - Weaknesses: limited training, limited central control

#### The Symbiot Solution

The group of founders and investors of Symbiot, a nationwide facility/property service company, recognized the beginning stages of vendor consolidation early on. Founder and Symbiot Chairman Steven Glover experienced firsthand the negative effects of vendor consolidation for his multi-million, multi-branch service company in northern California. "We were one of the largest and most well respected companies in our industry and in our area. Our customers enjoyed the service we gave them, but we could not come anywhere close to expanding fast enough for some of them. We lost a few of our key contracts because of our inability to go national." Each Symbiot founder and investor experienced the consolidation phenomena in different ways, from Steven Glover's challenge to current Symbiot CEO and former global facility manager, Mike Edwards, who believed that vendor consolidation was not happening fast enough and that there was no adequate organization that he could turn to.

Symbiot's unique property service model has been able to satisfy the national property managers and owners' needs by creating a platform that utilizes top-tier local and specialized companies for the service needs of large, national accounts that it manages. Symbiot's current service offerings include locksmith service, pest management, landscaping, plumbing, HVAC, electrical, snow removal, janitorial, parking lot maintenance, and other repair/maintenance services.

Companies that join Symbiot's service network are not asked to change their name, uniforms, or operational structures. However, service companies must go through a screening process before admittance into the Symbiot network to ensure that insurance, service quality, and professional standards are met. In addition to the application process, a small annual fee (about \$500) is required to join, which provides access to more than just national contract work. Symbiot has created purchasing programs and holds regular training meetings that network companies have access to. Symbiot is now entering into its eighth year of providing customers with the best of both worlds – a simple one vendor, national service solution with local commitment.

## Mother Nature Meet SureStrike Locksmiths now have a weapon to battle an age-old problem.

One thing we all know is that soil shifts. Whether from severe conditions such as drought, flooding, earthquakes, soil erosion, or just normal seasonal changes, the outcome is that foundations and doorframes will shift. As a result, the deadbolt locks we rely on to keep our families and personal property safe are compromised.

Locksmiths have been waiting a lifetime for a product to revolutionize the striker plate. WMW Innovation Company has answered the call. With the introduction of the Sure-Strike striker plate with patent pending design technology, locksmiths and homeowners are in a win-win situation. The innovative design addresses the need for a stronger striker plate, but also one that incorporates adjustability in order to deal with the shifting soil and weather that causes the misalignment of deadbolts. This unique formula sets the Sure-Strike product in a class by itself. This is good news for the locksmith who now can spend more time installing a quality product that meets the homeowner's needs, and less time adjusting and readjusting striker plates to accommodate the whims of Mother Nature.

And just when Mother Nature is satisfied, the news media floods us with headlines that disrupt our sense of security. Our homes should be our safe havens, but statistics tell us otherwise. In less than one minute, and with three kicks, an average residential entry door with a deadbolt lock is open. Five minutes later, our personal property is gone. Sure-Strike is striking back. It is specially designed to resist kick-in burglaries, which account for a large percentage of home invasions. With 2.9 million homes burglarized last year, and losses estimated in the billions, the need for a product like Sure-Strike is enormous. It has been tagged "the most innovative striker plate since the striker plate itself," and it lives up to the billing.

Locksmiths have been provided a captive audience. The additional reasons to sell and install Sure-Strike are many:

- Locksmith distributors will stock Sure-Strike for exclusive purchase. It will not be available at large home improvement centers.
- Sales will be jump-started adding profits to the bottom line.
- No product competition. Sure-Strike is one of a kind.
- Innovative design incorporates space-age composites and stainless steel. The effect \_ the weakest part of the door environment now becomes the strongest; and it can handle all sorts of weather.
- The adjustability feature compensates for soil movement, eliminating misalignment issues, making deadbolts easy to use by everyone.
- 3 1/2 inch screws add protection and connection to the door/house framing.
- Installation is simple.
- Affordable cost.
- Compatible with all deadbolts.
- Restores tranquility to victims of home invasions with kick-in resistant reliability.

