02/10

The official publication of ALOA, the international association of security professionals

KEYNOTES

SECURING YOUR SUCCESS

Volume 56, Issue 2

Make The Call

Effective Dispatching Grows Your Bottom Line

Step By Step

Avoid Key Interchange By Using Two-Step Progression

The Keys To LinkedIn | Best Van Q&A | It Pays To Join ALOA

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"It is essential to not only protect yourself but also the industry. There is no doubt in my mind that licensing is the best way to accomplish this."

Licensing: Proof Of Your Professionalism

Locksmithing is a diverse industry, and ALOA members represent the vast differences, from small companies to large firms and rural areas to metropolitan locations. In addition to demographic diversity, there is also great variety in the type of work done. Some specialize in automotive locksmithing, while others concentrate on master keying.

Because of the vast nature of our industry, scammers have found a point of entry and are taking business away from legitimate firms like yours and mine. But there is a way to differentiate yourself from the scammers: licensing.

While ALOA has been actively promoting the benefits of licensing, there are still some members who see the process as unnecessary aggravation rather than a tool to improve the industry's professionalism. I recently had an interesting conversation with a member from Roanoke, Virginia, an area of the U.S. that has not been hard hit by scammers—yet. And one of those reasons is because the state licenses its locksmiths.

But the scammer problem is not the main reason for licensing. Professionalism is. Only a handful of states recognize our long and important role in the security industry. By comparison, the other 46 states require a more stringent process to go into business as a manicurist than a locksmith.

Licensing locksmiths in every state makes sense for numerous reasons. In addition to leveling the competitive playing field, licensing lets the public know that you have passed a background check and completed important training to give them the best service possible. As part of its industry leadership role, ALOA is working to ensure that when licensing of locksmiths is required in every state, the industry is regulated by locksmiths—not electricians, law enforcement officers, auto mechanics, electronic security companies or burglar alarm interests.

There is no doubt in my mind that licensing is the best way to raise the professionalism of our industry while keeping the scammers out. For this reason, ALOA will continue its pro-licensing efforts so you have the proof of your professionalism that your customers demand. ■

Hans Mejlshede, CML
President

KEYNOTES

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"Loss of revenue momentum is one reason so many mergers fail to create value for both shareholders and customers."

Bigger Is Not Necessarily Better

The past year of tough economic times has taken its toll upon the locksmith industry, and many companies are turning to mergers and acquisitions to not only survive but also create greater shareholder value. Strong companies purchase others to become more competitive and cost-efficient, while weaker companies agree to be purchased when surviving the tough economic climate alone seems impossible.

Advocates argue that mergers cut costs and boost revenues. By combining computer systems, merging a few departments and using sheer size to force down the price of supplies, the merged giant should be more profitable than its parts. In theory, 1 + 1 = 3. But in reality, things go awry.

Merging companies often focus so intensely on integration and cost-cutting that they neglect day-to-day business, thereby prompting nervous customers to flee. This loss of revenue momentum is one reason so many mergers fail to create value for both shareholders and customers.

Additionally, the ability to mesh corporate cultures is often overlooked. When a foreign conglomerate acquires an American company, many aspects of the working environment change. Easy access to top management, flexible work schedules or even a relaxed dress code may not seem significant, but removing these freedoms can result in resentment and shrinking productivity.

Bigger is not necessarily better. Many smaller companies have stronger relationships within the locksmith industry and are better equipped to adapt to economic changes. Smaller, independent companies can create competitive advantage by providing top-notch, personal service and increasing their product, industry and overall business knowledge. Build this knowledge base by taking advantage of the training available through ACE classes (turn to page 15 for the most recent schedule) or during the ALOA Convention & Security Expo (visit www.aloa.org for more information).

Manufacturers also hold certification classes to establish a closer relationship with companies that remain independent and maintain strong ties with locksmiths. By attending these classes, you can further expand your knowledge. Additionally, you can grow the services you offer by partnering with manufacturers that support our market through their actions—making our industry stronger for the future. ■

David M. Lowell, CAE, CML
Executive Director

Lock Bumping Merits ASTM Standard Revision

New Standard establishes basis for measuring locks' ability to withstand bumping.

West Conshohocken, Pennsylvania-based ASTM International, one of the world's largest voluntary standards development organizations, is taking steps to combat a security problem that has increasingly touched the lives of homeowners, tenants, property managers, security directors as well as businesses nationwide: lock bumping. ASTM has developed testing criteria under its Standard F883-09 for determining a cylinder's ability to effectively resist break-ins using lock bumping techniques. The revised Standard can be used to test and compare pin tumbler cylinders commonly used in padlocks and door hardware.

During the past few years, extensive media publicity and internet "bump key" sales have turned what once was a little-known—and legitimately used—locksmith technique into a mass-market problem, according to Billy B. Edwards Jr., CML, with Master Lock Company. Since bump keys are readily available, he says the bumping procedure is so easy, "an 11-year-old can do it."

According to safety experts, 90 percent of American homes are at risk of having a lock bumped, enabling unauthorized entry. With the number of businesses also at risk, potential bump-caused security and property loss problems multiply.

"The development of these testing criteria by ASTM International not only recognizes the importance of lock bumping as a broad-scale security issue but also emphasizes the need for industry standards with which to measure performance of specific lock products," Edwards says. "With this revised ASTM Standard in place, security professionals and end users alike can cut through the confusing barrage of claims for 'high security' locks. Now they can simply ask for locks that provide Grade 6 lock bumping protection."

For more information, visit www.astm.org/Standards/F883.htm.

Tyco International Acquires Broadview Security

Upon closing of the transactions, they will operate under the ADT name.

Schaffhausen, Switzerland-based Tyco International Ltd. has reached a definitive agreement to acquire Irving, Texas-based Brink's Home Security Holdings, now operating as Broadview Security. Following the closing of the transaction, Tyco intends to combine Broadview, one of the leading monitored security companies in North America, with Tyco's ADT security business, the world's largest electronic security provider. The two businesses will operate under the ADT name.

The cash and stock transaction is valued at $42.50 per share—approximately $2 billion. The board of directors of each company unanimously approved the transaction.

Excluding transaction and integration-related expenses, Tyco expects the transaction to become accretive to earnings before special items by approximately $0.07 in the first full year after closing, increasing to approximately $0.14 in year two. The combination is expected to result in operating synergies of approximately $150 million.

"This transaction provides us the opportunity to further strengthen our position in the residential and commercial security industry, while advancing Tyco's overall strategy to increase its presence in its core security, fire and flow control platforms," says Tyco Chairman and Chief Executive Officer Ed Breen. "Broadview's strong presence in the North American security market, significant recurring revenue and attractive margins will enhance ADT's financial performance and support our long-term growth in this large, fragmented and highly competitive industry."

Bob Allen, President and Chief Executive Officer of Broadview says, "We are proud of all we have achieved as a company to increase our customer base and to grow our revenue and income in a challenging economy. We view this transaction as the culmination of these efforts, providing our shareholders with an attractive premium for their shares, including cash consideration and an opportunity to participate in the future growth of Tyco International."

For more information on transaction terms and SEC filing requirements, visit: http://tyco.mediaroom.com.

Get Down To Business

For two days at the 2009 Fall Board Meeting, the ALOA board met to deliberate and tackle the complex issues facing the association.

By Clyde Roberson, CML, AHC, CPP

On October 9-10, 2009, the ALOA Fall Board commenced in Grapevine, Texas. With a full agenda and significant challenges from the unique economic climate, the newly constituted leadership as well as the dedicated board and staff rolled up their sleeves for two very full days to deliberate and tackle the complex issues facing the association.

The meeting location in a suburb near ALOA's Dallas-based headquarters made it possible for 12 staff members, in addition to David Lowell, CAE, CML, ALOA executive director, to attend the first day of the meeting.

Several members were in attendance, including Dallas C. Brooks; C.D. Lipscomb, CML, CPS, CAL; Hans Mejlshede, CML; and James W. Wiedman, CML.

Additionally, Yoshio Suzuki, ALOA's Ambassador from Japan, was present and formally invited all ALOA members, board of directors and executive director to the 2009 National Harvest Festival Locksmith Exhibition and Training. The event was held in November in Tokyo and was sponsored by the Japanese Lock Security Cooperative and in cooperation with the ALOA Japan Chapter.

State Of The Association

With the responsibility of ensuring that ALOA conforms to the board's executive limitations and carries out the ends established by the board as outlined in ALOA's Policy Governance Guidelines, Lowell began the meeting with the state of the organization report. Much time was dedicated to discussing ALOA's financial status, which is being affected by the fiscal challenges facing SAVTA, and what actions are being taken to improve the situation.

Additional items discussed included ALOA's ongoing training initiatives as well as the 2009 ALOA Convention, for which attendance was encouraging at a three-year high, even in the down economy. The ALOA Find-A-Locksmith program was also outlined. Each member will be included unless he or she elects to opt out.

As the new board president, Mejlshede gave his report and discussed his perspective as the first international ALOA president. He also reemphasized his intention to work within the board to build consensus for continued progress on the issues facing our industry.

Department, Director And Committee Reports

Tim McMullen, JD, CAE, and Ellen McEwen explained the new ALOA National Directory Advertising program, which was instituted as a means to combat scammers. The program gives members the opportunity to purchase space under the ALOA logo listing at a discounted rate, and it is only available to those members who have paid their 2010 dues. In addition, they also reviewed the ALOA produced public service announcements (PSAs) created to help educate the public about selecting a qualified locksmith in a further effort to combat scammers.

As customary, directors reported on the events and issues within their respective regions.

Gordon Racine, CML, ALOA Scholarship Foundation president, discussed the many progressive educational and fundraising efforts of the group.

The ALOA Audit Committee reported on the progress made from the last meeting and its ongoing evaluation of other audit firms.

The Election Committee gave recommendations directed toward encouraging members to vote.

Ken Kupferman, CML, CPS, discussed the Ad Hoc Industry Strategy Council, which is comprised of industry leaders, technicians,

manufacturers and distributors, that met during the convention in Las Vegas.

Decisions Made

The board approved eight bylaws changes to be put to the membership for vote. (The ballot was published in the January issue of Keynotes and is also available at www.aloa.org.)

The board also approved three new ambassadors: James Elwood, Rose Marie Elwood, and Tim Chow. The Executive Director expressed his view that a goal of 100 ambassadors would be most beneficial for the association.

After an ongoing discussion of a committee formed to evaluate a Certified Installer Program, the Board approved a three-percent increase in yearly dues beginning in 2011 to help cover the costs associated with the additional services being offered to members.

Under the recommendation of the president, the board approved the spring 2010 board meeting date and location: April 9-10 in Salem, Virginia. Medeco High Security Locks generously offered to provide the facilities for the meeting.

