

KEYNOTES

SECURING YOUR SUCCESS



TAKING IT TO THE NEXT LEVEL

**Schlage's Everest 29 key system
helps locksmiths raise their game**

U-Change: A Different Approach

**Creating an operating
key without taking
the cylinder apart**

PLUS

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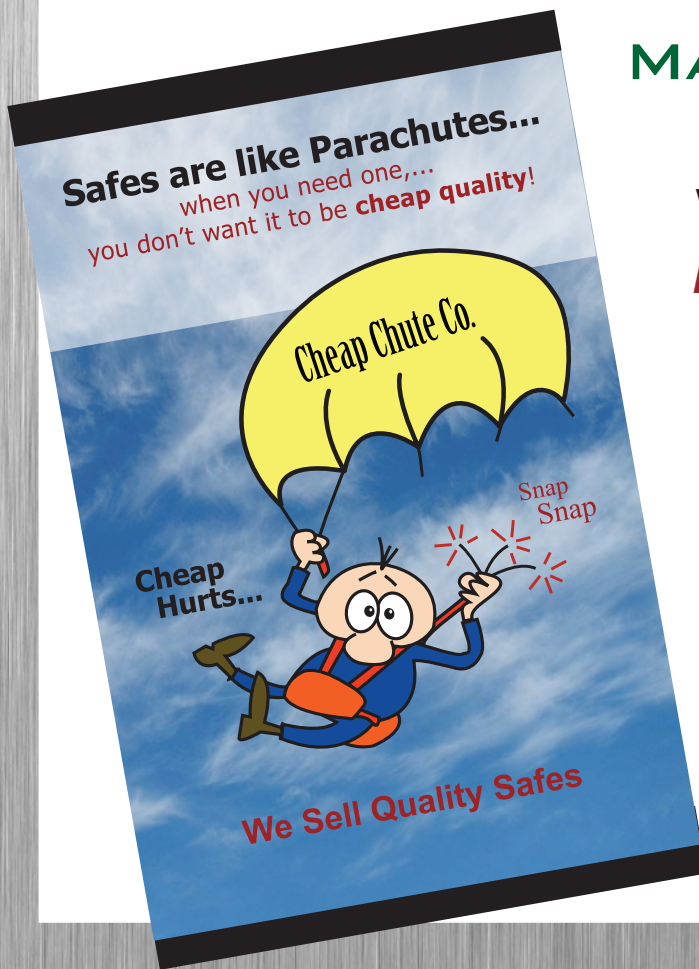
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"We understand that you cannot update your printed advertising until they come due, so just work the update into your marketing schedule."

Exciting Developments Ahead

MOVING INTO THE FALL OF THE YEAR, WE GET THE CHILDREN OFF TO SCHOOL and start to get back into the swing of work from the summer slowdown. We have a lot going on at ALOA; including working on the 2013 budget and projecting the completion of this year. We're also finalizing our choice of a contractor to start the first of the year on the new education building. Phase I will be the re-skinning of the existing building. This is an exciting long-term project that will give us the space to conduct every technical locksmith, safe and vault, access control, and CCTV seminar imaginable.

Meanwhile, there's a lot of buzz in the industry about ALOA requiring registration numbers under members' logos. ALOA is spending a lot of money going after scammers, and we are relentless when it comes to protecting our trademarks. We understand that you cannot update your printed advertising until they come due, so just work the update into your marketing schedule. Only the owner of the business should use his registration number for company advertising. Employees can only use their number on individual business cards.

The ALOA logo is becoming very popular with the public, and the scammers want it. ALOA locksmiths belong to a national association that stands for ethics and integrity. That's why scammers want to use our logo: to give credibility to their activities. Support the ALOA Task Force, whose members are in the trenches rooting out these scumbags.

In other ALOA news, you'll be receiving a ballot to wrap up the old corporation and merge it into the new corporation. We plan to have everything take place the first of the year so that we start out with everything under one corporation with divisions. For those of you who only belong to SAVTA: Nothing will change for you. SAVTA will continue to operate as SAVTA.

I am always looking for feedback from our members, so please send me your comments, positive or negative. Having good feedback from our members is good for the association. We are growing and we want to make sure that we are growing in the right direction. I can be reached at president@aloa.org.

Best regards,
Tom Demont, AHC, CAI, CFDI, CFL, CMIL, CML, CPS, ARL

KEYNOTES

OCTOBER 2012 | VOLUME 58, ISSUE 10

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E-mail: aloea@aloea.org

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Mission Statement: The mission of the Associated Locksmiths of America Inc., as dedicated members of the security industry, is to ensure professional excellence and ethics; create a public demand for professional locksmith services; represent and speak for the locksmith industry; and expand the exchange of trade information and knowledge with other security-related organizations to preserve and enhance the security industry.

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"ALOA represents security professionals worldwide who, like you, recognize that membership isn't a short-term expense — it's a long-term investment."

An Investment in Yourself

THERE ARE EXPENSES, AND THEN THERE ARE INVESTMENTS.

A can of soda, an evening out with the family, tickets to a concert — these are expenses. An educational opportunity that may increase your shop's revenue; a monthly magazine packed with information that helps you do your job better; and legislative representation that advances your industry — these, clearly, are investments.

They're the kinds of opportunities and initiatives that pay off in spades for locksmiths and security professionals like you — business owners and managers who recognize that the only way to stay ahead of the game is to continually strive for professional advancement, despite the relatively small cash outlay required in the short-run.