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The much anticipated Sure-Strike<sup>™</sup> is here. Unlike any striker plate you've ever seen for exterior doors. Its patent pending design not only self-adjusts to misaligned deadbolts due to shifting doors, it also resists kick-ins, sawing, and prying by would-be burglars... making it truly the most innovative striker plate ever built. And better yet, it's only available to the public through you — the locksmith. Now you've got something to sell that those big home improvement stores only wish they had. To find out how your business, and your customers, can benefit from the new, innovative Sure-Strike give us a call or visit us on the web and put it on your wish list.





Sure-Strike is a product of WMW Innovation Co. ©2007

"Do the math," said Everett Wilder, VP of Advertising at WMW Innovation Company, "An average home has three exterior doors waiting for this product. How many homes in your neck-of-the-woods would benefit from this product? Answer that and then multiply by three." The Sure-Strike system will increase profits.

The Sure-Strike prototype was first introduced at last year's A.L.O.A. trade show in Las Vegas and was met with rave reviews. "We were there to gauge the industry's interest, and to hear design, price, and installation recommendations from the target audience \_ the locksmiths," said Winston Wilder of WMW Innovation Company. The results are a stronger Sure-Strike system, one that is easier to install and will be cost effective for both locksmiths and consumers. This heralded product will be ready for purchase at the upcoming A.L.O.A. trade show in North Carolina in July.

Scott Meyer, President of WMW Innovation Company, said, "We are on a mission to provide locksmiths with a product that is so effective in addressing one of their biggest and most time-consuming issues, misalignments, that it all but eliminates the problem. We also want to provide the homeowner with a security feature that adds protection to their homes."

"Sure-Strike provides peace of mind when the doors to the outside world are closed and the deadbolt is fully engaged," say Larry Larson and Bob O'Neil, owners of M2M, the marketing firm hired by WMW Innovation Company to promote the revolutionary Sure-Strike.

A striker plate that self-adjusts and resists kick-ins? The folks at Sure-Strike might just have their hands full keeping up with orders. Mother Nature: Look out. Burglars: Don't go there.

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## Humor and Other Things in the Service Business

#### By C.D. Lipscomb, CML, CPS, CIL

After a lifetime of being in the service business, I have found more than enough experiences to keep you either crying or laughing for days. Since crying is so stressful and more people care to laugh with you than commiserate, I mostly choose to remember the funny things that have happened during my career. I have included a few of them here.

#### The Midnight Call

About 10 years ago, I got a call from a nervous-sounding young lady asking me to help her get her keys from inside her car. She asked me to come to a farmhouse in the country and pick her up. She then directed me to drive yet another 3 miles down a lonely, deserted dirt road. There, we found her car parked in the middle of the road.

It was an eerie sight with no moonlight and only my headlights and my flashlight to see by. There were bushes and trees growing alongside the road and the young lady was a bit short on details about how the car came to be there. Usually, a customer will go on and on about how they locked their keys inside. This time, my customer was unusually quiet. When I asked, she timidly said that the keys "were on the front seat". I shined my light on the front seat of her car and the keys were there. Indeed, they were sitting on the front seat, on top of a neatly-folded pair of men's pants and briefs. I asked, "Where is the owner of these pants"? Right then, an exasperated young man's voice came from the bushes at the side of the road telling me to "mind my own business, and just open the damn car!"

Now, I have never named names but I have told this story often and had a good laugh each time. I actually use this in my car opening-spiel to comfort distraught female lockout customers. I tell them that most of my lockouts are indeed ladies, but it is not really a gender thing, but more about the convention of dress. A lady puts her keys in her purse (along with the other three sets) and leaves the purse sitting on the front seat of the car. However, a man puts his keys in his pants pocket and rarely leaves his pants in the car..But there was this one time...

#### The Doctor is IN

A few years ago, I got a call from a medical clinic. The problem was an exam-room door that suddenly would not open. The nurse that called said that some people were locked in the room and it was "kind of an emergency". Fifteen minutes later I was in front of the door with my tool kit. It turned out to be a broken and jammed latchbolt.

