

# KEYNOTES

SECURING YOUR SUCCESS



## *Failing to Prepare*

Heed Benjamin Franklin's advice, and don't sabotage your job by neglecting preparations

### Building Your Business Brand

Set your business apart with the right image

**PLUS**

### Upcoming Changes at NASTF



**In ALOA SPAI  
Elections!**

# AIOA

## 2024 LAS VEGAS

TRANSFORM YOUR FUTURE

**South Point  
Hotel & Casino**

### **Classes**

JULY 22-26, 2024

### **Security Expo**

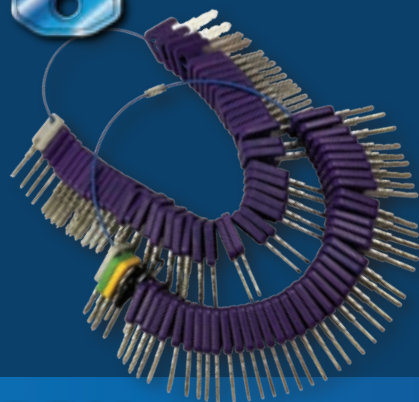
JULY 27-28, 2024







# CAMPING SEASON IS HERE



## Global Link Precut / Master Set

Framon's Blue Dog Keys division is now stocking the Global Link complete precut key set. This set includes one of each key in the G301-G390 as well as a Global Link change (BD986), master (BD985), and compartment key (BD1016). In addition, the set also includes several other compartment keys normally found on Global Link affiliated campers & RV's. Included are CH751 (BD467M), R001 (BD741M) and CK330. **Part #BDGLSET**

## DBM-1

### Flat Steel Key Duplicator

Make quick work out of flat steel key duplication! You can expect years of trouble-free service from your DBM-1. Cut Master Padlock corrugated keys, locker, letterbox, and safe deposit box. Even cut two keys at a time!



## Global Link Rekeying Kit

Global Link Rekeying Kit for RV & Campers. Includes 50 cam locks of various lengths and 100 mastered and non-mastered cylinders. Cylinders are pre-coded to four random Global Link numbers so you can rekey an entire camper to one key for your customer. Also included are a Global master and change key and 60 precut user keys (15 of each of the four random GL codes to match the cylinders). Replacement cam locks and cylinders are also available to refill your kit. Stop turning this highly profitable part of the lock and key market away! **Part #GLRKK**

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## RV Change / Master Key Sets

### TriMark RV Master Key Set

20 Key Set. Order Part #BDTMMK - \$119.95

### FIC Change / Master Key Set

3 Key Set. Order Part #BDFICMK - \$30.00

### Global Link Change / Master Key Set

3 Key Set. Order Part #BDGLMK - \$30.00



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**989-354-5623** PHONE | 1201 W. CHISHOLM STREET ALPENA MI 49707

# KEYNOTES



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May 2024 | Volume 70, Issue 5

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# Participate in Elections and the ALOA Convention

**H**ERE IT IS, MAY ALREADY. I HOPE everyone is having a safe year so far and enjoying the fact that the winter cold is finally going away.

The ALOA elections are coming up soon. Forms to run for this year are already past due, but go ahead and think about running for next year. If you're attending the ALOA Convention in July, that's the perfect time to collect signatures to run. If you need forms and instructions, contact secretary@aloe.org.

The Board is the body that makes the decisions of where we want ALOA to go. Then the staff implements those decisions. Do you make money being on the Board? Absolutely not, but it is a way to give back to this wonderful profession that has given us a great life and meet even more of the people making this profession go. It's rewarding, and you get to make an impact on the direction of the association.

The ballot is in this issue of the magazine. Be sure to take a look and either mail in your ballot, or vote online (much easier).

## ALOA 2024 in Las Vegas

You have two more months to get your act together to go to the ALOA Convention in Las Vegas. There are more classes than ever before and some new exhibitors and benefits. The education department is working on getting *free* evening seminars so that you can get even more out of your time. The contacts you make at these conventions are priceless.

Registration is open, and you can easily register online. Go to the convention tab at [www.ALOA.org](http://www.ALOA.org) and take a look at the brochure to see all of the classes and events available. Don't forget to book your hotel room, as those always sell out. Be sure



**Bill Mandlebaum, CML**  
President  
ALOA Security  
Professionals  
Association, Inc.  
[president@aloe.org](mailto:president@aloe.org)

“The education department is working on getting *free* evening seminars so that you can get even more out of your time.”

”



to take advantage of taking some PRP test at the convention too while your course material is fresh in your mind.

I hope to see you there.

# A Successful SAFETECH

**A**T PRESS TIME, WE HAVE JUST returned from SAFETECH in Tulsa, OK, and it was a resounding success. Our attendance was the best it has been since pre-pandemic, and students enjoyed their time in classes. This was a new venue and city for us, and it proved to be well received. Thank you so much to our sponsors, instructors, attendees, board, staff and volunteers for making this convention such a wonderful one.

Planning is already underway for SAFETECH 2025 in Lexington, KY. Join us April 7-12, 2025, as we return to the Griffin Gate Marriott, the same venue where we held the convention three years ago. This is a great location, and the SAFETECH crowd is always so welcoming. If you've ever thought about doing safe work, I highly encourage you to attend. There are always several classes that are beneficial and appropriate for those new to safe work.

## Elections

It's once again elections time for ALOA SPAI. You'll find the elections materials and ballot starting on page 16 in this magazine. Please participate in the future of your association by voting and by reading about the candidates.

Also, now is the time for you to start thinking about running for the board for next year. You have until next spring to collect signatures to get on the ballot, and the ALOA Convention is a great time to do so. If you have questions about running for the board or need forms, contact [secretary@aloe.org](mailto:secretary@aloe.org) or [membership@aloe.org](mailto:membership@aloe.org).

## ALOA 2024 in Las Vegas

As you probably saw in the April issue of *Keynotes*,



**Mary A. May**  
Executive Director  
[mary@aloe.org](mailto:mary@aloe.org)

“  
Planning  
is already  
underway for  
SAFETECH  
2025 in  
Lexington, KY.  
”



registration for the 2024 ALOA Convention and Security Expo is now open! Join us in Las Vegas July 22-28 at the South Point Hotel & Casino. This is the same venue we have been at a few times now, and attendees have told us how convenient it is. They also have provided a great room rate so you can save on costs: \$80 per night Sunday through Thursday and \$125 per night Friday and Saturday (all nights plus tax and resort fee). This is an almost unheard-of rate for Las Vegas, so you're getting a great deal.

We have a few new classes and instructors this year. We hope you enjoy some of the new subjects as well as the favorite classes we have year after year. We will also be holding the CAI Instructor Course at the convention. If you've ever thought about giving back to the industry by becoming an instructor, this is your chance!

Take note: The Security Expo falls over Saturday and Sunday this year, and we hope that will help some of you take less time away from your business. Be sure to stay the full two days to take advantage of all the prize drawings and have the chance to win the grand prize of the five-day class package for ALOA 2025! You must be present to win.

Thanks so much to everyone who helps make all of our classes and events such a success — and I hope you'll be a part of our success in Las Vegas. See you there!

*Mary A. May*



# The power is in the key

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# Hurry to Register for ALOA 2024!

**R**EMINDER: THE EARLY REGISTRATION deadline for the 2024 ALOA Convention & Security Expo is June 30! Register by then to get the best pricing on classes, and be sure to secure your hotel room by then to get contracted pricing (and hotel rooms also typically sell out).

See the Main Event column on page 14 for more details about classes, events and more!



## Book Review: *Tobias on Locks and Insecurity Engineering*

By Billy B. Edwards Jr., CML

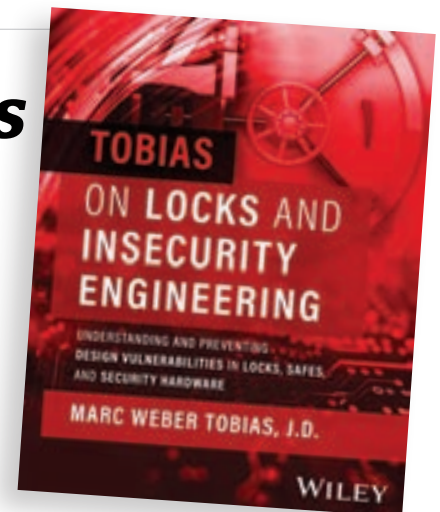
**F**OR MAYBE THE FIRST TIME, someone is pointing out a problem that has existed in our industry for many decades. That someone is Marc Weber Tobias. His new book (released March 2024) examines the problem in detail.

It is a problem I have seen in my own experience through working for seven different manufacturers and consulting for a few others in my career over the last 55 years.

Insecurity engineering can be recognized as an inability to be detail oriented and knowledgeable about the application and use of products in our industry. I respect engineers and their focused approach to their task in designing secure products for us and our customers, but I have also seen where they typically lack field knowledge regarding those products and the people who attack them.

Marc's book points out that what is paramount for us and manufacturers' engineers is to understand potential product compromises that make the products ineffective at times. We have all seen discoveries of a product defect that allows compromise of the locks and systems we install. Sometimes, those defects are critical and can put more than our customers' possessions at risk.

The book has many examples of product failures that have been discovered and points out how many of those defects result in better and improved products as a result. From the Egyptian pin tumbler precursor, to warded locks and lever tumblers, Bramah and other precision mechanisms to the locks of today and the implementation of electronics, this book provides information on many types of locks that you may not have



seen yet and points out defeat potentials you might not have known either.

This important book brings to mind what is our duty to be aware of to protect our customers better — and protect ourselves from liability if we don't offer the best the industry has to offer today. It presents situations we may not typically consider in the normal rush of day-to-day business, including situations that may place us in a liability position because of things we may not recognize and be aware of.

The book is available in print form or as an online publication and can be found on the ALOA Bookstore.



# ASSA ABLOY to Acquire Three Companies

**A**SSA ABLOY HAS SIGNED AN AGREEMENT to acquire Nomadix and Global Reach, U.S.- and U.K.-based providers of Wi-Fi access and engagement platform solutions for the hospitality and commercial real estate industry. The companies offer a tech platform of hardware, software and analytics tools to securely connect and engage with customers and devices via Wi-Fi networks.

Nomadix and Global Reach were founded in 1998 and have 120 employees, with main offices in Los Angeles and London. Nomadix

and Global Reach operate as two separate entities under central management and ownership and will be part of Global Solutions business area Hospitality.

Additionally, the company has acquired Messerschmitt Systems, a German developer and manufacturer of access control hardware and software solutions for the hospitality market, including products for access control and in-room control. Messerschmitt Systems, founded in 1985, has 100 employees with a main office in Schwaig, Germany. It will be part of Global Solutions business area Hospitality.

## NEWS BRIEFS

➤ **Key Innovations** has updated its website with new navigation, design and search functionality. See the new look at [www.keyinnovations.com](http://www.keyinnovations.com).

➤ **ASSA ABLOY Global Solutions** is announcing that its critical infrastructure offering will adapt **ALCEA** as its main brand. French-based ALCEA SAS has roots in the security solutions industry dating back to 1995 and was acquired by ASSA ABLOY Global Solutions in 2022. "Our critical infrastructure offering has traditionally consisted of solutions provided by **ABLOY**. As part of this shift, we're incorporating ABLOY solutions under the ALCEA brand, which will further strengthen our position and allow us to deliver an even broader range of high-quality services to our customers," says Stephanie Ordan, executive vice president and head of ASSA ABLOY Global Solutions.

## PRODUCT BRIEFS

➤ **Keyline** has updated the Keyline Duplicating Tool App to 2.03.0. Among the updates, there is now card search functionality for the Gymkana key cutting machine, and there is an expanded range of clamps for the Messenger key cutting machine. The company has also released version 4.09.0 of its Liger software, which includes the new C66 Clamp, designed specifically for cutting the BKS Belvius key on Ninja Total, Ninja Vortex and Messenger key cutting machines.

➤ **Framon** is now stocking seven different T-handle covers for various applications on truck caps, side compartments and fiberglass tonneau covers. They can be purchased individually or as an assortment of five of each under part number BDTCS1 — 35 covers for \$75 (a 10% savings).

➤ A new Ford ignition face/core removal tool designed by Tom Thill has been released for removing the cylinder on dash ignitions. The tool works on over 36 vehicles made between 2015-2024, including the Ford F-150/250/350/550/650/750 and Bronco. It costs \$39.95, and the part number is TTFDF.



## CALENDAR

### MAY 2024

May 14-15

**AFDI ALOA Fire Door Inspection Certification Webinar**  
education@aloea.org or  
(800) 532-2562, ext. 101

May 27 to June 1

**ALOA Locksmithing Fundamentals**  
ALOA Training Center, Dallas, TX  
education@aloea.org or  
(800) 532-2562, ext. 101

### JUNE 2024

June 11-13

**IML Security Expo- Denver**  
Denver, CO  
crystal.hickenlooper@imlss.com  
[www.imlss.com](http://www.imlss.com)

June 12-14

**Southern Lock's 2024 Trade Show & Learning Expo**  
St. Petersburg, FL  
Hyatt Place Downtown St. Petersburg  
[www.southernlock.com](http://www.southernlock.com)  
sduncan@southernlock.com

June 18-19

**AFDI ALOA Fire Door Inspection Certification Webinar**  
education@aloea.org or  
(800) 532-2562, ext. 101

### JULY 2024

July 22-28

**2024 ALOA Convention & Security Expo**  
Las Vegas, NV  
conventions@aloea.org  
[www.aloea.org](http://www.aloea.org)



### SEPTEMBER

September 23-28

**ALOA Locksmithing Fundamentals**  
ALOA Training Center, Dallas, TX  
education@aloea.org or  
(800) 532-2562, ext. 101

## NEW APPLICANTS

## ARIZONA

Parker

- **Stephanie E. Lee**  
ASL Security Group  
*Sponsor: William Lee, CRL, CML, ICML*

Tempe

- **Takoda Nelson**  
A-1 Locksmith & Security Center Inc.
- **Ryan Phillips**  
A-1 Locksmith & Security Center Inc.

## CONNECTICUT

West Hartford

- **Shai Elkayam**  
Mr. Lock Magic Locksmith  
*Sponsor: Bob DeWeese, CML, CPS*

## FLORIDA

Lakeland

- **Esteban Figueroa**  
Esteban Figueroa
- **Maggie M. Medina**  
Access Solutions Corp

Stuart

- **Michael Vega**  
Vega Automotive Keys LLC  
*Sponsor: Jay J. Wiener, CAL*

Titusville

- **Juan Alberto Torres Del Rio**  
Training

Vero Beach

- **Juan J. Torres**  
Mid Florida Locksmith

Winter Haven

- **Luke D. Lehning**  
Precision Safe & Lock, LLC  
*Sponsor: Scott J. Lehning, RL*

## GEORGIA

Savannah

- **Aleksandr Kovalenko**  
ABC Locksmith  
*Sponsor: Ariel Shtaubert, CAL*

## ILLINOIS

Bull Valley

- **Sean Sweeney**  
Sweeney Construction Services

Montgomery

- **Josh Jaeger**  
BDK Door Company Inc.

## INDIANA

Hebron

- **Daniel D. Lendabarker**  
LB Lock and Key  
*Sponsor: Brian G. VanDenburgh, CRL, CMAL, CAI, CFL*

Michigan City

- **Ryan A. Blank**  
Lockout Express LLC

## MARYLAND

Frederick

- **Jeremiah M. Papich**  
Directorate of Public Works Joint Base Myer VA

## MASSACHUSETTS

Pittsfield

- **Stephen P. Hicks**  
Lock Shop of Berkshire County

## NEW JERSEY

Carneys Point

- **Randy L. Manny**  
Certified Lock and Access  
*Sponsor: Alex E. Charbonneau*

## NEW YORK

Lockport

- **Keith Collins-Allen**  
Starlift Security Services

## NORTH CAROLINA

Mebane

- **Garland W. Robbins Jr.**  
UNC Chapel Hill

## OHIO

Bowling Green

- **Benjamin L. Barnes**  
The Brass Key Shop  
*Sponsor: William L. Mandlebaum, CML*

## OKLAHOMA

Ada

- **Aidan Jude Coates**  
Crowell's Lock & Safe

## TENNESSEE

Atoka

- **Bart L. Watkins**  
Lock-N-Roll

Knoxville

- **Charles R. Kress**  
Guild Locksmith

Memphis

- **Gebrile B. Ibrahim**  
G.I. Locksmith

## TEXAS

Corpus Christi

- **Thomas D. Corey**  
Unlock Texas

Cypress

- **Andrew F. Gerber**  
TKL Locksmith

Montgomery

- **Roger D. Courts Jr.**  
ReKey Xpress Locksmith

San Marcos

- **Cody D. Hanes**  
Ricks Lock and Key

## WASHINGTON

Bellingham

- **Sean Thampi**  
Western Washington University

## WISCONSIN

Appleton

- **Timothy Choronzky**  
Jeske Hardware Distributors

Waterloo

- **Gerard JE Kazmer**  
JMJ Locksmiths LLC / TFL Madison  
*Sponsor: Charles R. Kazmer Sr.*

## CANADA

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- **Chad Inness**  
CI Lock & Key

Regina, SK

- **Stedwick Fernandes**  
Regina Lock & Key Ltd.  
*Sponsor: David L. Spelliscy, RL*

## HAITI

Port-au-Prince, Ouest

- **Pedro Caidor, RL**  
Multi-Tec

## JAPAN

Ishikawa

- **Kenichi Kato**  
Key bank Kanazawa LTD  
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Yokohama,

- **Kentaro Muto**  
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*Sponsor: Tomonori Harada, CRL*

## ALOA CERTIFICATIONS

AFL

- **James Dannelevitz, AFDI**  
Apollo Beach, FL
- **Austin Pettigrew, AFL**  
Mexia, TX

CLL

- **Stephen J. Carter II**  
New Orleans, LA

## WE NEED YOUR HELP

**Attention, ALOA Members:**

Help us eliminate the industry scammer problem by screening these applicants, who are ALOA members, to ensure they meet the standards of ALOA's Code of Ethics. Protests, if any, must be made within 30 days of this Keynotes issue date, addressed to the ALOA membership department, signed and submitted via email to [membership@aloe.org](mailto:membership@aloe.org) or via fax to 469-543-5241. For questions, contact Kevin Wesley, membership manager, at [Kevin@aloe.org](mailto:Kevin@aloe.org) or (214) 819-9733, ext. 219.