The meeting concluded with a roundtable self evaluation where each board member addressed his views on the challenges facing the association and our industry. All agreed the board is as well-equipped to face the challenges with energy, dedication, and the necessary involvement and input from you, our members.

2010 Aloa Board

Top Row (standing): William J. Smith, RL, Plymouth Locksmith, Plymouth, Wisconsin, North Central Director; **Bob Mock**, Glassboro, New Jersey, Trustee; **Dallas C. Brooks**, American Lock & Key, Inc., Auburn, Alabama, Southeast Director; **Gordon Racine, CML**, Racine's Locksmithing & Security, La Junta, Colorado, Southwest Director; **Keith E. Whiting, CML, CFL**, Whiting Enterprises/Forensics Northwest, Seaside, Oregon, Northwest Director; **John W. Soderland, CML, CMST, CIL**, Professional Safe & Lock, Milwaukee, Wisconsin, Secretary; **Yoshio Suzuki, CRL**, Riken Japan Co., Ltd, Tokyo, Japan, Ambassador; **Takashi Kuwana, CRL**, Key Center Kuwana, Ayauta-Gun Kagawa, Japan, International Director; **James W. Wiedman, CML**, Mid-State Lock & Key, Old Hickory, Tennessee, Southeast Director

Bottom Row (seated): Clyde T. Roberson, CML, AHC, CPP, Medeco Security Locks, Salem, Virginia, Non-Voting Director; **Harry Sher, CML, CPS**, Van Buren, Arkansas, South Central Director; **Robert "Bobby" DeWeese, CML, CPS**, Bear Lock & Security Inc, Baltimore, Maryland, Northeast Director; **Tom Foxwell, Sr., RL,** Easton, Maryland, Northeast Director; **Hans Mejlshede, CML**, Mejlshede Laase/Nogler AS, Copenhagen, Denmark, President; **Ken Kupferman, CML, CPS**, Affordable Security Solutions, Tampa, Florida, Trustee; **Guy M. Spinello, RL**, I Spinello Locksmiths, Rockford, Illinois, North Central Director; **Greg Parks, CRL**, Accurate Security Pros, San Diego, California, Southwest Director

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Renew your ALOA membership today—and save.

To continue benefiting from your ALOA membership, you must renew. And if you're like many members, the economy continues to be a concern. But you can keep your membership dues low. Check out these three options to managing your dues rates:

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Don't miss this opportunity to take advantage of savings programs. If you haven't received your 2010 membership dues renewal notice, contact membership@aloa.org

Call To Action

Help the Florida West Coast Locksmith Association keep its lobbyist working for locksmith licensing.

By Steve S. Wyman, CPL

Picture this: During the early 1900s, The Great Illusionist performed with much success, freeing himself from jails, handcuffs, chains and straitjackets—often while hanging from a rope in front of street audiences. Because of dwindling crowds, however, he put his handcuff act behind him and began escaping from a locked, water-filled milk can. The possibility of failure and death thrilled his onlookers.

To expand on his escape act—and grow audiences—The Great Illusionist also invited the public to devise contraptions to hold him, include nailed packing crates that were sometimes lowered into water. Just as he was about to begin yet another challenge at New York's Hippodrome Theater, he turned to the crowd and shouted, "Who believes I can escape unharmed from this box?"

Every hand in the crowd went up, and Harry pointed at one man.

"Do you believe that I can do it?" he asked.

"Yes, I believe you can," the man said.

"Are you certain?" The Great Illusionist questioned. Once again, the man said yes.

"Absolutely certain?"

"Yes, Absolutely certain," the man confirmed.

"Thank you," said The Great Illusionist. "Then sir, get into the box."

What would you do if faced with such a choice? No matter how certain we are of a positive outcome, fear can become such a paralyzing factor that we take no action at all.

While this story is fictitious, the parable illustrates how to motivate people into action. Currently, the Florida legislature is considering a bill to license locksmiths. While it may seem scary to turn over even a small portion of control in your business to someone else, it must be done for the benefit of the industry.

Because we have sat idle, our profession has been invaded by dishonest, uneducated individuals who call themselves "locksmiths." To protect our industry from scammers, we must allow the state of Florida to have the ability to separate the good from the bad—and licensing is the way to accomplish this.

The Florida West Coast Locksmiths Association has taken a firm stance on the licensing issue, believing that passage of this bill will vastly improve the professional image of locksmiths across the state. A professional lobbyist has been hired to solicit representatives in Tallahassee. However, FWCLA does not have the funds to keep her on retainer and will be forced to release her in April—just when she is needed most.

To show your support in this worthwhile effort, donate securely online at: www.aloa.org/store. If this is your first visit to the ALOA Store you must set up a username and password different from what you use to enter the members only section of the ALOA website. After you enter the ALOA Store (make sure you read the instructions on that first page), click on "Legislative Funds" and then scroll down to "Contribution to the Florida Legislative Fund" and contribute at four different levels. If you would like to contribute more that $1,000, change the quantity in your basket before checkout.

Together, we can make sure our industry is professional, promoted and protected. No magic tricks required.

Steve S. Wyman, CPL, is director of Florida West Coast Locksmith Association.

See Your Chapter In Print

What's happening in your chapter or affiliate?

From tradeshows and education seminars to networking events or special recognition, Keynotes wants to know about it.

Contact editor@aloa.org to submit your chapter and affiliate news—and see yourself in print.

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For more information, go to www.toshibasecurity.com.

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For more information, go to www.kwikset.com

POWER UP

Inject power where you need it with the NetWay1 from Altronix Corporation. This single port midspan PoE compliant power injector provides 15.4W max power and passes data over an ethernet (CAT5) cable for PoE compliant devices located within 328 feet. It features short-circuit protection, port status LED and PoE manual shutdown. Its range can be extended to 656 feet through NetWayXT repeater module, and multiple repeaters can net 1,968 feet. Non-PoE compliant fixed IP cameras can be supported by NetWay1 through the NetWay1512 adapter.

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For more information, go to www.altronix.com.

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Our industry has seen a sudden influx of con artists posing as locksmith professionals. The deceit has to stop. And you can help. With **FindALocksmith.com**.

When you list your company on this robust online search engine (a Free ALOA member benefit), consumers will:

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FindALocksmith.com™

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Provide Safety. Security. Peace Of Mind.

To get started, contact **membership@aloa.org** or **800.532.2562**.

MARCH 2010	
4-7	Hans Johnsen Company Security Hardware Tradeshow and Educational Conference Dallas, Texas www.hjc.com
5	**ALOA Special Membership Meeting** **Dallas, Texas** **www.aloa.org** **Members are encouraged to attend.** **RSVP to Joanne@aloa.org**
6	Ozark Professional Locksmith Association – Hands-On Basic Level Access Control Class Springfield, Missouri www.ozarklocksmiths.org
10-13	Clark Security Products Midwest Regional Security Expo and Educational Conference Northbrook, Illinois www.clarksecurity.com
11-13	IML Expo Los Angeles, California www.imlss.com
16-21	2010 Texas Locksmith Association Security Expo Plano, Texas www.texaslocksmiths.org
18-20	2010 IDN Hardware Sales, Inc. Tradeshow and Security Conference Novi, Michigan www.idnhardware.com
23-26	ISC West Las Vegas, Nevada www.iscwest.com

APRIL 2010	
9-11	**ALOA Spring Board Meeting** **Roanoke, Virginia** **www.aloa.org** **Members are encouraged to attend.** **RSVP to Joanne@aloa.org**
14-16	ISC Brazil Sao Paulo, Brazil www.isc.com
18-21	ASIS International – 9th European Security Conference Lisbon, Portugal www.asisonline.org
19-24	**SAFETECH 2010 Convention & Tradeshow** **San Diego, California** **www.savta.org**

MAY 2010	
12-15	Clark Security Products Eastern Regional Security Expo and Educational Conference Florence, Indiana www.clarksecurity.com

JUNE 2010	
10-12	Clark Security Products Northwest Regional Security Expo and Educational Conference Burlingame, California www.clarksecurity.com
23-25	IML Expo Denver, Colorado www.imlss.com

AUGUST 2010	
1-8	**54th Annual ALOA Convention & Security Expo** **Orlando, Florida** **www.aloa.org/convention**
18-20	IML Expo Salt Lake City, Utah www.imlss.com

SEPTEMBER 2010	
14-23	DHI 35th Annual Conference & Exposition Chicago, Illinois www.dhi.org
23-26	Greater Philadelphia Locksmith Association 2010 Convention & Tradeshow Philadelphia, Pennsylvania www.gpla.org

OCTOBER 2010	
5-9	Clark Security Products Southwest Regional Security Expo and Educational Conference Anaheim, California www.clarksecurity.com
12-14	56th Annual ASIS Seminar and Exhibits Dallas, Texas www.asisonline.org/asis2010
20-24	Yankee Security Conference & Tradeshow Sturbridge, Massachusetts www.yankeesecurity.org

NOVEMBER 2010	
3-4	ISC East New York, New York www.isceast.com
9-11	IML Expo Las Vegas, Nevada www.imlss.com

UPCOMING ACE CLASSES

JANUARY 23
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Nebraska Locksmith Association
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safeman@cox.net
www.nebraska-locksmith.com

FEBRUARY 1 - 6
DALLAS, TEXAS
Six-Day Basic Locksmithing Course
ALOA Training Center
ALOA Education
800-532-2562 x104
education@aloa.org
www.aloa.org/education

FEBRUARY 20 - 21
MONTGOMERY, ALABAMA
Comprehensive Access Control
w/L-40 PRP
Alabama Locksmiths Association
205-338-1150
locksmithala@gmail.com
www.locksmithala.org

FEBRUARY 20
LAVONIA, MICHIGAN
Professional Impressioning Techniques
Locksmiths Security Association of
Michigan
Marc A. Dearing, CRL
810-603-4100
marcdearing@marxlocksmith.com
www.isamichigan.com

MARCH 10 - 13
NORTHBROOK, ILLINOIS
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Defense Against Methods of Entry I & II
Automotive Key Generation
Electronic Safe Lock Servicing
Clark Security Products
Stephanie Parrott
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stephanie.parrott@clarksecurity.com
www.clarksecurity.com

MARCH 16 - 21
PLANO, TEXAS
Basic Electricity
Defense Against Methods of
Entry I & II
CCTV
Texas Locksmiths Association
Rick Milliorn, CRL, CPS
915-821-3212
rick@hasslefreelocksmith.com
www.texaslocksmiths.org

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Alabama Locksmiths Association
205-338-1150
locksmithala@gmail.com
www.locksmithala.org

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Six-Day Basic Locksmithing Course
Hagerstown Community College
Cynthia Hull
301-790-2800 x520
hullc@hagerstowncc.edu
www.hagerstowncc.edu

APRIL 19-24
SAN DIEGO, CALIFORNIA
2010 SAFETECH Convention
ALOA Education
800-532-2562 x104
education@aloa.org
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APRIL 24
GRAND ISLAND, NEBRASKA
Tubular Key Lock Cylinder Servicing
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stephanie.parrott@clarksecurity.com
www.clarksecurity.com

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Locksmiths Security Association
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PRP SCHEDULE

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ALOA Training Center/HJC Tradeshow
Kerry Eppler
800-532-2562 x101
kerry@aloa.org
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MARCH 13
NORTHBROOK, ILLINOIS
Clark Security Products
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859-425-3325
stephanie.parrot@clarksecurity.com
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MARCH 21
NOVI, MICHIGAN
International Distribution Network
Hardware Sales, Inc.
Bonnie Weston
734-293-0061
www.idhardware.com

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MT. JULIET, TENNESSEE
Tennessee Organization of Locksmiths
Jim Wiedman, CML
615-533-5672
wiedster@tds.net
www.tnlocksmiths.org

MARCH 21
PLANO, TEXAS
Texas Locksmiths Association
John Arnold, CML
972-245-9583
arnold61@usa.net
www.texaslocksmiths.org

APRIL 10
SECAUCUS, NEW JERSEY
The Master Locksmiths Association of
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Ken Vitty, CPL, CFL
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kvitfs@aol.com
www.mlanj.org

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A SECURE FUTURE?
It's A Lock.