The door led to a small exam room and a doctor and his patient were locked inside. It seems that they had been there over a half hour prior to calling me. Broken as it was, there was no way to budge the latch or to open the in-swinging door without doing major damage to an expensive door and frame. As I worked, I would periodically hear someone inside say "Jeeze, Doc, I am sorry about that". A few minutes later, I would hear the same thing, "Jeeze, Doc. I am sure sorry about that". Each time, the older nurse who had called me just cracked up laughing. I got to wondering just how warped her sense of humor was. She probably enjoyed going to funerals, too. From listening and talking to the doctor, I could tell that he was highly agitated. Again, I heard, "Jeeze, Doc. I am so sorry about that." I was thinking that this guy must have broken the door and was feeling guilty. The nurse just cackled, but said "Never mind me, just go on."

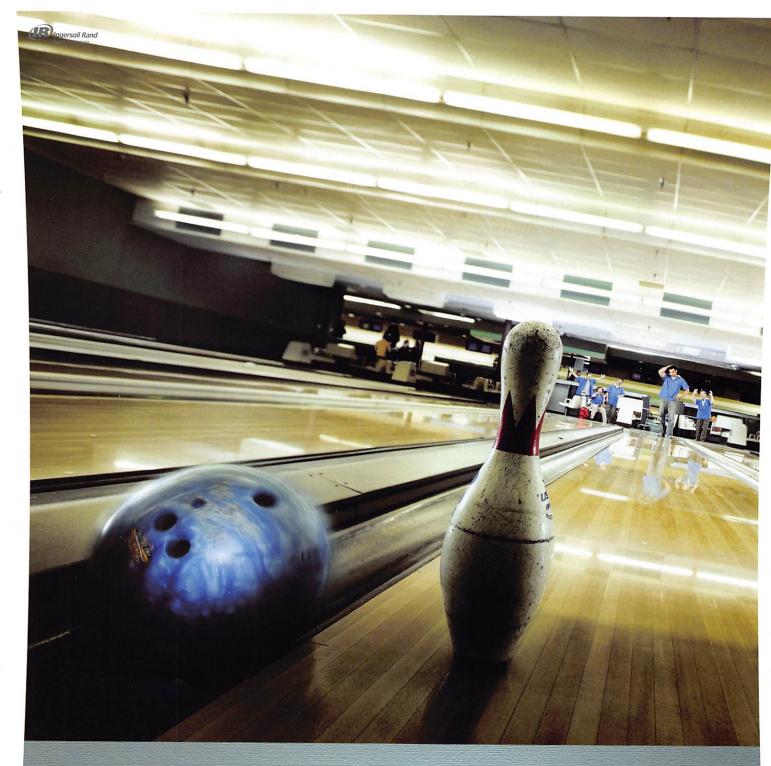
I determined that the best and least-destructive method of entry would be to slide a flat bar under the door and get the doctor to raise the hinge pins out and then push the door in. This would save the door and the lock. The doctor hollared "Bust this door down and get me out!" He sounded really irritated. Again, came the mournful apology, "Jeeze, Doc. I didn't mean to do that". I tried to direct the doctor on how best to remove the hinge pins and he completely lost it. "Break this door down and just get me the Hell out of Here!!!", he screamed at the top of his voice. His nurse was having a hard time standing up holding her sides from laughing so hard. Gosh, what a mean woman she was. No way was she going to be at my next physical. All this time, it was getting monotonous and irritating to hear the poor guy inside beg forgiveness.

The doctor was steadily losing it. I was afraid that he was claustrophobic and being locked in that tiny room was making him crazy. I knew that I had to get control of the situation quickly. So taking a deep breath, I gave my best imitation of a drill sargent's voice at reveille. At the top of my voice, I yelled "Doctor, Shut your mouth! Get control of yourself, and lets get this done, NOW!" Now anyone that has ever dealt with a doctor before knows that these are take-charge guys with ego bigger than Dallas and they don't take any backtalk from anybody. (Hmm, they might make good locksmiths with attitudes like that.) The test of wills continued for a few more harsh words and then the other guy was heard to say, "OH!! That was really bad. Jeeze, I am so sorry, Doc." Suddenly, the doctor quieted down, and said "Now just what do I have to do?" The nurse was clinging to a chair to stand up and was out of breath from laughing.