# Get It in Writing

Tom Ripp, ICPL, ICML, discusses the legal implications of verbal agreements in the locksmith industry.

**I**N A RECENT COURT CASE, A dispute between two locksmiths — one an ALOA member and the other not — brought to light the potential pitfalls of longstanding verbal agreements in the locksmith industry. This case, adjudicated in the Circuit Court of Dane County, WI, underscores the importance of clear, documented agreements over verbal understandings, especially when it comes to the ownership and use of business assets.

The member, a seasoned locksmith with over four decades of experience, found himself in a legal battle over the possession of several key-making machines and other equipment he had placed at the business premises of a friend. The member, who had operated as a mobile locksmith and occasionally collaborated with the friend, claimed that the equipment was loaned, not gifted, to the friend's business for mutual benefit. The friend, on the other hand, contended that the equipment was a gift, integrating it into his business operations over the years.

The crux of the dispute revolved around the lack of formal documentation to substantiate the terms of their agreement. The member's reliance on verbal agreements and the goodwill between the parties led to a complex legal challenge when the relationship soured. To determine ownership and intent, the court had to meticulously examine evidence, including emails, repair invoices and the registration of the equipment.



Here is a Best key-making machine and other items from the dispute. Make sure you have formal written agreements when lending tools and equipment.

## The Ruling

The ruling favored the member, highlighting a crucial lesson for professionals in the locksmith industry and beyond: the significance of maintaining clear, written records of business transactions, especially when it comes to the ownership and use of shared or loaned equipment. The judge's decision underscored that while verbal agreements may hold weight, documented evidence provides a more reliable basis for resolving disputes.

This case serves as a potent reminder of the potential negative outcomes of relying on informal agreements in business relationships. It emphasizes the legal process's role in adjudicating disputes based on the available evidence, often favoring parties with diligent record-keeping practices. For locksmiths and other professionals, the message is clear: Clear, written agreements and meticulous record-keeping are not just best practices but essential safeguards against future legal entanglements. 📌



**Tom Ripp, ICPL, ICML**, registered the WaunaKey trademark in September 1979 in Waunakee, WI. He has experience as a service technician sole proprietor, in-house locksmith and as manager of ADC Lock & Key. He's a member of ALOA SPAI and serving a third term as North Central Regional Director. He's active on ClearStar Security Network, has mentored several people and served as ILCP chairman of Institutional Locksmiths Association.

# Register for ALOA 2024 in Las Vegas

Online registration is open. Don't miss out on your preferred classes!

**O**NLINE REGISTRATION IS underway for the 2024 ALOA Convention and Security Expo in fabulous Las Vegas. Hurry to register to have a better chance of getting into the classes you want to take!

Transform your future at the industry's premier event for security professionals. We have so many classes this year, including new ones, and there is something for everyone no matter your skill level or

“  
The Security Expo is on Saturday and Sunday this year, allowing for potentially less time to be spent away from the shop.  
”

specialty. We are also working on adding some evening seminars to enhance your educational experience and provide even

more value with your education package. Stay tuned for details.

## Security Expo

The Security Expo is on Saturday and Sunday this year, allowing for potentially less time to be spent away from the shop. We have several new exhibitors this year, and more are being added. For an up-to-date list of exhibitors at any time, visit the interactive floorplan linked from the Convention section on [www.ALOA.org](http://www.ALOA.org). Be sure to attend the full two days so you can spend time at each booth to see hands-on product demonstrations and take advantage of show specials and giveaways!

We will also have prize drawings every hour, and the grand prize is a full five-day registration package to ALOA 2025! Be sure to stay until the end, as you must be present to win.

The full registration brochure is in the April issue of *Keynotes*, and it's also online in the Convention section of [www.ALOA.org](http://www.ALOA.org). Take a look at the following pages for the full class schedule and tracks so you can see at a glance what interests you. For questions, email [conventions@aloea.org](mailto:conventions@aloea.org).

And thank you so much to our generous sponsors for making this event possible! There's still time to be a part of this amazing convention. For sponsorship and exhibiting information, contact Kelly Parker at [kelly@aloea.org](mailto:kelly@aloea.org) or (912) 713-9680.



# Thank You to the Sponsors of ALOA 2024!





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Monday, July 22	Tuesday, July 23	Wednesday, July 24
8:00 a.m. to 5:00 p.m.	8:00 a.m. to 5:00 p.m.	8:00 a.m. to 5:00 p.m.
<b>101</b> Fundamentals of Locksmithing (Day 1 of 5)	<b>201</b> Fundamentals of Locksmithing (Day 2 of 5)	<b>301</b> Fundamentals of Locksmithing (Day 3 of 5)
<b>102</b> Servicing Aluminum Storefront Doors	<b>202</b> All About Exit Devices	<b>302</b> Breaking & Entering
<b>103</b> Electronic Safe Lock	<b>203</b> SecuRam Electronic Safe Locks	<b>303</b> S&G Electronic Safe Locks
<b>104</b> Cam and Cabinet Lock Servicing	<b>204</b> Basic Master Keying	<b>304</b> Advanced Master Keying (Day 1 of 2)
<b>105</b> Investigative Locksmithing (Day 1 of 2)	<b>205</b> Investigative Locksmithing (Day 2 of 2)	<b>305</b> Photography For Locksmiths
<b>106</b> Auto Essentials	<b>206</b> Intermediate Domestic Auto	<b>306</b> Intermediate Foreign Auto
	<b>207</b> Get to Know Your OBD Connector and How to Diagnose It	<b>307</b> Fundamental Soldering for Automotive Applications
	<b>208A</b> Access Control Made Easy (AM) <b>HALF DAY</b>	<b>308</b> Mercedes Benz 3-Day Locksmith Workshop (Day 1 of 3)
	<b>209</b> Spiking Electronic Locks	<b>309A</b> Lishi (AM) <b>HALF DAY</b>
	<b>210</b> Medeco3/X4 Factory Certification Class	<b>309P</b> Automotive Tips & Tricks (PM) <b>HALF DAY</b>
	<b>211</b> Professional Lock Picking	<b>310</b> Medeco Intelligent Key (IK) Factory Certification
	<b>212</b> SFIC - Small Format Interchangeable Core	<b>311</b> Simplex Manipulation
	<b>213</b> Basic Forensic Tool Marks for Investigative Locksmiths	<b>312</b> HS High Security Cylinder Servicing
	<b>214</b> Hardware Installation and Repair - Fundamental Skills (Day 1 of 2)	<b>313</b> Advanced Forensic Tool Marks For Investigative Locksmiths
	<b>215</b> Access Control: Beyond the Panels (Day 1 of 3)	<b>314</b> Hardware Installation and Repair - Fundamental Skills (Day 2 of 2)
	<b>216A</b> Customer Service Techniques (AM) <b>HALF DAY</b>	<b>315</b> Access Control: Beyond the Panels (Day 2 of 3)
	<b>216P</b> Storefront & Retail Sales (PM) <b>HALF DAY</b>	<b>316</b> CAI Instructor Course (Day 1 of 3) <b>A LA CARTE</b>
	<b>217</b> Basic Electricity and Access Control (Day 1 of 2)	<b>317</b> Basic Electricity and Access Control (Day 2 of 2)
		<b>PRP Exam</b> <b>6:00 p.m. - 10:00 p.m.</b>

## Class Tracks

If you're interested in a certain type of education, use these tracks to select your classes. Pick only one full-day class per day.

### Automotive Track

- 106** Auto Essentials
- 206** Intermediate Domestic Auto
- 207** Get to Know Your OBD Connector and How to Diagnose It
- 306** Intermediate Foreign Auto
- 307** Fundamental Soldering for Automotive Applications
- 308/408/508** Mercedes Benz 3-Day Locksmith Workshop
- 309A** Lishi (AM) **HALF DAY**
- 309P** Automotive Tips & Tricks (PM) **HALF DAY**
- 406** Ilco/Advanced Diagnostics Product Master Class
- 407** Honda High Security Locking Systems - Servicing and Repairs
- 409** Modern Auto Key Generation
- 410/510** Revolutionize Your Automotive Expertise
- 506** Transponders and Microcontrollers
- 507** Asian Automotive Locking Systems - Servicing & Repairs
- 509** History of High Security/STRATTEC Update/Pinning of Internal 2-Track Locks

### Investigative Track

- 105/205** Investigative Locksmithing
- 213** Basic Forensic Tool Marks for Investigative Locksmiths
- 305** Photography For Locksmiths
- 313** Advanced Forensic Tool Marks for Investigative Locksmiths
- 412** Active Intruder Security and Fire Codes
- 413** How to Prepare to be a Forensic Investigator

### Electronic Track

- 208A** Access Control Made Easy (AM) **HALF DAY**
- 215/315/415** Access Control: Beyond the Panels
- 217/317** Basic Electricity and Access Control
- 515** Practical Computer Networking

Thursday, July 25	Friday, July 26
8:00 a.m. to 5:00 p.m.	8:00 a.m. to 5:00 p.m.
<b>401</b> Fundamentals of Locksmithing (Day 4 of 5)	<b>501</b> Fundamentals of Locksmithing (Day 5 of 5)
<b>402</b> Door Closers and Related Hardware	<b>502</b> Hollow Metal Doors and Frames
<b>403</b> LA GARD Electronic Safe Service	<b>503</b> Tecnosicurezza Safe Locks
<b>404</b> Advanced Master Keying (Day 2 of 2)	<b>504</b> Special Topics in Advanced Master Keying
<b>405</b> Introduction to Safe Drilling (Day 1 of 2)	<b>505</b> Introduction to Safe Drilling (Day 2 of 2)
<b>406</b> Ilco/Advanced Diagnostics Product Master Class	<b>506</b> Transponders and Microcontrollers
<b>407</b> Honda High Security Locking Systems - Servicing and Repairs	<b>507</b> Asian Automotive Locking Systems - Servicing & Repairs
<b>408</b> Mercedes Benz 3-Day Locksmith Workshop (Day 2 of 3)	<b>508</b> Mercedes Benz 3-Day Locksmith Workshop (Day 3 of 3)
<b>409</b> Modern Auto Key Generation	<b>509</b> History of High Security/STRATTEC Update/Pinning of Internal 2-Track Locks
<b>410</b> Revolutionize Your Automotive Expertise (Day 1 of 2)	<b>510</b> Revolutionize Your Automotive Expertise (Day 2 of 2)
<b>411</b> Electronic Safe Lock Servicing	<b>511</b> Principles of Safe Manipulation
<b>412</b> Active Intruder Security and Fire Codes	<b>512</b> AFDI ALOA Fire Door Inspector Training and Exam
<b>413</b> How to Prepare to Be a Forensic Investigator	
<b>414A</b> Perfect Raceway - Intertek Certification (AM) <b>HALF DAY</b> <b>A LA CARTE</b>	<b>514</b> Building and Managing a Successful Retail Locksmith Store
<b>414P</b> DETEX Exit Device Hands-On Installation and Trouble-Shooting (PM) <b>HALF DAY</b>	
<b>415</b> Access Control: Beyond the Panels (Day 3 of 3)	<b>515</b> Practical Computer Networking
<b>416</b> CAI Instructor Course (Day 2 of 3)	<b>516</b> CAI Instructor Course (Day 3 of 3)
<b>417</b> Mechanical Safe Lock Servicing	<b>517</b> Electronic Safe Lock Installation, Programming & Opening

Fundamentals Track
<b>101-501</b> Fundamentals of Locksmithing

Business Track
<b>216A</b> Customer Service Techniques (AM) <b>HALF DAY</b>
<b>216P</b> Storefront & Retail Strategies (PM) <b>HALF DAY</b>
<b>514</b> Building and Managing a Successful Retail Locksmith Store

## Registration Hours

Sunday, July 21  
2:00 p.m. - 5:00 p.m.  
Monday, July 22  
7:00 a.m. - 5:00 p.m.  
Tuesday, July 23–Friday, July 26  
7:30 a.m. - 5:00 p.m.  
Saturday, July 27  
7:30 a.m. - 4:00 p.m.  
Sunday, July 28  
8:30 a.m. - 2:00 p.m.

## Personal Safety and Security

ALOA works diligently to provide a safe and secure environment at its meetings and events by working with venue staff to make sure meeting participants are safe. We ask that all attendees report any questionable or concerning activity to ALOA staff so that they can take immediate action.

- Be aware of your surroundings at all times.
- Don't wear your meeting badge on the street.
- Don't carry a lot of cash or credit cards.
- Don't leave personal property unattended.

If in an emergency or if you need immediate assistance, you should ask any ALOA staff member or the on-site security personnel to help you.

## Safe & Vault Track

<b>103</b>	Electronic Safe Lock
<b>203</b>	SecuRam Electronic Safe Locks
<b>209</b>	Spiking Electronic Locks
<b>303</b>	S&G Electronic Safe Locks
<b>403</b>	LA GARD Electronic Safe Service
<b>405/505</b>	Introduction to Safe Drilling
<b>411</b>	Electronic Safe Lock Servicing
<b>417</b>	Mechanical Safe Lock Servicing
<b>503</b>	Tecnosicurezza Electronic Safe Locks
<b>511</b>	Principles of Safe Manipulation
<b>517</b>	Electronic Safe Lock Installation, Programming & Opening

# ALOA ELECTIONS 2024

## *A LETTER FROM THE PRESIDENT*

Dear ALOA SPAI Member,

The bylaws of ALOA Security Professionals Association, Inc., designate that the Secretary of the Association and Directors of the International, Northwest, South Central and Northeast regions shall be elected in even-numbered years. The bylaws allow voting by proxy, a procedure that allows all members to participate in the election of their respective directors and/or officers. A proxy allows you to authorize someone to vote for you at a meeting.

As president, I've called a special meeting at 10 a.m. CDT on June 14, 2024, at ALOA SPAI Headquarters, 1471 Prudential Drive, Dallas, TX 75235. The purpose of the meeting is to elect the officers and directors of the association. The ballot is in the form of a proxy, prepared for you to give specific instructions to the holder of the proxy. This will ensure that your vote is counted exactly as you desire. You must provide your name, member number and date, and must sign the form (Failure to properly complete the proxy may result in your ballot being invalid).

Please vote for secretary and your representative director. Write-in candidates are not allowed, and no one is "running

from the floor" at this special meeting of the membership.

Please vote online at [www.aloa.org](http://www.aloa.org), or mail or fax the proxy as soon as possible. In order for your vote to count, the holder of your proxy, as designated, must be present at the meeting and have the properly completed proxy with him. This means that your ballot must be received no later than 11:59 p.m. CDT on June 12, 2024. You do not have to designate Barry Roberts, Esq., as your proxy. You may give your proxy to anyone else, but they must attend the special membership meeting on June 14, 2024, with your signed and dated proxy in hand.

Please participate in the future of your association!

Best regards,



Bill Mandlebaum, CML  
President  
ALOA Security Professionals  
Association, Inc.  
[president@aloea.org](mailto:president@aloea.org)



## FOR THE OFFICE OF **SECRETARY**

Vote for one (1) only. Eligible to vote: All Active, Probationary, Retired, Life, Company and Associate Members



### **Tom Foxwell RL, CFDI, CAI**

Baltimore Native Son, Served in the United State Marines and was attached to the White House Presidential Helicopters HMX-1 with a White House Top Secret Clearance. Got out of the Marines in 1967 and started working in the locksmith industry. After 40 years working in the industry, I decided that it was time to give back to the industry. I served as ALOA Northeast Director for two terms. Then in 2010 I ran for the position of Secretary and won by a very small amount. I have been serving again as Secretary since 2022.

I reran in 2012 and 2014 and was reelected. I served as ALOA President for two terms and hope to keep ALOA growing. Major changes have taken place since I was first on the board and I have been honored to be part of those changes that have made ALOA-SPAI a much better organization. To learn more about me go to my Facebook page.