For 24 years the **ALOA Scholarship Foundation** (ASF) has been dedicated to one mission: securing the future of the locksmith/security industry. By providing scholarships and financial assistance to current and aspiring locksmiths/security technicians, ASF works to ensure our industry is powered by motivated, educated trade professionals.

GIVE: ASF is funded through convention fundraisers, charity golf tournaments, individual and business donations and new this year, an online auction, which will feature collectibles, products and equipment. Auction donations, as well as financial contributions are now being accepted.

RECEIVE: Over the years, ASF has awarded over 300 scholarships to industry professionals seeking to advance their careers through continuing education opportunities.

INFORMATION AND APPLICATIONS ARE AVAILABLE AT

www.securityscholarship.org

Submit completed forms to scholarship@aloa.org.

Access Granted

Through the Automotive Security Professional Registry, locksmiths and technicians have access to the information they need while maintaining data security.

By Lisa Horn, CAS

The iconic saying "knowledge is power" has never been more true than in today's hyper-charged automotive repair and service world. Automotive service professionals face numerous challenges, from rapidly advancing and changing technologies to gaining access to sensitive security information. Additionally, the proliferation of vehicle makes and models, combined with the advanced comfort, convenience, communications and security technologies they employ, exacerbate the situation.

How can repair technicians and service managers be more competitive? Through immediate access to accurate tools, equipment and service information. But the solutions provided can only be as good as the information available.

FINDING ACCURATE INFORMATION

The National Automotive Service Task Force (NASTF) works through its network of vehicle and parts manufacturers and suppliers, tool and equipment makers, trainers and service providers from both the original equipment and aftermarket to identify and resolve gaps in service information, diagnostic tools and equipment. Now automotive service professionals can report these gaps to NASTF, gain access to the information they need to resolve their problems and improve the process for others.

Currently, NASTF offers four major information matrices that are updated regularly as new information and resources become available—either by Original Equipment Manufacturers (OEM) or service professionals who report gaps in the information:

- **SERVICE INFORMATION MATRIX**
  Identifies sources for accessing service and/or reprogramming information directly from each OEM

- **TOOLS MATRIX**
  Shows equipment information availability for each OEM: a general scan tool status summary, general reprogramming status summary, as well as access to a J2534 Programming chart summarizing OEM participation

- **TRAINING MATRIX**
  Lists information about availability and format of OEM training

- **COLLISION MATRIX**
  Identifies sources of available OEM collision repair information, including measurement and dimensions, sectioning points and nonmetallic components

GAINING ACCESS

NASTF has created two tools to assist locksmiths providing automotive services obtain access to the information they

"Through Secure Data Release Model (SDRM), automakers can give pre-approved locksmiths and technicians 24/7 access to sensitive vehicle security information."

need: the Secure Data Release Model (SRDM) and related Automotive Security Professional Registry.

Through SDRM, automakers can give pre-approved locksmiths and technicians 24/7 access to sensitive vehicle security information—such as key codes, PIN numbers and immobilizer reset information—while protecting the safety and security of consumers and the integrity of automobile security systems.

Until the development of SDRM, aftermarket service providers were unable to provide some services that require the use of security-related information. In some instances, information and/or special tools required to perform certain repairs, such as immobilizer reset functions, were protected by automaker security policies. The need for these types of repairs has increased in recent years due to proliferation of advanced security technology on large populations of mid-priced vehicles.

While technical information is currently available by subscription via the web, security-related information is blocked from most parties—except dealership personnel—because there is no way to verify the security credentials of the requestor.

Through SDRM, however, a Registry of automotive service as well as security professionals who have cleared a background check process has been created so they can gain access to security-related information through their automaker website subscriptions. These security-related transactions are validated against the Registry and are only fulfilled if the requestor's security credential is in good standing.

Historically, it is customary for access to security-related service information, tools and components to be limited to the aftermarket. **(cont'd on p. 41 Automotive)**

Lisa Horn, CAS, is editor of Keynotes.

Editor's Note: For complete information on how to register in the Automotive Security Professional Registry, go to aloa.org/NASTFSDRMDocs

COOPERATIVE COLLABORATION

Building the comprehensive Secure Data Release Model with its Automotive Security Professional Registry was a joint effort.

Building and hosting a Secure Data Release Model (SDRM) with an Automotive Security Professional Registry is a daunting task. To make it happen, the following four parties joined together:

• NATIONAL AUTOMOTIVE SERVICE TASK FORCE (NASTF)

Through leadership from the NASTF Vehicle Security Committee (VSC), NASTF is responsible for bringing the parties together to identify and prioritize security information gaps and to help the industry build and modify the systems necessary to close the gaps. The NASTF VSC has a standing Security Review Committee to manage disputes regarding enrollment in the Registry and access to security-related service information.

• AUTOMAKERS

Automakers are responsible for hosting service information websites and/or call centers that serve as the portal to security-related service information. A complete list of automaker websites is available on the NASTF website at the OEM Service Websites link.

• ASSOCIATED LOCKSMITHS OF AMERICA (ALOA) AND AUTOMOTIVE SERVICE ASSOCIATION (ASA)

ALOA and ASA are responsible for host and administer the Registry website and database. These two aftermarket service trade associations fund development and maintenance of the Registry and administer the application and background check process, support and administration functions.

• THE NATIONAL INSURANCE CRIME BUREAU (NCIB)

NICB, which protects consumers and automakers while also representing the insurance and law enforcement communities, is responsible for maintaining transaction logs for all security-related information and providing forensic evidence to law enforcement. ■

Clear messaging and eye-catching design were just some of the reasons why The Key Guys were selected as having the Best Van In The World 2009.

Best Van In The World 2009: The Key Guys

Bryan Nystrom explains how The Key Guys invested in tools, technology and a professional image to bring the art of locksmithing to today's consumer.

By William J. Smith, RL

"My motto is, Locksmithing is driven by technology,' and I couldn't succeed without the technology I have."

Youthful curiosity. That's what Bryan Nystrom, co-owner and founder of Minneapolis, Minnesota-based The Key Guys, says attracted him to the challenge of unlocking cars and, ultimately, the art of locksmithing—a career he now loves and to which he has devoted most of his life.

He learned about the traditional locksmithing trade from his father who ran a tow truck business and, as a result, he willingly used this skill to help out those in need without ever really knowing what the road ahead might bring.

In 1984, Nystrom launched his business, but it wasn't until he finished college that he realized that there was more to the art of locksmithing than just unlocking cars. After several name changes to the business, Nystrom got serious about building a career as a locksmith in order to take advantage of the wealth of potential the industry had to offer.

In 2004, he established a partnership with Tim Donovan and they officially named their joint venture The Key Guys. They joined ALOA in 2006 and began taking advantage of the benefits offered—and business grew. Today, the hobby Nystrom once defined as "cool" as a teenager unlocking cars has evolved into a successful lifetime career.

WS: What are some of the highlights and features of ALOA's Best Van of 2009?

BN: From the very beginning, my focus was to design the type of van I needed to support my business. Because of the

The interior of The Key Guys van is outfitted with custom-painted aluminum toolboxes, computerized machines, high-security code cutters and duplicators with the support of an inverter.

Minnesota weather, I special ordered rear heat on the floor. I designed everything from the special interior partition that allows me to move from the front to the back of the vehicle to the custom-painted aluminum toolboxes. I also added computerized machines, high-security code cutters and duplicators with the support of an inverter. The final phase was the vehicle wrap that defines who we are.

WS: It sounds like you have embraced technological advances in today's security market and incorporated them into your business.

BN: My motto is, "Locksmithing is driven by technology," and I couldn't succeed without the technology I have. The good ole days of locksmithing with cutters, vice grips and lubricants are over. If it saves me time and makes me money, then I invest in it.

WS: There is certainly more to your van than what meets the eye. Why was it essential for you to build a custom vehicle?

BN: In business, I believe you grow as big as your environment. I started out in a small van and knew it was time for a change. I thought about the needs of my customer first and then what was required long-term for future growth. There was nothing ready-made on the market to satisfy my needs, so custom was the only way to go.

WS: What did you hope to accomplish by taking such a drastic step to elevate the visibility of your business?

BN: My goal was to bring a certain look and level of professionalism to my business. I've been in locksmithing since 1986, and I have realized through the years how important it is to portray myself as a professional. Pictures best describe what I do, so that's why the vehicle wrap makes such an impact—and it's what people remember.

WS: You mention the importance of professionalism in your business. How do you demonstrate your level of professionalism in the service you provide to customers?

BN: I separate myself from competitors by my image and service. My marketing plan involves every aspect of the business: from creating a uniformed look for staff and ensuring vans are well stocked daily to keeping everything clean and well organized so nothing interferes with the job or customer experience.

WS: In addition to bringing superior professionalism to your work, what else would you recommend to someone who is starting a career in locksmithing?

BN: You must be more than a locksmith. You can't have just one aspect to your business and expect to succeed. You must be business-minded, with a strong sense of marketing as well as organization. And you must have the correct tools and technology to get the job done in order to compete and be successful.

WS: You have certainly made an investment in both the mechanical tools as well as the business tools. How has this investment impacted your business so far?

BN: The van has been on the road for about a year now, and I receive calls daily requesting our service. I'm already outgrowing this vehicle—even including the two smaller ones I operate. I plan to add another vehicle just like this one to the fleet next year and another the following year. ■

"Pictures best describe what I do, so that's why the vehicle wrap makes such an impact—and it's what people remember."

Bryan Nystrom, co-owner and founder of The Key Guys, accepts the Best Van In The World 2009 award from William J. Smith, RL, north central director of ALOA.