With a more docile manner, the doctor inside finally comprehended the necessary instructions on how to remove the hinge pins and by using the little rubber hammer that he uses to test your reflexes, he finally removed the two hinge pins. (If there had been three, we would still have been there.) I said "Stand back now", and put my shoulder to the door, pushing it inward. The doctor bolted outside the room, climbing over me like a scalded cat, followed closely by a foul brown haze of the most noxious smelling stuff I have ever been exposed to. "Jecze" the guy in the exam robe said, "I am really so sorry about this." By now, the nurse had gotten a hold of herself and was trying to wipe the grin from her face. She failed miserably.

As Paul Harvey would say, "The rest of the story is...". The other occupant of that tiny exam room, the person so sincerely apologetic, was a 400 lb. man whose original complaint was acute, chronic, voluminous and unusually aromatic intestinal gas.

The poor doctor's eyes were red and running. Unable to say anything, he made a beeline for the outer door where he stood there taking huge breaths of fresh air and soaking up the purifying sunshine. In a few minutes, he came back and apologized for his loss of composure. He said "You cannot know just how bad my day has been." Whew!!! After taking a deep breath, I feel that I had a pretty good idea.



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I live and work in a small town and see all of these people around town. Funny, neither the doctor or the patient will look me in the eye to this day. Every time I see the nurse, she just smiles, tries vainly to hold it in, and then just cackles out laughing.

#### The handcuffs

Every locksmith has some story like this. Once I had a man come to my shop one day wanting keys for a set of handcuffs. He said he had just gotten a job as a security guard and had bought this used set of handcuffs without a key. It turned out, that I didn't have the key for that brand and had to order it. A few days later, the key came in but the guy didn't come back. A few days later, I was called to do a job at the lowincome apartment complex where this guy lived along with his significant other, the manager of the apartment. While I was there, I told her that her boyfriend's handcuff keys are in and to let him know. The secretary whooped out laughing and the lady's face turned bright red. I just figured that either she or I was the butt of some joke and let it go. Later that day, he came by and picked up the keys.

Not a week later, I got a night call to come to the apartment to do an unlock. Strangely, I was asked if I could come in an unmarked vehicle. That was a red flag. I arrived at the apartment manager's room where she and her boyfriend lived. There she was, in all her naked glory, handcuffed to the four corners of the bed with a sheet covering her. The boyfriend, who turned out to not be a security guard after all, had gotten some other handcuffs and immediately put them to use. Unfortunately, the other handcuffs were a different brand, and his key didn't fit right and wouldn't open them. I managed to save the day, and the lady's honor.

Then, there was the day police dispatch called asking me if I could pick a set of handcuffs. They had an eight-year-old who had a set of cuffs on his hands that they didn't have keys to. When the boy and his mother arrived at the shop, the boy looked miserable and scared and his mother never stopped scolding him during the brief time it took to remove his grand-daddy's antique cuffs. Poor kid, the chewing out his mother was giving him was worse than the embarrassment of being hauled all over town to get the cuffs off.

#### Making keys from Garbage

Then there was the time a man came in carrying a small sack of parts. I expected him to want me to fix his lock that he had helped to disassemble. He asked "Can you make keys from pieces of keys?" I indicated that I could. He said, "Well, these keys have been in a garbage disposal. My soon-to-be-ex-son-in-law got mad at my daughter and threw them in the disposal and turned it on. It has taken me all day to get these pieces. Can you help?"

With that, he poured out a bunch of small, chewed-up pieces of keys. He said, "these are the only keys she has, and we live 25 miles from here. I sure hope you can fix them." Whew, the keys were a mess but lots of by-guess and by-golly later, we had a set of key for her house, car, master padlock, and pickup. Amazingly, they worked the first time. I felt good about it, but am quite willing to never have to do it again.

#### The "Lady" in Jail

I do detention work as a part of my business. One day, I was called to open a jammed door in the new county jail. The lock in question, was located inside a pod that included a number of individual cells with a common day room. A guard stood by my side while I worked to free the jammed Folger Adams lock. The inmates all stood around watching. Obviously, this was the most interesting thing that had happened to them that day. As I worked, the door to the next cell opened and out walked a woman with no shirt on. I glanced, took a double-take and then a good long look. This was a well-endowed woman with an exceptional figure, and no shirt on. She carried a tee shirt draped over her arm and held in front of her breasts. Speechless, I just went back to work. The guard scolded her and said "Get back in there and get some clothes on." I continued working. A moment later, the lady came back out wearing the tee shirt and sat down at the table in the center of the room.