## FOR THE OFFICE OF **SOUTH CENTRAL REGION DIRECTOR**

Vote for one (1) only. Eligible to vote: All Active, Probationary, Retired, Life, Company and Associate members whose business address is in AR, KS, LA, MO, OK or TX



### **Rob Greathouse, CRL**

My name is Rob Greathouse, and I am running for the ALOA Board position of South Central Director. I have been a locksmith for the past 35 years. I have been licensed I Texas, California and Nevada.

I began my career with several large scale locksmith companies. I have also been a locksmith at a large California school district. In addition, I have held Executive Maintenance Director positions at two large school districts in California. I have also owned and operated my personal locksmith business since 1993. In 2018, I decided to leave the corporate world to run my locksmith business full time and also begin working as an Expert Witness.

Besides ALOA, I am a member of: SAVTA, IAIL, Texas Locksmith Association, and ClearStar.

I look forward to new challenges as the ALOA South Central Director. I feel that my prior work history would greatly benefit ALOA.

## FOR THE OFFICE OF **NORTHEAST REGION DIRECTOR**

Vote for one (1) only. Eligible to vote: All Active, Probationary, Retired, Life, Company and Associate members whose business address is in CT, DE, DC, MA, MD, ME, NH, NJ, NY, OH, PA, RI, VT, VA, WV, APONY, Quebec, Labrador, Newfoundland, Nova Scotia, New Brunswick or Prince Edward Island



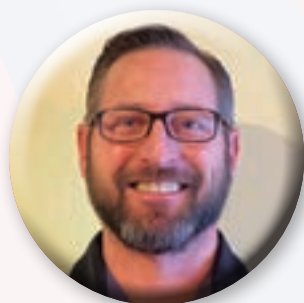
### **Anthony E. Wiersielis, CPL, CFDI**

I have been a locksmith since 1985, an ALOA member 24 years, and hold licenses in NY, NJ, CT, MA, Yonkers and New York City. I am currently a member of IAIL, Master Locksmiths Association of NJ and the Keys Square Masonic Club. I am a CFDI and a CPL working towards my CML.

Currently I am working as a Locksmith/Access Control technician for a large multi-national company. I have worked in all phases of the craft, in the NYC metropolitan area. I've written "Back to Basics" for *Keynotes* since 2010. I'd appreciate your vote for NE Director. If elected, I will try to speak to as many of you as I can. An organization is nothing without its members, and I'd like your input on how we can make ALOA even better.

## FOR THE OFFICE OF **NORTHWEST REGION DIRECTOR**

Vote for one (1) only. Eligible to vote: Active, Probationary, Retired, Life, Company members whose business address is in AK, HI, ID, MT, NV, OR, WA, WY, APOSF, Alberta, British Columbia, Northwest Territories, Saskatchewan, Yukon Territory, Manitoba or Ontario



### **Adrian Holley, CRL, LSFDI**

I am a locksmith at Montana State University and the owner of Holley Security Consultants in Bozeman, MT. I am a member of the ClearStar network and have most recently become active with the Northwest Locksmith Association. My first term on the board of directors for ALOA has been challenging and rewarding. The global pandemic put all of us on our heels and made meeting with regional members nearly impossible. This combined with the great distance between members in the Northwest has made connecting difficult but has also forced us to use the tools available to us to network, learn, inspire and support each other. I would like to continue that work for the Northwest region. I would be honored to once again have your confidence and support to serve and represent you on our board of directors.

## FOR THE OFFICE OF **INTERNATIONAL – ASIA REGION DIRECTOR**

Vote for one (1) only. Eligible to vote: All Active, Probationary, Retired, Life, Company and Associate members whose business address is in any location in Asia



### **Beta TAM BA (Hons), FCSFS, RL**

Beta TAM is a leading forensic expert in Firearms and Tool Marks. He worked as an Inspector to Chief Inspector in the Royal Hong Kong Police (1976 to 1996), a Senior Forensic Scientist (Firearms/ Tool Marks) with the Wisconsin State Department of Justice in the USA (1997–2001), a Firearms Examiner with the Los Angeles Police Department (2001–2008), an Independent Forensic Firearms and Tool Marks Consultant (2008 to now), the Director of Forensic, for the Independent Commission of Investigations in Jamaica between 2016 and 2017.

Beta is a Fellow of the Chartered Society for Forensic Sciences, a Distinguished Member of the Association of Firearm and Tool Mark Examiners, an ALOA member and the Chairman of the Associated Locksmiths of Hong Kong SAR (2018 to 2020).

The languages spoken fluently by Beta are: English, Chinese, Cantonese and Japanese.

## FOR THE OFFICE OF **INTERNATIONAL – EUROPE REGION DIRECTOR**

Vote for one (1) only. Eligible to vote: All Active, Probationary, Retired, Life, Company and Associate members whose business address is in any location in Europe



### **Dave O'Toole**

Dave O' Toole lives in Dublin, Ireland. He has owned and operated a locksmith business since 1981. The business although providing traditional locksmith services in the store and on the road has developed into an electronic business as he believes that is where the future lies for locksmiths to develop successful commercial businesses.

He has been involved in locksmith associations for many years and has been president of the European Locksmith Federation and ambassador for ALOA for the past 20 years. He is passionate about the business and its future.



## BALLOT

The undersigned, being an ALOA Security Professionals Association, Inc. (ALOHA SPAI) member, hereby appoints Barry Roberts, Esq., my proxy and true and lawful attorney of the undersigned to attend the Special Meeting of the Membership of ALOHA to be held at 1471 Prudential Drive, Dallas, TX 75235 on June 14, 2024, at 11 a.m. CDT, or any adjournment thereof, and to vote on behalf of said ALOHA member as designated below:

### For the Office of Secretary

Vote for One (1) Only. Eligible to vote: Active, Probationary, Retired, Life, Company and Associate Members

☐ Tom Foxwell RL, CFDI, CAI

### For the Office of South Central Region Director

Vote for One (1) Only. Eligible to vote: Active, Probationary, Retired, Life, Company and Associate members whose business address is in AR, KS, LA, MO, OK, TX

☐ Rob Greathouse, CRL

### For the Office of Northeast Region Director

Vote for One (1) Only. Eligible to vote: Eligible to Vote: Active, Probationary, Retired, Life, Company and Associate members whose business address is in CT, DE, DC, MA, MD, ME, NH, NJ, NY, OH, PA, RI, VT, VA, WV, APONY, Quebec, Labrador, Newfoundland, Nova Scotia, New Brunswick, Prince Edward Island

☐ Anthony E. Wiersielis, CPL, CFDI

### For the Office of Northwest Region Director

Vote for one (1) only. Eligible to vote: Active, Probationary, Retired, Life, Company members whose business address is in AK, HI, ID, MT, NV, OR, WA, WY, APOSF, Alberta, British Columbia, Northwest Territories, Saskatchewan, Yukon Territory, Manitoba or Ontario

☐ Adrian Holley, CRL, LSFDI

### For the Office of International Region – Asia Director

Vote for one (1) only. Eligible to vote: All Active, Probationary, Retired, Life, Company and Associate members whose business address is in any location in Asia

☐ Beta TAM BA (Hons), FCSFS, RL

### For the Office of International Region – Europe Director

Vote for one (1) only. Eligible to vote: All Active, Probationary, Retired, Life, Company and Associate members whose business address is in any location in Europe

☐ Dave O'Toole

Print/type name of ALOHA Member \_\_\_\_\_

Member number \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

This proxy must be signed and dated with member number to be considered valid. It must be received no later than 11:59 p.m. CDT, June 12, 2024, and be mailed/faxed only to: Simply Voting Inc., 102 W. Service Rd, #585, Champlain NY 12919-4440; Fax: (817) 649-3202



# ALOA

## ALOA Security Professionals Association, Inc.

# Membership Application

### CANDIDATE PLEASE TYPE OR PRINT

Name: ☐ Mr. ☐ Mrs. ☐ Ms. First \_\_\_\_\_ Last \_\_\_\_\_ MI \_\_\_\_\_ Designation \_\_\_\_\_

Business Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_ Website \_\_\_\_\_

Date of Birth (required) \_\_\_\_\_ Place of Birth \_\_\_\_\_ Social Security # (required) \_\_\_\_\_

US Citizen? ☐ Yes ☐ No If No, citizen of what country? \_\_\_\_\_

ALOA occasionally makes its members' addresses (excluding phone numbers and email addresses) available to vendors who provide products and services to the industry. If you prefer not to be included in these lists, please check here: ☐

### PROFESSIONAL INFORMATION

Please check the description that best describes you (check all that apply)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Locksmith Owner     | <input type="checkbox"/> Automotive            | <input type="checkbox"/> Employee Technician              |
| <input type="checkbox"/> Electronic Security | <input type="checkbox"/> Security Professional | <input type="checkbox"/> Mechanical Door Locks & Hardware |
| <input type="checkbox"/> Institutional       | <input type="checkbox"/> Safes                 | <input type="checkbox"/> Investigative                    |
| <input type="checkbox"/> Other _____         |  |   |

Are you licensed to perform Locksmith/Access Control work in your state? ☐ Yes ☐ No If Yes, License # \_\_\_\_\_

Business License # \_\_\_\_\_ EIN # \_\_\_\_\_

Any other license held by applicant (Contractors Lic., Low Voltage) \_\_\_\_\_

Any other states you do business in and licenses held in those states \_\_\_\_\_

List all phone numbers used by your company/companies: \_\_\_\_\_

Number of Employees \_\_\_\_\_ ☐ Store Front Business ☐ Mobile Only

How did you learn locksmithing/access control? \_\_\_\_\_

How long have you worked in the locksmithing/security industry? \_\_\_\_\_

ALOA member Sponsor Name/Who introduced you to ALOA?

Sponsor Name (Required) \_\_\_\_\_ ALOA Number \_\_\_\_\_ Years known \_\_\_\_\_

Have you ever been a member of ALOA before? ☐ Yes ☐ No If Yes, when? \_\_\_\_\_ ID #, if known \_\_\_\_\_

Are you a member of any local locksmith association? ☐ Yes ☐ No If Yes, name of association: \_\_\_\_\_

Give the names and phone numbers of two industry-related references:

Name \_\_\_\_\_ Company \_\_\_\_\_ Phone Number \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_ Phone Number \_\_\_\_\_

**IMPORTANT:** Have you ever been convicted of a felony? ☐ Yes ☐ No If yes, please give details on a separate sheet.

All convictions are reported to the Advisory Committee for review.

A routine background check is performed on all new applicants, unless you live in a State in which passing a background check is a part of the licensing requirements. Non-US citizen background checks are required. If you live in a country that does not allow third party background checks, you will be required to submit an authentic report upon request (no copies/duplicates allowed) before final membership approval can be granted. A copy of your business permit/license, license number, business card, company letterhead or suitable proof of employment in the locksmith/access control business must accompany application.

## TYPES OF MEMBERSHIP AND REQUIREMENTS

Check only one box from the categories listed below:

### Active Membership

Persons actively engaged in the locksmith/access control industry for a minimum of two years and have achieved one of ALOA's recognized program designations.

- |  |       |  |       |
|--|-------|--|-------|
| <input type="checkbox"/> US and US Territories | \$280 | <input type="checkbox"/> I elect to Go Green | \$240 |
| <input type="checkbox"/> International         | \$290 | <input type="checkbox"/> I elect to Go Green | \$210 |

### International Association of Investigative Locksmiths Membership

Must be an ALOA Member in order to join the IAIL.

- |  |      |
|--|------|
| <input type="checkbox"/> US and US Territories | \$65 |
|--|------|

### Probationary Membership

Persons undergoing training to qualify as an Active member, who have not received one of ALOA's recognized program designations. No person shall be a probationary member for more than three years.

- |  |       |  |       |
|--|-------|--|-------|
| <input type="checkbox"/> US and US Territories | \$280 | <input type="checkbox"/> I elect to Go Green | \$240 |
| <input type="checkbox"/> International         | \$290 | <input type="checkbox"/> I elect to Go Green | \$210 |

### Probationary Membership – No Sponsorship Required

Persons undergoing training that are new to the industry and do not know any Active member for sponsorship. Probationary period extended from 90 days to one (1) year. Probationary status lifted if sponsor acquired within year. Must obtain license if residing in State requiring licensure. A second background check will be performed by ALOA after 2 years of the 3 year maximum term. Any violation of ALOA Code of Ethics during probationary period will result in immediate termination of membership.

- |  |       |  |       |
|--|-------|--|-------|
| <input type="checkbox"/> US and US Territories | \$280 | <input type="checkbox"/> I elect to Go Green | \$240 |
| <input type="checkbox"/> International         | \$290 | <input type="checkbox"/> I elect to Go Green | \$210 |

### Allied Membership

Persons whose position in the locksmith/access control industry relates to locksmiths, and cannot qualify for any other class of membership.

- |  |       |  |       |
|--|-------|--|-------|
| <input type="checkbox"/> US and US Territories | \$280 | <input type="checkbox"/> I elect to Go Green | \$240 |
| <input type="checkbox"/> International         | \$290 | <input type="checkbox"/> I elect to Go Green | \$210 |

Note: Your application will be processed with a 90 day waiting period.

Any institutional locksmith not using his/her work address must submit a letter from employer stating that you are an institutional locksmith.

## DUES AND FEES

An application fee and the appropriate dues must accompany the application in order for processing to begin.

Application Fees Schedule:

US and US Territories .....	\$80
Canada, Denmark, Ecuador, New Zealand.....	\$170
Australia, Bahamas, Barbados, Belgium, Belize, Bermuda, China, France, Haiti, Philippines, UK .....	\$210
Israel, Korea, Papua New Guinea, Saudi Arabia, United Arab Emirates .....	\$360

Applicants from countries not listed must submit background check and report from local Law Enforcement with application.

## FINAL CHECKLIST

- |   |       |
|---|-------|
| <input type="checkbox"/> Required Proof of Employment in Industry | _____ |
| <input type="checkbox"/> Annual Dues Amount                       | _____ |
| <input type="checkbox"/> Application Fee                          | _____ |
| Total Amount Due  | _____ |

## METHOD OF PAYMENT (Effective 2/1/2024 there will be a 3% surcharge on all credit card payments.)

- ☐ Check   ☐ MasterCard   ☐ Visa   ☐ American Express   ☐ Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ SEC \_\_\_\_\_

Print Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

I understand and consent that in the course of reviewing this application ALOA may review publically available information for the purpose of verifying the information submitted and do a background check.

I certify that all statements are true and, if accepted as a member, I agree to abide by the rules, regulations, and Bylaws of ALOA, and further agree to adopt the Code of Ethics of ALOA as my own, and adhere to it to the best of my ability. Should my membership be discontinued, I agree to return my membership card and cease use of all ALOA insignia.

Signature \_\_\_\_\_

Date Signed \_\_\_\_\_

Dues, Contributions, Gifts are not deductible as charitable contributions for Federal income tax purposes. Dues payments are deductible as an ordinary and necessary business expense. However, donations made to the Legislative Action Network ARE NOT deductible as a charitable gift or business expense.

### Return to:

ALOA, 1408 N. Riverfront Blvd #303, Dallas, TX 75207

Fax (469) 453-5241 • Email: [membership@aloea.org](mailto:membership@aloea.org)





# Building Your Business Brand

Instill customer confidence in your services. **By Steve Sacco**

**Y**OUR BUSINESS BRAND IS what identifies its owner, employees and the business that they operate. A good branding campaign can help to build your business and instill customer confidence. However, non-existent or poor branding can cause customers to seek out your competition. This article will shed some light on proper branding techniques and properties.

## Branding Defined

When you own a business, typically your brand is what identifies the core values and properties of your marketing efforts. Creating a good, consistent brand will help make your business stand out in the

minds of your customers, thus helping them to choose your business over your competition.

## Why Branding Is Important

*Branding is the art of differentiation.*

— David Brier

Branding is what separates your business from your competition. As I said, good, consistent message and brand appearance can help customers feel more secure (pun intended) when choosing your business. Creating a good branding philosophy and having it be a part of every public-facing marketing effort will help build your business.

With the proliferation of the internet and social media, it is important to put

branding front and center in all aspects of your online presence. A consistent brand identification will elevate your business's professionalism and customer acceptance.

## Creating a Consistent Business Image

### A Logo

Logos are like a keystone for your business. Branding should revolve around your selected logo, as it will be a way for your customers to identify your business.

When creating a logo, don't make it too complicated. When used for embroidery or vehicle lettering, complicated logos can be difficult to read and confusing for viewers.

Let's look at an example. In *Figure 1*, the logo on the left features a picture and two very ornate fonts. The logo can be difficult to digitize and confusing for potential customers. The logo on the right, however, uses a two-dimensional image and much easier-to-read fonts.

Remember that since your logo will be the cornerstone of your business branding campaign, you want something that will not have to be changed. When designing your logo, take your time. Solicit opinions from friends and family about your intended design before implementing it in your branding campaign. Again, remember that your logo is basically your business in the eyes of your customers.

### A Tagline

Taglines are short, often only a few words, consisting of a business description or catch phrase. Taglines are a way of sharing your business philosophy or practices.

