

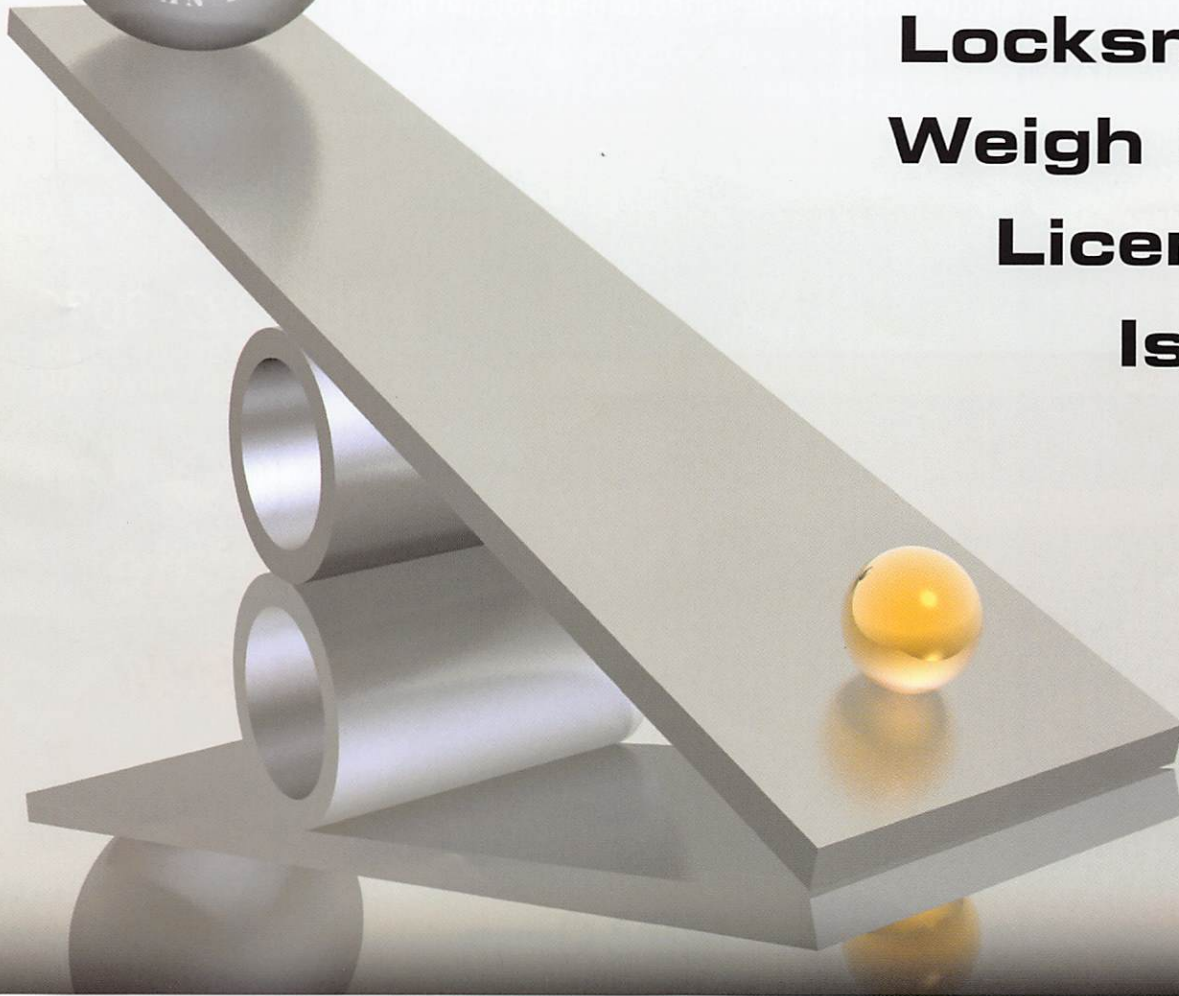
# Keynotes

March 2007

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## Locksmiths Weigh in on Licensing Issues



## PLUS!

**Greg Perry Hits the "Marks"**  
**Building Customer Rapport**  
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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](mailto:abis0@allstate.com).

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20. ALOA Convention Registration Forms (4 pgs)
21. Board of Directors Nomination Form (2 pgs)
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# presidential viewpoint



Dear Members,

The best part of my job as President is traveling to meetings and speaking with fellow locksmiths and seeing the human side of our profession. Besides time constraints, very few things prevent me from attending these meetings. Just recently, I was all packed and excited about attending the Texas Locksmith Association's convention. I had been asked to attend and speak at T.L.A. by Roy Yetter, their President. Roy had asked me when we were attending SER-LAC last year. After checking my calendar, I had agreed and was looking forward to talking with many friends that I knew would be attending the convention. I was at work, when around 1:00 PM my cell phone rang and it was US Air canceling my flight. Needless to say, I scrambled to find another flight. There was none to be had! I know that I missed a great convention. This was one of the few things that would prevent my attendance at an invited affair. My apologies are extended to all the members and friends at T.L.A. for these most unfortunate circumstances.

Speaking of conventions, remember, this year A.L.O.A. is in Charlotte, NC, July 22nd-29th. So, mark your calendar now and plan to attend. Some people always ask, "Why should I attend conventions?" The two most important reasons for me are educational and social. The education part includes the trade show, formal classes, free seminars, factory tours and networking with fellow locksmiths. The social part is meeting with all the friends Dee and I have made in this industry and catching-up with family news and reminiscing old times. Of course, this part cannot be appreciated unless you start attending conventions and meetings and get to know people. So let's see your face at the A.L.O.A. booth this year. Meet your regional director; it's a good start.

There has been more interest by the news media in bump keys. I urge all members to become aware of this problem. Educate your customers. We also need all members to keep a sharp eye out for phony locksmiths. We need the victims of these unscrupulous people to document their experiences so we can forward the information to their State Attorney General's office. Together we can make a difference on both these issues by giving the public a safe place to turn, an A.L.O.A. locksmith.

Take 'er easy!

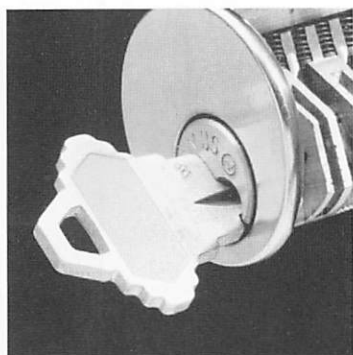
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## LICENSING VIEWS 2007

### 10 Licensing Views

Locksmiths Weigh in on Licensing Issues.

by C.D. Lipscomb, CML, CPS, CIL

### 14 Member Spotlight:

### 18 Customer Rapport

Stop ignoring your customer. Read on to find out six expert techniques to building customer rapport.

by Laurie Brown

### 22 Something Old. Something New. Something Borrowed. Something Blue.

What brand are you married to? Greg Perry steps out of his box and shows us how we all could use a little change now and then.

by Greg Perry, CML, CPS

### 30 Innovation in the Global Marketplace

FireKing Security Group helps us understand the culture of innovation.

### 42 NASTF Press Release

NASTF board approves pilot testing for secure data release model.

## AD INDEX

Allstate .....	Inside Front Cover
Fax on Demand .....	1
North Bennet Street School .....	3
ALOA 2007 .....	7
Cal-Royal .....	15
BCASP .....	16
Ben Jim .....	17
Safetech 2008 .....	19
Letrotruck .....	20
PBP .....	21
Clearstar .....	21
Turn 10 .....	23
DKS .....	25
ALOA Golf Tournament .....	27
CSPEC .....	28
A&B .....	29
ALOA Member Recruitment .....	31
Ultralift .....	33
A&B .....	40
Locksmithing UNL .....	40
Coast Safe & Lock .....	40
HL Flake .....	41
Simon Voss .....	43
Jet Hardware .....	44
Door Jam Armor .....	Inside Back Cover
CCL .....	Back Cover

## Departments

Presidential  
Viewpoint .....2

Executive .....5  
Applicants .....6

Calendar .....8  
Core .....9

Classified .....34  
Associate  
Members .....36

Legislative .....38





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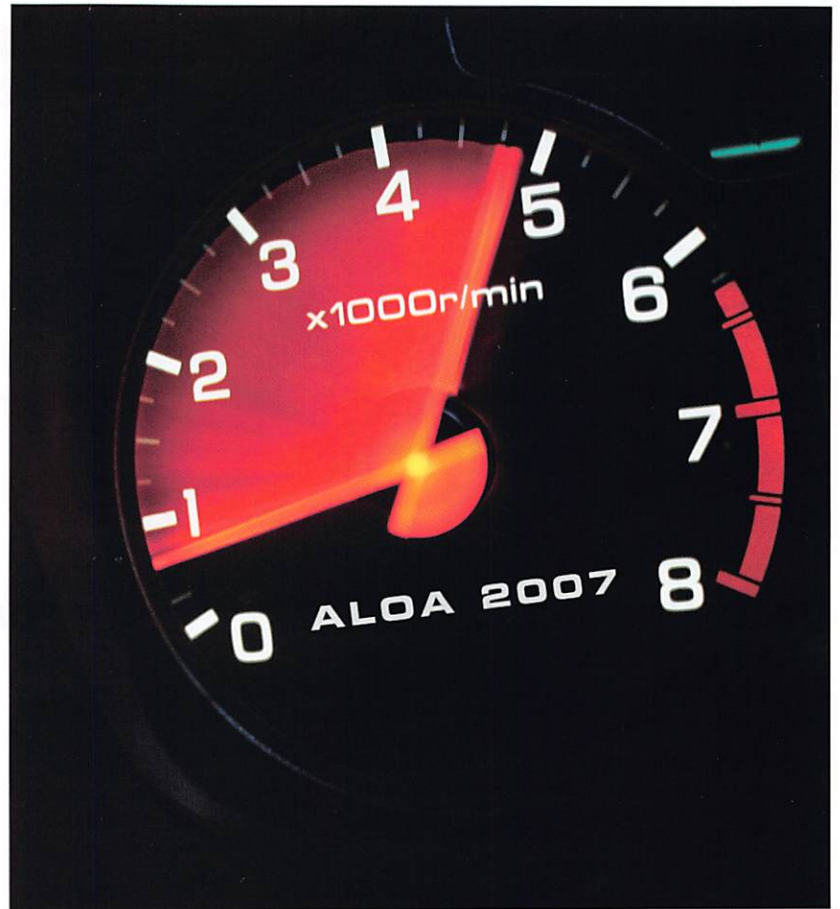
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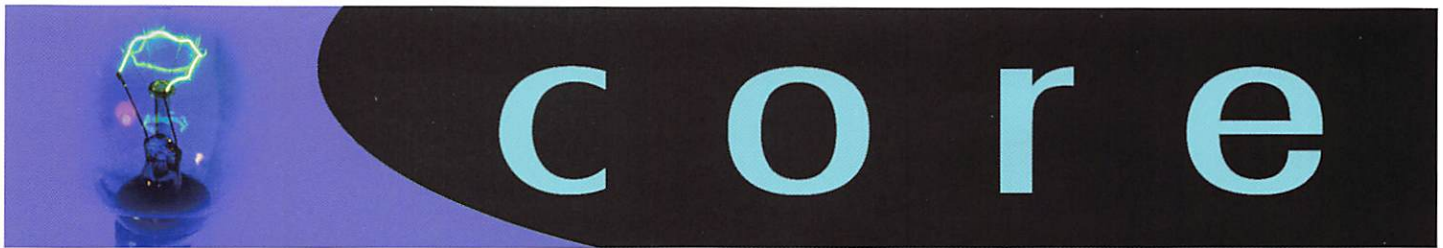
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April 21, 2007	Kearney, NE • Nebraska Chapter of ALOA Push Button Mechanical Lock Manipulation Elmer Howard • safeman@cox.net • 402-676-8973
April 26 - 28, 2007	Denver, Colorado • Central & Southern Colorado Locksmiths Association • 9 ALOA Certified Classes Contact: Barry Meyers, CPL • 303-688-1404
May 7 - 12, 2007	Dallas, Texas • ALOA Training Center Six-Day Basic Locksmithing Course ALOA Education • education@aloe.org 800-532-2562x104
May 17-19, 2007	Dallas, Texas • ALOA Training Center 3-Day Automotive Locksmith Course ALOA Education • education@aloe.org 800-532-2562x104
June 9, 2007	Birmingham, AL • Alabama Chapter of ALOA Basic Safe Penetration • Dallas Brooks 334-826-8990
June 9-10, 2007	Dallas, Texas • ALOA Training Center Keyless Mechanical Lock Servicing w/L20 PRP Push Button Mechanical Lock Manipulation ALOA Education • education@aloe.org 800-532-2562x104