ALOA proudly represents thousands of security professionals worldwide who, like you, recognize that membership isn't a short-term expense — it's a long-term investment in the growth of their business, as well as the industry as a whole. It's a way to get priceless technical information every month, via Keynotes; a way to get access to instructor-led online education, and hundreds of full- and half-day classes held throughout the country every year. And a way to have your voice heard across the country by a legislative management team that acts solely on your behalf.

You'll soon receive renewal information for your 2013 membership dues, which help cover the cost of ALOA's initiatives, including certification programs, scholarships, improvements to the ALOA.org and FindALocksmith.com websites, and much more. When you pay your dues for 2013, remember: It's not an expense for the short term. It's an investment in the long term — and in your own success.

Mary A. May

Mary A. May
Interim Executive Director

Understanding ALOA's Logo Requirements

AS ALOA EXPANDS TO MORE FULLY encompass other security-related areas — including investigative locksmithing and electronic access control, for example — it becomes increasingly important that the association take every measure possible to protect the value and integrity of its name and logo. To that end, ALOA has launched a new initiative to ensure that its logo remains synonymous with the professional locksmiths and security professionals who make up the association.

Going forward, all ALOA members will receive a logo registration number, which must be displayed beneath the ALOA logo anytime

it appears in any form of advertising, including websites, business cards, Yellow Pages ads, etc. Anyone who displays the ALOA logo in his advertising material without the registration number will be asked to add his logo registration number or remove the logo from the material. These efforts will help ensure that only ALOA members use the ALOA logo.

Each ALOA member has been assigned a registration number, and ALOA wants you to start using it as soon as possible. The number will be printed on your 2013 renewal invoice, and should have been forwarded to you via email. Please email membership@aloa.org if you need the registration number.

NEWS BRIEFS

» **Ingersoll Rand Security Technologies** has provided its authorized dealers/distributors a new Knowledge Center portal, where they can log in to ask questions on a variety of door hardware and access control topics. The portal provides a wide range of solutions, from which type of steel door to use on a particular opening to installation suggestions, templates and service manuals.

» **Intermountain Lock & Security Supply's IML Expo** is slated for Nov. 6-8, 2012, at the Orleans Hotel and Casino in Las Vegas. The event includes classes on Nov. 6 and 7, and an expo on Nov. 8 featuring more than 75 manufacturers.



In Memory of Stewart Levine

Editor's note: ALOA member Stewart J. Levine, CML, passed away July 28, 2012. The following tribute (edited for length) was written by Vince Molodowec, RL.

Stewart Levine (or Stew or Stewie, as he was affectionately known) was one of those locksmiths who hailed from a bygone era — from a time when the trade was as challenging as it got. Stew started his career as a locksmith working for his father-in-law at Minute Lock of Passaic, NJ, before eventu-

ally assuming total control of the business.

He was one of the best locksmiths I've ever met. He could take a sample key, walk amongst the nearly 3,500 hooks on our keyboards, and as if by magic, summon the correct one. The passion he had for the trade, combined with his eagerness to impart his accumulated knowledge, made him a friend and mentor to many, myself included. In fact, my career can at least in part be attributed to Stew's pressures toward the late Henry Printz in an effort to hire me after completion of an apprenticeship program at Cy Drake Locksmiths, Morristown, NJ.

Aside from many years age difference, (I was born when he started at Cy Drake's — 1983!) I felt a genuine heartfelt connection to him, not only through vintage locksmithing, but also in our near identical love for railroading. Our shop sits along the Morristown & Erie's tracks, and every

time a train would pass, Stew and I would pause from our customers to gaze out the window. (Now I'm teary eyed!)

Not only a member of ALOA, he was also a member of the Master Locksmith's Association of New Jersey, South Jersey Locksmith's Association, as well as two railroad groups: The New Jersey Train Association and the New York Susquehanna & Western Technical And Historical Society. He was recipient of the Robert Bell Jr. "Locksmith of the Year" award 1992. He was also a former basketball coach from his childhood hometown of Paterson. Last but not least, a Navy veteran.

He leaves behind his wife Janet, 4 children, 6 grandchildren, a niece & nephew, not to mention countless other relatives, co-workers and dear friends, all of whom are deeply saddened by the loss of a man I can honestly say I was proud to have known. — *Signing in true Stew fashion: "Toodles!"*

Kaba Reorganizes Business Divisions

THE KABA GROUP ADAPTED A NEW segment and management structure, effective July 1, 2012, intended to improve operational performance, increase efficiency and growth, and emphasize innovation leadership in the access control sector. Kaba Access and Data Systems (ADS) Americas, as the new group will be called, combines the sales, marketing, product management and support functions of Kaba Access Control, e-Data, Kaba Mas, and Kaba's physical access systems under one sales and marketing unit.

"The implementation of this new go to market strategy is key to the growth of our company throughout North and South

America," says Carl Sideranko, COO, Kaba ADS Americas. "By focusing on the market segment, rather than individual products, we can offer our customers a broader range of solutions."

Through this realignment, Kaba brands, Kaba, LA GARD, Simplex, E-Plex and e-Data, will be managed within the single brand strategy. The product brands comprise six product groups within the access control area, which offer a wide range of customer-tailored security needs: cylinder and locks, access management systems, workforce management systems, physical access systems, multi-housing products, and safe and container locks.

The Lighter Side of Locksmithing By Steve Wyman



IN MEMORIAM

ALOA member Josh Dyer, CRL, passed away on June 29, 2012. Dyer was head locksmith at the University of Colorado at Colorado Springs.