“Choosing a color scheme for your brand can help to focus your brand in the minds of potential customers. Colors can evoke both a positive and a negative response from viewers.”

### Branding Inspiration

Inspiration can come from a variety of places, including other successful businesses. Large companies spend millions of dollars every year to get their business name in front of prospective customers. These companies can be a great source of inspiration for your branding and marketing campaigns.

Don't be afraid to ask for opinions about what parts of a company's brand campaign your friends and relatives find attractive. Take note of the best parts of other folks' campaigns to see how you can promote your business.

Sometimes your competition can be a good source of inspiration for your branding campaigns. The internet and social media offer a great way to see what your competition is doing to promote their business using the internet. Remember that plagiarism is both illegal and unethical.

The internet and social media can be a goldmine for inspiration. Spending time on the internet can really give you some good ideas, but it does take a bit of effort. Screenshots and notes can help you to remember what you found.

### Your Brand's Color Scheme

While no specific color has proven to be more attractive to potential customers than another, color can help to build a brand's consistency. A large part of a brand's initial attractiveness can be attributed to its color scheme.

As with your logo, take your time in choosing a color scheme, and solicit input from others. After all, you don't want to have to change your branding



FIGURE 1. Make sure your logo isn't too complicated, or else it will be difficult to use for purposes like embroidery.

colors after you have printed business cards or created a website.

The Philosophy of Color

Choosing a color scheme for your brand can help to focus your brand in the minds of potential customers. Colors can evoke both a positive and a negative response from viewers. Colors are also one of the first things to make an impression on your customers.

Different color tones can indicate the different properties of each color in your scheme. Darker tones make the colors more dominate, and lighter tones can give the scheme less presence. Figure 2 is a partial list of colors and their philosophical meanings.

Fonts

Philosophy of Fonts

We briefly touched on fonts in your logo. Let’s take a closer look at how fonts can help with your branding campaign.

There are almost half a million fonts in the world today. Fonts can influence your customers about the strengths or weakness of your business brand. Choosing the correct brand font will help to share your business message with your customers.

Consistent Print and Website Fonts

Fonts are another way of defining print or web type styles. Each font style can elicit a particular impression or emotion from its viewer.

Font Anatomy

If you look at the anatomy of a font or typeface, you will see that they have similar characteristics (Figure 3).

The baseline of a font forms the basis of measurements for other properties. The x-height, for example, is measured from the baseline to the top of lowercase

letters. Leading is the measurement of the distance from one baseline to the next on multiline lettering.

One of the more critical aspects of a font is its serif configuration. Serifs help readers by creating a subliminal transitional reference point. This reference point is like using a ruler to help guide readers from one word to the next.

There is a downside to serifs, though.

Serifs can make a font unsuitable for logos because they add extra bulk to the text used therein.

Stroke weight can be another important and often overused font property. Thicker stroke weight — such as when you use bold in word processing — can cause text to stand out, but an over-use can make it seem like your text is screaming at the reader.

<b>BLACK</b> <i>Positive Impression:</i> Sophistication, Security, Power, Elegance, Authority, Substance <i>Negative Impression:</i> Oppression, Coldness, Menace, Heaviness, Evil, Mourning	<b>BLUE</b> <i>Positive Impression:</i> Trust, Loyalty, Dependability, Logic, Serenity, Security <i>Negative Impression:</i> Coldness, Emotionlessness, Unfriendliness, Unappetizing	<b>GREEN</b> <i>Positive Impression:</i> Health, Hope, Freshness, Nature, Growth, Prosperity <i>Negative Impression:</i> Boredom, Stagnation, Envy, Blandness, Debilitation
<b>ORANGE</b> <i>Positive Impression:</i> Courage, Creativity, Confidence, Warmth, Friendliness, Energy <i>Negative Impression:</i> Deprivation, Frustration, Immaturity, Ignorance	<b>PURPLE</b> <i>Positive Impression:</i> Wisdom, Wealth, Spirituality, Imagination, Sophistication <i>Negative Impression:</i> Reflection, Decadence, Suppression, Excess, Moodiness	<b>RED</b> <i>Positive Impression:</i> Power, Passion, Energy, Fearlessness, Excitement <i>Negative Impression:</i> Anger, Danger, Warning, Defiance, Aggression, Pain
<b>WHITE</b> <i>Positive Impression:</i> Innocence, Purity, Cleanliness, Simplistic, Pristineness <i>Negative Impression:</i> Sterile, Empty, Plain, Cautious, Distant	<b>YELLOW</b> <i>Positive Impression:</i> Power, Passion, Energy, Fearlessness, Excitement <i>Negative Impression:</i> Anger, Danger, Warning, Defiance, Aggression, Pain	<b>PINK</b> <i>Positive Impression:</i> Imaginative, Passionate, Caring, Creative, Innovative, Quirky <i>Negative Impression:</i> Reflection, Decadence, Suppression, Excess, Moodiness

FIGURE 2. Carefully consider what colors to use in your branding. Here is a partial list of colors and their philosophical meanings.

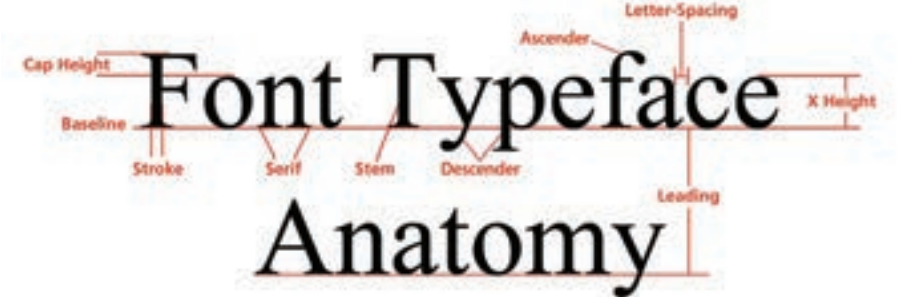


FIGURE 3. There are many details that go into a font’s creation and affect its appearance.



# Serif Script Sans Serif

FIGURE 4. Three main font styles are serif, sans serif and script.

## Font Styles

As I said before, there are thousands of fonts. However, the three main font styles are serif (Times New Roman), sans serif (Tahoma) and script (Brush Script) (Figure 4). Each one has its place and use, but keep in mind that the use of serif and script fonts can make logos and text harder to read and understand.

Here's an example:

*Locksmith* vs. Locksmith.

Which of these is easier to read, and which one makes a more dominant statement to the reader? The one on the right is easier to read and more dominant.

## Print Branding

One of the oldest forms of business branding is print. Newspapers, flyers and even the phonebook featured printed advertisements that allowed publishers to feature business branding. A good marketing campaign — yes, you should have a marketing campaign — will feature print branding as well as its digital counterparts.

## Business Cards

Business cards are one of the most inexpensive and effective branding tools available to small business owners. A

well-designed and easy-to-read card should feature your logo, business name and, most importantly, your business phone number.

QR codes are another great addition to your business card (Figure 5). A QR code is a scannable code that allows smartphone users to scan the code and be directed to your business website. You can create a QR code for free (there are numerous websites where you can do so) and place it on your business card.

Once you have a good supply of cards, start by visiting local complementary businesses and drop off handfuls. Locksmith business owners can benefit from relationships with local auto repair shops, auto parts dealers, real estate companies and other similar businesses.

## Postcards

Think of postcards as inexpensive large business cards. Postcards can help you

to draw attention to a specific service or other types of information that you want to spotlight.

If you are in an area prone to unscrupulous “locksmith” businesses, creating a postcard can help. Using a postcard to tell customers to be wary of who they choose can establish you as an authority. Make certain that you include a bit of information on the back of the postcard with tips about how to select a locksmith. Of course, you would want to include your logo, QR code, website address and phone number on the back side of the card as well.

Figure 6 shows an example of a card that I created for our customers.

## Vehicle Lettering and Your Brand

While in some service areas vehicle lettering can draw attention from thieves, vehicle lettering can be a great way to show your brand to prospective customers. Remember that your service vehicle is basically a rolling billboard, and you should use it for building your brand.

## Vehicle Wraps vs. Stand-alone Lettering

Vehicle wraps are basically large pieces of printed vinyl applied to your service vehicle. If you choose to use a vehicle wrap, keep in mind that some wrap designers prefer to create a design that they like rather than one that gets your branding message across to your customers.

Stand-alone lettering is a method of marking vehicles using vinyl letters and images created by cutting shapes in sheet vinyl. This method tends to be a bit cheaper than a wrap and can more easily avoid the risk of losing the message in the design.

Remember that whatever method you use to mark your vehicle, it should

““  
Business cards are one of the most inexpensive and effective branding tools available to small business owners.  
””

make two things clear to your viewers: what you do and how to get ahold of you. Anything else should be considered icing on the cake but should not detract from the two basic messages.

### Other Branding Tools

Giveaways can also be a great way to keep your business's brand name in front of your customers. Pens, keychains, branded key blanks and key tags are great branding tools.

We give each customer a business card and a pen to help them remember our business. For lost automotive key replacements, we give each customer a carabiner and tell them that this will help them not to lose their keys in the future.

When sourcing giveaways, look at what other businesses do, or use the

internet for inspiration. However, shop around to find good-quality and inexpensive giveaways.

### Your Online Branding Presence

A good, well designed, easy-to-navigate website is a critical branding tool. If you don't have a website ... get one. Most social media and other online platforms allow a connection to your website. This connection will help to give your brand more credibility.

With search engine challenges, you want a website that doesn't simply look like a digitized yellow pages advertisement. Create a website that is a valuable, information-rich tool your customers return to.

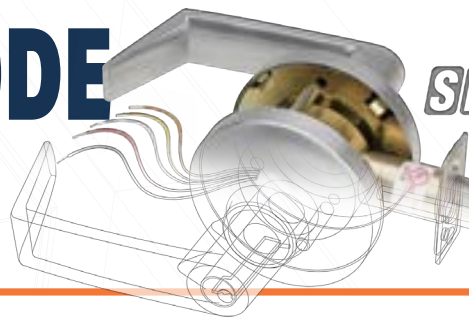
An ever-changing website can help you to rank higher in the search engines



FIGURE 5. Be sure to include a QR code on your business card.

than one that never changes. Regular, informative blog posts help to keep your website content fresh. Again, looking at how other sites are designed can give you inspiration about your own website. Keep in mind that what is popular today

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[www.sdcsec.com/electra](http://www.sdcsec.com/electra)



will probably change in the future, so make your site flexible to design changes.

While some of us can create our own websites, you can always pay someone to build it for you. One word of caution though: ownership. Make certain that you own your domain name (the identifier for your website's presence, e.g. [www.aloa.org](http://www.aloa.org)). Also, make sure that you own the website design and materials. If you decide to change web developer companies, some companies try to retain the

ownership rights to your website to keep you as a customer, so read the fine print.

### Social Media Branding

Social media has become a very popular way for users to find perspective service providers. Platforms such as Facebook, X (formerly Twitter), LinkedIn and others can be a great way to promote your brand. Keep in mind that you will have to maintain regular activity in the form of posts to keep your followers engaged.

This means you must work all the social media platforms that you choose to participate in.

Another word of caution. Due to privacy concerns, don't post customer addresses or license plate pictures, as this can cause legal issues. When taking post pictures, make them clean and take them from various interesting angles. Close-ups work very well for posts too.

When working social media, make certain that you create a business page



FIGURE 6. Postcards can be good marketing tools to draw customer attention to certain services or business information.



profile to keep your personal and business social media presences separate.

When making posts, be consistent with your message, and always include your logo and contact information on all posts. If you use Facebook, the @ yourbusiness name will connect the post content to your business profile, and the # (hashtag) will connect your post to other similar posts.

When working social media, here are a few ideas for posts:

**Completed Jobs.** This can be a great source of posts, but don't overdo it. Too many "look at what I did" posts will become digital noise to your followers.

**5-Star Customer Reviews.** Again, these can be a good source of post material, but don't overdo it.

**Interesting Customers.** If you helped a unique customer or completed a particularly interesting job, this can be a great post source. However, be mindful of customer privacy, and don't use the customer's name or address.

**Some Personal Events.** If you have a special occasion such as a birth or other family event, that too can be a good social media story. Make these posts very human, and write in the first person.

**Holiday Recognition (Christmas, Fourth of July, other popular holidays).** Commemorating holidays can be another great post source. Make certain to attach your logo and perhaps your contact information to any holiday post images.

## Online Business Profiles

There are many places where you can create a free online profile. Some of these include Google, Yelp, Nextdoor, Instagram, etc. These platforms can be a great way to promote your brand. Remember to use your brand's fonts, color schemes and logo on your profile page to connect your brand to your profile.



**When you receive a review,  
you should make it a  
practice to respond to *all*  
of them, good and bad.**



## Online Customer Reviews

Online customer reviews are designed to allow platform users to give feedback about businesses, their products and their employees. Reviews can also help prospective customers to make informed purchase decisions before they contract with a business. However, bad online reviews can also discourage customers from choosing a particular business and ultimately cost them sales.

When you receive a review, you should make it a practice to respond to *all* of them, good and bad. If a customer takes the time to leave you a review, you should take the time to respond.

If you do get a bad review, take a bit of time to think about your response. When you respond, do so in a friendly manner, and encourage the customer to contact you to give you an opportunity to make things right. If the customer will not remove the bad review, respond in a truthful and respectful manner, explaining your side of the situation.

When you respond to positive reviews, do so in a friendly and first-person manner. Make the customer feel like they are valued and appreciated for choosing your business over your competition.

## Review Sources

There are many platforms that offer places for customers to leave reviews. These include Google, Yelp, Square, Facebook and others. Keep in mind that arguably the most highly used review

platform is Google. Reviews left on Google can appear in their search engine results pages.

For more insight about how to get more reviews, see my "*The DIY Review Magnet Article*" article in the February/March 2024 issue of *Keynotes* magazine.

## Paying Someone Else to Brand Your Business

If you don't feel comfortable or able to build your own brand, hire a professional to help. Keep in mind that if you do hire someone else, you want to make certain that you own the rights to the branding pieces that they create. You should also try to use companies that you do not have to pay on an ongoing basis.

## Live Your Brand

Your brand is your business. Build it every day and often. Build it every day and often. Keep a stack of business cards and giveaways handy, and give them out wherever you go. Remember that, as a small business owner, you are a marketer 24 hours a day, seven days a week. 📌



**Steve Sacco, CRL, CAI,** along with his wife Sharon, own and operate Local Locksmith in Queen Creek, Arizona. He has owned and operated

many different businesses, ranging from computer repair to locksmithing-related business models. He's been a locksmith for 20-plus years and is an ALOA CAI (Certified Ace Instructor). He has taught for Just Cars, the Texas Locksmith Association, the Professional Associated Locksmiths of Arizona and other professional organizations. He has helped many fellow locksmiths and business owners learn business marketing basics and enjoys sharing marketing techniques that are budget-friendly and effective.



# Institutional Customer Service Skills

Steve Fryman, CRL, CAI, CISM, AFDI, describes how to have good customer relations at institutions.

**A**S AN INSTITUTIONAL locksmith, who are your customers? The short answer is: anyone other than your immediate team is your customer. Working on a large campus, everything is departmentalized, including building access, budgets, and purpose.

We at the Facilities Key Shop are working with the entire campus community. One minute, you could work at the Solid Waste Department; the next, you could be at the university president's residence, affectionately called the "Prez Rez." Ideally, both departments should receive the same attention. That is the challenge of giving everyone presidential

service. It takes a change in our mindset to carry that out.

## Customer Service Is Relational

Effective customer service is all about building a relationship with your customers. Customers who feel valued and appreciated are more likely to be satisfied

customers. That's why it's crucial to prioritize relationship-building regarding customer service. Remember, delighted customers are the key to our department's success.

When dealing with people in academia, we need to be respectful. We refer to professors and deans as Doctor \_\_\_\_ (fill in the blank). "Doctor Jones, is this the door you are having trouble with?" I will call them "Doctor" until they say, "You can address me as Tom/Bob/Sam." Small details like this start your relationship off on the right foot. Unfortunately, folks in academia do not always treat trade workers with much respect. We are guilty until proven innocent.

It's funny how your stock goes up when you open the test closet door. They are locked out only minutes before meeting with 200 students during mid-terms or finals.

### The Ability to Listen

The worst thing is for customers to feel you do not care about their issues. We all have experienced this. The tech is looking at his watch thinking, "I need to get out of here and get to the next one." This noncaring reinforces the guilty until proven innocent I just spoke about. This reaffirms their belief about trade workers.

Prove them wrong and show how much you care by actively listening to their issue, no matter what it is. Effective customer service starts with actively listening to your customers. By listening to their concerns, needs and feedback, you're better equipped to provide exceptional service. Your customer will write positive things about your department! This helps everyone they encounter from Facilities Maintenance.

### Be an Ambassador!

Excellent customer service is more than

**The old, worn-out adage of being good enough for government work should be buried. We need to work with intentionality.**

just a "nice to have;" it's an essential part of your department's branding. Every customer interaction is an opportunity to build trust, loyalty and a positive reputation. By prioritizing customer service, you are showing your customers that you care about their needs and setting yourself apart from the stereotype.