## UPCOMING PRP Sitings

3/10/07	Saturday 8:00am • Lexington, KY • ALOA Certification SAFETECH2007 • education@aloe.org • 800-532-2562x104
3/18/07	Sunday 8:00am • Northbrook, IL • Joan Emrick Clark Security Products • 858-974-6737
3/25/07	Sunday 8:00am • Novi, MI • Bonnie Weston IDN Hardware Sales • 313-591-1150
3/31/07	Saturday 8:00am • Vancouver, BC • ALOA Certification British Columbia Association of Security Professionals education@aloe.org • 800-532-2562x104
4/28/07	Saturday 8:00am • Roseville, MI • Robert C. Noble, CML Locksmith Security Association • 810-385-9329
4/28/07	Saturday 6:00pm • Denver, CO • Barry Meyer, CPL Central & Southern Colorado Locksmiths Association 303-688-4104 • acom1@gwest.net
5/12/07	Saturday 1:00pm • Dallas, TX • ALOA Certification ALOA Training Center • education@aloe.org • 800-532-2562x104
6/17/07	Sunday 8:00am • Sparks, NV • Joan Emrick Clark Security Products • joan.emrick@clarksecurity.com 858-974-6737

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





## FireKing Awarded Patent for Centralized Electronic Safe and Accounting System

FireKing, one of the premier security products companies in the nation, recently announced that on June 20, 2006, the company was awarded a patent (U.S. Patent # 7,063,252) for its "Centralized Electronic Safe and Accounting Control System." The patent relates to the system and method for cost-effective and secure cash handling for merchants. The system allows retailers to place electronic safes at cash registers throughout the store with the safes networked together as one system, vastly simplifying the accounting process and adding efficiency to the cash handling process.

The now patented Centralized Electronic Safe and Accounting Control System provides users unprecedented efficiency, convenience, automation, and control for merchants to collect, process and verify cash, and can be used in a stand-alone operation, or as a central control-and-reporting unit for a digitally linked network of interconnected safes and currency counting and validating machines. In addition, the setup enables the automation of the cash reconciliation process with the POS system and allows for remote administration and updating of the system from a centralized, remote location.

The basic Centralized Electronic Safe and Accounting Control System consists of an electronic lock and money control system that is capable of operating in a single unit stand-alone function, as well as expandability to a network of multiple units having one of the units operate as a centralized network controller. The network includes at least one safe provided with a control system arranged to communicate with a data input device, electron-

ic display, connector interface and electronic lock mechanism located on the safe. This is important for merchants who collect process and recycle large amounts of cash on a regular basis - this innovation enables them to cost effectively integrate additional system units as well as provide more efficient and secure system management and accounting operations.

According to Scott Meeker, FireKing Security Group Senior V.P., "The award of this patent for the Centralized Electronic Safe and Accounting Control System will both confirm FireKing's innovative approach to cash handling, and bolster our position as an industry leader."

## 4000 Series to E-Plex Migration

Kaba's E-Plex electronic access controls offer a full-featured line of stand-alone locks to meet any access control need. The E-Plex Series is available with PIN, PROX or dual credential access for up to 3,000 access codes. Its multiple locking options include: cylindrical, mortise and universal exit trim. The E-Plex Series is easy to install with its patented LectroBolt™ installation that requires no wiring to or through the door. The Series is also available with audit trails, access schedules, remote unlock, passage and privacy.

The E-Plex is a perfect replacement for the 4000 Series, which will be discontinued as of June of 2007. Compared to the 4000, the E-Plex provides more features and expanded options - all with very competitive pricing. Kaba will provide an extended phase-out period to provide 4000 Series customers an opportunity to migrate to the E-Plex Series.

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2007**

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VANCOUVER CANADA**



**BRITISH COLUMBIA ASSOCIATION  
OF SECURITY PROFESSIONALS**

**March 28 - 31, 2007  
Vancouver Canada**

The Best Western Richmond Hotel & Convention Centre

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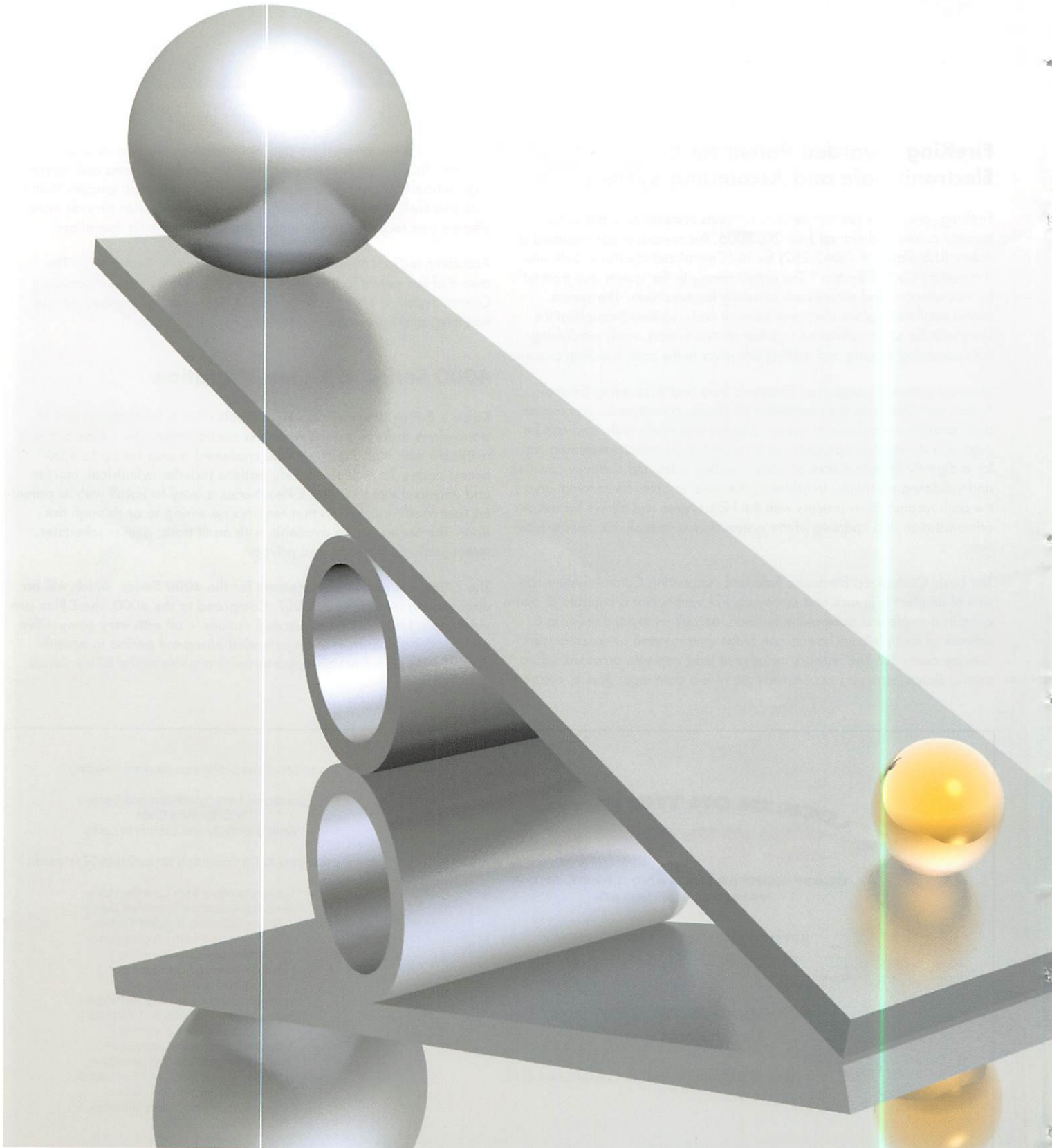
- \* Electronic Lock Installation and Service
  - \* B.C. Building Code
- \* Basic Electricity and Electronic Locks

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- \* Servicing Aluminum Storefront Doors
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- \* Professional Picking Techniques
  - \* Automotive Lock Servicing I
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  - \* Exit Devices & Exit Alarms
- \* Professional Impressioning Techniques
- \* Master keying Methods and Formats I
  - \* Automotive Lock Servicing II
- \* Combination Lock Manipulation 2
- \* Keyless Mechanical Lock Servicing
- \* Master keying Methods and Formats II
  - \* Alternative Entry Techniques
- \* Basic Auto Transponders Systems

For more information contact us at [www.BCASP.org](http://www.BCASP.org)  
email [tradeshow@bcasp.org](mailto:tradeshow@bcasp.org) or phone 604-850-9359







# Locksmiths Weigh in on Licensing Issues

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

and Dan Floeck, Jr

C.D. Lipscomb, CML, CPS, CIL

I am a locksmith shop owner in Corsicana, Texas. For the last two years, I have been registered individually and my business has been licensed with the Texas Dept. of Private Security, a branch of the Texas Dept. of Public Safety. In this article, I will try to relate how this licensing has affected me in a practical sense in the time that the law has been in effect. The law in Texas was passed before Texas locksmiths were really aware of it and as a result, there was little or no input from our industry about how the law was written or what was included. In fact, the law was chiefly written by representatives from and for the burglar alarm industry with a minimum of input from our locksmith lobbyist. Because of this lack of locksmith input, there are numerous flaws in this bill that was signed into law before we could affect or challenge it. Nevertheless, I consider it to be a good thing for me and my company.

In talking with my employees and a couple of nearby competitors, I asked what changes they had seen as a result of our law. These are the items mentioned:

We have all raised our prices. At my shop, we went up on our service-call price 20% with no remarkable complaints from our customers. The lack of customer complaint was a shock to me. We raised our hourly rate 15%, again with little complaint and no detectible loss of business. In reaction to higher key prices and licensing costs, we have raised our key-cutting prices to the point that the cheapest key we duplicate is much higher than any other KW1 prices that I have heard of in the state.

We are all making more money. As a result of higher prices, our profits are up and we are busier than ever before with the same number of people working. This seems apply to everybody I have talked to.

We have lost employees because of the background check. I had to lay off a very good employee due to a problem in his back ground. I liked him and regret losing him but I am glad I found out about it. Had his record come to light as a result of any problems, I would have been



severely embarrassed to have a person with a breaking-and-entering conviction on his record working for me. Now, my hiring procedures have been tightened up.

We have gained standing and respect from our customers. Without exception, the customers that have commented when told of our new law and license have given very favorable responses. Generally, they are dismayed that we have not been licensed before now. Our consumers seem to really like this law even though it means more paperwork for them.

We have had to make our employee records more comprehensive and professional. This is something that all employers should do but in small locksmith companies, it tends to get shoved to the side and never gets done. Good human resources procedures are a must in today's world and this made me do what I should have done all along.

We have become more professional. Today, we tend to be a better company than we were before licensing. Our technicians wear their licenses as badges, look more confident, and more professional. We have our license numbers on our trucks, and that feels good. Since we have gotten our license, we are proud of that fact that we have it. We are a part of something more than ourselves.

"Fly by night" competitors have gone away. We have all seen some of the low-quality, uninsured, and untrained people that plague our industry simply disappear when forced to meet the same overhead costs that we have lived with all along. Our company has always been insured and bonded. We go to classes to keep up with our industry and we belong to community and trade organizations. It is nice to see us all playing on the same level field for once.

We have had other competition drop out due to being forced to have the same overhead (insurance, taxes, record keeping, etc.) – We had one competitor here locally who closed when forced to pay his taxes, buy liability insurance, keep business records, give customer receipts, and be accountable to his customers for the work he did. This is immensely satisfying to see "the good guys" win one for a change.

We have an effective agency to complain to about abuses from other unlicensed locksmiths. The law protects the consumer and for once, gives them a place to complain

about abuses in the industry. One of the more infuriating things about service work is to see abuses of the standards of this industry and not have a place to complain. The Texas Department of Public Safety has proven itself to be willing and able to react to consumer complaints. Whether a locksmith writes in about another locksmith, or a consumer complains about shoddy or fraudulent work, they do investigate and file cases where justified. People have gone to jail in Texas for flouting the law and cheating their customers. We have been impressed by our investigator's dedication and fairness. We consider the enforcement in Texas to be outstanding.