PRODUCT BRIEFS

➤ Ingersoll Rand Security Technologies recently announced that government security professionals can join their peers in the private sector and purchase a customized electronic locks solution to secure their facilities today while protecting their access control investment for years to come. The new Schlage FIPS 201-1 (Federal Information Processing Standards Publication) AD-Series provides enhanced connectivity options to lower door opening costs, the company reports.

➤ Access Tools introduced a patent-pending Mini Starter Air Jack air wedge that gives lets the operator access vehicles with soft aluminum B-pillars or delicate painted surfaces without the use of a One Hand Jack or other wedge tool. The bladder is made from ballistic nylon, not rubber, which is important because rubber stretches while the nylon won't.

➤ Kaba's new E-Plex, Simplex and Peaks product catalogs offer end-users, locksmiths, dealers and distributors a comprehensive resource for identifying products by model number and feature set. The catalog pages detail product information, including images, descriptions and technical specifications.



ARIZONA

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Sponsor: R Paul McKay, RL


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Alexander Triffault

Sponsor: Barry Wels

These applicants are scheduled for clearance as members of ALOA. The names are published for member review and for comment within 30 days of this Keynotes issue date, respectively, to ensure applicants meet the standards of ALOA's Code of Ethics. Protests, if any, must be addressed to the ALOA membership department, signed and submitted via e-mail to membership@aloea.org or via fax to 214-819-9736.



Help ALOA Fight the Scammers

The ALOA Locksmith Task Force is leading the battle against phony locksmiths. Join us in the fight: Contribute to the Task Force fund to pursue legal action against the scammers.

To make a contribution, visit www.aloea.org/legalfund or send your check made out to "ALOA Legal Fund" to ALOA, 3500 Easy St., Dallas, TX 75247.

We Need Your Help

Attention, ALOA members: Help us eliminate the ongoing industry problem of scammers by screening the new applicants listed on these pages. If you have questions or concerns about any of the applicants, please contact Mary May, member services manager, at (214) 819-9733, ext., 220, or e-mail mary@aloea.org.

OCTOBER 2012

Oct. 2-6

CLARK Security Products Southwest Regional Expo & Educational Conference

Expo: Saturday, October 6

Disneyland Hotel, Anaheim, CA

Oct. 3-6



ACE: Electronic Locksmithing Week

ALOA Training Center
Dallas, Texas

ALOA Education, (800) 532-2562, ext. 101
education@aloe.org

Oct. 7



PRP

Greater Philadelphia Locksmiths
Association, Philadelphia, PA

Jim Sundstrond, (856) 854-5200
hadloc@aol.com

Oct. 9-12



ACE: Door Hardware Week

ALOA Training Center
Dallas, Texas

ALOA Education, (800) 532-2562, ext. 101
education@aloe.org

Oct. 15-16



ACE: ALOA Certified Fire Door Inspector

ALOA Training Center, Dallas, Texas

ALOA Education, (800) 532-2562, ext. 101
education@aloe.org

Oct. 17-18



ACE: Investigative Locksmithing I & II

ALOA Training Center, Dallas, Texas

ALOA Education, (800) 532-2562, ext. 101
education@aloe.org

Oct. 17 - 21

Yankee Security Conference, Tradeshow & PRP/STPRP Exam

Expo: Saturday & Sunday, October 20 - 21

Sturbridge Host Hotel, Sturbridge, MA
(800) 209-8266
www.yankeeseecurity.org

Oct. 19-20



ACE: SFIC & LFIC

ALOA Training Center, Dallas, Texas

ALOA Education, (800) 532-2562,
ext. 101, education@aloe.org

Oct. 20-21



ACE Classes

Northern Prairies Chapter of ALOA,
Fargo, ND

Todd Ladwig, (701) 232-9440
todd@curtslock.com

NOVEMBER 2012

Nov. 7-10

CLARK Security Products Southeast Regional Expo & Educational Conference

Expo: Saturday, November 10

Orlando Airport Marriott, Orlando, FL

Nov. 8-11



ACE: Safe Manipulation

ALOA Training Center
Dallas, Texas

ALOA Education, (800) 532-2562, ext. 101
education@aloe.org

For a complete calendar of events,
visit www.aloe.org.

Your Online Education

ALOA — in conjunction with STAM Multimedia, SecurityCEU and IFDIA — offers Web-Based Training (WBT) courses on the latest security technology, with member-only discounts that include:

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- Comprehensive and complete lessons with interactive audio/visual training
- Downloadable course notes
- ALOA PRP re-certification program points

For more information about legislative representation and other ALOA membership benefits, contact
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or (800) 532-2562.



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A Locksmith in Ireland

A look at the challenges and opportunities facing locksmiths on the Emerald Isle.

By Dave O'Toole

THE RECESSION HAS HIT IRELAND HARD, AND A LOCKSMITH'S LIFE IS A LOT TOUGHER these days. During the good times, construction was booming and there was plenty of demand for hardware, master key systems and access control. Now it's back to basics, where the customers want high security, quality service and competitive pricing. Along with the consumer's higher demands, the locksmith has to deal with changes within the industry and new technology.

In the past 10 years, the traditional 5-lever mortise lock has been replaced by the euro-cylinder on doors. These cylinders are easier to open and install, and the homeowner has

become adept at fitting and replacing these locks; this has displaced the requirements of the locksmith, especially in the domestic market. Most new doors are now fitted with multipoint locks serviced by the original door companies. Locksmiths have lost a lot of the domestic market and now focus more on the commercial market.

Locksmith Shops

Locksmiths in Ireland are like those in most other countries. The longer-established companies have a retail base with service vehicles on the road running calls, doing lock openings and installations. Business in retail stores has decreased in recent years due to the large hardware shops selling security products, home safes and cutting keys. Some are even selling locks keyed alike.