Make sure every touchpoint in your customer's journey is positive, and watch as your department's brand becomes synonymous with exceptional service.

### The Do it Right the First Time

The old, worn-out adage of being good enough for government work should be buried. We need to work with intentionality.

Customer service should be intentional. It emphasizes the importance of delivering high-quality customer service with a clear purpose and objective. It suggests that customer service should not be left to chance or handled casually but instead approached deliberately and intentionally. This means cleaning up after yourself. The biggest complaints I've had are how my guys left a mess in someone's office. To help facilitate this, a small shop vac and drop cloths should be put in the service vehicles.

### Positive Attitude Goes a Long Way

Your attitude can make or break a customer service experience. It's not just about being polite and helpful; it's about having a positive and enthusiastic

demeanor. Your attitude can turn an average interaction into an exceptional one that leaves a lasting impression on the customer.

Whether things go well or badly, we need to take ownership. People make mistakes. We, as humans, are flawed creatures. Be humble and admit when you messed up. You will be more respected for it. Blame-shifting is not respectable.

On the flip side, when someone pays you and your department a compliment, say, "Thank You." Be gracious, and give credit to your co-workers, boss and team.

Finally, remember why you are doing what you do. I love the old story about the man sweeping the floor at the auto plant. A visiting stockholder asked him what he was doing. The man sweeping the floor said, "I am helping to make cars." That should be our attitude. I am assisting the students, faculty and staff to be successful in their pursuits. What I do keeps them safe and helps keep the environment they work and play in secure. This is an extraordinary calling. Remember, the customer is king.

The success of any institutional key shop is directly proportional to its ability to put the needs of its customers first. Hence, it is essential to acknowledge that the customer is the king, and their satisfaction should be the goal and purpose that drives our ambitions. 📌



**Steve Fryman, CRL, CAI, CISM, AFDI**, is a second-generation locksmith with over 45 years of experience. He has been a business owner

for 20 years and is currently working at Florida State University as a key compliance manager. Steve is a subject matter expert in institutional shop management.





# The Making of an Instructor

By ALOA SPAI Director of Education William M. Lynk,  
CML, CPS, ICML, CMIL, CAI, M.Ed.

**T**HE TITLE OF THIS ARTICLE may read like a PBS documentary, but it is actually about the process to enhance a locksmith's skill set into that of a qualified and hopefully exceptional ACE Instructor.

## Could This Be You?

Have you ever thought about sharing your expertise with other locksmiths and security professionals? If you think back, almost all of us have taken classes in school, from kindergarten on. We've admired many of our teachers for conveying essential knowledge and skills to all of us. Both dedication and patience come to mind. If you have these qualities, among others, you might think about becoming a Certified ALOA Instructor.

## What is ACE?

ACE is an acronym for ALOA Continuing Education. Many states require that locksmiths obtain CEUs (Continuing

Education Units), as prescribed by the state. Many states have very strict guidelines as to *who* can teach these classes and *how* the classes are structured. Often, they require ALOA to submit the bios, resumes and qualifications of potential instructors, lesson plans, objectives, class time allocations, etc., to be approved for that state's CEU program. ALOA has been vetted by states, and they recognize the importance of the CAI credential that ALOA endorses.

## Who or What is a CAI?

We live in a world of abbreviations and acronyms. CAI simply stands for Certified ACE Instructor. Once an individual has passed the prescribed course, the CAI designation can be used after one's name, similar to how a locksmith uses other certifications after his name, such as: John Q. Smith, CML, CPS, CAL. It is a highly coveted designation, and one that you, too, might earn. Then you would be: John Q. Smith, CML, CPS, CAL, CAI.

## What Are You Looking For?

ALOA is looking to include forward-thinking, ambitious individuals who have a passion and desire to share their personal industry security information throughout the world within our established framework of quality delivery.

Now, if you are thinking, "But, I don't have a degree in education!" Fear not; ALOA constructed a top-notch program decades ago and has been refining it ever since to help those with a true desire to teach and share with others in the industry. It starts with taking a three-day class.

The class is the first step to becoming a Certified ACE Instructor (CAI). Information will be presented on methods of instruction and motivation. The class consists of lectures, discussions, exercises and presentations that will assist students in organizing instruction methodology. Upon completion of the course, students will be able to develop a class outline, prepare training aids, evaluate

class material and effectively instruct an ACE class.

ALOA has been offering this course for many years and has discovered some of the finest ALOA instructors, bar none. Many of the instructors you see standing before you in class have taken the course. Information and skills you acquire will reinforce the many types of teaching styles that help students to learn in a variety of ways.

### Who Teaches It?

ALOA is very fortunate to have two “superstar” CAI course instructors to guide you through the process: Christopher Meccia, CPL, CAI, and Gordon P. Malczewski, CPL, LSFDI, CAI. Both have not only taught this course for years but had — and still have — very successful careers in the locksmith industry. Gordon worked as a trainer for both Schlage and Medeco, and Christopher has been with Medeco, IDN and now Lockmasters. Their credentials are quite impressive, and they are both dedicated to supporting your entrance into the education arena.

### Why Become Certified?

One of the major differences that ALOA has from other entities that may offer instruction is that we endeavor to offer every student a delivery method that is effective and strives for excellence. That is why we encourage all instructors to acquire the CAI designation. In essence, we want to make sure that those who are instructing are not just “people off the street” who may know subject matter, but rather those who have been vetted to assure top-quality, effective instruction *at all times*. The CAI certification is like the “seal of approval” that shows your instructor has what it takes ... and then some. We are not saying that if an instructor is not a CAI that his or her

“  
The CAI certification is like the  
‘seal of approval’ that shows  
your instructor has what it  
takes ... and then some.  
”

class cannot be a good one; we simply want to make sure that guidelines are set to support success for both the instructor and the student. Also, as mentioned earlier, many states and organizations prefer and may require the instructor be a CAI. If the possibility of teaching for ALOA or other venues is in the back of your mind, then give it a try! Become a CAI.

### When Can I Do This?

The time is now. ALOA will be offering the 3-Day CAI Training Class at the ALOA Convention in Las Vegas this July. Class size is limited due to the personalized nature of this type of class, so make sure you register early if you plan to attend the convention.

Our last class was at Lockmasters in Kentucky back in January. We happily graduated 16 CAIs, and several of them will already be teaching classes at our convention in Las Vegas this summer for pay. If you cannot attend the class in Las Vegas, we plan to have another CAI class, perhaps again in January.

But, for now, the related course information at ALOA 2024 at the South Point Hotel & Casino is shown here to help you plan:

#### 316/416/516: CAI Instructor Course (Three Days) - A LA CARTE CLASS

**Instructors:** Christopher Meccia, CPL, CAI and Gordon P. Malczewski, CPL, LSFDI, CAI

**Class Content:** 60% Lecture/40%

Hands-On

**Class Limit:** 18

**316A Lab Fee - REQUIRED:** \$695.

This is a standalone, a-la carte-priced class for one, NOT A PART OF CLASS PACKAGES. You may add a 2-day package with classes.

**Dates:** Wednesday, July 24 – Friday, July 26, 2024

**NOTE:** This class may run into the evening, and homework will be required. A computer laptop (with Microsoft Word and PowerPoint installed) is recommended but not required.

### Conclusion

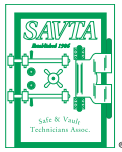
The ALOA Education Department hopes that you will want to share your security expertise with ALOA’s global market. If so, becoming a Certified ALOA Instructor is an opportunity you don’t want to miss. It’s not just about the title; it’s about the knowledge you’ll acquire, the skills you’ll develop, and the impact you’ll make on students and the industry. So why wait?

We look forward to adding you to our ranks. See you in Vegas. 📍



**ALOA SPAI Director of Education William M. Lynk, CML, CPS, ICML, CMIL, CAI, M.Ed.,** has been a locksmith since 1975 and is the owner of

www.ICLSglobal.com. Bill is an IC specialist, an industry author, the subject matter expert on IC for ALOA, and an ALOA ACE instructor, teaching classes on interchangeable cores and master keying across the country. He has originated SFIC Technical Manuals for both national and international lock manufacturers, and maintains a working relationship with the major lock and security manufacturers throughout the world. In 2013, he was named *Keynotes* Author of the Year.



# Drop a Label on It

Blaine Lucas, CJS, CML, CPS, ARL, opens a U.S. Security drop safe — and reminds us to always put your label on safes.



FIGURE 1. The combination is lost for this locked safe.

**O**UR DISPATCHER received a call about a lockout on a small orange drop safe. He was told that the safe had not been used for some time, and they wanted to start using it again. The safe was small, but it was bolted to the floor, so they could not bring it to us. The old manager with the combination was long gone. With almost everyone having a camera phone, we tried to get the customer to send us a picture or two so we could give an accurate opening estimate. Dispatch asked them to email over some pictures (see *Figure 1*). We saw one of our company labels on the door, so we must have serviced this safe in the past, if not sold it. It's always a good idea to put a service sticker on any safe you work on. Many businesses go through managers quickly, and this label shows the new manager who to call. We did a little research and found that this safe was a U.S. Security Safe product. This appeared to be a standard-duty, B-rate drop safe with a right-hand LA GARD combination lock. The customer was given an opening price estimate and a minimum repair/service price. Any parts that might be needed would be extra. We were given the green light to proceed.

## A Little Misdirection

At the appointed time, I loaded up the van and was on my way. Our service app uses a map service to guide us to the job site. It usually works very well. Not so long ago — to help traffic flow





FIGURE 2. The author is measuring from the bottom of the safe to dial center.



FIGURE 3. For an RH lock, deduct  $\frac{1}{2}$ " from dial center for the change keyhole.

— our downtown streets were “modernized” into what they called “the loop.” They added several one-way streets and limited street parking to get maximum traffic flow. The map app told me I was at the job site, which was a parking lot. I was a little confused. I was past the parking lot before I could turn in.

I was beginning to think this might be a crank call, as the address appeared to be a parking lot. I had to drive around the area to get back. The third time around I pulled into the lot and found a mini strip mall that was hidden from street view. I was beginning to think it was going to take more time finding the customer than completing the job.

### Planning for Drilling

This would not be a tough safe to front drill, but since I had my newest video scope with me, I thought that scoping for the change keyhole would be best. There

was plenty of room to side drill. I measured from the bottom of the safe to dial center, and it was  $6\frac{1}{2}$ " (Figure 2). I went to the side of the safe and measured 6" up from the floor (Figure 3). I subtracted  $\frac{1}{2}$ " from the dial measurement, as the change keyhole was  $\frac{1}{2}$ " lower than the dial center for a right-hand lock.

Then I needed to find the depth dimension from the safe body face to the back of the lock case or back of the door pan. Would I need to have my drilled hole come out between the lock case and the door pan, or behind the door pan?

Most of the non-high-security safes will have a change keyhole in the door pan (without a manufacturer's sticker over it), which would give my video scope a better chance to focus. A “B-rate” door would typically be a  $\frac{1}{2}$ " thick metal door, then a  $\frac{1}{4}$ " or  $\frac{1}{2}$ " mounting plate (usually hardened) or a  $\frac{1}{2}$ " lock mounting bridge. The LA GARD 3330 lock case



FIGURE 4. The depth estimate is 3" from the face of the body.

depth would be about  $1\frac{1}{8}$ ", and then add  $\frac{1}{4}$ " more to be behind the lock case. To end up behind the door pan, I added a little more. Remember that the door is recessed, so add another  $\frac{1}{2}$ " to the depth. This made my depth estimate 3" from the face of the body (Figure 4).



FIGURE 5. Here's a LA GARD wheel map.



FIGURE 6. You can see the door bolts' height.



FIGURE 7. Here is the door depth.



FIGURE 8. The door pan is removed.

### Scoping the Change Keyhole

When scoping a change keyhole, the window view is quite small. This allows you to see only a small portion of the wheel at a time. You can speed this

process up by using a wheel map (Figure 5). To make your wheel map, you can use a dial similar to the one on your safe and place a spare lock wheel on it, facing it, as you would be viewing the wheel from the change keyhole. When you

see a landmark, you can quickly move the wheel to where you want it because your map will tell how many numbers off you are.

I like to start by lining up the wheel gates, as they are easier to see the next





FIGURE 9. The external relocker has fired.

wheel gate through them than looking through the change key hub. Once I have all the wheel gates mapped out, I then add 50 to them (on a 100-number dial) to align the change keyholes to take my reading at the change key index. I usually use masking tape to block out the opening index when reading the change keyhole so I don't get confused about where to take my reading on the dial. Once you have your numbers, move them to the opening index, and your safe should open. If it does not open, add one to each number of your combination, and try again. If it still does not open, subtract one from each number of the combination. Continue with a two-number change, then three numbers, etc., until the lock is open.

### The Safe's Details

This safe has no bolt control handle. The lock bolt moves the two locking bars directly. *Figures 6 and 7* show the door edge with two locking bolts. In *Figure 8*, I have removed the door pan, exposing the boltwork. On this version, the boltwork is easy to service. On some of



FIGURE 10



FIGURE 11

FIGURES 10 AND 11. These images show the relocker location.

this brand's safes, the door pan does not come off; there is just a hole for installing the lock in the back cover.

The door pan holds one external relocker. At the bottom hinge side,

the relocker blocks the door bar from retracting (*Figure 9*). *Figure 10* shows the relocker as measured from the bottom of the door, and *Figure 11* shows the measurement from the open edge of the door.





FIGURE 12. The lock is removed from the door.



FIGURE 13. The lock cover is removed.



FIGURE 14. You can see the cutout in the lock bolt.



On some of this brand's safes, the door pan does not come off; there is just a hole for installing the lock in the back cover.



Figure 12 shows the door stripped down to service the lock. Figure 13 shows the lock removed from the door, ready to service. Note the groove in the lock bolt. Figure 14 provides another view of the groove on the lock bolt that holds onto the boltwork. Figure 15 shows the bolts as if facing the exterior of the door, and Figure 16 shows the inside view. Figure 17 shows the door pan holding the relocker.

The Teslong NTS500 dual-camera video scopes work very effectively when reading the change keyhole on safe locks. You can turn the dial and watch the wheel movement at the same time. Although, it has its limits. When I first started using this video scope,



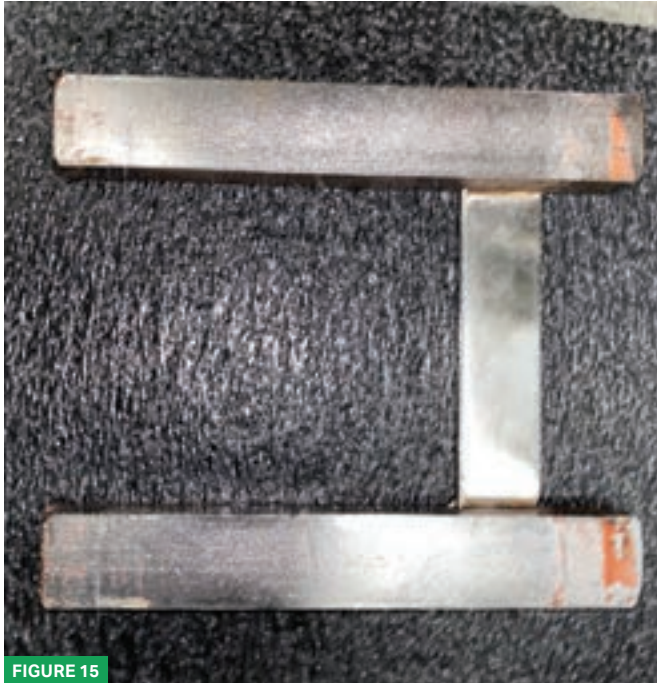


FIGURE 15



FIGURE 16

FIGURES 15 AND 16. Here's the boltwork.

I thought I might not ever need my other scopes again. It takes a  $\frac{1}{4}$ " hole to fit through the safe. Usually, this is a small enough hole, but sometimes the  $\frac{1}{8}$ " scopes have their place. This scope can produce an out-of-focus picture if you are too close to the object. Overall, I am very happy with this video scope, and it works great for viewing the change keyhole. You can sit at the dial with the monitor right in front of you. And the best part? This one opening was enough to pay for it. 📺



**Blaine Lucas, CJS, CML, CPS, ARL**, is a third-generation locksmith and president of Foothill Locksmiths, Inc., which offers security solutions to

residential, commercial and automotive customers throughout the East Bay in Hayward, California. Blaine's grandfather founded the company in 1956. Blaine was 12 years old when he started working with his grandfather on Saturdays.



FIGURE 17. The door pan is reattached and holding the relocker.



# NASTF 2.0

**Stephen Hoffman, CMAL,** discusses upcoming changes with NASTF and use of immobilizer functions on tablet-based programmers.

**A**S OF MARCH 13, 2024, WE finally have some confirmation of the rumors circulating for the better part of a year: In the very near future, an NASTF VSP ID (National Automotive Service Task Force Vehicle Security Professional) will be required to access immobilizer functions on many tablet-based programmers. The reactions have varied wildly, as one would expect.