Get Connected

Follow these seven easy steps to create your LinkedIn profile, a powerful—and free—marketing tool you should be using right now.

By Lisa Horn, CAS

LinkedIn—the highly popular interconnected network of experienced professionals that allows you to find, be introduced to, and collaborate with qualified professionals you need to know to accomplish your goals. In today's global connected economy, your professional success as well as your company's competitiveness depends upon faster access to insight and resources you can trust—both of which can be found through a properly constructed LinkedIn network.

At press time, there are 1,676 domestic listings and 2,045 worldwide LinkedIn profiles that include "locksmith" as a keyword. Based on the numbers of locksmith professionals in existence, LinkedIn is clearly underutilized in our market. And you can turn this into your advantage.

With any transaction, the more information available, the easier it is to make a decision. LinkedIn allows parties on both sides of the buying/selling process to exchange information in an acceptable format that isn't possible in any other way. Think about it from your customer's point of view. What's a better scenario: selecting a locksmith blindly from a listing with no details about skills or credentials, or selecting a professional based upon qualifications, experiences and recommendations make from fellow LinkedIn contacts. The answer is clear.

Your LinkedIn profile is a powerful tool. It's your personal web page and online advertisement. While your profile showcases your employment and educational history, it is different from a traditional resume because it allows you to tell others what you want to do moving forward based on your past experience. Most important, however, LinkedIn allows you to be found. And in today's competitive business environment, this is key.

The LinkedIn site is designed to be intuitive, so setting up your profile is easy. Just follow these seven steps and you'll be up and running in no time.

1. SET UP YOUR NAME, LOCATION AND INDUSTRY

Sounds simple enough, and it is. While some try to be clever and add websites or other text to the name field to entice invites or rank higher in searches, keep in mind that LinkedIn searches look for exact matches. Type accordingly.

2. CRAFT AN EYE-CATCHING HEADLINE

The headline area—a brief blurb that indicates what you do—is of utmost importance. It's what viewers see in addition to your name, company and title when doing a search. If they like your headline, chances are they'll click through to look at more. Take advantage of this prime real estate by making the most of these 110 characters (letters, punctuation and spaces included). Need some ideas? Look at how other locksmiths position themselves and make your headline even better.

3. ANSWER 'WHAT ARE YOU WORKING ON?'

You may think your everyday tasks are mundane. But to your customers, these jobs may be something they need. Completing the "What are you working on" field gives you an opportunity to catch their attention and remind them what products and services you provide—and why they should choose your business over the competition. So whether you are consulting with a business owner about how to make their office more secure or attending an ALOA education course, let people know. Keep it brief—you only have 140 with which to characters to work. And make sure you change it regularly. Nothing looks worse that a post from a month ago that leaves your profile visitors wondering if you have done anything since then.

"Your LinkedIn profile is a powerful tool. It's your personal web page and online advertisement. Most important, however, LinkedIn allows you to be found. And in today's competitive business environment, this is key."

4. COMPLETE YOUR SUMMARY

Other than the headline, the summary section is the single most important aspect of your profile, so give it the attention it deserves. Don't be tempted to cut and paste your resume into this area. LinkedIn looks forward, and you have 2,000 characters to tell your story.

If you're the business owner, talk about your role as "chief" and what separates you from the pack. Also include details about your products and services as well as how you got to this point in your career. If you are an employee, give brief details about the company for whom you work, its customers, and products and services.

Next, conclude your background as it relates not only to today but also to the future. What have you done that matters right now? Wrap up with something personal yet appropriate—what inspires you or what you like to do when you're not working—to give viewers a sense of the complete you.

5. PAY ATTENTION TO SPECIALTIES

At the end of the summary section, there is a place to list your specialties. Think of these as keywords others will use to find you. They can be general, such as locksmithing or security, as well as specific, such as deadbolt repair or closed-circuit TV. Use commas or semi-colons to separate your keywords so you are listed when they are searched.

6. ADD YOUR EXPERIENCE AND EDUCATION

This section is straightforward in terms of adding your current and past employers as well as your educational background. However, you have control over how the details in each section are positioned. Include a brief description about the company and your role, details relating to what you do today and anything special that you did or that happened while you were there.

7. ADD ADDITIONAL INFORMATION

The additional information section allows you to add your website(s), interests (business and personal), groups to which you belong, honors and awards, and how you prefer to be contacted.

Once you complete your profile, the next steps are building your network, recommending others and joining groups such as ALOA's LinkedIn group. We'll look at these in more detail next month.

Lisa Horn, CAS, is editor of Keynotes.

View her profile at www.linkedin.com/in/lisakhorn

Step by Step

Avoiding Key Interchange, Part 2: Single-Step vs. Two-Step Progression

By Ralph J. Forrest-Ball, CML, MS

In last month's article, "Opening The (Unintentional) Door. Avoiding Key Interchange, Part 1: How Constants Affect Master Key Systems," key interchange was defined as that "undesirable condition, usually in a master key system, whereby a key unintentionally operates a lock." Its two main causes—incidental master keys and key manipulation—can be minimized by ensuring the locks are operating properly and using as few master pins per lock as possible when master keying the locks. But there is another technique to reduce risk of key interchange in the absence of a secondary locking mechanism: the two-step progression.

Understanding Two-Step Progression

If you pull back slightly on the key, it's possible that a Schlage lock combinated 45623 might be operated by a key bitted 56734—a classic example of key interchange by key manipulation.

Unfortunately, the possibilities multiply when locks are master keyed. Consider a master key system with Kwikset locks where the Top Master Key (TMK) is 34572, using Total Position Progression. The first change key bitting is 45613. The first lock's pinning chart shows there are 32 keys that could operate this lock: the TMK, the change key itself and 30 incidental master keys. Thus, there are 32 opportunities for key manipulation by random outside keys. Even worse, one of these opportunities could manifest itself very quickly in the progression, as illustrated in the bitting list.

Top: 11161
Bottom: 34512

This lock operated by 32 keys:

34512	34513	**34572**	34573
34612	34613	34672	34673
35512	35513	35572	35573
35612	35613	35672	35673
44512	44513	44572	44573
44612	44613	44672	44673
45512	45513	45572	45573
45612	**45613**	45672	45673

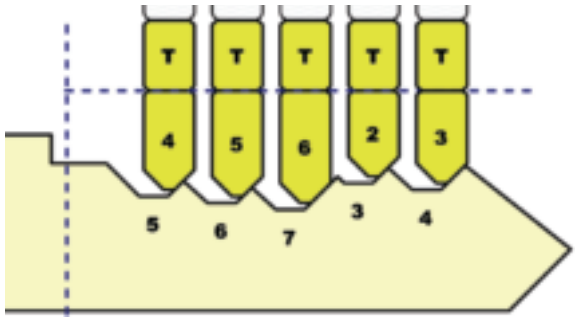


Illustration 1: 45623 lock operated by 56734 key

In this system, the 5AA key is .023" deeper in every position than 34512, which is one of the incidental master keys for the 1AA lock. It is likely that the 5AA key will operate the 1AA lock by key manipulation.

One solution to this problem is to use more constants and fewer progressives. Another would be to switch from single-step progression to two-step progression. While the problem still exists, the size of the gap would double from .023" to .046", thus reducing the risk.

TMK	34572	45613 1AA
	45613	45614 2AA
	56724	45615 3AA
	67135	45616x
	71246	45617x
	12357	45623 4AA
	23461	45623 5AA
SOP	EDCBA	

Identifying Parity Patterns

Anytime a lock is combinated, it is possible that another lock in a nearby building uses the exact same key. When locks are master keyed, however, there is an even greater chance that a key from a nearby building might be one of the incidental master keys in your system. When it comes to key interchange from random outside keys, two-step progression has a major advantage over single-step progression: parity patterns.

Imagine closing your eyes and then trying to walk through a forest. It wouldn't take long before you'd bump into a tree. Contrast this with walking through an orchard with your eyes closed. All the trees are in straight rows, so it is very possible to walk across the entire orchard without hitting a single tree.

In a two-step master key system, all the keys have the same parity pattern

"There is another technique to reduce risk of key interchange in the absence of a secondary locking mechanism: the two-step progression."

as the top master key—including the incidental master keys. For example, the master key 34512 has the parity pattern Odd-Even-Odd-Odd-Even (OEOOE), and so will all the other keys in this system. Even in a complicated system with thousands of doors and locks, a random key from outside the system has a one in 32 chance of having the parity pattern OEOOE. However, 96.875 percent of random five-pin keys will have a different parity pattern, hence no chance of key interchange without manipulation.

Additionally, parity patterns offer a major advantage for avoiding key interchange between two master key systems. If the systems have different parity patterns, key manipulation is the only interchange that could occur. In the case of six-pin locks, there are 64 parity patterns, so theoretically there could be up to 64 different systems using the same keyway with no interchange between them.

Parity patterns also help avoid key interchange within the system due to manipulation. In a single-step system, there can be keys that differ from each other by only one depth in one position. In a two-step system, however, all keys differ by at least two depths in at least one position, thus decreasing the risk of key manipulation within the system

Working The Process

Typically, the normal approach is to use two-step progression with locks whose depth increment is less than .023" (e.g. Schlage) with single-step progression used for locks whose depth increment is .023" or more (e.g. Kwikset). However, I recommend using a two-step system whenever possible, even if the lock parameters allow for a single-step system.

Specifically, I recommend using the two-step progression with Kwikset locks if the system is small enough. Although fewer change keys are available when using the two-step progression with Kwikset, the decision is entirely reversible. If you find there aren't enough change keys after beginning the two-step progression with Kwikset, you can switch to single-step progression and use the bittings that were skipped.

Here's an example. An office building has Kwikset five-pin locks. With 34512 as the master key AA, hold the first three positions constant and progress the remaining two. Kwikset allows depths 1 to 7 in master key systems and the MACS is 4. The key bitting array and progression list will look like this if the two-step

TMK	34512			
	34	34534	34554	34574
	56	34536	34556	34576
	7			
SOP	BA			

TMK	34512						
	23	34523	34533	34543	34553	34563	34573
	34	34524	**34534**	34544	**34554**	34564	**34574**
	45	34525	34535	34545	34555	34565	34575
	56	34526	**34536**	34546	**34556**	34566	**34576**
	67	34527x	34537	34547	34557	34567	34577
	71	34521	34531	34541	34551	34561x	34571x
SOP	BA						

"When it comes to key interchange from random outside keys, two-step progression has a major advantage over single-step: parity patterns.

progression is used:

This results in six change keys, enough if there are only a few offices. If this isn't sufficient, however, the standard procedure uses single-step progression, in which case the key bitting array and the bitting list look like this:

Now there are 36 bittings (three with MACS violations, marked with an x). The six from the two-step progression still exist, shown in boldface. The bittings in italics have a cut that is one depth away from the master and thus require a #1 master pin. These should be used last. If there are three offices, start with the two-step progression and have all the advantages of parity patterns. Then if future expansion is required, it is possible to switch to single-step progression without having to start over.