We have credibility. For the first time in Texas history, we are more than handymen and tinkers. We are part of a group of regulated professionals. Prior to this act, the word "locksmith" was not even in the state statutes. Today, locksmiths have a standing with the state where before we did not exist. We are now a profession whereas before we were simply a trade.

Our work is defined and protected. No other industry can legislate us out of the work we have done for so long. Electronic access control, which is rapidly replacing traditional mechanical lockwork was slipping away from us. Today, our future is bright and our place in the world is secure.

The industry lost a lot of our talent due to an unrealistic background check instituted by others rather than locksmiths. In Texas, we lost about 30 percent of trained technicians due to a background check imposed upon us by the burglar and fire alarm industry. The Texas background standards are exactly twice what they are in any other state in the union for either locksmiths or alarm people. In Texas, the standards for a locksmith to get a license to legally use a pick gun are exactly twice what it is to get a concealed handgun license and four times more expensive. This inequity in standards is a major impediment to future reciprocity between states. This inequity is perpetuated by those that want to simply limit their competition and prevent others from ever coming to Texas to work. The initial implementation of this law has caused major hardship for many who are undeserving of such abuse. This is the major reason for locksmiths to work to control their own destiny. A bill written by locksmiths, designed to be comprehensive and fair to the consumer, locksmiths and all other parties affected, like the present Oklahoma law is



critical to both the public and our industry.

If locksmiths do not move to support such legislation, then legislation written by and for others and unfair to locksmiths will overtake them and soon we will cease to exist as an industry. Already, the mechanical locksmith is being crowded out by the diminishing number of mechanical locks to work on. Safetechs are being squeezed by traditional locksmiths fleeing electronics, increasingly technical automotive, and rapidly-diminishing mechanical work. Electronics abound. For those that choose not to embrace electronics, they can look forward to an early retirement. If we are effectively legislated out of the electronic field, then within 5–10 years, there will be less than half of us left in traditional locksmith roles. This is happening in a majority of states in our country now. The world will change with or without us. If we let the Oklahoma law be gutted, or repealed, only alarm people and electricians will be able to service electronic locks and access control. We could cease to exist as an industry in a relatively short time and could all become employees to those industries. As such, the consumer will be poorly served.

I urge you all to support with your efforts, your time and your dollars the preservation of the Oklahoma Locksmith licensing law. This law has been described by all that work in locksmith legislation as the best-written law in the country for locksmiths.

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Dan Floeck, Jr

I was against licensing for many years. I was worried I might lose some control of my supply company or have to give the state special reports. Additionally, I was concerned my customers would be overburdened with reporting, continuing education and imagined potential problems.

I was somewhat surprised when this law passed Texas. It seemed locksmiths across the state were against the program when in reality, there was only a small percentage voicing loud opposition to the law. Others went along with that group but were not truly on either side. Once the law went into effect, most all accepted the fact. Now it's diffi-

cult to find the dissatisfied few. Because of the law, we have lost some locksmiths to the auto repair services, construction trade or even to Oklahoma. The number of locksmiths lost was equal to the small vocal opposition.

I am glad to say, locksmith licensing has not just been well accepted, but a hit in Texas. We no longer worry that felons, drug abusers, child molesters and deadbeat dads could be part of the profession. No longer am I concerned when a new acquaintance tells me he will need a locksmith. The lady that has to open her door to a locksmith does not need to be afraid. We won't see a sting on television showing a disreputable locksmith opening a home without proper customer identification. No longer will a locksmith gouge the consumer. Our Texas 800 reporting number is making sure of that.

Our state and many other states are targets of unethical 800-number locksmith marketing companies accepting calls and dispatching unscrupulous subcontractors to drill and replace locks when they were only called to open a locked door, in some cases charging as much as eight to ten times what a locksmith would have charged. These same marketing companies quote low prices to stranded motorists, do shoddy work and bill the customer many times the original quote. Locksmiths in larger markets once advertised multiple business names in order to confuse the customer. This was done to quote multiple prices, manipulating the confused consumer who called the same business several times to accept a higher price. This problem no longer continues in Texas. Although \$5 to \$10 has been added to the consumer fee, I am convinced the public is much safer than before licensing and is being well served. Licensing is working. I was wrong.

Locksmiths are profitable, better educated (8 hours CE) including ethics training, insured, and are happier than before licensing. The public has never been better served than they are today. This is a win/win deal your state will embrace when all facts are considered. Locksmith regulation makes good sense and you will be proud of your efforts to make it a reality.



# S

## 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.*

**S**teve Cothron, President of Cothron's Safe and Lock provides complete lock service to the Austin area. They have been a part of the locksmith business for over 60 years and are enthusiastic supporters of the Associated Locksmiths of America.

**Cothron's Safe and Lock**

**807 E 4th Street**

**512-472-6273**

**Austin, Texas 78702**

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

**Steve:** I started working in the industry full time in 1977 right out of high school. I have worked the counter, been a road tech, dispatched, and worked in payables and receivables. I have a working knowledge of all aspects of the business as well as the technical side of the business.

2. What is your favorite place to visit in Austin?

**Steve:** My dad's house.

3. Why?

**Steve:** Because of his wealth of knowledge, I always pick up something that helps me run the business and better serve our customers.

4. How did you get involved in the business?

**Steve:** When my dad, Olen Cothron, left military service after WWII, he was in the OSS, he made his way to Austin and opened his shop in 1948. As I grew up, I worked in his shop after school and weekends. I went with him on service calls when possible. After high school, the work became full time and the rest is history as they say.



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

**Steve:** It seems to me that the technology has evolved from the simple lock and key protecting against intruders to focusing as much or more on protecting businesses from themselves. In other words, a great deal of time is spent keeping shrinkage in check and monitoring the traffic flow of visitors and employees, etc.

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

**Steve:** They do sometimes but I believe it could be better.

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

**Steve:** There are several that come to mind but the one that sticks out the most is the rekeying of Fort Hood in Killeen Texas. Fort Hood is the largest military facility in the free world and we got to know every inch of it. It also sticks out because we had barely begun the project when 9/11 happened. It caused a lot of interesting times getting on and off the facility to complete the job. The project took 2 1/2 years to finish.

8. What has been your most exciting project to date?

**Steve:** We are currently working on a project with the Texas Department of Transportation. It has the potential to become one of the largest we have ever done and it involves both traditional locksmithing as well as a lot of access control tied to cameras and alarms.

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

**Steve:** Start out by learning the basics of locksmithing. Locks and keys will always be an integral part of security. Then get training in Electronic locksmithing, access-control devices, CCTV, OCTV, and alarms. This is the future of our industry.

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

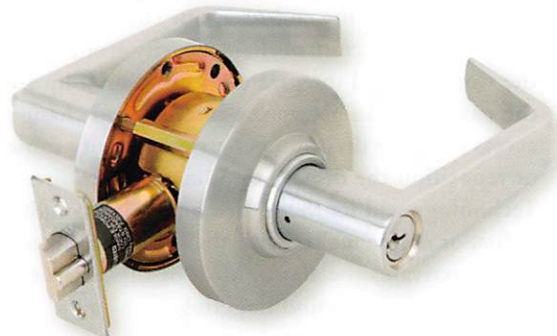
**Steve:** First by reading the trade magazines, like *Keynotes*. They are always very informative and the least intrusive on your time. Then, there are the trade shows like the ALOA Convention and Security Expo, along with the classes they offer. Certainly, the manufacturers reps and vendors reps keep us informed as well.

11. How do you sell security to the public?

**Steve:** We utilize an outside-sales force but our best form of advertising and selling security to the public has always been word of mouth. Starting with my dad, we have always felt that if you provide good service with competitive pricing, the word will spread. We also use the telephone directory to get our message out.



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12. What do you see as the future of security? Where are we headed in today's age of technology?

**Steve:** One stop shopping—Security companies that offer the entire array of products and services to protect life and property. Services include locks, door hardware, doors, door frames, keying, repairs, closers, exit hardware, access control devices, CCTV, alarms, security mirrors, and whatever is needed. Because we are a society that embraces convenience, making one call for it all is where the growth will be. With today's technology and the promise seen in tomorrow's, where we are headed is to a point when the end-user, our customers, will be able to monitor and control their security from anywhere in the world—Total integration. I envision a future where the customer can get on the internet and change the access code for their doors or view security cameras and or reposition the camera to point another direction. Technology will let them turn on the air conditioner, lights, or coffee maker with the push of a button that also deactivates the alarm. Most of this exists today, so where it can go is mind boggling.

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

**Steve:** First, it has to be our employees. They reflect the mood of the company and its leadership. We have people that have been with us for 20, 30, 40 years which says we must be doing something right. It is not an employee/employer relationship as much as it is like a family. I know that sounds cliché but it is the truth. I think the other thing that says the most about us is our customers. We have many many customers that have been with us as long as some of the employees. This too means we must be doing something that works.

14. What do you like most about your job?

**Steve:** I really enjoy the "problem solving" part of locksmithing and business ownership. Whether you "fix" a customers problem or help an employee with a personal issue, it is always gratifying.

15. How has life changed for you as a locksmith in the past few years?

**Steve:** Taking the reins of the company as President allows me to spend more time working on the business instead of in it. Although I enjoy the physical work, I also enjoy exploring the possibilities of growth. The other change has been the pressure of having 80 employees and their families relying on my decisions to insure their well-being.

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

**Steve:** Invest in their employees. Train them, nurture them, trust them, stand behind them when they make a

decision, counsel them when they make a mistake. Employees are a company's biggest asset and investment.

Take care of your customers. They are the reason you exist. Even though their need or concern may sound trivial, it is a big issue to them. Treat them fairly and with respect. NEVER take them for granted.

Stay abreast of the technology in our industry and related industries. You can not train your employees if you do not know what exists.

You can not properly take care of your customer if you do not have the latest technology to offer them.

Never compromise your principles. We all want more business and to grow and prosper. But if you are trading in your values to do so, it will be a short lived career. Set guidelines to operate by and stick to them.

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

**Steve:** With 60 years in business and 80 employees, you would need a lot more room than allowed in this article. Each employee has had their own problems which then become mine.

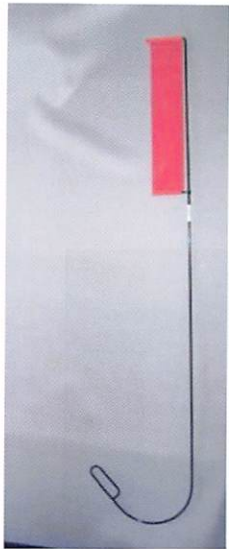
18. What is the best part of being a locksmith in America today?

**Steve:** I think first it would have to be the public perception of our industry being elevated from where it has been. We are starting to be seen for the professionals we are instead of the tinkerers most saw us as. Also I would say just being able to give people a little peace of mind by helping them secure their lives and property is a big part of being a locksmith. Certainly for years but especially in the post-9/11 era, fear levels have risen regarding security, both on a national and local level. The part we play in alleviating those fears is extremely gratifying.

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

**Steve:** The rewards are being hands on with people; customers and employees alike. Our world has become so automated that you rarely get much interaction with a live person anymore. Working with customers and interacting with employees is a reward. Setting company and individual goals and achieving those goals is very rewarding. When the company sets a goal and meets it, it means we have worked as a team and pulled together. This is certainly a rewarding feeling. And I guess that seeing the benefits of all the hard work and moving forward with the company is rewarding. Knowing how far my dad took it, I have some work to do.



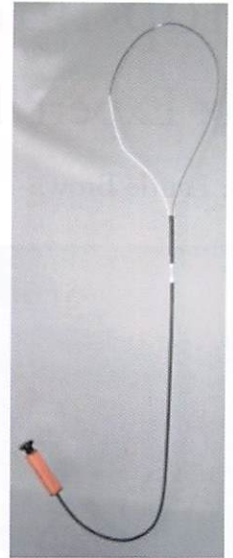


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# Stop Ignoring Your Customer:

## Six Expert Techniques to Building Customer Rapport

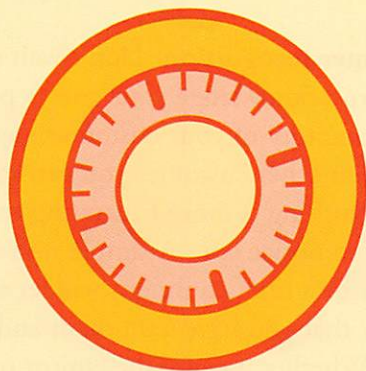
By: Laurie Brown



Here is a question for all of you. As a customer, how many of you have had a bad customer service experience? Hmmmm. Looks like it's all of you. So think about it, if all of you have had a bad experience, it means that most likely all of your customers have had one too.