In due time, I completed the work and was escorted out by the guard. While going down the hall, I asked "Now, just what is going on back there?" The guard laughed and said "That is Jose. He has had all the hormone treatments preparatory to his sex-change operation, and got caught hauling the last load of drugs needed to pay for his surgery."

#### The Dentures

Most of us do emergency unlocks for welfare calls. These are calls where the police have been summoned by neighbors who have not seen an individual for a while or have some reason to think that the person inside might be in trouble but they don't actually know. If they knew, they would kick the door in. Or, sometimes they know but can't kick the door in. You see, when an elderly woman on the poor side of our town gets a few bucks, they use it to turn their houses into forts. They install bars, locks, more locks, alarms, and gates, and wrought iron. They use insurance from their late husbands or the money from the sale of the old family farm to make their house impregnable. Sadly, this is a necessary thing for these people. These are the most frail, deaf, and most forgetful of all customers.

Many times, I have been called to open such marvels of physical security as only the untrained mind can build. Most of the time, the house is empty, or the old, deaf person is in the back room reading a book, and all is well. Sometimes, not.

I had to open a such a house. The neighbors could hear the 96-year-old lady trying to talk but guessed that she had had a stroke and couldn't be understood. The place was a virtual fort with barred windows, multiple locks, and iron gates on every door. I picked my way through an Ideal Screen door lock, a wrought iron gate with an Adams Rite hook bolt on it with a Yale 8 cylinder. Then I picked the double cylinder dead-bolt and the knob. Then, I reached through and unscrewed the chain lock and we were in. All the time, the old lady was calling to us but saying something we could not understand. The cop and I found the lady in the bathroom, sitting upright on the pot. It seems that early that morning, the old lady got her cup of coffee, her copy of today's paper and went in for a leisurely sit-down. Unfortunatly, her legs went to sleep and there she was. She was smart enough to not let herself fall off the pot. At her age, that might have been fatal. She could call out, but she had left her false teeth in the cup by her bed. So, all that came out was gibberish. We picked her up, the cop and I and carried her to her bed. As the circulation came back to her old legs, she was in such great pain that she was nearly crying. As I turned to leave I heard her say, "Fanks, Mithter." I guess that made it all worth it.



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## A Little Research Pays Off.

y Greg Perry, CML, CPS





Photo 1

Photo 2

## Some jobs are very straightforward and easy, others need a little thought and in some cases, research.

No one knows it all but with a good library you can exceed the average. In some cases you can look really good. This safe carries a Sears nameplate. Sears has purchased safes from a variety of manufacturers, for those who are not aware Sears has put their name on all sorts of products they don't actually make. Like Whirlpool appliances branded Kenmore or Essco hand tools labeled Craftsman. In the case of Sears they used three or four major fire safe brands: Tower safe, Center Mfg., Diebold, and Protectall might be found with the Sears name. Round door Sears safes might be Diebold or Amsec.

My first thought when I saw this safe was not Diebold. I had forgotten about them and instead thought either Center or Tower, but the contact points were 44 and 57.

Both of them should have contacts around 99 and 8. I considered the possibility of the customer changing the combination himself by simply changing the location of the drive cam on the spindle and installing the spline key at a different location. Or, some locks have a square shaft so simply turning the drive cam to another position on the shaft could change the combination. Since the gap between the contact points ruled that out, I had to wonder what lock was inside? Fortunately it was close to quitting time so it gave me a chance to consult my library which is what I should have done before going to the job site. A quick look in my database listed the other safes branded by Sears. Aha! It's a Diebold.

So how should it be opened? I've never seen this safe before so I need a hint. Looking through my library of

30

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So how should it be opened? I've never seen this safe before so I need a hint.