As they are open late at night and on Sundays, traditional locksmith shops are seeing their customer base migrate to these stores. Commercial lock sales are still buoyant, but there has been a trend in recent years for commercial account customers to source and buy online. There are still customers who like the idea of the local locksmith shop where they can get the out-of-the-ordinary lock and personal service. Most locksmith shops are on main thoroughfares and are highly visible to passing traffic, which gives them a high profile in the locality.

Most locksmith shops are equipped with the latest electronic key machines and can cut all types of keys, including safe and transponder keys for cars. Every locksmith shop has its own restricted key section, which generates a sizeable return on key cutting, as the keys cannot be copied elsewhere. Some locksmith shops are copying cards and fobs for buildings and autos, which is providing a reasonable revenue stream.

Times Are Changing

Service vans are the most profitable part of the business, but each van is now pro-

ducing fewer billable hours due to traffic congestion and lost time responding to emergency call outs. Many of the bigger locksmith companies specialize in different areas such as safes, auto and access control. Some companies have vans kitted out specifically for auto work only to maximize the time on the road. As most autos use transponder keys, it is a specialized part of the business, requiring a huge outlay for machines, diagnostic equipment and stocking expensive key blanks and lock parts.

In recent years there has been a huge increase in the number of locksmith companies trading. 70% of lock companies now trading are one-man operations working out of a van doing general lock work. There are many new entrants into the locksmith business in Ireland in recent years. Five years ago there were 50 locksmith companies and advertising in the Dublin area; now there are 150 due to layoffs within the locksmith and other construction industries.

There are many now specializing in autos, safes or electronic access control that operate with a lower cost base and therefore can sell their services cheaper to the customer. This is causing a problem for the larger companies, which have to charge more due to higher overhead.

Locksmiths have seen a large increase in the electronic market. This is due to the development of wire free access control such as e-cylinders and RFID handles. Smart key systems like Cliq and Elo-logic are getting more popular and give the locksmith an advantage over security companies that prefer hard-wired solutions, which are more expensive to install.

The annual value of access control in Ireland is approximately \$100 million, which is dominated by the large security companies, who primarily install hard-wired networked systems. Lock manufacturers have identified small and medium businesses and high-income homes for these wire free electronic door solutions.

Social media has now replaced traditional advertising like Yellow Pages for locksmiths to get new business. It is cheaper and more cost-effective, and it targets the commercial customers. It's so much easier for locksmiths to promote their services with targeted email and videos to potential customers.

There are certainly challenging times ahead for the locksmith in Ireland, but many are optimistic and indeed looking forward to the challenges and changes to the industry in the future. ☺



Dave O'Toole has owned and operated several locksmith companies in Dublin and Belfast in Ireland for 30 years. He is a founding member and past president of the Associated Locksmiths of Ireland. He has been president of The European Locksmith Federation since 2005, representing more than 22,000 locksmiths in 22 countries in Europe. He received the ALOA Presidents Award in 2007 and The Master Locksmith Association of UK Chubb award in 2010.

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CFL Requirements

IAIL and ALOA reinstate the certified forensic locksmith program.

By Ken Vitty, CML, CFL, CFI

THE INTERNATIONAL ASSOCIATION OF INVESTIGATIVE LOCKSMITHS, IN COOPERATION with the Associated Locksmiths of America, is proud to announce the reinstatement of the IAIL certified forensic locksmith program. In the coming months we will be introducing the various aspects of the certified forensic locksmith program to the members of the IAIL and ALOA in anticipation of the acceptance of new applications for the CFL test. The following is an introduction into the requirements for approval to sit for the CFL test.

Test Criteria

The following criteria must be completed by an IAIL member who wishes to sit for and take the test for certified forensic locksmith.

- Candidate must be a member of good standing in the IAIL for a minimum of one year prior to filing to take the examination. Candidate must also be a member of ALOA.
- Dues for IAIL and ALOA membership must be current.
- Candidate must complete and submit the required application for testing that will soon be posted on the IAIL web site.
- The following IAIL sanctioned classes must be completed prior to filing to take the test:
 - Investigative Locksmithing
 - Auto Theft and Fire Forensic examinations.
 - Report Writing for the Investigative Locksmith
 - Evidence: Introduction to the Identification, Collection, Handling and Presentation for the Investigative Locksmith
 - Forensic Photography
- A 500-word article or essay must be submitted to the IAIL CFL committee to be reviewed by the peer review committee for approval.
- Total of 75 points must be established at the time of filing the application, which will be in the form of a resume (Curriculum Vitae) and must have supporting documentation to verify the points requested.

"We will be introducing various aspects of the CFL program to the IAIL and ALOA."

- A test fee of \$150 must be submitted along with the application to sit for the CFL examination, along with your supportive documentation (certificates). Once approved, candidate shall take a

100-question, mandatory written examination and must pass one of two electives currently offered that consist of 25 questions and answers each. One general elective and one automotive elective are currently offered. Additional mandatory classes will be proposed in the near future, and all members will be notified of the additions or changes to the CFL test requirements in the IAIL pages of *Keynotes*.

CFL Standards

The following standards are excerpts from the IAIL Professional Qualifications Standards for Certified Forensic Locksmith:

1-3-1: A CFL must be at least 21 years of age.

1-3-2: The certified forensic locksmith shall have a high school diploma or a state equivalent.

1-3-3: The IAIL shall conduct a thorough background and character investigation prior to accepting an individual candidate for certification as a CFL.