If your customers have had a bad experience, then consciously or unconsciously, they are affected by it. Have you ever noticed that some customers come in with an attitude — a chip on their shoulder or an emotional wall up? In these situations, when your customers are on the offense, like so many other service providers, you end up feeling defensive. But, it isn't necessarily about you. It is based on another experience with another person they have dealt with. So what can you do to remove the chip and break down the wall?





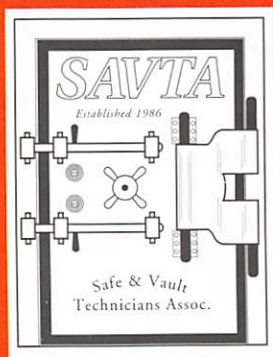
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# *Safetech* **2008** SAN DIEGO CALIFORNIA



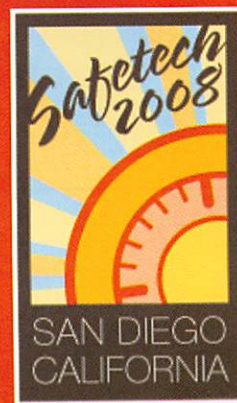
Highlight your path to the future with the latest technology the industry has to offer to safe technicians at SAFETECH 2008. Exposure to today's top safe distributors and manufacturers is absolutely crucial to making good purchasing and sales decisions. Additionally, time is of the essence when it comes to education. New developments spring up each year, making top-notch safe classes a necessity in our ever-changing environment. SAFETECH classes cover subjects related to the installation, maintenance and operation of sales and vaults at levels from novice to expert. The only chance to get world-class education and meet with the industry's top distributors and manufacturers is at the 2008 Safe & Vault Technicians Convention & Trade Show.



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Greet your customers warmly and sincerely. A truly warm welcome can be totally disarming. Imagine walking into a restaurant and being greeted as a friend or member of the family— someone who was grateful to have you walk in to their place. No matter how good the meal was, you would still be happy you went there. The experience would have been positive enough that you would gladly give them another try.

Even though greeting your customer sounds so basic, aren't you amazed at how often people fail to do this properly, leaving you feeling ignored and poorly treated? Remember you only have about five seconds to create an impression — make sure it is a good one! A good greeting not only starts things off on the right foot, it can also build a strong foundation for the future.

### So, what are the elements of a good greeting?

1. **Do an attitude check.** Before you start your workday, do a personal inventory. How you are feeling? Are you tense? Are you rested? Did you just have a frustrating drive in to work? Did you have an argument with someone? Be aware of how you are feeling and what you are thinking, and leave any negative emotions at the door. You'll find it is too hard to automatically treat others well when you are battling with your own problems.

2. **Immediate customer recognition.** Don't wait even a couple of minutes to acknowledge your guest's presence. If you are in proximity of your customer, say hello. If you are with another customer you can still acknowledge them. Nothing is more frustrating than waiting for someone to notice you. A simple nod of the head, eye contact or a brief comment will let the person waiting know that you have seen them and will soon be with them. Whether you are the janitor or the CEO, say hello to the customer as soon as you can. No matter what your position — you're in the customer service business.

3. **Make the greeting warm and sincere.** Customers have sincerity radar. They can tell if you are "faking it." One of the best ways to ensure that your greeting is warm and sincere is by expressing your gratitude. If you are not truly grateful that this person chose your establishment, you need to remember where your paycheck is REALLY coming from. The more that you can feel appreciative that this person has decided to do business with you, the better you will treat them.

4. **Handshakes are optional.** It is usually standard practice to make sure that EVERYONE gets a handshake, but the fact is, there are many cultures that find a handshake offensive. With the world getting more culturally diverse, the best tip is to wait with your hands at your side until the customer makes the first move and then respond by doing what they do, whether it's a handshake, a hug or a bow.



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5. **Avoid asking, "How may I help you?"** In a sales situation, this question allows the customer to say, "just looking," at which point you are already at a disadvantage. It's better to start off with, "How are you?" or a compliment on something they are wearing, such as, "great glasses, where did you get them?" or even a comment on the weather. Conversations like these can often help you start building rapport. But if your customer doesn't like small talk get to the point quickly.

6. **Understand your customer.** Begin your relationship with the true goal of finding out their wants and needs and then try to make sure that you fulfill them. Working with this goal foremost in your mind will help define every action you take.

No matter what your business, your customer has needs that are spoken and unspoken. This means that you need to listen carefully. Listen with your ears, eyes, heart and mind. Listen to the words they are saying, observe their body language, listen to their tone to understand the emotional content, and be aware of what is not

being said. Effective listening will help you deeply understand your customer. If your goal is to meet and exceed their needs, you can create a loyal customer who will tell their friends and family about you and your business.

Following these six steps will help you start building greater rapport and trust with your customers. The sooner you build rapport and trust, the sooner you can remove that chip from their shoulder or start tearing down their wall and create a "customer for life." ■

#### About the Author:

Laurie Brown is an international speaker, trainer and consultant who ideas help people improve their sales, service and presentation skills. She is the author of The Teleprompter Manual, for Executives, Politicians, Broadcasters and Speakers. Laurie can be contacted through [www.thedifference.net](http://www.thedifference.net), or 1-877.999.3433, or at [lauriebrown@thedifference.net](mailto:lauriebrown@thedifference.net)



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# Something Old, Something New, Something Borrowed, Something Blue

By Greg Perry, CML, CPS



Most of us seem married to a brand or two of locks that we like. Usually there is one favored major residential line and perhaps a different commercial line of hardware. We like the familiar and to know how a product will operate. Knowing a particular brand's quirks and stocking one or two lines of parts is nice. Many of us keep pieces of the other brands to satisfy a customer or two, but we admit we like to sell the familiar. Perhaps it is difficult to change. I'm going to wager a guess that most of you didn't jump on electronic-push-button locks when they first came out. It took awhile before you finally accepted them.



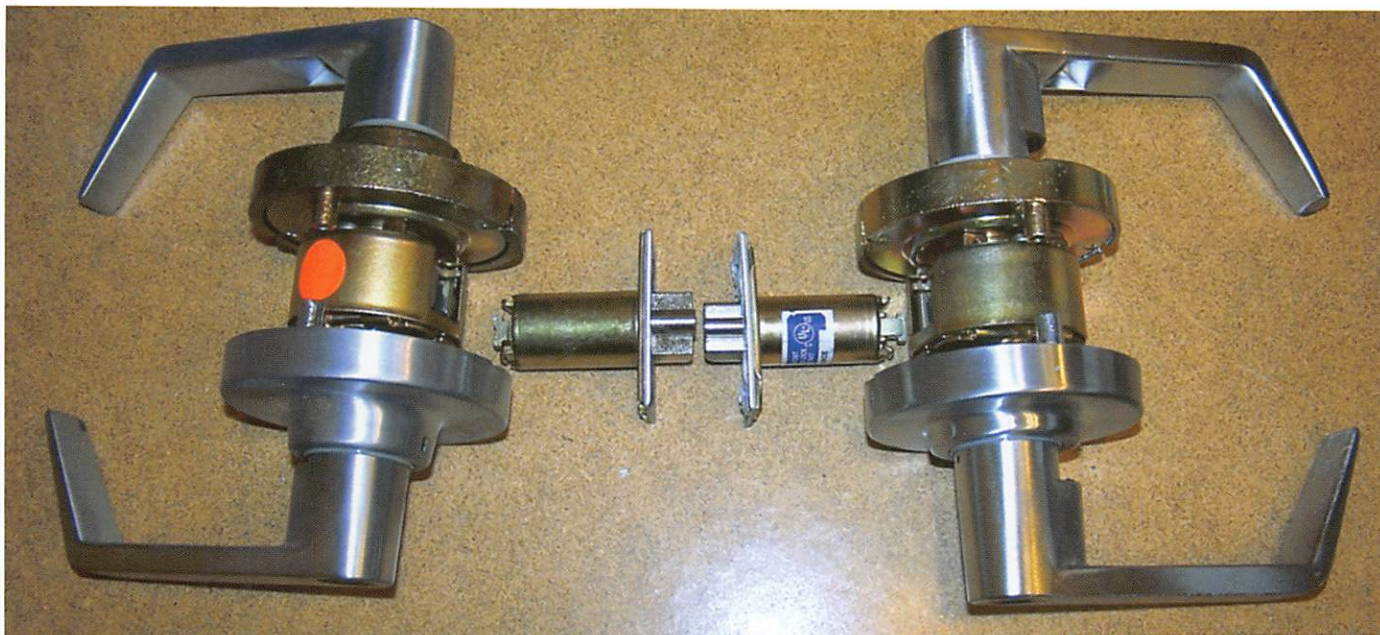


Photo 1 shows 2 Survivor series locks. On the left is a Grade 1 model 195AB lock, on the right is the Grade 2 170AB. The smaller latch bolt can be seen in the photo.

When our commercial lever lock brand changed design, we decided it was time for us to consider a change. Marks USA has been producing quality hardware in Amityville, NY for several years. After having good success with their IQ line of electronic-push-button locks, we decided to change our commercial levers to Marks products. The “something old” from the title of this article refers to their Survivor series of locks. “Something new” is their new imported grade-2 low-price lever lock, something borrowed is in their new Hi-Security line. “Something blue” is their packaging. We’ll take a detailed look at the levers first and then a little at Hi-Security cylinders, following up with a detailed cylinder article in a future issue of *Keynotes*.

Marks USA produces three grades of levers: Grade 1 series 95, Grade 2, plus the 70 series. These locks will provide many years of trouble-free service. Marks USA is so sure of the quality that they offer a limited lifetime warranty. Out of a few hundred we’ve installed we’ve only had one button pop out and once, a screw was missing from a new spring cage. Both options offer a 3-hour fire rating and “the Clutch”. The

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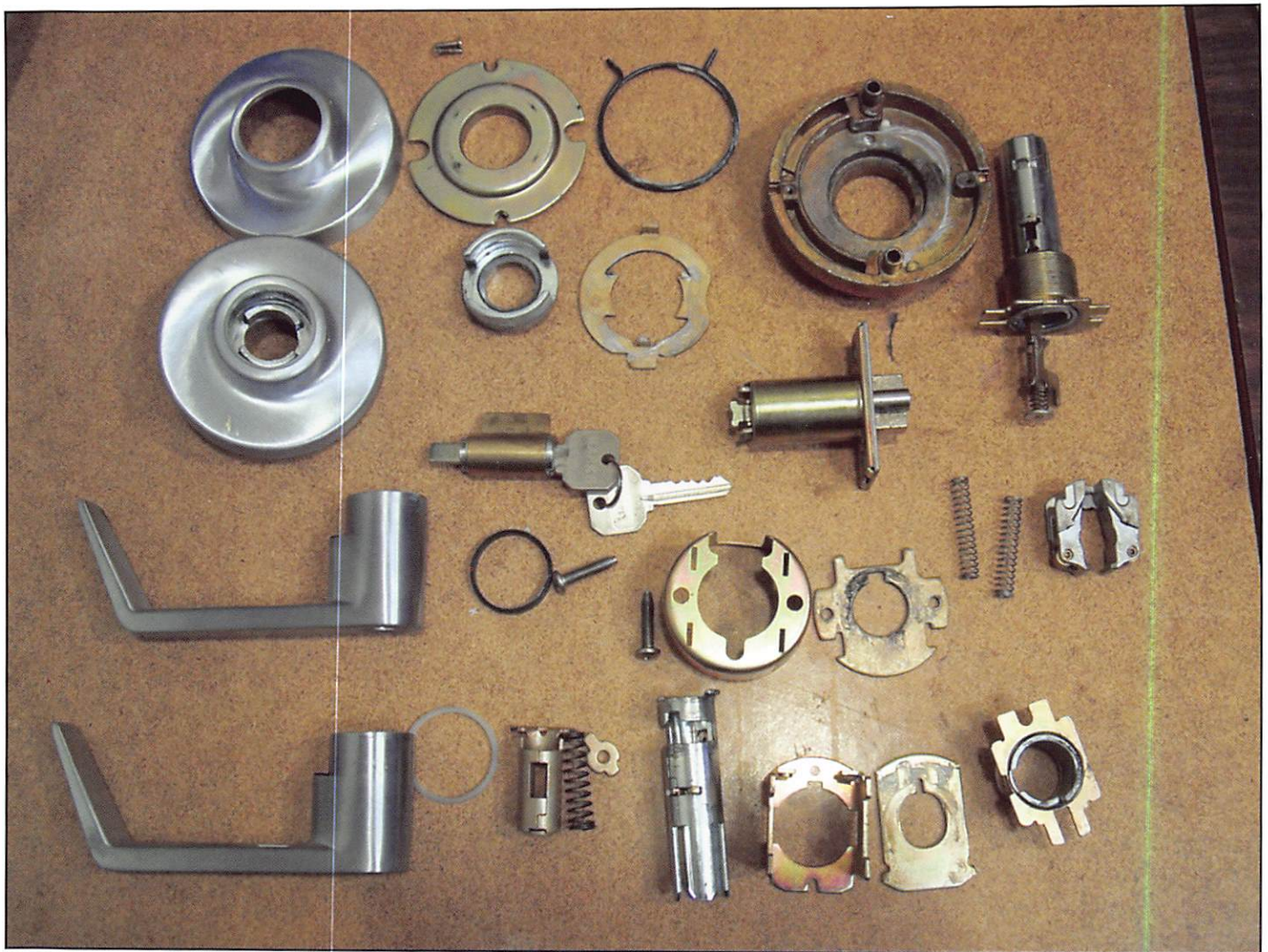