Using The Matrix

This example can also be viewed in matrix format. While standard practice with the matrix format is not to show the rows and columns that contain the master key, they have been included here so you can see the whole picture:

•**White Square:** Master key labeled "M"

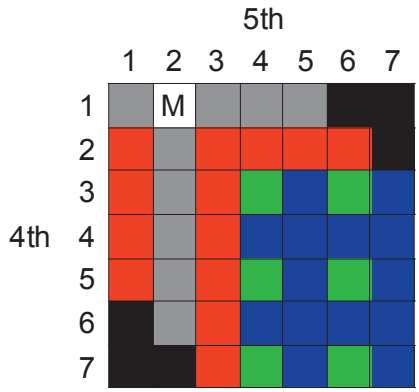
• **Green Squares:** Change keys that follow the two-step parity pattern (in boldface in previous progression list); use these first Blue Squares: Perfectly good change keys when using single step progression; use only after green squares have been exhausted

•**Black Squares:** Bittings with MACS violations

•**Grey Squares:** Incidental master keys that share one cut with the master key; not for use in a two-level system

•**Red Squares:** Change keys requiring a #1 master pin in the pinning chart

If using the rotating constant method, there are several matrices, each one with green, blue and red squares. In this example, there are up to 10 matrices with a grand of 42 green squares available before needing the 79 blue squares or the 139 red squares.



If this multicolored chart seems confusing, don't worry. In reality, making a chart like this isn't necessary. Instead, write the two-step KBA and use those bittings first. If it's necessary to expand, then go back and write a single step KBA, taking note of the bittings already in use. Notice which bittings are only one depth away from the master key and use those last. If only the two-step bittings are used, there is a much lower risk of key interchange. If the single step bittings must eventually be used, the risk of key interchange will go up, but it's better to postpone the increased risk for as long as possible. ■

Coming Next Month:
Avoiding Key Interchange, Part 3: Shoe Box Master Keying and Why It Shouldn't Be Used

Ralph J. Forrest-Ball, CML, MS, is owner of Eugene, Oregon-based Emerland City Locksmith. An ALOA member since 1997, he has a master's degree in mathematics from Auburn University.

Making The Call

Effective dispatching through asking the right questions, hiring the right staff and implementing right technology dramatically improve your bottom line.

By Tom Demont, CML, AHC, CFL, CMIL

What is one of the most important jobs in a service company? Dispatching. Depending on company size, the role of dispatcher may be filled by the counter staff, bookkeeper, material clerk, answering service or you, the owner. Regardless of who does the dispatching, collecting all of the information needed for the technician to drive to the address and complete the call is top priority.

ASKING THE RIGHT QUESTIONS

Taking a good service call is essential to how much work can be done each day. Asking the right questions helps the dispatched locksmith determine what must be done while driving to the job.

Getting complete information keeps the dispatched locksmith from wasting time asking the dispatcher questions that should have been initially addressed with the caller. If the locksmith is tied up asking routine questions typically handled by the dispatcher, your billable hours—and overall profitability—are impacted.

While each call is unique depending on the caller's situation, there are similarities between jobs in an automotive lockout or deadbolt installation, for example. For a checklist of questions dispatchers should ask based on the type of job required, turn to page 31.

Larger companies may use sophisticated dispatch software that prompts the dispatcher for important information and can estimate a quote of the job based on the information received. The software may also prompt the dispatcher to ask how payment is to be made if the customer doesn't have an open account with your company.

Keep in mind that safe moving, alarm service and/or CCTV requests require that an estimator visit the site. Giving estimates over the phone is problematic for these areas, so don't do it. While giving an estimate should be complimentary, you should charge for removing safes—even when the owner is giving you the safe for free for removing it from the property.

Whether you are a one-locksmith shop using a manual format or a larger shop with 20 locksmiths that uses sophisticated dispatching software, it is essential that all calls are traceable to completion. Following a disciplined call taking process makes the difference in keeping or loosing the job—and the customer.

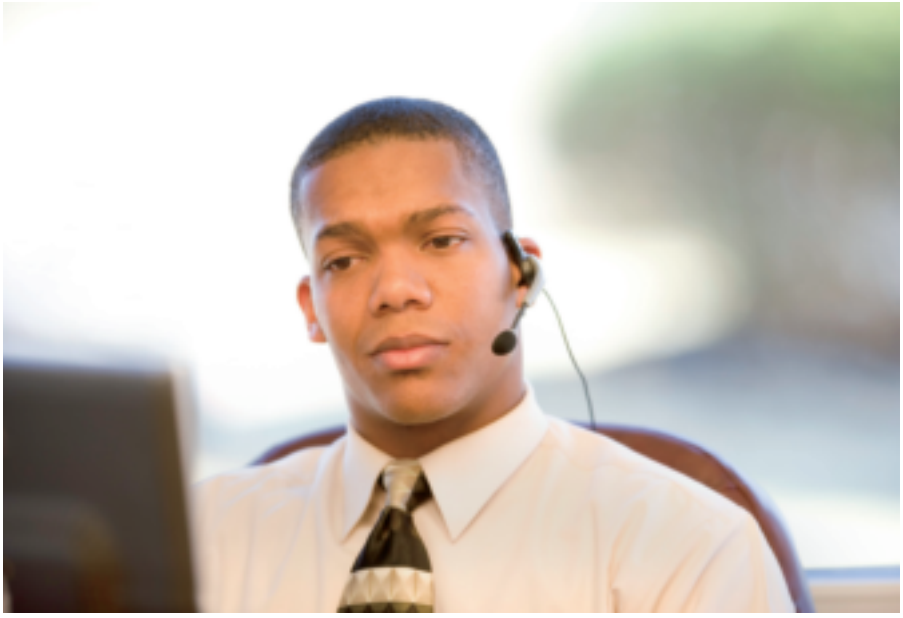
SELECTING THE RIGHT DISPATCHER

There is philosophy that ex-technicians are the most effective dispatchers because they can better assess the situation and dispatch the correct truck to solve the problem. While this may be true in many instances, it isn't possible or economical for you as an owner to take every call. This is where the dedicated dispatcher comes in.

Throughout the years, I've employed many different dispatchers. I found that, in general, women make better dispatchers then men. I'm not trying to be sexist in this statement, but in my experience, a caller automatically assumes that a male dispatcher is a locksmith and immediately asks him to diagnose the problem. In most cases, a male dispatcher will not remember to ask all of the pertinent questions because he begins to associate with the caller, getting caught up in the emergency aspect of the situation. And for those businesses using a manual system, unfortunately, the typical man's penmanship is so hard to read that a degree in breaking cryptic codes would be necessary.

But this belief isn't just theory. I put it to the test. After my bookkeeper picked up the phone that fateful day and took a service call, I was impressed with not only

"By properly harnessing the power of technological systems, account receivables went from payment received in six weeks to two weeks."



"If the locksmith is tied up asking routine questions typically handled by the dispatcher, your billable hours—and overall profitability—are impacted."

being able to read it but also the amount of information that was written down. It was astonishing! I ran an experiment and, with a little training, my bookkeepers began taking service calls faster and better then the men that were doing it for a living. When I removed the direct phone lines from my 12 retail stores and went to a centralized dispatching system, I began hiring women and ended up with three female phone operators and one female head dispatcher.

IMPLEMENTING THE RIGHT SYSTEMS

Technology, when used correctly, can greatly improve productivity. At one time, my 30 service trucks answered an average of 150 calls per day. Because the company was built on the same-day service model, centralizing the dispatching system saved time and money because one location took all calls and dispatched jobs to available service vehicles. To aid in this process, I installed a mini main-frame computer to track all service calls, including the two-step billing process.

Each call slip was assigned a tracking number, which the technician used on the work order. When accounts receivable entered this tracking number, the entire invoice—with the estimate of work to be done—appears. The accounting clerk then enters any additional work and totals the invoice. By 11:30 am the following day, a clean, readable invoice is in route to the customer.

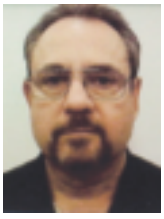
By properly harnessing the power of technological systems, account receivables went from payments received in six weeks to two weeks. Why such a dramatic difference? The accounting clerks could read the invoice to process it for payment without making numerous calls to technicians to verify what the work was requested and subsequently completed.

Additionally, misplaced call slips were eliminated. Once a tracking number is assigned, the job is logged in the computer until it is manually closed out. Weekly reports show all open jobs and the status of materials on order, allowing the job to easily be rescheduled.

ADDING IT UP

Simple changes can make your company more profitable. Effective dispatching through asking the right questions, hiring the right staff and implementing the right technology dramatically improve your bottom line—and your customer's satisfaction. ■

Coming Next Month:
Ninth in a Series
Bids And Proposals



Tom Demont, CML, AHC, CFL, CMIL, is a consultant for McMurray, Pennsylvania-based Technical Services, Inc. A 50-year locksmith veteran, he also actively teaches and helps companies worldwide achieve their goals.

SERVICE CALL CHECKLIST: ASK THE RIGHT QUESTIONS

Incomplete information gathering prior to the locksmith's arriving at the job site wastes time, diminishes professionalism and shrinks your bottom line. Help your dispatchers avoid these three strikes by arming them with the right questions to ask.

With the Service Call Checklist, dispatchers can gather all pertinent information so the technician arrives on location equipped and ready to go. Keep it by the phone as a guide, use it as a template to create your own paper or electronic service call information sheets or use it as a tool when shopping for dispatching software to ensure the software captures all data relevant to your way of conducting business.

SERVICE CALL CHECKLIST

AUTOMOTIVE LOCKOUT

- ❑ 1. Caller's full name
- ❑ 2. Contact phone number
- ❑ 3. Address where vehicle is located
- ❑ 4. Name of the closest cross street
- ❑ 5. Vehicle, year, make and color
- ❑ 6. License plate number
- ❑ 7. Name of the registered owner
- ❑ 8. Credit card number, expiration date and security code on back of card

SAFE LOCKOUT OR SERVICE

- ❑ 1. Caller's full name
- ❑ 2. Contact phone number
- ❑ 3. Address where safe is located
- ❑ 4. Name of the closest cross street
- ❑ 5. Name on safe
- ❑ 6. Name on safe dial
- ❑ 7. Safe serial number
- ❑ 8. Description of what's wrong with safe

DEADBOLT INSTALLATION

- ❑ 1. Caller's full name
- ❑ 2. Contact phone number
- ❑ 3. Address where deadbolts are to be installed
- ❑ 4. Name of the closest cross street
- ❑ 5. Number of doors needing deadbolts
- ❑ 6. Name on the key in knob latch (tongue)
- ❑ 7. Confirmation of any additional locks being rekeyed to match new deadbolts
- ❑ 8. Color of existing key in knob locks
- ❑ 9. Confirmation of metal or wood doors (be prepared for both, 2 3/8" or 2 ¾" BS)

REKEY SERVICE CALL

- ❑ 1. Caller's full name
- ❑ 2. Contact phone number
- ❑ 3. Address where locks are to be rekeyed
- ❑ 4. Name of the closest cross street
- ❑ 5. Number of cylinders needing rekeying (every place a key can currently be used)
- ❑ 6. Name on the key in knob latch (tongue)
- ❑ 7. Number of key cuts needed
- ❑ 8. Confirmation of number of locks currently using the same key

BASIC SERVICE CALL

- ❑ 1. Caller's full name
- ❑ 2. Contact phone number
- ❑ 3. Address where services is needed
- ❑ 4. Name of the closest cross street
- ❑ 5. Description of the problem
- ❑ 6. Name on the lock/door closer/safe

Strategic Move

By forming a legislative committee, locksmiths can join together to develop a successful lobbying strategy.