To begin, we need to figure out exactly how we arrived at this point with NASTF/SDRM (Secure Data Release Model), ALOA, automakers (OEMs), toolmakers and automotive locksmiths in general. NASTF was initially introduced to address information issues primarily focused on



diagnostic tools, service information access and technician training. Our industry, while related, may not have been the primary focus.

I reached out to Donny Seyfer, executive officer of NASTF, for his side. “SDRM was created in 2007 so automakers could provide immobilizer data to independent repairers necessary during module replacement events. The program initially was a contractual joint effort between NASTF, NICB, ALOA and ASA on the aftermarket side with most automakers participating. During the development process and prior to launch, California passed a law requiring that key and pin codes be available to locksmiths 24 hours a day, seven days a week so vehicles could be entered and made to run again when keys were lost. This law was passed with the backing of the California Bureau of Security and Investigative Services ([www.bsis.ca.gov](http://www.bsis.ca.gov)) who licenses locksmiths in their state.” That same SDRM model did not come without challenges, as a lack of standardized access to immobilizer data prevented locksmiths from being able to work on a wide range of vehicles with ease.

It’s important to note that while this started in California, issues arose when expanding this program nationwide. At the time, “less than 20 states had locksmith license requirements. This meant NASTF had become the de facto locksmith credentialing organization even though the program was being administered by first ALOA and later ASA. The buck stopped with NASTF if there was misuse or car theft,” Seyfer said.

## The Aftermarket Tools

It’s no secret that many OEMs would prefer to keep all work in house, and while not all are as extreme as Mercedes FBS 4 systems, the aftermarket tools have had to work to service their

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**With the aftermarket scan tool validation program, it is in the best interests of NASTF, OEMs, insurance companies and the toolmakers for this process to work, and work well.**  
”

existing customer base. Without direct support from the automakers, companies like Autel, XTool and Advanced Diagnostics have developed tools and software to access immobilizer data to prevent our customers from having to visit a dealership for spare keys. One major difference between the service department and us is the ability to offer mobile service, especially in all-keys-lost situations (although there are a couple OEMs currently starting mobile service, we still offer services they can’t, whether it’s the ability to make keys to a vehicle older than 10 years or make a key when a vehicle has been rekeyed).

The ultimate goal, regardless of OEM, dealer or locksmith, is to keep the customer mobile. The automotive locksmith industry operates in a unique position related to automotive service and/or repair as a whole. Concerns and challenges we face may not always align with those of traditional automotive technicians. The best OEM service information available won’t tell us what transponder is used in newer cars; we rely on friends with dealership connections to reference new part numbers and FCC IDs. It won’t tell us there was a change in programming protocols from a 2011 Subaru Impreza to a 2012, and if you try to program the 2012 on the old system, it will “brick” the car. Historically, the limited information shared by OEMs has only increased the need for the toolmakers

to work harder to “crack” newer, more difficult systems.

At this point, any automotive or even commercial locksmiths who are on social media should be aware of the great NASTF ban of 2018. Overnight, hundreds of LSID (which later was replaced by VSP) accounts were suspended. I asked Donny for an explanation, again, from their side on what happened.

“In early 2018, NASTF and automakers, due to widespread issues with account sharing, identified over 1,700 SDRM accounts with unrealistic transaction counts and multiple email accounts associated with them on automaker websites. After spending considerable time in cross-referencing, it was determined there were a number of bad actors in the registry who had taken over the accounts of hundreds of VSPs who had shared their credentials with them. The only way to flush out the bad actors was to turn off a total of around 1,375 accounts, all at the same time in June of 2018, and perform a forced audit on all of them.”

At the time, a few code broker services required (or at least asked for) a user to input their LSID credentials to create an account. This was a direct violation of the terms and conditions of NASTF. As a family-owned Pop-A-Lock location, my father and I each had separate LSIDs. We did attempt to sign up with one of these code brokers in 2015 under their “LSID” option but did not input an LSID. When the broker asked for it, we explained we signed up using that option, but we weren’t going to share it, as it violated the terms of service with NASTF. The response? They “will go ahead and process your application. I just wanted to make sure that you are indeed a NASTF member (many people sign up through that option without even knowing what NASTF is).” That was the response sent in mid-2015.

## Locking of Accounts

What happened next, and how did they decide what accounts to lock?

“In 2016, it became clear the program was being used by people involved in organized crime. Our automaker partners engaged a large cyber security company to analyze and recommend revisions to SDRM. A selections committee was created, and a group of candidates were screened to create what would be released as SDRM 2.0 at the end of 2018.

“Unfortunately, it became very clear the weak business practices that led to sharing VSP IDs and passwords also existed in record keeping where fewer than 200 of those accounts were able to produce their last 10 DIs or any DI for that matter,” Seyfer continued. “NASTF conducted multiple member training classes online, and ultimately about 900 of the 1,375 had their accounts reinstated. What happened to the rest? Many never contacted NASTF to have their accounts reinstated. Many tried to have their accounts reinstated but could not provide proof of their identity and in many cases proof they lived and had work documents in the United States or Canada.” At that point, SDRM 2.0 launched at the end of 2018, leading us to the current iteration of the [sdrm.nastfsecurityregistry.org](https://sdrm.nastfsecurityregistry.org) website.

## Up to the Present Time

For the next few years, NASTF remained a contested topic that only escalated recently. NASTF’s insistence on LSID and now VSP requirements has hindered the involvement of locksmiths in addressing key programming issues. By only having one “locksmith” position on the NASTF board, locksmiths in general have felt ignored or neglected by a program developed to assist them in their industry. When addressing root causes of this perceived neglect and recognizing

  
**Many, many locksmiths have had their key programming and cutting equipment stolen.**  


the expertise and importance of locksmiths in maintaining vehicle security, NASTF should collaborate with the locksmith industry to safeguard vehicles and prevent unauthorized tool access and theft.

Governmental agencies have been monitoring our industry for a while as well, primarily concerned about unauthorized key programming and potential security risks. As social media trends grow, YouTube videos get uploaded and cheap but powerful key programming machines flood the market, the barrier for entry into automotive key programming has plummeted to astounding lows. While we love our cheap equipment due to the speed we can see ROI, so do the bad guys. Automakers have had to scramble to implement additional security measures, ranging from free steering wheel clubs for Hyundai/Kia owners to completely locking Radio Frequency Hubs in later-model Chrysler products, completely preventing the ability to program additional keys without module replacement.

In summer of 2023, rumors began circulating that NASTF membership was going to be required to access immobilizer functions on scan tools. While not everything you see on the internet is true, this topic did come up during the NASTF VSP team meetings, indicating it was in process. I, along with many of my friends, attempted to confirm for those unaware on social media it was going to happen, despite not having much concrete proof.

Then on March 13, an announcement was sent via email. I asked Seyfer what the purpose of it was on a Zoom town-hall-style meeting (the two-hour conversation is available on the AutoProPAD YouTube channel) with several other industry professionals. It boiled down to getting rid of the rumors and letting all of us know what changes were coming.

The biggest question is “why?” Why are legitimate locksmiths being forced to do this? Why now? Why is this required? Why is it only voluntary for the tool manufacturers? Looking at it from a safety perspective (and including governmental three-letter agencies), again, a lot of it comes down to theft, both in terms of key programming equipment and vehicles. Many, many locksmiths have had their key programming and cutting equipment stolen. In the absolute worst-case scenario, several have been murdered for their tools. Those thieves and murderers then use our equipment to commit other crimes. Insurance companies have threatened to stop insuring locksmiths due to the risk involved.

A large part of the discussion online has been how this has been a “money grab” by NASTF, or an overreach by a non-governmental organization or a “sanctioned code broker” (which is also inaccurate). On our call, Seyfer volunteered the fact it has already been discussed in NASTF meetings that as the number of members increase, costs can come down to those same members; they don’t need to charge as much if more people are using the program. Also, while NASTF is not the government, they do work with governmental agencies. With locksmith licensing requirements varying wildly across the country (or even within the same state ... looking at you, Florida), a “national locksmith license” program would likely be a much

worse option. Automotive locksmiths should not be required to take residential or commercial locksmith classes and/or tests, but if government legislation gets involved, that could easily become reality nationwide.

As far as the tool manufacturers are concerned, ideally, this will increase the flow of information from OEMs to the aftermarket. It's no secret that no aftermarket tool can program a key to a 2021 or newer Ford F150 by OBD (without an FDRS subscription), and no aftermarket tool can program a key to a 2021 Jeep Grand Cherokee L (without a Witech subscription). As tool manufacturers begin to join this program, information *should* begin to flow more freely from the OEMs. Is this guaranteed? Obviously not, but we can dream big, can't we?

One more thing Seyfer mentioned about the 2018 ban spree: While not the original target, it did do some good. "Just as an aside, there were a couple of accounts in the 2018 web with over 50 emails and multiple fraudulent credit card charges with brands. These guys actually tried to charge back their stolen credit cards to the automaker when they were shut down. That was ultimately their undoing, as once American Express understood the dynamics of the situation, they hunted them down, resulting in deportation."

Where does this leave us? It's my opinion this is better for the automotive locksmith industry than the Google Guaranteed attempt was at weeding out less than reputable companies, and potentially increasing the coverage level of my current equipment. Is it a perfect plan to eliminate all tool theft, vehicle theft and scammers overnight? No. Will it be a flawless transition for everyone? Obviously not. Is it better than a locksmith licensing law at a national level? In my opinion, yes. Any changes implemented at the federal level would

likely do far more damage than good to established companies. With the aftermarket scan tool validation program, it is in the best interests of NASTF, OEMs, insurance companies *and* the toolmakers for this process to work, and work well. I have no plans to burn any of my equipment requiring it and would encourage continued respectful dialogue moving forward. 🗨️




**Stephen Hoffman, CMAL**, has been in the industry full-time since 2014. He manages his family-owned Pop-A-Lock of Northern

Colorado location and provides automotive technical support for American Key Supply. He was elected to the IAAL board in 2023.

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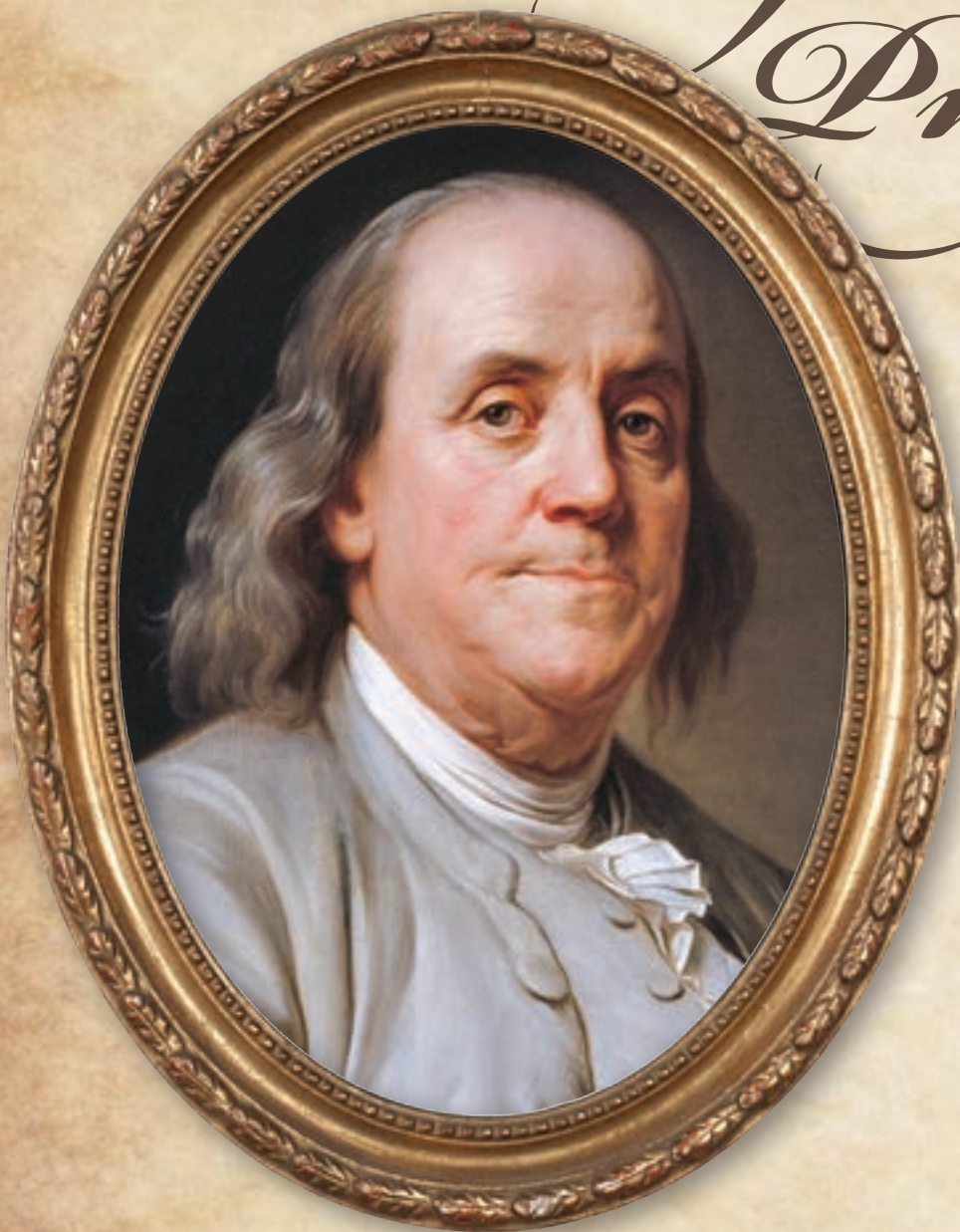
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# *Failing to Prepare*



*"By failing to prepare,  
you are preparing to fail."*

*Benj. Franklin*

**Rick Karas, RL,  
CFDI, AFDI,** relays  
how he prepared  
for a recent job to  
ensure success.

**■ WAS RECENTLY INVOLVED IN A** project that on the surface seemed very straightforward. However, as I started to think about things, I realized that it was not as straightforward as I had originally believed. I realized that if I wanted this project to be successful, then I needed to put some thought into the project ahead of time and prepare. Benjamin Franklin is quoted as saying, "By failing to prepare, you are preparing to fail." I knew that he was right, and if I did not prepare, this job had the potential to become a failure. Here is my thought process about the project and how I broke it up into five manageable steps.



## The Project

I certainly enjoy my profession, and as a bonus, there are a lot of great benefits to being a locksmith in the Washington, D.C., metropolitan area. Our nation's capital is packed with all types of buildings and gives us locksmiths in the area opportunities to take on a myriad of diverse types of jobs. This includes museums and art galleries. If you are lucky enough like me, you may just get the opportunity to provide locksmith services at one of them. I found out that working at a museum can be a little bit different than at other types of buildings.

I was asked to do some work at a museum and art center in our nation's capital. I had never worked at this one. So, as I usually do before starting work at a new building, I did a site survey about a week prior to the job. I prefer a little more time when getting involved in new projects, especially in buildings that I have not worked in before. However, a week was plenty of time to prepare for this job.

During my site survey, I found out that my portion of the project was only a small part of a much bigger project. You could say that I was only one small part of the larger "picture!" I also found out that the date to do the work was firm and could not be changed. The project seemed pretty straightforward. There were exit devices that needed to be installed, and my client already had them. However, I found out that the exit devices my client had did not fit the doors because they were too long. Even though they were not the correct length, they could still be used; they just needed to be cut to the proper length.

During my site survey, I discovered that all the doors that I would be working on were the same type, size and finish and were actually in surprisingly good condition. I took some measurements of

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**My goal was to make sure  
that things went smoothly  
and to try to avoid surprises.  
I really, really hate surprises.**  
”

one of the doors and snapped a few photos as well as jotted down a few notes. The scope of the work seemed simple enough (doesn't it always!). My client had told me that he wanted me to be out of the way when people started to come into

the building. I was told that I could keep working, but he did not want me to be in areas where the public would mostly be. He gave me a hard stop to be out of the way of the public by 9 a.m. He was concerned about the safety of the people who would be in the building once it opened, and he wanted everything cleaned up and out of the way with no exceptions. He drove the point home a few times, and the message was well received. Even if he did not think so, I heard him each time. I understood completely, and I told him that I would have no problem complying with his instructions.



**FIGURE 1.** The author placed everything that he would need for the job on a service cart to prevent back-and-forth trips to his vehicle.



## Planning

After the site survey, I had a few things that were going around in my head, and I knew that there would be a few obstacles that I would have to navigate around with this project. I wanted things to go smoothly, so I needed to think this through thoroughly and come up with a plan so I could prepare as much as possible. Preparing would allow me to make sure that I could successfully execute and make the most efficient use of my time while maintaining the safety of myself and others as well as comply with all the instructions given to me. It was time to smoke my pipe. If you do not know what I mean by that, read my March 2023 *Keynotes* article “Smoke Your Pipe!” Even though the job itself was straightforward, there were things to consider and prepare for, and after smoking my pipe, I knew that I would be facing a few hurdles — none of which would be a showstopper as long as each was carefully thought out and planned for.