Photo 2 is the 195AB disassembled. However, with the lifetime warranty, you will probably never need to disassemble the lock this far.

differences between these lock series are: the size of the rose and the length of the latch throw. The 70 series is 1/2" throw available in both 2 3/4 (standard) and 2 3/8" backsets. The 95 series is only available in a 2 3/4" backset with a 9/16" throw. The size of the bolt is also larger than the 70 series latch. Also available for 95 series is a 3/4" throw anti-friction-type latch and backset extenders to convert a 2 3/4 latch to 3 3/4" or 5" backset. Although it will not maintain the same rating, the latches are interchangeable between all three series of locks. The clutch is the best part of these locks. To be honest, I felt our customers would not like this feature and it actually kept us from looking at these

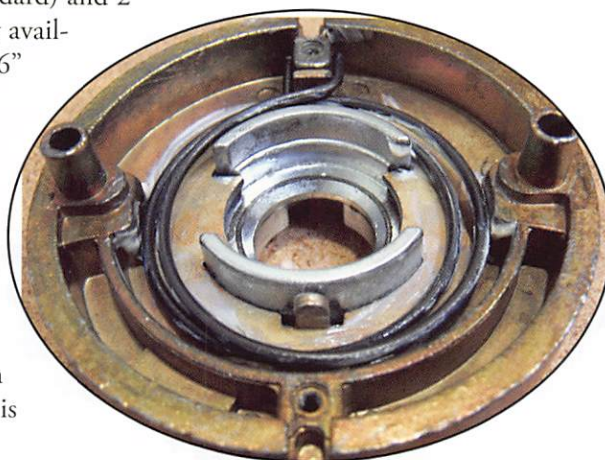


Photo 3 is the back side of the spring cage with the back cover removed.



Photo 4: Two different spring latches. On the bottom is the passage version. On the top is the privacy latch with a different T-shaped retractor. Also included are 4 of the many tailpieces available from Marks USA





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locks at first. The clutch allows the lock system to work in reverse. When the lock is unlocked, the clutch system engages (or locks) the lever to the chassis. Locking it disengages the lever from the chassis and allows the lever to “clutch” or move freely. Our customers like the design. It prevents damage or entry through the door by clutching instead of failing. The chassis are the same between both of these locks. The difference is in the rose size and the latch.

Rounding out the line of Marks USA lever locks is a relatively new lock—a true Grade 2 lock, the 1150 series lock. It was added to the Marks USA lineup to compete against other imported locks. This lock is great for interior doors or exterior doors with deadbolts not needing the clutch system. The spring cages have a slightly different design. The other thing to mention is this lock carries a 5-year warranty which a good long time but nowhere near as good as the lifetime offered on the Survivor Series locks. This lock very easily fills a need in the market for a quality lock at a reasonable price of around \$120.00. Talk to your distributor to find out the nice discounts available.

A couple of observations about Marks USA levers: First, they have a variety of tailpieces depending on function. Second, they offer a variety of tailpieces for use on other brands of cylinders. Third, since they share the same chassis, both of the Survivor series levers require a spacer for use on a 1 3/8” thick door. Fourth, they use the same hole prep for the thru-bolts as many other popular locks. Fifth, privacy and passage locks use different latches because of the need to restore (or pop out) the button on the privacy when the door is shut but all their latches interchange between different grades of locks. They require a few extra parts, meaning there’s a little more inventory but these parts are relatively low in cost.

The newest product from Marks USA is their Hi-Security lock cylinder. Although it was not developed in reaction to

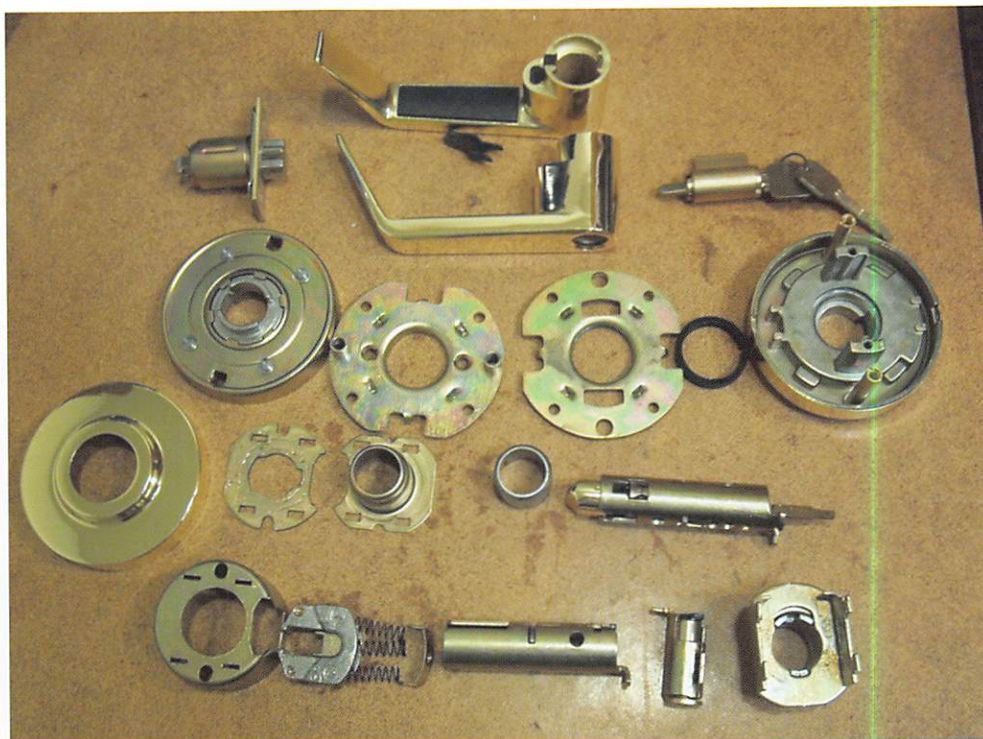


Photo 5 shows the new 1150 disassembled. The spring cage for this lock is sealed. The tailpiece for this lock is smaller than the Survivor series.

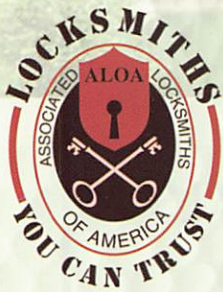


Photo 6 shows two of the new Hi-Security cylinders. The milling on the side of the key is for the finger pins that engage the sidebar.

the media’s recent fascination with bump keys this product certainly provide a high degree of resistance to bump keys, picking and even drilling at a very reasonable cost. Look for an in-depth article about them in a future issue of *Keynotes*.

Marks USA produce some great products that have become a good match for our company. They also produce a huge line of mortise locks, ornamental iron locks, tubular locks, cylindrical knobs and even have a custom lock line for unique needs. If you’re looking for a new partner, you might want to check them out.





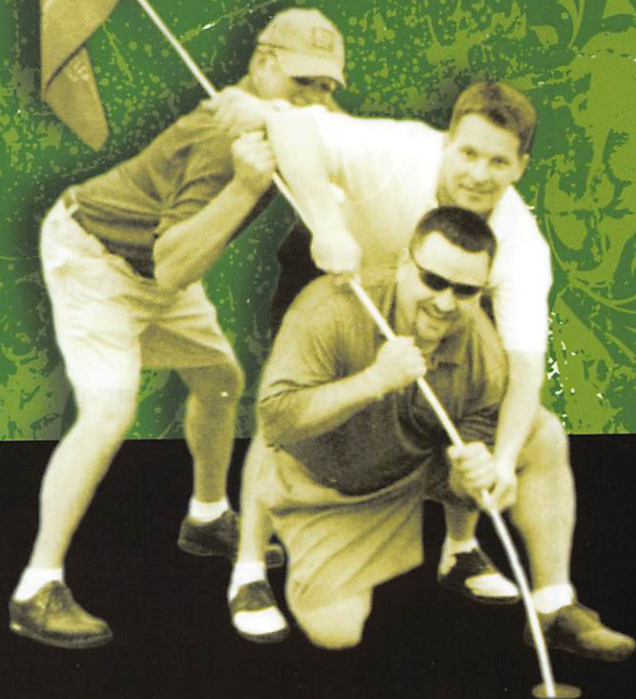
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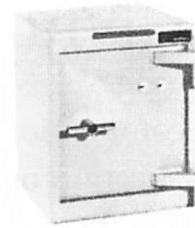
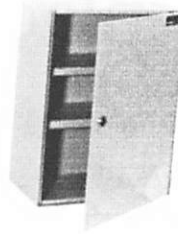
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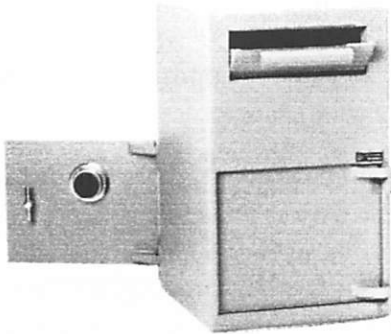




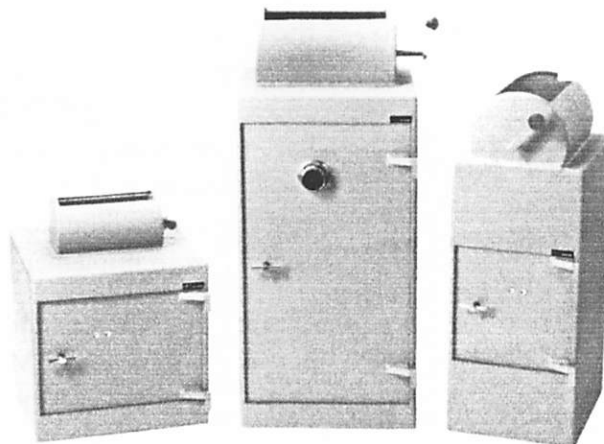
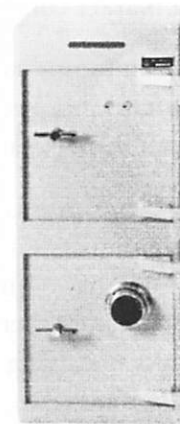
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# Understanding Innovation in the Global Marketplace

Intense global competition and increased technical sophistication on the part of the consumers in the safe industry drive the demand that manufacturers constantly innovate; and by innovate, we mean the ability of its designers, engineers, and staff to develop and bring the right products and services to market quickly.

More than simply invention however, innovation is first and foremost knowledge in the form of new ideas, new business processes, and new employee skills. It is what enables companies, particularly manufacturing firms in the safe industry, to respond quickly to rapidly changing market conditions.