By Tim McMullen, JD, CAE

The First Amendment of the United States Constitution allows the people to "petition the government for a redress of grievances." In other words, we have the right to lobby.

Lobbying is an essential function because a bill doesn't make it through the legislature unless there are people behind it making sure it gets passed. At each state-level legislative session, thousands of bills are introduced. In 2009, more than 4,000 were introduced in California along. Since legislators do not have the time to read every bill in detail nor do they fully understand the inner workings of all the various industries, they rely on industry representatives to tell them about the bill's purpose, why it benefits the citizens and why there may be opposition to it.

Locksmiths must be involved in the bill process, not only from the beginning but also all the way through. Forming a locksmith legislative committee can be your grassroots lobbyist that works either independent of, or in conjunction with, a hired lobbyist.

> "Locksmiths must be involved in the bill process, not only from the beginning but also all the way through. Forming a locksmith legislative committee can be your grassroots lobbyist that works either independent of, or in conjunction with, a hired lobbyist."

Because of the timing and the short legislative process (usually three to four months), your locksmith legislative committee should select locksmiths in and around the state capitol to serve as a quick response team to lobby when issues arise. For example, it only takes a short amount of time for three locksmiths to contact 100 lower House members (33 legislators per locksmith) to distribute position papers and set up a call or meeting.

So your locksmith legislative committee is successful in its lobbying efforts, follow these four tips:

1. TARGET LEGISLATORS

The locksmith legislative committee should target locksmiths who reside in the legislators' district (city) to begin the lobbing process. This should especially

be done for all legislators who serve on the House or Senate Committee that will consider your bill. If the Legislative Committee members to which the bill has been referred do not pass the bill, it will die. Therefore, groups of locksmiths should network with these legislators and get other locksmiths to do the same.

2. DRAFT POSITION PAPERS

The Committee should develop position papers to support the passage of the bill. These materials should also include letters to the legislators you are targeting. ALOA's Legislative Department can be helpful in drafting these (see below). If you have retained a lobbyist, he or she should be preparing these materials as well.

3. IDENTIFY OPPOSITION GROUPS

The Committee should identify potential opposition groups and meet with them to resolve disputes. Accommodate opposition groups, if possible, through small changes in the bill. Network with law enforcement communities, fire chiefs and civic groups, using media "scammer news reports" (found at www.aloa.org/legislation) to support passage of the legislation.

4. MEET WITH REGULATORS

For this venture to be successful, it is imperative that the Committee, or a delegation of locksmiths, meet with the state officials that license and regulate our industry early in the legislative process. Consult closely with these officials. Develop arguments for them to support your legislation.

In meeting with these state officials, identify potential objections they could have regarding regulating locksmiths. Answer all objections with defined solutions. Fees (revenue to the state) are important in the discussions.

Remember, opposition by the state licensing agency during the legislative approval process could hurt your chances of the bill being favorably reported out of the Legislative Committee. Gain allies of these state officials, if possible. Consult with ALOA's Legislative Department to see how other state locksmiths dealt with their state agencies.

Also become familiar with the International Association of Security Industry Regulators (IASIR). This organization is comprised of the Department Regulators and the Board Administrators of a particular state. For more information on IASIR and its current membership, go to www.iasir.org.

The locksmith legislative committee is an important tool in lobbying for you at the Capitol. For the highest rate of success, use these committees in conjunction with a hired lobbyist who can gain access to the proper legislators. Both groups working in conjunction with the ALOA Legislative Department can make all the difference in getting locksmith licensing passed in your state.

For more information on the process, download Locksmiths Lobbying for Licensing at www.aloa.org/legislation. ■

To maximize efforts, each locksmith legislative committee should develop a strategy for every part of the legislative process:

- Encourage the House or Senate Committee(s) to pass the bill
- Encourage the House or Senate to pass the bill
- Encourage the Governor to sign the bill into law
- Secure support from the public

Tim McMullen, JD, CAE, is ALOA's legislative manager. Contact him at tim@aloa.org.

The following bills affect locksmith licensing. For the latest happenings in your state, go to www.aloa.org/legislation and click on "Weekly Legislative Report."

ALABAMA

Number: SB 23
Sponsor: Marsh

Abstract: Provides that a locksmith who has been licensed for 10 or more years as a locksmith, or who submits a notarized affidavit from another locksmith that he or she has 10 or more years of experience as a locksmith, shall be exempt from any continuing education requirements adopted by the board.

Status: Read for the first time and referred to the Senate committee on Business and Labor – January 12, 2010

FLORIDA

Number: HB 301
Sponsor: Anderson

Abstract: Creates Florida Locksmith Services Act; requires licensure of locksmith services businesses and locksmith referral services by DOACS; requires fingerprinting and background screening of owners and certain other persons affiliated with locksmith services business; disqualifies certain persons from performing locksmith services based upon background screening, etc.

Status: Referred to Agriculture & Natural Resources Policy (GGPC); Public Safety & Domestic Security Policy (CCJP); Full Appropriations Council on Education & Economic Development; General Government Policy Council – November 20, 2009

FLORIDA (CONTINUED)

Number: SB 658
Sponsor: Jones

Abstract: Creates Florida Locksmith Services Act; requires licensure of locksmith services businesses and locksmith referral services by DOACS; requires fingerprinting and background screening of owners and certain other persons affiliated with locksmith services business; disqualifies certain persons from performing locksmith services based upon background screening, etc.

Status: Referred to Commerce; Community Affairs; Governmental Oversight and Accountability; Criminal Justice; General Government Appropriations – December 17, 2009

GEORGIA

Number: HB 107
Sponsor: H. Geisinger

Abstract: Creates the State Board of Locksmiths; provides for the membership, duties and powers of such board; provides for fees; provides for the licensing and registration of locksmith contractors, locksmiths and apprentices; provides for qualifications for licensing and registration; provides for continuing education.

Status: Second Readers – January 26, 2009

Florida: Donate Now To Help Pass This Bill

The locksmith associations in Florida have retained permanent representation at the Capitol to make sure our bill gets passed. ALOA has assisted Florida locksmiths with a donation, but we need help from you in this worthwhile effort. You can donate securely online at: www.aloa.org/store.

If this is your first visit to the ALOA Store you must set up a username and password different from what you use to enter the members only section of the ALOA website.

After you enter the ALOA Store (make sure you read the instructions on that first page), click on "Legislative Funds" and then scroll down to "Contribution to the Florida Legislative Fund" and contribute at four different levels. If you would like to contribute more that $1,000, change the quantity in your basket before checkout.

Together, we can make sure our industry is professional, promoted and protected.

HAWAII

Number: HB 344
Sponsor: Chang

Abstract: Requires licensure for and regulation of locksmiths.

Status: Referred to Committees on Consumer Protection and Commerce, Judiciary, Finance – January 26, 2009

Number: HB 1349
Sponsor: Evans

Abstract: Authorizes the department of commerce and consumer affairs to conduct criminal history record checks on locksmiths who apply for business licenses with the department. Would only take effect if HB 344 passes.

Status: Referred to Committees on Consumer Protection and Commerce, Judiciary, Finance – January 30, 2009

MASSACHUSETTS

Number: SB 1538
Sponsor: Tisei

Abstract: Replaces the current law by updating sections, such as adding provisions for apprentices. It leaves the current electrician licensing system intact.

Status: Hearing Scheduled JTU – July 22, 2009 10 am A-1 – April 27, 2009

PENNSLYVANIA

Number: HB 1544
Sponsor: Boyle

Abstract: Act regulating electronic life safety and security systems contractors; establishes the State Board of Electronic Life Safety & Security Systems Contractors; provides for funds, licensure, disciplinary action, remedies, penalties and preemption. Definition of "security system" includes access control and CCTV.

Status: Introduced and referred to committee on House Professional Licensure – May 29, 2009

RHODE ISLAND

Number: HB 6085
Sponsor: Palumbo

Abstract: Adds locksmith services to the alarm licensing law.

Status: Committee recommended measure be held for further study – May 26, 2009

SOUTH CAROLINA

Number: HB 3956
Sponsor: G.R. Smith

SOUTH CAROLINA (CONTINUED)

Abstract: Would make it an offense to have lock-bumping tools with the intent to commit a crime. Exception for locksmiths that have such tools for their work.

Status: Referred to Committee on Labor, Commerce and Industry – April 23, 2009

TENNESSEE

Number: HB 2436
Sponsor: Hardaway

Abstract: Requires locksmiths to submit fee schedules to the Department of Commerce and Insurance, as well as display such schedules prominently in their places of business.

Status: Introduced – December 7, 2009

VERMONT

Number: HB 368
Sponsor: Scheuermann

Abstract: Alarm licensing bill that includes access control and CCTV. Requires NBFAA Level One training.

Status: Referred to the Committee on Government Operations – March 17, 2009

UNITED STATES

Number: HR 1939
Sponsor: Blaine

Abstract: Directs the Attorney General to establish a method to permit employers in the electronic life safety and security systems installation and monitoring industry to access criminal history records and other information to conduct background checks of prospective employees. Also includes access control and CCTV.

Status: Referred to the Subcommittee on Crime, Terrorism and Homeland Security. – May 26, 2009

ALOA

Scholarship Foundation

Who is ASF?

The ALOA Scholarship Fund was established in 1978 and overseen by the ALOA Scholarship Committee. This committee was comprised of members of the ALOA Board of Directors, with Stanley C. Haney, CPL serving as its first Chairman.

In 1993 the ALOA Scholarship Foundation, or ASF was incorporated as an independent, non-profit 501(c)(3), tax-exempt, educational corporation. The purpose of this foundation is to provide funding for locksmith educational programs and assistance to individuals who wish to pursue a career in locksmithing.

Is the ASF affiliated with the ALOA organization?

The ASF board operates independently from the ALOA board of directors, however progress reports are provided to the ALOA board as a courtesy, on fundraisers and scholarships awarded.