1-3-7: The CFL shall remain current with investigation methodology, locksmith technology, and current requirements through professional publications and journals. The certification board of the IAIL on a tri-annual basis shall evaluate this. The CFL shall certify to their attendance and study during the prior three-year-period.

1-3-8: The CFL shall commit to the code of ethics of the IAIL Inc.

The above standards are only a few of the key qualification standards. The entire qualification of CFL standard was adopted on November 1999 by the IAIL Inc.

Requirements Overview

The following is a basic overview of some of the classes that can be submitted for point

credits to sit for the CFL examination. (75 points must be honored):

- Any approved completed course in the field of locksmithing that can include impressing, lock picking, simplex manipulation, professional bypass techniques, covert CCTV, safe servicing and manipulation, safe opening, any or all ALOA automotive specialty classes, and any ALOA-sponsored class.
- Points may be claimed under education in the form of high school graduation, completion of a state GED diploma, an associate's degree or higher degree from an accredited college.
- Professional engineering degrees, graduation from police or fire Academies, or any accredited law enforcement institution of learning shall also be used to claim points.

To apply to take the CFL test, you may contact Ken Vitty, IAIL certification committee;

PO Box 1287, Ocean Gate, NJ 08740, or you may contact me via email at kvitfs@aol.com.

CFL Recertification Requirements

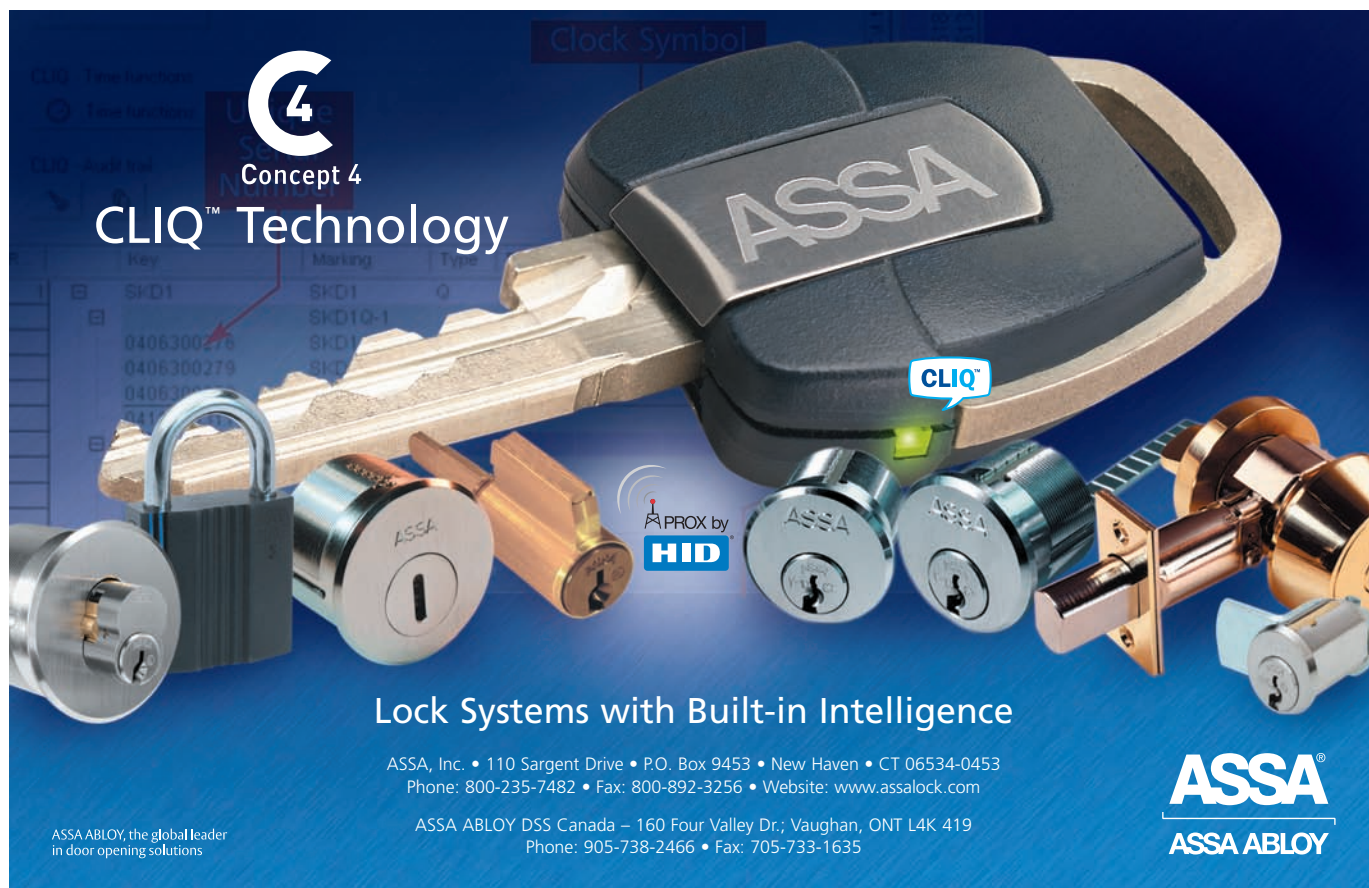
The following requirements must be honored by all certified forensic locksmiths who wish to recertify within a three-year-period:

- Do not submit your request to recertify more than 30 days prior to the expiration of your current CFL.
- Submit a current and most updated Curriculum Vitae.
- Your dues to the IAIL and ALOA must be current.
- Submit all documentation with your application to show ongoing activity as a CFL in the past 3-year period.
- Payment in the form of \$50 must be submitted along with your application and documentation.