Innovation is not an end unto itself – it is an investment of many resources whose economic objective is to add value to both a business and its customers.

## Innovation Drives Economic Growth

The process of innovation is also not the reactive result of random events that occur in the marketplace. Typically, innovation begins when there is a need in the marketplace that is not being met. A good source for determining those needs is your existing customers. Once a need is identified, you must decide how best to come up with a solution.

As manufacturers, we don't invent a whole lot in a vacuum. In the past, some manufacturers pushed out products hoping consumers would buy them, sometimes this proved successful, other times, not so much. At any rate, today's customers are now much more actively involved in suggesting (or demanding) new directions for the manufacturing companies to pursue.

A current customer of FireKing Security Group approached us and said "wouldn't it be great if we had a different mechanical override for our safe?" After several meetings with the client, our engineers went to



work on a prototype of the product, which currently has a patent pending.

This is typically how we approach the innovative process at the product level.

More than simply developing technology, a relationship is created. By using this collaborative approach, we not only solve an existing problem, we also benefit by adding to our product offerings. In turn, we contribute more to the industry and to the economy as a whole, and remain competitive in the global market.

## Overcoming Barriers to Innovation

Not all innovations are successes. Ideas are great – but every new idea poses challenges. One must pick and choose carefully – your choices will inevitably guide the future of your firm. According to Michael Osofsky, a consultant with Accelovation Management and a founder of the MIT Innovation Club, "you have to be willing to free your mind of constraints, to dream a little. But to actually get something done, you've got be willing to look at data and be realistic about how to implement a dream."

Customer acceptance and resources can be significant barriers to innovation. Most inventions take longer than anticipated, and the cost is usually higher than your original budget. Time is also a factor. A gap exists between when an idea is created and when the technology is implemented. There are always only a certain number of early adopters for any new technology.



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One can invest a great deal of time and resources into innovation, only to find customers saying “that’s great, but we’re just not sure that we want to do that right now.” Therefore, it is imperative that CEO’s and company management must be heavily involved - from the start - in developing a viable business case for new products and identifying needs and priorities in the marketplace.

### **Creating a Culture of Change**

Innovation would not be possible without a corporate culture that welcomes and even thrives on change. To attain this mindset, you have to begin by attracting the right people – lateral thinkers who are able to look at situations from a new perspective without preconceptions, in other words, people who think “outside the box.” Over time, this philosophy becomes a part of the overall culture of your organization. Corporate leadership must also be willing to look outside of your own company at times for skill sets that may not be traditionally part of your current core competencies. Acquisitions and joint ventures can be valuable sources of both additional products and expertise.

### **Innovation Involves Risk**

Some manufacturers just pour money and resources into R&D in an attempt to “become” innovative, instead of working to understand their clients’ needs and using that understanding to help drive innovation. By contrast, only 2-3% of FireKing’s annual sales are devoted to R&D. We tend to be more of an application driven company as opposed to a pure R&D company. For the past several years, 30-50% of our volume comes from products less than five years old. Customers supply the needs or problems, and we provide the solutions. According to *The Economist* magazine, “Any enterprise that fails to replace 10 percent of its revenue stream annually is likely to be out of business in five years.”

In the 1980’s, the security industry was traditionally made up of two types of safes: impact and non-impact rated safes. Impact-rated units were fire resistant and also had been tested for impact (either falling or having something fall on them). Non-impact units were less expensive and easier to get through the supply chain. They also represented about 85% of FireKing’s sales.

We began to explore the possibility of making an impact-rated unit for the same price as the non-impact rated unit. In doing so, we had to examine the consequences of phasing out a product that produced a large amount of revenue for the company.

After careful consideration, we decided to move ahead with our idea. About a year later, we introduced an impact-rated safe for the same price as our non-impact rated unit, and offered wide distribution instead of a special order.

The results were extremely favorable. We eventually replaced all of the non-impact units with the newer design, increased market share, and went from being number four in the world market to number one. Today, this is still our number one product. More recently, the company was awarded a patent (U.S. Patent # 7,063,252) for its “Centralized Electronic Safe and Accounting Control System.” The patent relates to the system and method for cost-effective and secure cash handling for merchants and provides a method for merchants to collect, process and verify cash, and can be used in a stand-alone operation, or as a central control and reporting unit for a digitally linked network of interconnected safes and currency counting and validating machines.

The system allows retailers to place electronic safes at cash registers throughout the store. The safes are networked together as one system. This simplifies the accounting process and adds efficiency to the cash handling process.

Technology alone is not a guarantee of success. Great technology and design is of course important but it goes much deeper than that. The culture of innovation should be embraced and inculcated throughout the entire company, not just product R&D. When the commitment is made to enable and promote an innovative culture, the likelihood of success increases dramatically. These examples highlight that the true bottom line is that innovation - in the form of knowledge and the flow of knowledge - will be the new benchmark for industry growth in the future. ■





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Inventory Controller wanted at Liberty Lock and Safe in Las Vegas! Inventory experience and hardware knowledge required. Call James at 702-284-5404

### WANTED

Qualified locksmith with at least five years experience. In shop and on the road service. Combination changing, deposit box opening and servicing, installations. Impression, rekey and master key commercial and residential locks. Abloy, Medeco, Everest, Ilco Kaba high security locks. Knowledge and experience in opening and servicing safes. Reliable with sound team player skills. Applicant must be willing to relocate to Bermuda. Paid vacation, holidays, major medical insurance, pension, tools, uniform provided. Respond to: Fax: 1-508-366-8864 Email: [barnes-lock@ibl.bm](mailto:barnes-lock@ibl.bm) Barnes Locksmith Service P.O. Box HM 636 Hamilton HM CX, Bermuda Applications who have tried responding to email address in Nov/Dec issues should resend to the above corrected email address.



## LOCKSMITH WANTED

A southern California locksmith company is looking for an honest, dependable, reliable and experienced locksmith. The company has been in business for 30 years, and is looking for a locksmith to work in both commercial and residential. Salary and commission, plus general insurance, paid vacation and 401K.

Fax resume to: 760-779-1811

## WANTED TO BUY/SELL

### WANTED

Best Capping machine. Prefer in nice used condition or easy repairable. Also used Best IC cores, any keyway, prefer 100's. Please call Randy (909) 795-2320.

### WANTED

Blue Punch Key code machine in any keyway, prefer NOT working and inexpensive price. Please call Randy (909) 795-2320.

### BUSINESS FOR SALE

Own a business in the beautiful Finger Lakes region of upstate New York. Affordable housing, good schools, low cost of living and great year round outdoor recreation. 8 year old well established and grown mobile business. 70% commercial with excellent reputation in large service area. 1998 Ford 3/4 ton van is a first class shop on wheels. Details and pictures available by email. Approx. value of van and tools - \$15,000. Fresh inventory (no junk) valued at \$28,000 wholesale. Annual gross averages around \$100,000/year. Sale price \$110,000. Call 607-739-5171 or lockdoc@stny.rr.com

## INVENTORY REDUCTION

New old stock inventory of Best and Medeco. Also 3 each Russwin Deadbolts, and 16 each Corbin Locksets. Contact Mitch Miller for list. Email: mitchellm@gci.net  
Fax: 907-488-6341

### BUSINESS FOR SALE

Mom and Pop Locksmith and Screen Business for sale in Golden Valley, Arizona. Located between Kingman, AZ and Laughlin, NV in fast growing Mohave County. Health is our reason for selling. Dodge Ram Van and Business have more than \$75,000 in equipment and inventory. All is included in the asking price of \$40,000. We can be reached at 928-565-2294 or email: lmburks@citilink.net

### BUSINESS FOR SALE

In Brandon, Florida. Two fully equipped service vans, safe chariot, electro-truck, Matrix machine, SDD machine, all other key machines, inventory and stock. Business has been around for 31 years with potential for growth. 200K in sales per year minimum. 160K asking price. Call 813-363-7949 for more details. SERIOUS INQUIRIES ONLY!

### MOBILE LOCKSMITH

#### BUSINESS FOR SALE

Owner retiring after 28 years due to health. Many commercial and auto accounts in Chicago and surrounding area. Includes 2003 Dodge Sprinter, ultra code Triax, Bravo key machine, HPC 1200 T-code, RW2 w/tex code Triax, Bravo key machine, HPC 1200 T-code, RW2 w/tex code, NG5, car opening tools and all stock. \$145,000 firm. For further information call 1-708-422-4808.

## KEY MACHINE FOR SALE

HPC Code Punch Key Machine #HP1200PCH. Like new all cards, cutters and manual, less than 100 keys cut. Asking \$850 plus shipping. Call Mike: 610-446-5793

### FOR SALE

20 Schlage A53PD/Tulip/626 NEW - \$40 each, 6 Schlage D53 PD/Plymouth/626 NEW - \$65 each, 1 Orion KD56 C/E Sidewinder Machine - \$1250 OBO, 1 Alboy 6200 Dislock Key Machine. Less than 200 keys cut - \$750 OBO, 1 Alboy Iko cuts ab 1 Code Machine - \$500 OBO, 1 Medeco Key Machine Commercial Keyway - \$1700 OBO, 1 Von Duprin 9927 NEW - \$250 OBO, Reed Code Books 109 Reed Padlock Code Books, 1, 2, 4 - \$100 ALL, Reed & Sons vintage Code Book - Best Offer, Vintage 1938 Auto Code Book - Best Offer, 1 First Master Key Machine - \$150, 1 Framon TKM 100 - \$900 OBO  
All prices plus shipping.  
Please contact via email at pdrenderer@bellsouth.net

### WANTED

New or second hand Alboy Key Cutting machine to cut 9mm key with 1mm spacing.  
Contact Kevin Perry:  
sales@easternsuburbslocksmiths.com.au

### MOBILE LOCKSMITH BUSINESS FOR SALE

Due to health. This is a well equipped mobile unit, Chevy Step Van. You can bring this unit to your location so you don't have to relocate. This comes with inventory, tools, Bench setup, HPC Duplicator, Blitz Code machine and more. Asking \$15,000. For details call 870-741-0317 or email: dbknread@alltel.net

## Classified Advertising Policy

Classified advertising space is provided free of charge to ALOA members and for a fee of \$2.00 per word, \$40.00 minimum for non members. Classified ads may be used to advertise used merchandise and overstocked items for sale, "wanted to buy" items, business opportunities, employment opportunities/positions wanted and the like. Members or non members wishing to advertise services or new merchandise for sale may purchase a "Commercial Classified Ad" for a fee of \$4.00 per word with a minimum of \$100.00. Each ad will run for two issues. For blind boxes there is a \$10.00 charge for members and non members. All ads must be submitted in writing to the Advertising Sales Department via fax at 817-645-7599 or through an email to adsales@aloea.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.