The ALOA board of directors elects the ASF board of directors based on recommendations from the ASF board. The ASF board elects their own officers and operates independently of the ALOA board.

Who may be board members?

The board may be anyone within the industry that is willing to volunteer time and resources to the betterment of the foundation. This may include but is not limited to professional locksmiths, manufacturers and distributor representatives/ employees.

How do you raise funding for the foundation?

The ASF Board holds fund raising events at conventions although this is beneficial it is not enough to sustain the cause.

In 2008 the ALOA Open Golf Tournament raised $13,000 for the foundation. We also depend on donations from manufacturers, distributors and locksmiths.

This year, we plan to launch an e-bay type of auction. We are requesting donations from manufacturers, distributors and locksmiths. The donations can be in the form of collectibles, products, equipment and anything that industry personnel would be interested in bidding on. Did I mention that donations are tax deductible!

What types of scholarships are awarded?

Assistance is not limited to the educational training and classes provided by ALOA however ALOA does have an impressive history in locksmith education.

The independent ASF board encourages locksmiths to apply for funding for industry related education that meets the educational criteria of the ASF Board. The independent ASF board encourages locksmiths to apply for funding for industry related education that meets the educational criteria of the ASF Board.

The number of scholarships that can be awarded is based on our available funds however, these could be a full convention educational package, a limited package for classes only or portions of a locksmith educational program offered by other facilities.

In 2008 the ALOA Scholarship foundation provided assistance to eleven aspiring locksmiths/safe technicians that would otherwise not have had the ability to attend continuing educational programs.

If you would like to know how individuals or your businesses could help secure the industry's future and that of a dedicated individual, please contact any board member or the ALOA Headquarters. Remember that donations in the form of cash and products are acceptable.

For those wishing to apply for a scholarship, forms are available from the Education page of the ALOA web site by clicking on the Scholarship Information link, or by contacting the ALOA office. Applicants are reviewed based on character, aptitude skills, and financial needs. Individuals that apply must demonstrate a commitment to the industry and a desire to pursue a career in locksmithing.

ALOA *Scholarship Foundation*
3500 Easy Street
Dallas, TX 75247-6416
P-214-819-9733
F-214-819-9736
www.securityscholarship.org

ALOA Scholarship Foundation, Inc.

An independent, educational, non-profit 501 (C)(3) tax-exempt corporation – Federal Tax ID # 75-2478220
Headquarters Office • 3500 Easy Street • Dallas, Texas 75247-6416 • 214/819-9733 • FAX 214/819-9429

SCHOLARSHIP APPLICATION

Please print or type

NAME _____ **PRP/STPRP LEVEL**_____ **ALOA/SAVTA#** _____

HOME ADDRESS _____ **CITY**_____ **STATE** _____ **ZIP** _____

HOME PHONE _____ **DOB**_____/_____/_____

EDUCATIONAL LEVEL ___ ___(*YEARS*) **DEGREE, IF ANY** _____

EMPLOYER_____ _____ **SUPERVISOR'S NAME** _____

WORK ADDRESS_____ _____ **CITY**_____ **STATE**____ **ZIP** _____

WORK PHONE_____ _____ **FAX**_____

EMAIL: _____ **@** _____

POSITION_____ **FULL TIME**__ **PART TIME**__ **TAKE HOME PAY** _____ **per** _____

LENGTH OF TIME IN LOCKSMITHING_____ **MEMBERSHIP IN TRADE ASSOCIATIONS (List by name)** _____

_____

MARITAL STATUS_____ **NUMBER OF DEPENDENTS**_____ **HOUSEHOLD ANNUAL GROSS INCOME** _____

CLASSES DESIRED _____ **DATE OF CLASSES** _____

ORGANIZATION SP ONSORING CLASSES: ALOA _____ **SAVTA** _____ **OTHER** _____

LOCATION _____

If granted an ALOA Scholarship, will you be able to pay for your own air travel/transportation and hotel accommodations? ☐ **Yes** ☐ **No**
If no, please explain (use another sheet if necessary): _____

_____

ALOA Scholarships are granted to selected individuals desirous of entering the locksmithing field or to selected individuals already in the locksmithing field who wish to improve their professional skills through education. The ASF Selection Committee on an objective and nondiscriminatory basis will review applications. The Selection Committee shall hold all materials and information pertaining to the applicant's financial status and background in strict confidence. Applications for non-convention classes must be received 60 days prior to the date of the non-convention class desired and will be reviewed as they are submitted. **Scholarships for classes at the SAVTA or ALOA convention will be awarded each year preceding the conven tion and must be received 90 days prior to the event requested.**

Please include with this form a letter stating: your reason for applying for a scholarship, what you plan to do with the knowledge you obtain and any other information you feel may be helpful to the Scholarship Board in making its decision. In addition, attach three letters of reference from individuals who have personal knowledge of your background and character. The letters should contain their names, addresses and phone numbers. It is helpful if at least one of these references is an ALOA or SAVTA member. All scholarship recipients will be required to provide a 3" x 5" photograph.

APPLICATION CHECKLIST

Only complete applications will be considered for scholarships. An application is considered incomplete unless ALL of the requested information is received before the deadline: **90 days for SAVTA and ALOA convention** OR 60 days prior to the non-convention classes. Please send this application after checking off each of the items below.

___ I have filled in each blank on this form.
___ I have written and enclosed a letter explaining my reason for applying.
___ I have enclosed three letters of reference.
___ I am submitting **90 days prior to the SAVTA or ALOA convention classes** OR 60 days prior to the date of another scheduled ACE class or seminar.
___ I have enclosed a 3" x 5" photograph.

CERTIFICATION OF APPLICANT

I certify that the information contained herein, and all supplemental forms are complete and correct to the best of my knowledge. I further certify that if I am selected as a scholarship recipient I will use the knowledge gained for the improvement, development and advancement of the locksmithing profession. Also, if asked by an authorized ASF official, I agree to give proof of the information that I have given on this application. I also understand that this proof may include copies of my previous year's Federal Tax Return. I also understand that if no proof is given when requested, I may not receive an ALOA Scholarship Award. I understand that this application is valid only for the event/class specified and is not transferable.

Signature_____ **Date**_____

Please send all completed applications to The ALOA Scholarship Foundation at the address at the top of the page.

Revised 09/2007

Distributors

1st In Hardware, Inc.
Phone: 410-646-9900
Fax: 410-646-0045
www.1stinhardware.com

Accredited Lock Supply Co.
Phone: 800-652-2835
Fax: 201-865-2435
www.acclock.com

Chinrose International
Phone: 503-357-7553
Fax: 503-357-5522
www.chinrose.com

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

Commercial Van Interiors
Phone: 314-423-7477
Fax: 314-426-7872
www.commercialvan.com

Cook's Building Specialties
Phone: 505-883-5701
Fax: 505-883-5704

Creative Vision Electronics
Phone: 201-905-9211
Fax: 201-461-8556
www.cveamericas.com

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

Dispenser Keys.Com
Phone: 866-979-5397
Fax: 708-258-3783
www.dispenserkeys.com

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: 651-481-0166
www.elreinhardt.com

Evva High Security Locks Puerto Rico
Phone: 787-766-5500
Fax: 787-765-9300
www.apsis.com

H.L. Flake Co.
Phone: 800-231-4105
Fax: 713-926-3399
www.hlflake.com

Hans Johnsen Company
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Fax: 214-879-1530
www.hjc.com

Hardware Agencies, Ltd.
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www.hardwareagencies.com

IDN Incorporated
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Fax: 817-421-5468
www.idn-inc.com

Intermountain Lock & Security Supply
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Fax: 801-485-7205
www.imlss.com

JLM Wholesale, Inc.
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www.jlmwholesale.com

Jovan Distributors, Inc.
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www.jovanlock.com

KeylessRide
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www.keylessride.com

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Fax: 323-661-1314
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www.lockmasters.com

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Fax: 859-887-9491
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www.mcdonalddash.com

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Stone & Berg Wholesale
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Fax: 800-535-5625

The Locksmith Store, Inc.
Phone: 847-364-5111
Fax: 847-364-5125
www.locksmithstore.com

TimeMaster, Inc
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Fax: 859-255-0298
www.time-master.com

Top Notch Distributors, Inc.
Phone: 570-253-5625
Fax: 570-253-6765
www.topnotch.bz

Turn 10 Wholesale
Phone: 800-848-9790
Fax: 800-391-4553
ww.turnten.com

U.S. Lock Corp.
Phone: 800-925-5000
Fax: 800-338-5625
www.uslock.com

Zipf Lock Co.
Phone: 614-228-3507
Fax: 614-228-6320
www.zipflockco.com

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A & B Safe Corporation
Phone: 800-253-1267
Fax: 856-863-1208
www.a-bsafecorp.com

ABUS KG
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Fax: +49 (0) 2335/634-300
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ABUS Lock Company
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Fax: 602-516-9934
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ASSA Abloy Americas
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www.assaabloy.com

ASSA High Security Locks
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Fax: 800-892-3256
www.assalock.com

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

Advanced Diagnostics
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Fax: 650-876-2022
www.autokeys.com

All Five Tool Company, Inc.
Phone: 860-583-1691
Fax: 860-583-4516
www.all5tool.com

American Security Products
Phone: 800-421-6142
Fax: 909-685-9685
www.amsecusa.com

Bianchi USA, Inc.
Phone: 800-891-2118
Fax: 216-803-0202
bianchi1770usa.com

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Fax: 949-672-4842
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www.kwikset.com
www.k2commercialhar

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Fax: 847-537-1800
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CR Laurence Co., Inc.
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Fax: 800-262-3299
www.crlaurence.com

CompX Security Products
Phone: 864-297-6655
Fax: 864-297-9987
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Fax: 714-677-1299
www.ddtechglobal.com

DETEX Corp.
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www.detex.com

Domino Engineering Corp.
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Hollon Safe
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Fax: 317-810-3989
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www.jetkeys.com

KABA ILCO Corp.
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www.kaba-ilco.com

KEY-BAK/West Coast Chain Mfg.
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Fax: 909-923-0024
www.keybak.com

Kenstan Lock Company
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www.kenstan.com

Keri Systems, Inc.
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Kustom Key, Inc.
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LAB Security
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www.labpins.com

LockPicks.Com/ Brockhage Tools
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Fax: 201-935-6059

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Phone: 630-365-4261
Fax: 630-365-4278
www.miwalock.com

MPT Industries
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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

MakeLocks Manufacturer Co., Ltd.
Phone: +86-21-62196785
Fax: +86-21-62196736
www.makelocks.com

Medeco Security Locks
Phone: 540-380-5000
Fax: 540-380-5010
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Olympus Lock, Inc.
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Fax: 206-362-3569
www.olympus-lock.com

Pacific Lock Company
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Fax: 661-294-3097
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Peterson Manufacturing
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roperlock.com

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

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www.strattec.com

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Sargent Manufacturing Co.
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Securitron Magnalock Corp.
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Security Door Controls
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Security Solutions
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Fax: 405-376-6870
www.securitysolutions-usa.com

Select Engineered Systems
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Fax: 305-823-5215
www.selectses.com

Stack-On Products Co.
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www.stack-on.com

The Modern Safe Company
Phone: 866-507-2337
www.themodernsafe.com

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

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Fax: 972-692-7056
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Fax: 414-421-3158
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Allstate Insurance Company
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KEYNOTES

ADVERTISING

OPPORTUNITES

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MARIA DESIMONE

Phone: 816-456-2672
Fax: 214-819-9736
Email: adsales@aloa.org

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(cont'd from p. 21 Automotive)

SDRM allows the aftermarket access to the information they need to do their jobs while providing numerous safeguards to automakers and their customers to ensure information remains secure:

• Vehicle owners can choose aftermarket service providers who have access to their security related information, tools and components.