My goal was to make sure that things went smoothly and to try to avoid surprises. I really, really hate surprises. I realized that I had five components of the project that I would have to figure out if I wanted the job to go without a hitch. With some thought, planning and prep work, the following is what I came up with.

## The Five Challenges

### Parking

Parking in Washington, D.C., can be a challenge, especially with a service vehicle. The first thought that came across my mind was: Would parking be available for my service vehicle? If not, would I be able to park near the building? I would have to scope out parking garages in the area, and if none were available, hopefully I would be able to find metered parking. And of course, how many hours would I

“  
Miter saws can be extremely  
dangerous if improperly used.  
”

be allowed to park at the meter, and what about an app? Would I need to get yet another parking app for my phone? I have had my service vehicles broken into and vandalized a few times in the past, and I have been a little jumpy about parking in areas that I am not familiar with ever since. When downtown, I try to only open my service vehicle when necessary because I do not like the public “people on the street” to see what I have inside. I do not like to make myself an attractive target for theft. Leaving my service vehicle in an unfamiliar location just adds to my daily stress, which is something I prefer to do without. What a nightmare parking can be sometimes become.

### Start Time

I knew that I needed to start early in the morning to get out of the common areas before people started to come inside the building, or at least be out of their way by 9 a.m. Ideally, I needed to start as early as possible. My question was, how early would they allow me to start?

### Tools and Equipment

I wanted to keep all my equipment with me at all times. This meant that I would have to move all my equipment in one trip. I knew that I would need a lot of tools and equipment, but how could one person (me) bring all of it to the jobsite in one trip? Also, I needed to keep everything with me the entire time because I did not want to leave them out of my sight. I always like to think the best of people. However, as unfortunate as it may be, I have learned the hard way

that when tools are left unattended, they tend to go missing. Another reason for keeping the tools close by me was for my work to be as efficient as possible. Walking back and forth getting tools and equipment is a huge time killer and not something that I wanted to do.

### Unattended Door

I did not want to ever leave a door unattended that I was working on — not even for a split second. If that happened, then I may be responsible or liable if somebody sneaked into the museum or, even worse, got out with some exhibits or art. I needed to come up with a solution that would always keep me at the door until I had completed my work, secured and locked the door and moved on.

### Time Management

Efficiency. I needed to make sure that I used my time wisely and effectively. There needed to be productivity with every move I made. When I have trained employees in the past, I have always told them, “I want to always see something in your hands; you should never be walking on a jobsite with nothing in your hands.” For example: when going back to the service vehicle to get something, I would tell them to always find something that was no longer needed for the project and carry that back with them to put it back in the service vehicle. This enabled them to use their time more efficiently and complete a task that they would have to do later, shaving some time off the job. Every action needs to be thought out. Planning, prioritizing and performing are three important Ps in time management. Time management in business can make or break you. Poor time management can result in decreased productivity, missed deadlines and poor quality of work, among other things. I did not want any of those, so I needed to make sure that I followed my own rules.



## Execution

Luckily for me, the parking situation was the best that I could have wished for. The client arranged for me to use the building's underground parking garage (I didn't even have to pay!). I was told that I could park in any spot that did not have a designation (handicap or reserved). Having a parking spot inside of the building was a terrific way to start the project.

My request to start at 5 a.m. was approved. I was to meet somebody who would escort me into the building and to the doors. One of my favorite Vince Lombardi quotes is, "If you are five minutes early, you are already 10 minutes late." Keeping this quote in mind, I arrived at 4:30 a.m., and that meant I was just on time. The garage was empty, and I was able to get a parking spot close to the service entrance of the building.

While preparing for the job the evening before, I had placed everything that I thought I would need for the job in the back of my service vehicle. I placed everything together so I could just unload everything without having to think, "Now what do I need?" I basically made it idiot-proof. The thinking was already done because I had done it the night before.

Once I parked my service vehicle, I didn't want to make any trips back and forth, so I placed everything that I'd need on a service cart (see *Figure 1*). My escort had also arrived at 4:30 a.m., so I asked him if it was OK to start early. He gave me the thumbs up, and we proceeded, and I started to push my cart of tools to the service entrance. Things were going very well, just as I had planned — and even better now that I was able to start 30 minutes earlier.

Once inside of the building, I began pushing my cart with tools through a maze of passageways in the lower-level halls of the museum. We finally got to a service elevator and went to the floor



**FIGURE 2.** You can see how blurry the photo is because it was taken in nearly total darkness.

where I would be working. The elevator opened, and it was total darkness. Pitch-black. Surprise! (Did I mention that I don't like surprises?). I pushed my cart of tools off the elevator into the total darkness, with not a light anywhere. Using my flashlight, I was able to navigate with my cart and stop at one of the doors that I would be working on. Still using my flashlight, I started to look for a light switch and could not find any. I looked all over the place. It was unbelievable that there were no switches. I figured that the lights must be motion-activated, so I started walking around waving and flapping my arms around like a crazy bird trying to fly. I was anxiously trying to activate a motion sensor, but to no avail. I am sure that the police were watching me on their security monitors and were probably getting a real kick out of watching me run around flapping

my arms around like a nut! (Oh well, sometimes you feel like a nut!).

Sometimes even the best laid plans get off course because of circumstances out of your control and, of course, this was one of those times. Certainly, this was not in my plan. I needed to figure out something or my well-thought-out plans were going to be for naught. This was a conundrum that I had to resolve quickly.

## Forward Progress — Yes or No?

Working in a dark, unlit place was not something I planned for. Knowing that I had to make the best out of the situation, I set up my mobile worktable in the darkness near my first door (*Figure 2*). Luckily, I was able to find an outlet and plug my extension cord into it. You can see the light on the end of extension cord in *Figure 2*.





**FIGURE 3.** Hacksaws are the author's go-to when there is only one exit device to cut.

Because all the doors were the same width, my plan was to cut the first exit device to length and install it. However, now I had to do it in total darkness. If the exit device fit and I did not have to make any adjustments, I would then use the same measurement and make all my cuts for the other bars to the same measurement. I thought to myself, "Rick, slow down and think twice about everything and especially keep safety in mind; you really need to keep all of your fingers." I have attended a lot of safety training courses. I remember hearing some horror stories in an OSHA 10 class I attended some years ago about some of the terrible things that happened to folks

who took shortcuts or ignored safety precautions. I really did not want to join that club.

Another lucky break happened just after I had set up my miter saw in the dark. Some of the lights were able to be turned on, making my job much more manageable and safer. Thank goodness that the lights were able to be turned on, because I really did not want to run the miter saw in the dark. That would have been obviously unsafe, possibly leading to an accident. I try my best to avoid any accidents, especially to me! I was later told that museums use controlled lighting to protect the artwork from damage and deterioration.

## Safely Performing the Work

Hacksaws have always been my go-to when I only have one exit device to cut, as shown in *Figure 3* (this was another project, just one bar to install). However, when I have multiple cuts, I will use my miter saw to cut the exit devices, especially if they are aluminum like the ones on this project. When using a miter saw, it is always a good idea to use personal protective equipment. Following is the personal protective equipment that I used when cutting the bar with my miter saw.

## Personal Protective Equipment (PPE)

Reducing my chances of getting injured on the job always sounds good to me, so I try my best to have the proper PPE and use it as it is intended. You will notice in the photos that all my PPE is in pristine condition, as I am constantly replacing it. When I feel as if any of my PPE is compromised, worn out or damaged, I immediately replace it. Here are a few PPE items that I used on this job:

**Safety Goggles** (*Figure 4*). I used the safety goggles under my face shield to reduce the possibility of having debris go under my face shield and into my eyes. Unfortunately, I have firsthand experience with this one and had to learn this the hard way. Through the years, I have had my share of emergency room visits because of things going into my eyes. Unfortunately, my wife has had to take me on several occasions — not fun trips that I ever want to make again.

**Face Shield** (*Figure 5*). The face shield will reduce the chance of flying debris getting stuck or thrown on my face.

**Hat** (*Figure 6*). Believe me, hot sparks are not fun when they hit your head. There were no hot sparks when cutting these exit devices. However, there was debris being thrown everywhere, and I did not want to take a chance of some of



that debris landing on my head. I used one of my welding hats; it did the job quite well.

**Gloves** (Figure 7). I really like my hands; they are essential to my making a living. So, whenever I think it is necessary to protect them, I use the appropriate gloves. I used them on this job because when cutting the exit device, metal (aluminum) shavings were thrown about, and I did not want any aluminum hitchhikers in either of my hands.

**Jacket** (Figure 17). If the metal produces sparks, I recommend wearing a flame-resistant jacket. For this job, however, I just needed to wear a long-sleeve shirt or jacket to keep all the aluminum debris off of me.

**Long Pants** (Figure 17). I always wear long pants to protect my legs when cutting metal. I even wear them in the summer because occasionally I end up on construction sites and don't want to be asked to leave the site because of wearing shorts which would be a safety hazard.

**Boots** (Figure 17). I am a believer in a good pair of boots to protect my feet, and I go through about a pair a year.

### Equipment Used to Perform the Job

#### Portable Workbench

My portable workbench is nothing fancy and consists of just two foldable sawhorses and a sheet of ½" thick pine plywood (Figure 8). Don't let looks fool you; this little portable workbench has made me a lot of cashola! It provides a good solid base to work on, is easy to transport to jobsites, does not take up much room to store, is quick to set up and does the job. Just my personal preference, but I am not a huge fan of kneeling down while using a miter saw. The portable workbench allows me to stand while operating my miter saw. I feel that standing is a little bit safer than



FIGURE 4



FIGURE 6. The author used one of his welding hats to protect his head.



FIGURE 5

FIGURES 4 AND 5. Safety goggles and a face shield are a must to protect your eyes.



FIGURE 7. Use gloves to protect your hands from shavings.



FIGURE 8. The author's portable workbench consists of just two foldable sawhorses and a sheet of ½" thick pine plywood.





FIGURE 9. Here is the 40-tooth saw blade.



FIGURE 10. The miter saw is shown with the blade removed.



FIGURE 11



FIGURE 12

FIGURES 11 AND 12. The author installed a new 10" 80-tooth tungsten carbide blade specifically for cutting aluminum and plastic.





**FIGURE 13.** By using painter's tape, the author could clearly see his cut lines, and the bar was protected from debris and scratches.



**FIGURE 14.** The author used a tape measure to measure where he was going to cut the bar and then used a combination square and pen to make a cut mark.

kneeling on the ground and allows me to jump out of the way if I need to, especially if I get kickback.

### Miter Saw and Blade

My miter saw is nothing special; just a standard miter saw that accepts a 10" blade. I removed the standard 10" 40-tooth general purpose circular saw blade that I had on the saw. *Figure 9* shows the 40-tooth saw blade, and *Figure 10* shows the miter saw with the blade removed. Then I installed a new 10" 80-tooth tungsten carbide blade specifically for cutting aluminum and plastic (*Figures 11 and 12*). I installed the blade in my shop beforehand in preparation for the job.

**“I wanted things to go smoothly, so I needed to think this through thoroughly and come up with a plan so I could prepare as much as possible.”**

### Painter's Tape

There were two reasons that I chose to use painter's tape (*Figure 13*). The exit devices were a Duranodic dark brown finish, and it would be difficult to see my cut lines on the bar even if I drew them on with an indelible pen. With the painter's tape, I was able to clearly

see my cut lines. Second, I did not want to scratch the finish of the exit device, fully knowing that scratch marks would probably show up quite well on the Duranodic dark brown finish. The painter's tape would protect the bar from miscellaneous debris and scratches, and this allowed me to end up with a very professional-looking job. Little things like the painter's tape can make an ordinary job look outstanding.

### Tape Measure and Combination Square

I used a tape measure to measure where I was going to cut the bar and then used a combination square and an indelible pen to make my cut mark (*Figure 14*).





FIGURE 15



FIGURE 16

FIGURES 15 AND 16. Two one-handed bar clamps held the exit device to the miter saw: one on the left (*Figure 15*), and one on the right (*Figure 16*).



FIGURE 17. The author provided extra support with his free hand.



FIGURE 18

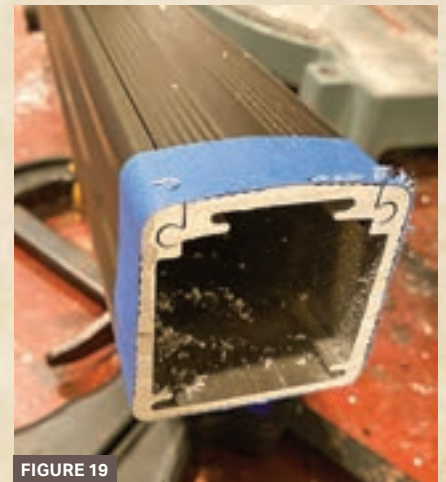


FIGURE 19

FIGURES 18 AND 19. These images show two different bars that were cut and the consistency of the very clean cuts.

### Bar Clamp

I wanted to make sure that the exit device would not move while I was cutting it, so I used two one-handed bar clamps to hold the exit device to the miter saw. *Figure 15* shows the left bar

clamp, and *Figure 16* shows the right bar clamp. I did this so that once the cut was made, both pieces would be held in place and would not move. I did not want to take a chance of one of the pieces moving, getting caught in the wheel and kicking back at me.





FIGURE 20. The author is cutting the bar. To view the video, click on this image in the digital edition of the magazine.

### Cutting the Exit Device

Using my free hand, I gave extra support to the bar while cutting it (Figure 17). I started the miter saw and got it to operating speed and then came down on the exit device very slowly as I cut the bar. I placed very little pressure on the cutting wheel and basically let the cutting wheel do the cutting without applying much pressure. Once the bar was cut, I released the trigger on the miter saw and waited for the cutting wheel to stop spinning before I raised it. The result was a nice-looking cut, just like a factory cut. Figures 18 and 19 show two different bars that were cut and the consistency of the very clean cuts. The end results were very nice and clean, although I must say that there were a lot of aluminum shavings after I was finished. I am glad that I had my PPE on. Here is a short video of me cutting the bar (Figure 20). Take note of how I do not force the saw to cut; I let the saw blade do the work.

\*Note: Miter saws can be extremely dangerous if improperly used. If you have never used one, it's best to get familiar with it and read the manufacturer's safety instructions and guidelines before operating.

### Conclusion

Once I finished making all the cuts, I cleaned up the work area, packed up my tools and moved on to the doors to install the exit devices. Having all the pre-cut exit devices, I could move freely from door to door with all of my equipment and do the installations. This allowed me to keep my tools in sight and stay by the door until I was finished. I could then pack up and move on to the next door.

I did not have any problems and was able to move from door to door with my equipment and proceed as I had intended. In the end, the job could not have gone any better. I was happy with

how efficiently the project went. Smoking my pipe, thinking things through, coming up with a plan and executing the plan had paid off. If I had failed to prepare, I am sure that this job could have turned into a nightmare. Even though I had a few hiccups along the way, preparing for the job helped me to avoid failing. I think Mr. Franklin would have approved! 🍷



**Rick Karas, RL, CFDI, AFDI**, started in the locksmith industry in 1983. A licensed locksmith, he has experience with many physical security

disciplines, including access control systems, intrusion detection systems and video monitoring systems. He works in both commercial and institutional settings. Rick owns Phil-Rich Lock, which serves the Washington, D.C., metropolitan area.

# When Customers Are “Passionate in Their Ignorance”

Tony Wiersielis, CPL, CFI, discusses a call when someone was dead set on being wrong.

**T**HIS MONTH'S ARTICLE IS A bit of a departure from my norm, which is usually 20 to 30 pictures per issue. This time, it's a story about a conversation with a customer I had many years ago. This is aimed at the younger members of the trade so they don't fall into the rabbit hole I had to dig myself out of. Basically, this is “advice columnist for a day.”

One night, years ago, I was closing up shop after a long, busy day. We worked from 10 a.m. to 6 p.m. As I locked the door, the phone rang, and I decided to pick it up. If it had been an emergency call, at least I could take care of it *before* I got home and make a few extra bucks. The conversation went something like this:

“Hello, Mile Square Lock.”

“Hi. One of my roommates lost her wallet in the city, and it has all her IDs and credit cards in it, so we bought a new lock at the hardware store on Washington Street, and we're trying to replace the old one, but we can't get the deadbolt to work,” she said, all in one breath.

“OK. What's your address, and I'll come right over.”

“Oh. We don't want you to come here because we'd have to pay you. We thought you could help us over the

phone. The guy at the hardware store said it was easy to put the new lock in.” In the background, I could hear the sound of drilling and hammering going on at the same time.

“What's all that noise?”

“My roommates. They're trying to get the deadbolt to work. The thing on the edge of the door is too short. One of their dads left some of his tools here when we moved in.”

“OK. First thing, tell them to stop what they're doing with the drill and hammer; you don't need to use either one to replace a deadbolt, unless you bought the wrong type of lock.”

“The guy at the store said it would work. It's a regular lock,” she said defensively.

“Did he see what the old lock looked like? Did you take off the old one and show it to him?”

“No.”