# associate members

## Distributor

### 1st In Hardware, Inc.

Phone: 410-646-9900  
Fax: 410-646-0045  
www.1stinhardware.com

### ADEL Fingerprint Technology, LLC

Phone: 909-595-1222  
Fax: 909-595-1667

### Accredited Lock Supply Co.

Phone: 800-652-2835  
Fax: 201-865-2435  
www.accllock.com

### American Auto Lock.Com

Phone: 717-392-6333  
Fax: 717-581-8353  
www.americanautolock.com

### Andrews Wholesale Lock Supply

Phone: 717-272-7422  
Fax: 717-274-8659  
www.andrewslock.com

### Boyle & Chase Inc.

Phone: 800-325-2530  
Fax: 800-205-3500  
www.boyleandchase.com

### Clark Security Products

Phone: 858-974-6740  
Fax: 858-974-6720  
www.clarksecurity.com

### Cook's Building Specialties

Phone: 505-883-5701  
Fax: 505-883-5704

### Dire's Lock & Key Company

Phone: 303-294-0176  
Fax: 303-294-0198

### Direct Security Supply, Inc.

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

### Discount Key Machines.Com/Busch

Phone: 800-332-8724  
Fax: 407-363-4666

### Doyle Security Products

Phone: 800-333-6953  
Fax: 612-521-0166  
www.doylesecurity.com

### Dugmore and Duncan, Inc.

Phone: 888-384-6673  
Fax: 888-329-3846

### E. L. Reinhardt Co., Inc.

Phone: 800-328-1311  
Fax: 612-481-0166  
www.elreinhardt.com

### Ewert Wholesale Hardware

Phone: 800-451-0200  
Fax: 708-597-0881

### Foley-Belsaw Company

Phone: 800-821-3452  
Fax: 816-483-5010  
www.foley-belsaw.com

### Fried Brothers Inc.

Phone: 800-523-2924  
Fax: 215-592-1255  
www.fbisecurity.com

### H.L. Flake Co.

Phone: 800-231-4105  
Fax: 713-926-3399  
www.hlfake.com

### Hans Johnsen Company

Phone: 214-879-1550  
Fax: 214-879-1530  
www.hjc.com

### 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

### Instant Hardware Delivery, Inc

Phone: 800-355-1107  
Fax: 800-663-8518

### Intermountain Lock & Supply

Phone: 800-453-5386  
Fax: 801-485-7205  
www.intermountainlock.com

### International Electronics, Inc

Phone: 800-343-9502  
Fax: 617-821-4443

### Jo Van Distributors

Phone: 416-288-6306  
Fax: 416-752-8371  
www.jovanlock.com

### L V Sales Inc

Phone: 323-661-4746  
Fax: 323-661-1314  
www.lvsales.com

### Lockmasters, Inc.

Phone: 859-885-6041  
Fax: 859-885-7093  
www.lockmasters.com

### Locks Company

Phone: 800-288-0801  
Fax: 305-949-3619

### Locksmith Ledger International

Phone: 847-454-2700  
Fax: 847-454-2759  
www.lledger.com

### McDonald Dash Locksmith Supply

Phone: 800-238-7541  
Fax: 901-366-0005  
www.mcdonaldsdash.com

### Monaco Lock Co.

Phone: 800-526-6094  
Fax: 800-845-5625  
www.monacolock.com

### NLS Lock Supply Db Nevada Lock S

Phone: 702-737-0500  
Fax: 702-737-7134

### Omaha Wholesale Hardware

Phone: 800-238-4566  
Fax: 402-444-1664  
www.omahawh.com

### Phoenix Safe International LLC

Phone: 765-483-0954  
Fax: 765-483-0962  
www.phoenixsafeusa.com

### Positive Identity Solutions

Phone: 704-663-1175  
Fax: 704-660-1301  
www.pids-usa.com

### Security Distributors Inc

Phone: 800-333-6953  
Fax: 612-524-0166

### Security House

Phone: 905-669-5300  
Fax: 905-660-6313  
www.securityhouselock.com

### Southern Lock and Supply Co.

Phone: 727-541-5536  
Fax: 727-544-8278  
www.southernlock.com

### Stone & Berg Wholesale

Phone: 800-225-7405  
Fax: 800-535-5625

### Streetwise Security Products

Phone: 252-830-5577  
Fax: 252-830-5542

### The Locksmith Store Inc.

Phone: 847-364-5111  
Fax: 847-364-5125  
www.locksmithstore.com

### Timemaster Inc.

Phone: 859-259-1878  
Fax: 859-255-0298  
www.time-master.com

### Top Notch Distributors, Inc.

Phone: 800-233-4210  
Fax: 800-854-4146  
www.topnotch.bz

### Turn 10 Wholesale

Phone: 800-848-9790  
Fax: 800-391-4553

### U.S. Lock Corp.

Phone: 800-925-5000  
Fax: 800-338-5625  
www.uslock.com

### Wilson Safe Company

Phone: 215-492-7100  
Fax: 215-492-7104  
www.wilsonsafe.com

### ABUS KG

Phone: 492-335-634151  
Fax: 233-563-4130  
www.abus.com

### ABUS Lock Company

Phone: 800-352-2287  
Fax: 602-516-9934  
www.abus.com

### Access Security Products Ltd.

Phone: 905-337-7874  
Fax: 905-337-7873  
www.access-safe.com

### Adams Rite Mfg Company

Phone: 800-872-3267  
Fax: 800-232-7329  
www.adamsrite.com

### Adesco Safe Mfg. Company

Phone: 800-694-9340  
Fax: 562-408-6427  
www.adesco.com

### Adrian Steel Company

Phone: 800-677-2726  
Fax: 517-265-5834  
www.adriansteel.com

### Advanced Diagnostics USA Inc

Phone: 650-876-2020  
Fax: 650-876-2022  
www.autokeys.com

### Alarm Controls Corporation

Phone: 631-586-4220  
Fax: 631-586-6500  
www.alarmcontrols.com

### All Five Tool Company, Inc.

Phone: 860-583-1691  
Fax: 860-583-4516  
www.all5tool.com

### American Security Products

Phone: 909-685-9680x2013  
Fax: 909-685-9685  
www.amsecusa.com

### BWD Lockcraft

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

### Bianchi USA, Inc.

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

### Buddy Products

Phone: 312-733-6400  
Fax: 312-733-8356  
www.buddyproducts.com

### CCL Security Products

Phone: 800-733-8588  
Fax: 847-537-1800  
www.cclsecurity.com

### CompX Security Products

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

## Manufacturer

### A & B Safe Corporation

Phone: 800-253-1267  
Fax: 856-863-1208  
www.a-bsafecorp.com



# associate members

## **D&D Technologies (USA), Inc.**

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

## **DETEX Corp.**

Phone: 800-729-3839  
Fax: 830-620-6711  
www.dtex.com

## **Don-Jo Manufacturing, Inc.**

Phone: 978-422-3377  
Fax: 978-422-3467  
www.don-jo.com

## **Door Controls International**

Phone: 800-742-3634  
Fax: 800-742-0410  
www.doorcontrols.com

## **Door Jamb Armor**

Phone: 201-490-5381  
Fax: 201-490-5389  
www.djarmor.com

## **Doorking Inc.**

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

## **Dorma Architectural Hardware**

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

## **E-Lock USA**

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

## **FireKing Security Group**

Phone: 800-457-2424  
Fax: 800-896-6606  
www.fksecuritygroup.com

## **Framon Manufacturing Company Inc.**

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

## **G-U Hardware Inc.**

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

## **HPC, Inc.**

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

## **HY-KO Products Co.**

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

## **Hammerhead Industries, Inc.**

Phone: 805-658-9922  
Fax: 805-658-8833  
www.gearkeeper.com

## **Ingersoll Rand Security Technologies**

Phone: 317-810-3801  
Fax: 317-805-5779  
www.schlagelock.com

## **Jackson Corporation**

Phone: 323-269-8111  
Fax: 800-888-6855  
www.jacksonexit.com

## **Jet Hardware Mfg., Co.**

Phone: 718-257-9600  
Fax: 718-257-0973  
www.jetkeys.com

## **KABA ILCO Corp.**

Phone: 252-446-3321  
Fax: 252-446-4702  
www.kaba-ilco.com

## **KEY-BAK/West Coast Chain Mfg.**

Phone: 909-923-7800  
Fax: 909-923-0024  
www.keybak.com

## **Kenstan Lock Company**

Phone: 516-576-9090x315  
Fax: 516-576-0100  
www.kenstan.com

## **Keri Systems Inc.**

Phone: 408-451-2520  
Fax: 408-441-0309  
www.kerisys.com

## **Knaack Manufacturing Co.**

Phone: 800-456-7865  
Fax: 815-459-9097  
www.weatherguard.com

## **Kustom Key Inc.**

Phone: 800-537-5397  
Fax: 800-235-4728  
www.kustomkey.com

## **LAB Security**

Phone: 800-243-8242  
Fax: 860-583-7838  
www.labpins.com

## **La Gard Inc.**

Phone: 310-325-5670  
Fax: 310-325-5615  
www.lagard.com

## **Lock America, Inc.**

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

## **LockPicks.Com/Brockhage Tools**

Phone: 408-437-0505  
Fax: 408-516-9642

## **Lucky Line Products, Inc.**

Phone: 858-549-6699  
Fax: 858-549-0949  
www.luckyline.com

## **M.A.G. Manufacturing**

Phone: 714-891-5100  
Fax: 714-892-6845  
www.magmanufacturing.com

## **MPT Industries, Inc.**

Phone: 973-989-9220  
Fax: 973-989-9234  
www.mptindustries.com

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

Phone: 800-562-3511  
Fax: 973-778-4007  
www.mul-t-lockusa.com

## **Major Mfg, Inc.**

Phone: 714-772-5202  
Fax: 714-772-2302  
www.majormfg.com

## **Maxcess Card Systems Ltd**

Phone: 800-713-4823  
Fax: 650-692-9410  
www.maxcess-card.com

## **Medeco Security Locks**

Phone: 540-380-5000  
Fax: 540-380-5010  
www.medeco.com

## **Mil-Comm Products Co Inc**

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

## **Promet Safe Inc.**

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

## **ROFU International Corp.**

Phone: 253-922-1828  
Fax: 253-840-7272  
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.**

Phone: 765-447-9470  
Fax: 765-447-8278  
www.schwabcorp.com

## **Securifort Inc**

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

## **Securiton Magnalock Corp.**

Phone: 775-355-5625  
Fax: 775-355-5636  
www.securiton.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**

Phone: 847-551-2181  
Fax: 847-551-2732  
www.allstate.com

### **Cardservice Mobile Solutions**

Phone: 561-210-8488  
Fax: 561-953-6268  
www.cardservicecms.com

### **Cross Country Automotive Services**

Phone: 800-541-2262  
Fax: 781-393-0256  
www.argosi.com

### **HRH Insurance**

Phone: 817-462-3630  
Fax: 817-462-3680  
www.hrh.com

### **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

## ALOA LEGISLATIVE REPORT (As of February 17, 2007)

### HI HB 188

SPONSER: Evans  
TITLE: Locksmiths  
ABSTRACT:  
Requires licensing for locksmiths.  
STATUS:  
• 01/19/2007 Introduced and Pass First Reading.  
• 01/22/2007 Referred to Consumer Protection Committee

### HI HB 423

SPONSER: Herkes  
TITLE: Motor Vehicles  
ABSTRACT:  
Requires motor vehicle manufacturers to allow registered owners through a registered locksmith to access information necessary to produce replacement keys.  
STATUS:  
• 01/19/2007 Pending introduction.  
• 01/22/2007 Introduced and Pass First Reading  
• 01/22/2007 Referred to Consumer Protection Committee

### HI SB 1011

SPONSER: Taniguchi  
TITLE: Motor Vehicles  
ABSTRACT:  
Requires motor vehicle manufacturers to allow registered owners through a registered locksmith to access information necessary to produce replacement keys.  
STATUS:  
• 01/24/2007 Referred Consumer Protection Committee  
• 02/15/2007 Public hearing scheduled on 02/21 at 9:30 am in conference room 016

### KY HB 481

SPONSER: D. Graham  
TITLE: AN ACT relating to motor vehicles.  
ABSTRACT:  
Create a new section to prohibit any person from producing an ignition key or other device designed to operate a lock on a motor vehicle or start a motor vehicle for any person on the basis of a motor vehicle identification number (VIN) without obtaining and making a record of proof that the person requesting the ignition key or other device is the

owner or lessee of the motor vehicle or is a member of the same household as the owner or lessee of the vehicle.

STATUS:  
• 02/14/2007 Introduced in House

### MD HB 903

SPONSER: Davis, Impallaria, N. King, Montgomery, Myers, and Taylor  
TITLE: Vehicle Laws - Consumer Access to Replacement Key Information  
ABSTRACT:  
Requiring a manufacturer of a motor vehicle sold or leased in the State on or after January 1, 2010, to implement a system for providing specified replacement key information to registered locksmiths; requiring a motor vehicle manufacturer to make a specified key replacement system available to registered motor vehicle owners or lessees 24 hours a day and 7 days a week; establishing procedures for a registered locksmith and a motor vehicle manufacturer to follow to provide a replacement key to a motor vehicle owner or lessee; etc.  
STATUS:  
• 02/09/2007 H First Reading Economic Matters  
• 02/14/2007 Hearing scheduled 3/1 at 1:00 p.m.

### MD SB 707

SPONSER: Hooper, Forehand, and Munson  
TITLE: Vehicle Laws - Consumer Access to Replacement Key Information  
ABSTRACT:  
Requiring a manufacturer of a motor vehicle sold or leased in the State on or after January 1, 2010, to implement a system for providing specified replacement key information to registered locksmiths; requiring a motor vehicle manufacturer to make a specified key replacement system available to registered motor vehicle owners or lessees 24 hours a day and 7 days a week; establishing procedures for a registered locksmith and a motor vehicle manufacturer to follow to provide a replacement

key to a motor vehicle owner or lessee; etc.