- A CFL who wishes to recertify must attend at least one IAIL/ALOA-sponsored convention in a three-year-period prior to your current CFL expiration date. (Attendance for the full duration of the convention is not required).

Please note: It is the sole responsibility of the individual CFL to notify IAIL that you wish to recertify as a CFL. The IAIL will not notify you that your CFL status is about to expire or has already expired. If the IAIL CFL committee has not received your CFL request to recertify within 60 days of your current CFL expiration date, your status as a CFL will be terminated, and you must start the CFL application process once again. ☹

Ken Vitty, CML, CFL, CFI, is the CFL committee chair and a trustee of the board of directors for the International Association of Investigative Locksmiths.



The advertisement features a large, detailed image of an ASSA key with a black plastic head and a brass-colored blade. The key is positioned diagonally across the frame. In the background, there are several other ASSA lock components, including a padlock, a cylinder lock, and a door handle. The background is a dark blue gradient with some faint, semi-transparent text and graphics. In the top left corner, there is a logo for 'Concept 4' with a large '4' inside a circle, and the text 'CLIQ™ Technology' below it. In the bottom left corner, there is a small text box that reads 'ASSA ABLOY, the global leader in door opening solutions'. In the bottom right corner, there is the ASSA logo and the text 'ASSA ABLOY'. In the center, there is a text box that reads 'Lock Systems with Built-in Intelligence'. Below this, there is contact information for ASSA, Inc. and ASSA ABLOY DSS Canada. There is also a small 'APROX by HID' logo near the bottom center.

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What Is This Company Worth?

Whether you're interested in buying or selling, here's how to determine the true value of a locksmith business.

By Tom Resciniti Demont, AHC, CAI, CFDI, CFL, CMIL, CML, CPS, ARL

“WHAT IS MY COMPANY WORTH?” THIS QUESTION COMES UP ALL OF THE time; it's one of those mysteries that leave most people scratching their heads. Everyone thinks their company is worth a gazillion bucks, but the question is, what will someone pay for your business?

When I sold my lock company, I studied the buyers as much as they studied me. There's a lot of work that goes into the psychology of selling your business to a specific buyer. Your company is broken down into three areas that a potential buyer will evaluate: annual sales volume, inventory and assets.

Sales Volume

Capital venture people will look at the number of commercial accounts you service. Everything we're talking about is a cash sale. If the term changes to payout over five, 10 or 15 years, then numbers will change drastically. If we stopped here, we're dealing with selling *accounts*. Don't snub your nose at this, because a ton of money passes hands to own accounts.

Here's how we want to look at this scenario: Let's say your volume is \$1 million, and you have 725 commercial accounts; that would equal \$1,379 per account. Take 25% of that number, and you have \$345 per account times 725, and the sell price should be around \$250,000.

Yes, on the surface, your company is only worth 25% of your total revenue. That's always the gut number that gets thrown out all of the time. But let's take that same company and configure it another way, adding tangible items.

Inventory

We have all of the same information — revenue and accounts — but add inventory, another important area. Most small businesses don't keep an accurate accounting of their inventory. The obvious reasons are that inventory on the books adds to your company's net worth. The bigger portion of that statement is that you will need to pay tax on the increase in your inventory over the last reporting cycle (taxes).

When taking your inventory, you must cost it at current industry pricing. It doesn't matter how old the item is or if it's a discontinued item — it still has a current value. Key blanks are a hidden treasure because most locksmiths have no less than 100,000 key blanks. At .25 per key, you're looking at \$25,000 in keys. That number will double when you inventory all of your high-security car and commercial keys.

When taking inventory, count everything and write down the part numbers so you can look it up when pricing the inventory. Don't get into discounting anything yet; once you have your inventory cost, then you can use discounting as a negotiating tactic. For the sake of discussion, let's throw a reasonable number on our inventory of \$125,000 +/-.

Main Assets

The next area of concern is your equipment; on your financials, we would call this your main assets. All assets are priced at replacement cost only. This is extremely important because if you lost the equipment, what would it cost to replace it? You must think along these lines to price equipment correctly.

Start in one room and work your way

“Key blanks are a hidden treasure because most locksmiths have no less than 100,000 key blanks. At .25 per key, you're looking at \$25,000 in keys.”

through all of the rooms and trucks. Don't forget workbenches, key boards, desks, file cabinets, shelving and every key machine you have. An average locksmith shop has 20 key machines, welders, grinders, drill presses, and milling machines. List every piece of equipment separately, and give serial and model numbers. The size of the benches and worktables are important for pricing. Sam's Club charges \$200 for a worktable and \$300 for a workbench with drawers. It doesn't matter that you made them yourself. Remember, replacement cost!

Trucks are priced at fair market value. I don't like trucks as an asset because they lose their value too fast. What I would do is purchase the trucks personally and lease them back to the company for three years. That way I get the depreciation, and the company gets a lease write off. After three years, I sell the vehicle to the company at the current market value, and the company writes it off for another one to three years.

Take your time and log everything; no item is too small to list. Once you've com-

pleted all of your assets, you're likely to come up with a number of about \$150,000.

Adding It All Up

Now let's look at the numbers. (Notice that I did not include accounts receivable. Why? Because most buyers don't want receivables. If they take them, they'll only accept receivables below 45 days. It's better for you to keep these and collect the money yourself.)

25% of sales.....	\$250,000
Inventory.....	\$125,000
Main assets.....	\$150,000
Total selling price	\$525,000

Now you start to negotiate based on an all-cash purchase. There are a lot of variables that we're not taking into account, such as how profitable you are. That is argumentative, and you shouldn't go down that road. Let the buyer think there's is a goldmine here, and it just takes the right management.