“Then he was guessing at what you had. Are you sure you don't want me to take a look at it? I'm in Hoboken.”

“No. Can't you just tell us what to do?”

“Well, it's kind of hard without seeing it and what the door is made out of.” I paused, wondering if it was worth the aggravation to continue. “I'll try. What brand is the new lock? It should say that

on the box.”

“Wait a second.” The sound of muffled conversation. “It says ‘Segal’ on the box. And it's on the handle thingy.” So far, so good.

“OK. Take a look at the old lock and tell me if it says anything on any of the parts.”

“Why?”

“Just to make sure we're on the same sheet of music. I'm just trying to help you out.”

“OK.” More muffled conversation, minus the drilling and hammering. She came back on the line. “It says ‘Arrow’ on it.”

“Arrow, did you say? And the new lock said ‘Segal’ on it?”

“That's right.”

I thought to myself, “Wow! If this is what I think it is, the situation has just taken a turn for the worse.”

Let me pause for a moment to explain the “wow” moment for the newbies. Arrow and Segal are lock manufacturers known for making two different types of locks. The Arrow lock is a cylindrical deadbolt, and the Segal is a rim-mounted deadbolt. These two types are not interchangeable; you can't take one type and replace it with the other without considerable modifications to the door and



frame, like wraparound or scar plates — kind of like fitting a square peg in a round hole.

To be certain, I asked a few more questions, thinking it might spur them to see the folly of what they were trying to do.

“When you guys took out the old lock you had to remove some screws, right? How many were on the part of the lock that was on the inside of the door?”

“Two. I took them out myself.”

“And there were two screws on the edge of the door? On top and bottom of a small metal plate. And that’s where you saw the name Arrow?”

A long pause.

“Yes, that’s right.” I detected frustration rising in her voice. The sound of drilling and hammering started again in the background.

“I’m just trying to make sure of what you’ve got so I can give accurate advice, OK? Just a few more questions. I’m trying to help.”

At 6:30 at night, for free, I thought.

“OK, fine.” I knew it wasn’t “fine.”

“The new lock — are there four screw holes close to the handle ‘thingy?’”

“Yes.”

“Are you holding it in your hand right now?”

“No. Should I be?”

“If you don’t mind. When you have it in your hand, I want you to turn the ‘thingy’ all the way in one direction and then all the way in the other way and tell me what you see.”

“Wait a minute.” There was a short pause, and then I heard the sound of the bolts being thrown. “I saw two little round metal pieces move up when I turned it one way. When I turned it back, they dropped down again.”

I took a deep breath.

“OK. There’s a problem here. and this is what it is. Your old lock was one type

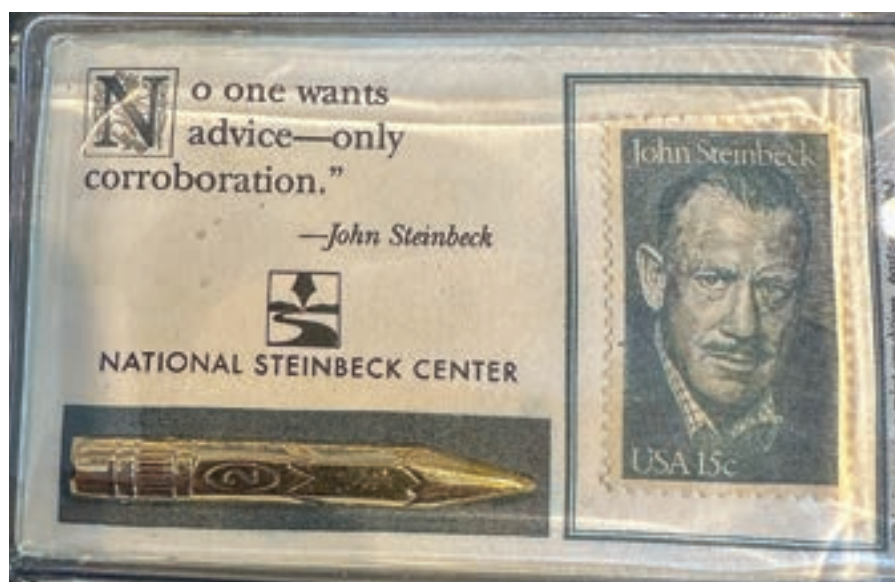


FIGURE 1. The author learned the lesson that people are often “passionate in their ignorance.”

of lock, and the new one is a different type, and they’re not compatible. You shouldn’t have to hammer and drill to swap the locks.”

“What do you mean? Anger beginning to rise in her voice. “The guy at the store said it would work!”

“Did he see the old lock?”

“Huh?”

“Did you bring him the old lock, or did he come and look at it?”

“Of course not!”

“Then how could he know whether it would work or not?”

A long pause. Deafening silence.

“Are you sure you don’t want me to come over and take a look at this for you. I can fix the issue.”

Click. Dial tone. Ignorance is bliss.

## The Lessons

That call stuck in my mind for years, rising to the surface whenever I was swapping stories with other locksmiths. Here are a few things I learned from that fiasco that I can share with you: There will always be difficult people. Most of the time, those same people believe that they know what they’re talking about,

but they have no clue. Even though she called an expert for advice, nothing I could say would have gotten through to her. My term for that is they are “passionate in their ignorance.” Steinbeck was right in his novel *The Winter Of Our Discontent*: No one wants advice — only corroboration (see Figure 1).

I also would have saved the time and “agita” by saying that I needed to get paid to come out and ended the call. I guess I was in “damsel in distress mode,” but think about this: Isn’t one of the reasons most of us are in this business because we innately like to help people? By the way, for the uninitiated, “agita” is an Italian word for aggravation, stomach upset, etc.

I’ve also run into several paranoid types over the years. Some mild, like the person who stood and watched every move I made as I worked on her door. The severe was someone who came down to meet me by the concierge in a newly occupied building. We got off the elevator and walked down the hall and, as it was a building I’d never worked in, I glanced at the hardware on the first door we passed. She turned and stared at me all the way down to her apartment.





FIGURES 2 AND 3. The author saw this Rubbermaid cart at a job at the National Guard armory.

She had a Schlage deadbolt, and as I was unscrewing it to bring it down to my truck, she said, “I’m going down with you. I want to watch you do it.” I was annoyed, but whatever. She gave me the key when we got down there, and it turned out to be a low-level Primus key that I didn’t have blanks for. By this time, I was a little on edge with her, and told her I was going to put it back and leave. I did and made her try it, and I wound up putting it back on three times because it “didn’t feel right.” That’s when I left. Later, I mentioned it to my son-in-law, and he had been there before me as well as another locksmith I grew up with. The smart thing would’ve been for me to split like they did.

### Another Hack

If you find yourself in a jam having to rekey a cylinder to an odd keyway without any blanks, here’s a way out. If the

“Oh. We don’t want you to come here because we’d have to pay you. We thought you could help us over the phone.”

customer has a dire need to rekey, you can take an existing key and deepen two or three shallow cuts by several depth increments. First, explain what you’re doing to the customer, and get any working keys he has. Get the plug out of the cylinder and then deepen the cuts. Re-pin and reinstall. I’ve only had to do this three or four times, but it saved a wasted service call each time.

### A Few Pictures

Figures 2 and 3 are shots of a Rubbermaid

cart I saw while scoping out a job at the National Guard armory in Queens, NY. I didn’t know Knaack made these things, and they’re really kind of cool. The owner was nowhere to be found, and his stuff was safe. Thinking this setup would be kind of heavy, I tried lifting it up a bit by the cart handle, and it was dead weight. I felt sorry for the guy who owned it since it was at a construction site with no elevators. 📸




**Tony Wiersielis, CPL, CFDI**, has almost 40 years of experience and has worked in most phases of the trade throughout the New York metropolitan

area. He was named *Keynotes* Author of the Year for 2016, 2019 and 2022 and serves as ALOA’s Northeast Director. Reach him at [aew59@juno.com](mailto:aew59@juno.com).

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

### Transponder Island

Phone: 440-835-1411  
Fax: 216-252-5352  
www.transponderisland.com

### Turn 10 Wholesale

Phone: 800-848-9790  
Fax: 800-391-4553  
www.turnten.com

### Wesco | Anixter

Phone: 844-522-5275  
www.anixter.com/locksmith

### UHS Hardware

Phone: 954-866-2300  
www.uhs-hardware.com

### U.S. Lock Corp.

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

## MANUFACTURERS

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Fax: 233-563-4130  
www.abus.com

### ABUS USA

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Fax: 623-516-9934  
www.abus.com

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Fax: 052-291-2014  
www.acs.re.it

### Allegion

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Fax: 317-810-3989  
www.allegion.com

### Altronix

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Fax: 718-567-9056  
www.altronix.com

### American Security Products

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

### ASSA, Inc.

Phone: 800-235-7482  
www.assalock.com

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Phone: 650-876-2020  
www.adusa.us

### Autel US Inc.

Phone: 855-288-3587  
www.autel.com

### Bordtek

Phone: 904-329-1324  
www.bordtek.com

### Brilliant Guard

Phone: 630-229-4601  
www.brilliantguard.com

### Bullseye S.D. Locks LLC

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Fax: 859-224-1199  
www.bullseyesdlocks.com

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Fax: 888-622-2377  
www.commandaccess.com

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Fax: 301-277-5080  
www.doorcloser.com

### Door Controls International

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www.doorcontrols.com

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Fax: 315-434-9422  
www.gardall.com



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Fax: 858-974-5297  
www.generallock.com

**GKL Products Inc.**

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Fax: 916-686-0868  
www.GKLProducts.com

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www.hollonsafe.com

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Fax: 978-562-9859  
www.hudsonlock.com

**IKEYLESS LLC.**

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www.ikeyless.com

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Phone: 631-433-3932  
internationalkeysupply.com

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Fax: 714-738-6998  
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Fax: 817-701-2365  
www.jmausa.com

**JWM HI-Tech**

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Fax: 862-483-782780  
www.lockmanage.com

**KABA ILCO Corp.**

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Fax: 252-446-4702  
www.ilco.us/www.adusa.us

**KEY-BAK/West**

**Coast Chain Mfg**  
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Fax: 909-923-0024  
www.keybak.com

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www.keylexusa.com

**Keyincode, LLC**

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https://keyincode.com

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www.iccore.com

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**Locinox USA**

Phone: 877-562-4669  
www.locinoxusa.com

**Lock Labs, Inc.**

Phone: 855-562-5522  
www.locklabs.com

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Fax: 877-887-4958  
www.locknet.com

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www.lockpicks.com

**Locksmith Services s.r.o.**

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www.locksmith.ca

**Lucky Line Products, Inc.**

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

**Master Lock Company LLC**

Phone: 800-558-5528  
Fax: 414-444-0322  
www.masterlock.com

**Medeco Security Locks**

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Fax: 540-380-1768  
www.medeco.com

**Mul-T-Lock USA**

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www.mul-t-lockusa.com

**NAPCO Security Technologies Inc.**

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www.napcosecurity.com

**National Auto Lock Service Inc.**

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**Olympus Lock Inc.**

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**Sargent and Greenleaf, Inc.**

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**SECO-LARM USA INC.**

Phone: 949-261-2999  
Fax: 949-261-7326  
www.seco-larm.com

**SecuRam Systems, Inc.**

Phone: 805-988-8088  
www.securamsys.com

**Secure-T-Agency (STA)**

Phone: 514-963-3701  
Fax: 514-447-1024  
www.secure-t.ca

**Securitech Group Inc.**

Phone: 718-392-9000  
Fax: 718-392-8944  
www.securitech.com

**Security Door Controls**

Phone: 805-494-0622  
Fax: 866-611-4784  
www.sdcsecurity.com

**Select Hinges**

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Fax: 269-323-3815  
www.selecthinges.com

**Stanley Security Solutions Inc.**

Phone: 317-572-1934  
Fax: 317-578-4909  
www.stanleysecuritysolutions.com

**STRATTEC Security Corp.**

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Fax: 414-247-3564  
aftermarket.strattec.com

**Tecnoinsurrezza**

Phone: 859-480-9918  
www.usatecno.com

**TopDon USA, Inc.**

Phone: 833-629-4832  
www.topdonusa.com

**TownSteel, Inc.**

Phone: 626-965-8917  
www.townsteel.com

**Vanderbilt Industries**

Phone: 973-316-3900  
Fax: 973-316-3999  
www.vanderbiltindustries.com

**Wilson Bohannon Company**

Phone: 800-382-3639  
www.padlocks.com

## SERVICE ORGANIZATIONS

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advdlg.com

**ASSA Technical Services Inc.**

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**Auto Key Pro**

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www.autokeypro.ca

**Best Key Supply**

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www.bestkeysupply.com

**Dynamark Monitoring**

Phone: 321-615-1116  
www.dynamarkmonitoring.com

**Facilities IQ**

Phone: 412-956-2900  
www.myfacilitiesiq.com

**KEYS INC.**

Phone: 520-523-5203  
Fax: 520-268-8878  
www.keysapp.com

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versured.com/locksmiths

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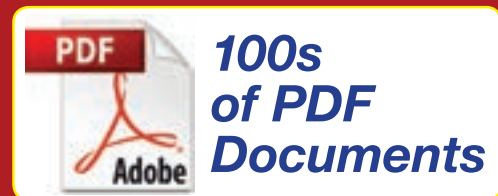
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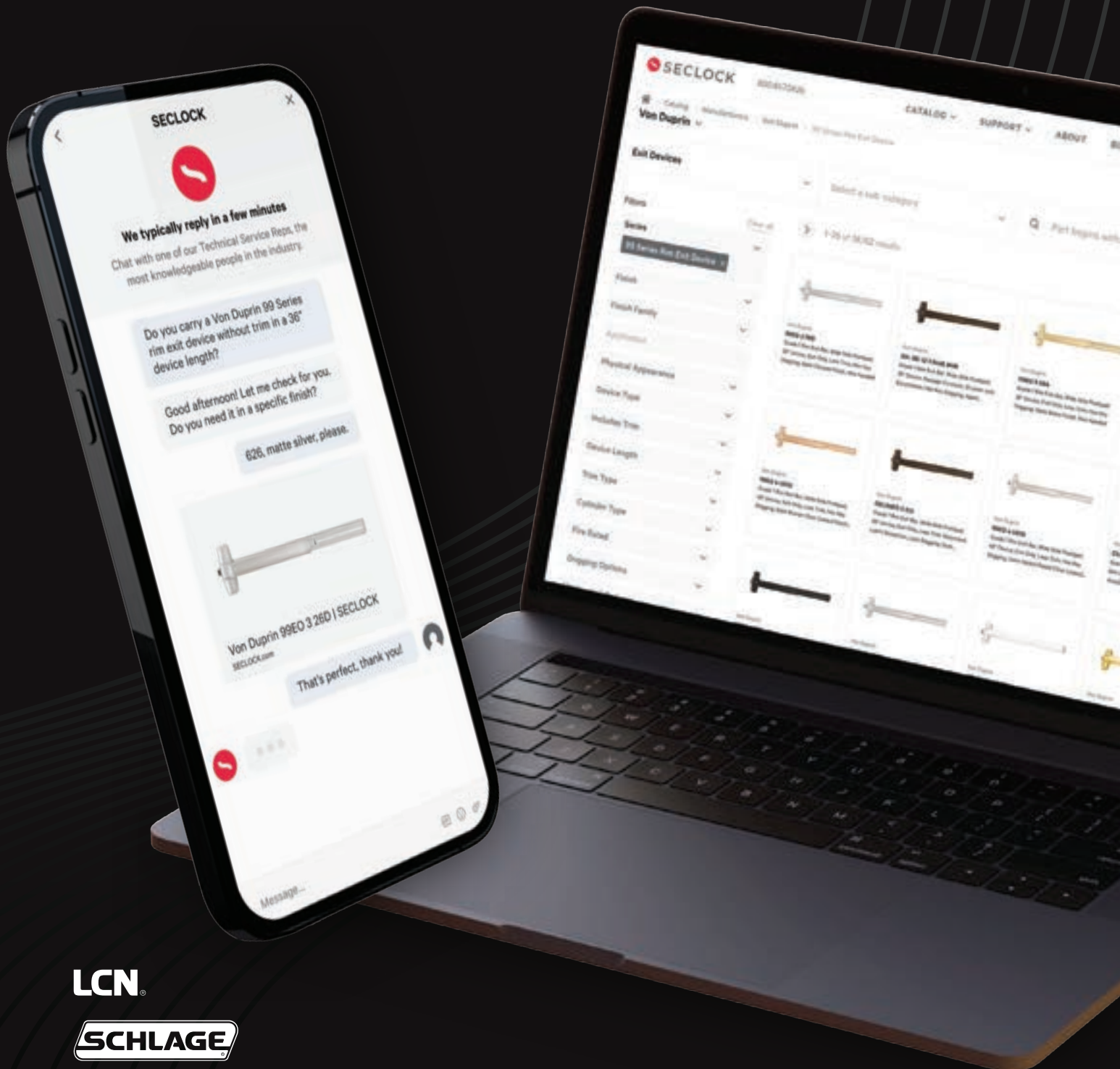
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