STATUS:  
• 02/02/2007 S First Reading Judicial Proceedings  
• 02/07/2007 S Hearing 3/8 at 1:00 p.m.

### MT SB 153

SPONSER: Vicki Cocchiarella  
TITLE: Revise professional and occupational licensing laws  
ABSTRACT:  
Bill originally changed 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. AMENDED to provide for an exemption under "electronic security company" reading, "The term does not include a person whose primary business is that of a locksmith and who may also install closed circuit television cameras and battery-operated door devices"  
STATUS:  
• 01/18/2007 Hearing  
• 02/02/2007 Amended  
• 02/06/2007 Transmitted to House

### NJ A 2520

SPONSER: Johnson, Gordon M.  
TITLE: Concerning electronic security systems and amending P.L.1962, c.162.  
SUMMARY:  
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

### OK HB 1845

SPONSER: Collins  
TITLE: Crimes and punishments; making certain acts unlawful; codification; emergency.  
ABSTRACT:  
An Act relating to crimes and punishments for possession of "bump keys".  
STATUS:  
• 02/05/2007 Authored by Representative Collins  
• 02/06/2007 Second Reading referred to Judiciary and Public Safety

### OK SB 26 (Same as HB 1054)

SPONSER: Jolley  
TITLE: Professions and occupations and the Alarm and Locksmith Industry Act; deleting an exemption. Effective date  
SUMMARY:  
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 Authored by Senator Jolley  
• 02/06/2007 Second Reading referred to Business and Labor  
• 02/06/2007 Pending authorship Representative(s) Cooksey

### OK SB 632

SPONSER: Barrington  
TITLE: Professions and occupations; changing the Alarm and Locksmith Industry Act to the Alarm Industry Act. Emergency.  
ABSTRACT:  
An Act relating to professions and occupations by amending the Alarm and Locksmith Industry Act by removing all reference to "locksmith".  
STATUS:  
• 02/05/2007 First Reading  
  
• 02/06/2007 Second Reading referred to Business and Labor



**SC H 3104**

SPONSER: Umphlett

TITLE: Locksmith licensing

SUMMARY:

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 House Referred to Committee on Labor, Commerce and Industry

**SC S 338**

SPONSER: Reese

TITLE: Tampering of a Security Device

ABSTRACT:

To create an offence of tampering with, altering, damaging, or destroying a security device.

Defines a security device to include alarm systems including, but not limited to, burglar alarms and other types of intrusion alarms or access control systems.

STATUS:

- 01/26/2007 Senate Referred to Subcommittee: Hutto (ch), Jackson, Knotts, Bryant

**TN HB 415**

SPONSER: Coleman

TITLE: Locksmith Licenses

ABSTRACT:

Repeals locksmith licensing provisions.

STATUS:

- 02/07/2007 Introduced
- 02/08/2007 Held pending Amendment

**TN HB 416**

SPONSER: Coleman

TITLE: Locksmith Licenses

ABSTRACT:

Requires the commissioner of commerce and insurance to maintain a registry of current locksmiths and any disciplinary actions against them on the department's Web site.

STATUS:

- 02/07/2007 Introduced
- 02/08/2007 Held pending Amendment

**TN HB 1982**

SPONSER: DuBois

TITLE: Exemption from Licensure

ABSTRACT:

Exempts from licensure part-time locksmiths who earn less than \$3,000 annually from providing locksmithing services.

STATUS:

- 02/15/2007 Introduced

**TN SB 515**

SPONSER: Tracy

TITLE: Locksmith Licenses

ABSTRACT:

Requires the commissioner of commerce and insurance to maintain a registry of current locksmiths and any disciplinary actions against them on the department's Web site.

STATUS:

- 02/08/2007 Introduced
- 02/12/2007 Referred to Commerce Labor and Agriculture Committee

**TN SB 516**

SPONSER: Tracy

TITLE: Locksmith Licenses

ABSTRACT:

Repeals locksmith licensing provisions.

STATUS:

- 02/08/2007 Introduced
- 02/12/2007 Referred to Government Operations Committee

**WA HB 1001**

SPONSER: Lovick

TITLE: Combating auto theft

SUMMARY:

Makes it a crime to possess a "motor vehicle theft tool" with the intent to commit a crime. Motor vehicle theft tool is defined as, "Slim jim, false master key, master purpose key, altered or shaved key, trial or jiggler key, slide hammer, lock puller, picklock, bit, nipper, any other implement shown by facts and circumstances that is intended to be used in the commission of a motor vehicle related theft, or knowing that the same is intended to be so used."

STATUS:

- 01/10/2007 Public hearing in the House Committee on Public Safety & Emergency Preparedness
- 02/01/2007 Executive action taken in the House Committee on Public Safety & Emergency Preparedness
- 02/01/2007 PSEP - Executive action taken by committee
- 02/01/2007 PSEP - Majority; 1st substitute bill be substituted, do pass
- 02/06/2007 Referred to Human Services
- 02/15/2007 Scheduled for public hearing in the House Committee on Human Services
- 02/14/2007 Scheduled for Executive Session in the House Committee on Human Services on

02/22 at 1:30 PM.

**WA HB 2243**

SPONSER: Quall

TITLE: Addressing the replacement of motor vehicle keys.

ABSTRACT:

Requires that a motor vehicle manufacturer of a new motor vehicle sold or leased in this state after December 31, 2008, shall provide the registered owner of the motor vehicle, through a registered locksmith, information necessary to permit the production of a replacement key or other functionally similar device by the registered locksmith that allows the registered owner of the motor vehicle to enter, start, and operate the motor vehicle.

STATUS:

- 02/14/2007 First reading and referred to Commerce & Labor

**WA SB 5038**

SPONSER: Eide

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:

- 01/08/2007 First reading, referred to Judiciary.

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- A comprehensive guide to lobbying in your state capital, so you can be the "voice of ALOA" to legislators.
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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.

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

### DEPTHS:

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

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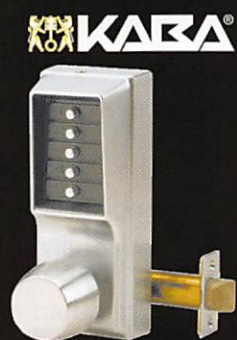
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# NASTF Board Approves Pilot Testing For Secure Data Release Model

At its February 5, 2007 meeting, the National Automotive Service Task Force (NASTF) Board of Directors approved the NASTF Vehicle Security Committee's (VSC) proposed Secure Data Release Model (SDRM) for pilot testing. A presentation and demonstration of the SDRM will be given during the next NASTF General Meeting on April 17, 2007 at 1:30 pm at the Marriott Renaissance Center in Detroit, Michigan.

"The SDRM and its Automotive Security Professional Registry will give automakers a flexible system to provide 24/7 access to vehicle security information for pre-approved locksmiths and technicians. It allows after-market service providers to support consumer needs without undermining the integrity and basic purpose of vehicle security systems." said Mary Hutchinson, NASTF Administrative Director.

The VSC has grappled with numerous issues including customer privacy and security, locksmith/ technician liability and insurability, and the needs of automakers, law enforcement, the professional locksmith community, and independent repairers. The VSC thoroughly vetted these issues with stakeholders and cooperatively developed the SDRM and Registry concept.

The SDRM is designed to provide a nationwide infrastructure for access to various types of security data and service support systems. For example, automakers can use the system to provide access to key codes, immobilizer PINs and reset systems, radio codes, etc.

Eight auto manufacturers (representing about two-thirds of vehicles sold) are already actively engaged in development of the SDRM and Registry infrastructure. These automakers and others are expected to join the upcoming pilot testing. The VSC implementation timetable is as follows:

- Board of Directors' Approval – February 2007 (achieved)
- Pilot testing begins – March 2007
- Begin build-out of system components – May 2007
- Registry acceptance testing – July/August 2007
- Begin locksmith/technician registration – September 2007
- Final Production Testing – November/December 2007
- Fully Operational – January 1, 2008

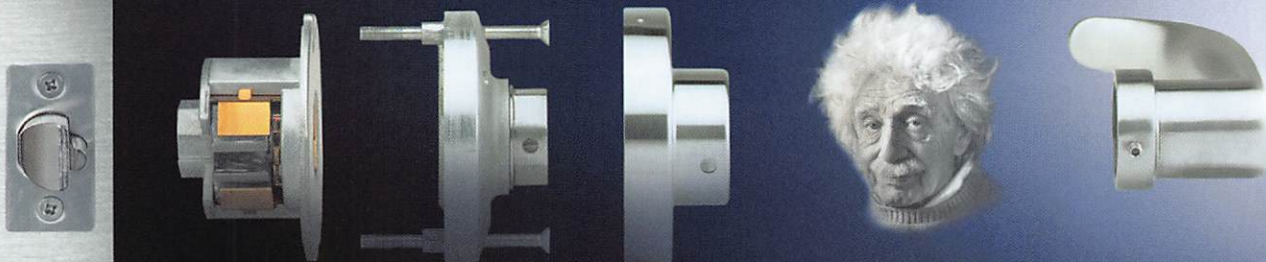
"This is an exciting example of NASTF fulfilling its mission to facilitate the identification and correction of gaps in the availability and accessibility of automotive service information" said Charlie Gorman, Chairman of NASTF. "The Vehicle Security Committee and the various segments of the automobile industry working on this project can be very proud of their accomplishments."

Gorman added, "NASTF would like to thank all members of the Vehicle Security Committee for their resolve in working through this complicated task. We also extend our special thanks to the Associated Locksmiths of America, the Automotive Service Association, the National Insurance Crime Bureau and the participating automakers for their commitment of human and financial resources to make this project possible."

A link will be added to the NASTF website later this summer pointing interested parties to additional information and the Registry enrollment process.

NASTF was established in 2000 to identify, communicate and resolve gaps in the availability and accessibility of automotive service information, service training, diagnostic tools, and equipment for the benefit of automotive service professionals and their customers. NASTF was incorporated in 2006. Additional details can be found at [www.nastf.org](http://www.nastf.org).





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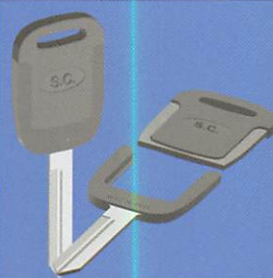
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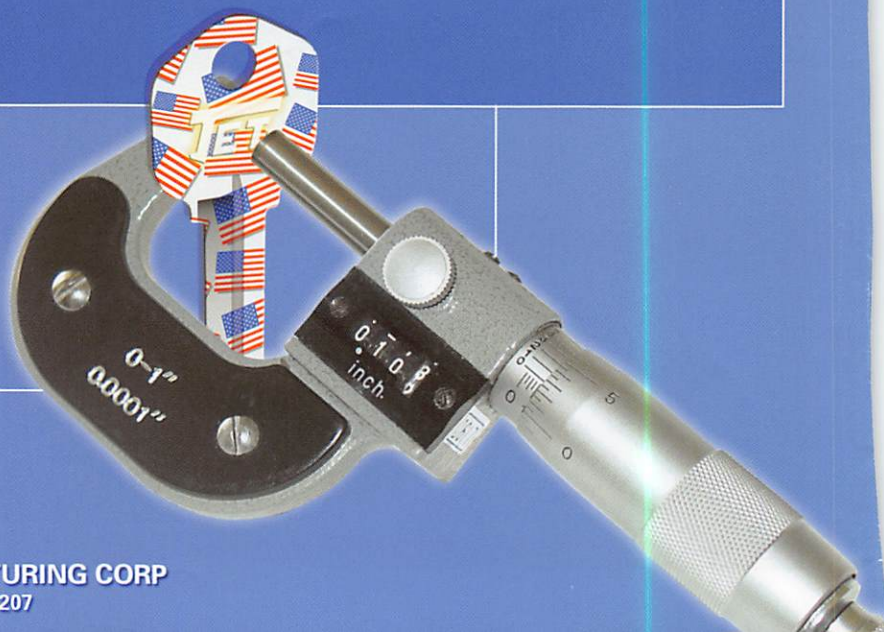
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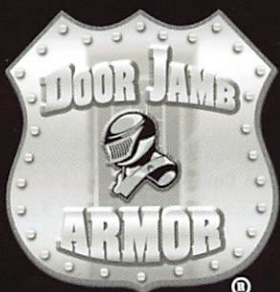
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