Another Perspective

Here is how the past president of ALOA, Ken Kupferman, CML, CPS, CAL, ARL, values a business using a simple percentage of gross sales:

“I take the gross sales that are documented for the prior year and compare them to the corporate returns. I don't want to take the owner's word or what they say the company should be doing. The only number that matters is the gross sales listed on the tax return for the company. Of course I want to check the past three years, just to make sure the last year is not a banner year for the business and they sold a huge job that

Keep it Clean

Let's look at the used car salesman and how he presents an item for sale. First, he polishes the item to a high shine, inside and out. He changes the oil and gives it a minor tune-up. In other words, it must look great and run good.

Now look at your shop and ask yourself, “Is it neat and orderly?” If not, get it that way. Nobody wants to buy something that doesn't look like a good investment. Start with your stock room and work your way through every office and every truck. — TRD

A Key Collection

I collect key machines and have more than 80 in my collection right now. Locksmiths look at them in amazement and ask what I plan on doing with them. My response is, I enjoy them while I'm alive.

When I can't enjoy them, they'll get donated to a fellow collector, and the ones he doesn't want will go to the ALOA Scholarship Foundation. I have been donating inventory to ASF for years for the tax deductible gift value.

I encourage everyone to take advantage of this great way to clean out your warehouse — and get a tax deduction for your efforts. — TRD

will never be repeated. I also check the current year to date to see what the outlook is in comparison.

"Once I have a true gross sales number, I use a percentage of that to value the business. If the business is a 'good business' — meaning they have commercial accounts, customers with high-security locks, good inventory to keep a business running properly, good trucks, and good employees that will be staying after the sale — I value the business at 50% of the gross sales number figured above.

"I don't care what the former owner's net profit was, because I know what it should be once I take over. Here's how I justify the percentage: Take the same \$1 million business that was valued in the previous example. A quick valuation using my formula would be \$500,000. This business should yield 10% profit, or \$100,000 after all expenses, including a modest salary for yourself.

"Return on this business, if figured over a five-year period, is about break even. The cost of that money is \$9,435.62 per month at 5% interest. The value increases by what you do once you take over to build the business.

"An average locksmith shop has 20 key machines, welders, grinders, drill presses, and milling machines."

"Of course, the 50% valuation decreases as the condition of the business decreases from what I consider a 'good business.' If sales are decreasing from year to year, the percentage decreases. If they have no inventory and purchase what they need as needed, the percentage decreases. If trucks are old and will need to be replaced, the percentage decreases. If they are a mobile-only business with no storefront or office, the percentage decreases.

"I always leave the accounts receivable with the prior owner. They have already paid for the material and labor for these jobs and should be able to recoup these costs. However, I also leave the accounts payable and never assume any debt. I have bought businesses for as little as 5% of gross sales all the way up to 50% of gross sales by using this formula, and have never regretted any purchase."

Real-World Examples

You now have two ways to value your business, and both are proven methods. I guarantee that the prospective buyer will have a method of their own to value your business.

If you're selling the business to your employees, you want to take a different tact since they wouldn't normally have the money to pay up front what the business is worth. With them, work out a 10-year buyout at 10% of the gross revenues, and you hold the note on the business until you're paid through the tenth year.

I did a similar deal with my employees for my rep agency. After three years they decided they were making more money

than what was projected, so they negotiated a cash buyout. That was OK by me, as long as I got my money. Also, I owned the building the agency was in, and I was their landlord. After finishing up with them, I offered to sell them the building; when they turned it down, I sold it to an investment group.

When I sold my lock company, I owned all four buildings, and they only bought the business. Honestly, I made more money from the real estate than from the sale of the companies. I acquired the real estate through my companies as part of growing the business and retained all of it personally.

Here's a scenario that comes up often: The shop has been closed for six months because the locksmith died. First, you cannot count on reclaiming the past business, because they've found someone else to service their needs. We're left with inventory and assets to value as a liquidation sale.

If the inventory valued at cost equals \$100,000, then the liquidation value is \$25,000. Inventory takes the biggest hit because of the handling, and 25% is a high number. The assets are different because equipment retains its value, even through liquidation. If you have \$100,000 in equipment, you should be able to sell it for 50% of its replacement cost value. All of these percentages are subjective and rely on the condition of the assets.

Please feel free to contact me at anytime with questions about your business, and try and attend my management class, which deals entirely with employees. Contact me at technicalservicesinc@comcast.net. ☎



Tom Resciniti Demont, AHC, CAI, CFDI, CFL, CMIL, CML, CPS, ARL, has been a feature writer for *Keynotes* since 1978. He is president of Technical Services Inc., a technical consulting firm in the Pittsburgh, PA, area. He is also the president of ALOA.

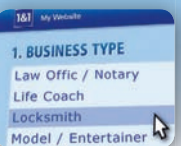
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Ralph J. Forrest-Ball credits his staff for Emerald City Locksmith's success. "I couldn't have done it without them," he says. "I'm happy I have a job where I can be proud of the work that we do."

Emerald City Locksmith

ALOA veteran transforms Oregon locksmith business from startup to Best Shop in the World in just two years.

By Don Sadler

EMERALD CITY LOCKSMITH, LOCATED IN EUGENE, OR, AND FOUNDED BY ALOA member Ralph J. Forrest-Ball, CML, CAL, is a true small business success story. Though he has been active in the locksmith business since the mid-1990s, Forrest-Ball started Emerald City Locksmith just over two years ago, not long after he and his wife moved to Eugene. "I worked for an established company out here at first, but I knew I wanted to be self-employed again," he says.