• Automakers and consumers control security-related information because no outside entity has access to or control over the manufacturer's or consumer's data without strict security protocol and oversight.

• Automakers have improved indemnity (compared to many current practices) from legal actions resulting from the unauthorized use, misuse or illegal use of any security related information.

SDRM also ensures that responsibility for governance of independent repairers falls on the independent aftermarket service industry—not automakers. SDRM also meets insurance industry expectations for security with respect to release of security-related information.

Through the Secure Data Release Model (SRDM) and related Automotive Security Professional Registry, locksmiths and technicians can not only access the information they need to meet customer needs but also protect the safety and security of consumers and the integrity of automobile security systems—while creating competitive advantage in the process. ■

(cont'd from Parting Shot p 44)

Myth 3: I Don't Get Anything Out Of My Membership

Like anything else, what you get out of your ALOA membership depends on what you put into it. Attend a meeting to find out how the organization is run. Talk to the staff to learn more about how membership benefits can be maximized. Meet with a director in your area to discuss ideas you have that could benefit the entire membership; we're happy to listen to your suggestions and bring it to the entire board.

By getting involved with ALOA, you will meet more brother locksmiths than you ever could on your own. Many locksmiths are experiencing the same challenges, and growing your network allows you to learn from others how they are handling similar situations and, in turn, they can learn from you.

Volunteer organizations such as ALOA can only succeed if the member-owners participate in activities, become active volunteers and contribute to making the organization the best it can be. We can't do it without you. Join us. ■

CLASSIFIED ADVERTISING POLICY

Classified advertising space is provided free of charge to ALOA members and for a fee of $2 per word, $40 minimum, for nonmembers. Classified ads may advertise used merchandise and overstocked items for sale, "wanted to buy" items, business opportunities, employment opportunities and positions wanted. Members or nonmembers wishing to advertise services or new merchandise for sale may purchase a commercial classified ad for a fee of $4 per word, $100 minimum. Each ad will run for a maximum of three issues. For blind boxes, a $10 charge for members and nonmembers applies. All ads must be submitted in writing to the Keynotes advertising sales department by e-mail to adsales@aloa.org or via fax at 214-819-9736 by the 15th of the month, two months prior to issue date. ALOA reserves the right to refuse any classified advertisement it deems inappropriate according to the stated purpose of the classified advertising section. Additionally, ads may be edited for style, clarity and length. ■

Publisher's Statement

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Karen Foy, Publisher

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EMPLOYMENT

Experienced Locksmith: Montana Lock & Security

MISSOULA, MONTANA – Montana Lock & Security, in business for 20 years, is looking for an experienced locksmith seeking a full-time position. Experience in residential, commercial and automotive required; however, we are willing to train a self-motivated person with less experience. Good driving record a must. Pay DOE plus bonuses and benefits.
Contact Peter: 406-542-2472
E-mail resume: 406-542-3221
<3/10>

Experienced Safe & Vault Tech

LONG ISLAND, NEW YORK – Part-time or full-time safe and vault technician wanted for bank work: main vault combo change, time lock service, night drop repair, Cencon ATM smart key programming and safe deposit box service. Experienced only—will not train. Excellent opportunity for the right person.
Send resume: lockco101@aol.com or 516-785-3444
<3/10>

General Manager: Pop-A-Lock

SAN FRANCISCO, CALIFORNIA – Pop-A-Lock is looking for a highly motivated locksmith and leader for an immediate full-time opening. You will not be working in a shop but instead will be provided a vehicle and all necessary tools, including a laptop with wireless internet access.

You are an IDEAL candidate if you have:
- Experience with residential, commercial and/or automotive locksmithing
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- Experience running a business
- Experience leading a team
- Proficiency with computers and cell phones (ie. Blackberry)
- An excellent driving record

You MUST:
- Be willing to live in the southern San Francisco or northern San Mateo County (South San Francisco, Daly City, San Bruno or Millbrae) area
- Be able to get a valid California locksmith license
- Have excellent communication skills
- Be extremely professional and courteous
- Have great customer service and telephone skills
- Be trainable and willing to learn new skills
- Be willing to be on-call some nights, weekends and holidays
- Be drug-free (drug screening required)

Duties include:
- Taking phone calls from customers and entering them into our computer dispatch program
- Scheduling locksmith jobs and coordinating/assigning to locksmiths to get the work done on time
- Technical support for our locksmiths who will be doing the majority of the locksmith work
- Various residential, commercial and automotive locksmithing when the other locksmiths are busy
- Scheduling, training, hiring and firing
- Marketing (handing out business cards to various local businesses when things aren't busy)
- Inventory, purchasing, ordering of products and supplies
- Pricing estimates by phone and on job sites
- Day-to-day operational decisions

Compensation:
- Extremely competitive salary based on experience
- Bonus compensation based on growth of company

To apply:
- E-mail your resume to: sanfrancisco@popalock.com
- Fax your resume to: 650-351-5973
- Call Cary with questions: 650-243-1784

<4/10>

FOR SALE

Locksmith Business

Successful, CPL-owned mobile locksmith business for sale on Connecticut shoreline. Profitable one-man operation within 20-mile radius of small, affluent towns. Thirty-five years in business; mostly commercial, no automotive, no after hours. $145,000 per year net profit. Owner's early retirement makes business available early 2010.
Contact: lockbiz4sale@yahoo.com
<3/10>

Mobile Business

Mobile business in its 25th year for sale in Northeast Mississippi. Same phone number and tax identification number. More than 75 percent commercial work; no automotive, nights or weekends. Only locksmith in county.
Call: 662-324-BOLT (2658)
Fax: 662-324-SAFE (7233)
E-mail: rulecml@ebicom.net
<3/10>

Locksmith Business

Owner retiring after 37 years of operating full-service shop and mobile operation. Prime location servicing three Sun Cities and adjacent communities northwest of Phoenix, Arizona. Fully equipped van plus inventory and equipment, enough to expand mobile services. Lots of referral business due to excellent reputation as best in area.
Contact John: 623-974-4778
<3/10>

HPC MiniGroove Sidewinder Machine

$600, like new. Lists for $1900.
Contact: wemloxmith@aol.com
<2/10>

Foley Belsaw Model 200 Key Machine

Like new condition; hardly used. Mounted on an aluminum base, 110 volt motor and comes complete with three cutters and guides, set up keys, allen wrenches and manual. Picture available upon request. $150 plus shipping.
Contact: 845-294-3314 or shearline@sprynet.com
<4/10>

Ferrel Herring Safe

Bit key type safe made around 1852. In good condition; lock works well and comes with the key. Outside dimensions: height 35, width 21, depth 24. Inside dimensions: height 19, width 14, depth 11. Picture available upon request.
Contact Carter Lock & Security: 910-329-9930, <4/10>•

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McLEAN INC 43

JET HARDWARE..... INSIDE BACK COVER

By Tom Foxwell, Sr., RL

Return On Investment

Three reasons it pays to join ALOA.

"There are compelling reasons to join ALOA that deliver a significant return on your investment—and that's a fact. "

As a four-year ALOA board member as the northeast director, I have traveled extensively in my territory and have heard the good, the bad and the ugly from ALOA members and nonmembers alike. The complainers and naysayers are a vocal bunch: "It costs too much to join." "It's a good-old-boys club." "I don't get anything out of my membership."

But these criticisms are merely myths—rumors left over from past leadership, old ways and bad communication. So let's bust the myths and set the record straight: There are compelling reasons to join ALOA that deliver a significant return on your investment—and that's a fact.

MYTH 1: IT COSTS TOO MUCH TO JOIN

The best way to bust this myth is look at the benefits ALOA members receive free of charge and what nonmembers would pay to purchase similar services. The figures used below are all actual dollars taken from real invoices locksmiths from around the country paid.

• Background Investigation And Bonding Insurance Fees

Your ALOA membership includes a background investigation—a $45 value—as well as a $15,000 Fidelity Bond.

• Yellow Page Directory Ad Under ALOA Heading

Through the ALOA Branded National Yellow Pages Program, members have the opportunity to be listed under the ALOA heading. A similar size independent directory listing is $160.

• FindALocksmith.com Listing

Being listed on FindALocksmith.com is free—for ALOA members. To get a similar national internet listing, nonmembers would be out of pocket $200.

• ***Keynotes*** magazine

Keynotes is an exclusive member benefit. It is not available to nonmembers. They would have to look elsewhere for coverage of the industry, and spend $150 to subscribe (based on Locksmith Ledger subscription rate).

• Classified Advertising Savings

When ALOA members need to search for new employees, offload equipment or sell their businesses, they receive free classified advertising for three months in Keynotes. Nonmembers are charged $2 per word with a $40 minimum for one month.

• Insurance Programs

ALOA members also have access to a suite of insurance policies—including business auto, comprehensive general liability and business property protection—from Allstate. Nonmembers miss out on these special negotiated rates that translate into significant savings (based on coverage needs).

ALOA membership is priced at an affordable $190. To receive the kind of services above, nonmembers would pay more than $500.

There's no comparison that ALOA members are fiscally ahead of nonmembers on just these few benefits. Clearly, it pays to be an ALOA member.

MYTH 2: IT'S A GOOD-OLD-BOYS CLUB

ALOA has been criticized as a good old-boys club where nothing gets done or changed unless the directors want it to happen. This myth was busted on January 1, 1998 when ALOA adopted a new governance program to manage the organization. This eliminated a small group of individuals from controlling the policies and procedures and opened up the control to the entire membership. Now the majority rules, not the minority. (cont'd p41)

Tom Foxwell, Sr., RL, is northeast director of ALOA.

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KW1/11-BRIAN	KW1/11-CHRIS	KW1/11-LOIS	KW1/11-MEG	KW1/11-PETER	KW1/11-STEWIE
SC1-BRIAN	SC1-CHRIS	SC1-LOIS	SC1-MEG	SC1-PETER	SC1-STEWIE

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