Photo 3

Photo 4

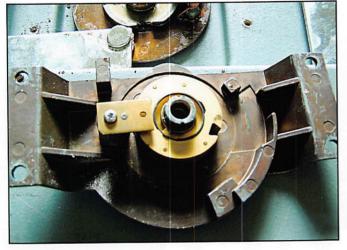


Photo 5

Diebold safes I found a match in The National Locksmith Guide to Safe Opening Volume 2. Dave McOmie recommends in this book to drill outside the dial between 10 to 15 for a scope hole. I chose to drill at 12 about 1/4" off the dial. A better location is a little more away from the dial to avoid nicking the cam, about 2" from dial center. This location requires transferring the gates about 25 numbers to get the fence to drop. If you don't like an easy drill and transfer you might try drilling 2" at 90. This puts you looking straight in at the bolt. The side of the wheel pack is shrouded so the gap may be a little tight to look to the right with a scope and see past the fence.



Photo 6

Bearing in mind that this was a fire safe, repairs were accomplished with a pop rivet on each side to seal the hole. Welding on sheet metal, burning the paint then trying to match the color is never fun. The outside escutcheon can be even more difficult to repair so a pop rivet makes for an easy repair. A few more notes about this safe. The handle is "L" shaped but doesn't turn. Instead it's used only to pull the door open. The three wheels are only 1 7/16" in diameter. They seem to be very similar to the wheels used in the S&G government 8077 padlock. Last, but very important, there are no relocks on this particular safe.

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## legislative update



### NUMEROUS LEGISLATIVE ACTIVITIES WILL KEEP YOU INFORMED AT CON-VENTION!!!

Find out the latest happening in your state capitol. Learn about ALOA's efforts against "phony locksmiths". Come to the "State of the States Roundtable". This is just some of what you can expect this year from the Legislative Department at the ALOA 2007 Convention and Security Expo in Charlotte, North Carolina. Here are the highlights:

### Friday, July 27 thru Sunday July 29, 2007 Noon to 5pm (Noon to 4pm Sunday) LEGISLATIVE BOOTH AT SECURITY EXPO

This year, 20 lucky people who stop by the Legislative Booth and sign up for the Legislative Action Network will have a chance to win a

free Richard Petty Riding Experience© Ride-A-Long. Experience real life racing thrills by riding shotgun in a 2-seat stock car driven by professional instructor for a simulated 3-lap NASCAR qualifying run at speeds exceeding 150 MPH! Also at the booth, we'll have information on all bills, and legislation in your state PLUS our "Locksmith Lobbying for Licensing: A Guide for Influencing your State Legislature and Governor." FREE Convention merchandise for our Legislative Action Network Council (\$100+ donation) members.

### Saturday, July 28, 2007 3pm to 4:30pm STATE OF THE STATES ROUNDTABLE

This meeting is designed as a forum for ALOA chapters and local/state regional locksmith associations to share information about the state of locksmithing in their region. It's a dynamic way to share ideas. Primarily for the Chairman, President and Legislative representative from each organization, all locksmiths are encouraged to participate. This is the perfect opportunity to learn about what's going on in the industry across the nation.

38 Keynotes • June 2007

### THANK YOU LEGILSATIVE ACTION NETWORK COUNCIL MEMBERS!

The following ALOA members contributed \$100 or more to the Legislative Fund to help raise 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.

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Jim Thomas presents an 8-hour workshop "Negotiate to Win - the 21 Rules for Successful Negotiating" on Thursday, July 26, 2007

Jim Thomas is the choice of

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ALOA 2007 Keynote address is presented by Jack Sims: "Most Marketing Stinks...But Your Locksmith Business can Smell Like Money" on Friday, July 27, 2007. PLUS

"Growing your Locksmith Business into a Big Brand!" on Saturday, July 28, 2007

"In the world of marketing and growing your business, Jack Sims is unique. He started two brand leading companies of his own and helped Polaroid, British Airways, Burger King and General Foods and others to become market leaders. If you want to grow your brand, he is the best in the business"

Larry Swensen - Senior Director of Marketing, Jarden Consumer Solutions, Global Appliiances.



Tom Egelhoff will be presenting two half day workshops:

"How Good Customer Service Can Hurt You" on Saturday, July 28, 2007

"How to Create a Successful Sales Team and Keep Them Motivated" on Sunday, July 29, 207

Tom helps small-business owners learn to do their own advertising and marketing. After 35 years of making hundreds of business mistakes he decided it was time to use the education of those mistakes to help others not to make the same ones.

In 1980, Tom joined a video company that had four stores. When he left five years later they had over 40. Eventually the chain was sold to Blockbuster Video for \$12 million dollars.



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