But the start-up phase of the business was rough. "Money was really tight in the first year because my wife had recently been laid off, but she supported my dream. Six months in, we had maxed out all our credit cards, and I had to sell my bicycle to buy food."

Fortunately, the couple was able to weather the storm, and business finally started picking

up. "I was making a decent profit, enough to pay myself minimum wage, and a few months later, we had the credit cards paid down a little and could start to breathe easier."

But the real turning point for the business came about a year later when two competitors went out of business at nearly the same time in the fall of 2010. Forrest-Ball was able to buy much of their tools and inventory at rock-bottom prices. For example, he bought more than 30,000 key blanks for about seven cents each. This enabled him to open a 700-sq.-ft. locksmith shop on busy West 7th Avenue in Eugene and start hiring employees.

"I was working about 70 hours a week for the first few months after the shop opened, but it has really paid off since then," Forrest-Ball says. "One year later, we are the largest locksmith shop in Lane County in terms of staff, with three full-time and three part-time employees. And we've turned a profit every single month since the shop opened."

Today, about half of Emerald City Locksmith's business is automotive, and the rest is split between commercial, residential and safes. In addition to operating the locksmith shop, Forrest-Ball sends two service vehicles out on the road: a 1998 Plymouth Voyager van and a 1994 Honda Civic.

Best Locksmith Shop in the World

To add icing on the cake, Emerald City Locksmith was voted Best Shop in the World at the 2011 Convention & Security Expo. Forrest-Ball is quick to give credit to his new staff for the business' success over the past year and winning the award. "I couldn't have done it without them. I'm happy I have a job where I can be proud of the work that we do, and I'm thrilled to receive this award as a reminder of our success."

Forrest-Ball says he encourages his staff to take locksmith classes whenever they can. "I usually pick up the bill for tuition and meals,

but they pay their own transportation and lodging. We have a wall in the shop where we show off our certificates.”

Forrest-Ball grew up in a locksmith family, going on calls with his dad when he was a boy (“mostly carrying his tools and holding the flashlight”). However, he didn’t immediately go into the locksmithing business, instead obtaining a master’s degree in mathematics and working as a teacher after graduation. “But it was pretty hard back then to find work as a teacher, so I asked my dad to teach me the fundamentals of locksmithing.”

He joined ALOA in 1997 and started his first mobile locksmith business in Knoxville about this time.

Keys to Success

Another big factor Forrest-Ball credits for the success of his business is the advice and assistance he received from the Small Business Development Center located at the local community college. “They helped me develop my business plan,” he says. “And from the beginning, I’ve focused on following correct locksmith procedures. I try very hard to follow the ALOA technical standards and code of ethics.”

Since locksmiths in Oregon are considered contractors, Forrest-Ball was required to take a 16-hour class covering such topics as business licenses, labor laws, OSHA

“Once you’ve got momentum, it’s really important to keep it going. Right now, I’m focused on building up our client base. I want Emerald City Locksmith to be the first business people think of when they need a locksmith.”

and payroll taxes. “I heard some other business owners complaining about having to take the class, but I thought it was a valuable learning experience,” he says.

“One thing I’ve learned over the years is that it’s really hard to build up momentum with a new business,” Forrest-Ball adds. “And once you’ve got the momentum, it’s really important to keep it going. Right now, I’m focused on building up our client base. I want Emerald City Locksmith to be the first business people think of when they need a locksmith.”

Forrest-Ball stresses the importance of having the right phone numbers for service businesses like locksmiths, plumbers, electricians and the like. “I have three phone numbers, each of which used to be-

long to other area locksmiths who are no longer in business. When people call expecting to reach those other locksmiths, I simply say, ‘Sorry, they’re out of business. But if you need a locksmith, I can help you with that.’ I get nearly half my customers this way.”

Dealing With Unlicensed Locksmiths

One of the biggest challenges facing Forrest-Ball as he looks

to grow Emerald City Locksmith is dealing with unlicensed locksmiths and people who aren’t even locksmiths at all, but are performing locksmith work. “Local businesses frequently hire national service providers (NSPs) to do everything for them, from plumbing to locksmithing, and then the NSPs subcontract the actual work locally.

“Also, the vast majority of NSPs don’t have the required licenses in Oregon. If I get a call from an NSP, I have to turn it down because the contract is illegal under Oregon law. So they call around until they find a locksmith who doesn’t realize it’s illegal, or doesn’t care, and then the NSP pockets half the profit.”

While Oregon recently enacted a locksmith licensing law, it specifically exempts several groups of people Forrest-Ball believes are causing most of the problems: contractors (including carpenters), institutional locksmiths, hardware stores and tow-truck drivers. “The goal of the law was to raise the bar for professionalism among locksmiths, but large numbers of poorly trained people are exempt. I hope we can persuade the state legislature to rectify this in the future.”

Forrest-Ball is supportive of the efforts by ALOA at a national level to reign in unlicensed and phony locksmiths. “ALOA provides a high level of education and professionalism for the locksmith industry. No one can possibly know everything there is to know about locksmithing — you always need to learn more skills and new techniques. Also, there’s a lot to be said for ALOA members sharing common business practices and ethics with each other.”



In addition to operating the locksmith shop, Forrest-Ball sends two service vehicles out on the road: a 1998 Plymouth Voyager van and a 1994 Honda Civic. “I’m proud of our service vehicles, both of which are very fuel-efficient,” he says.



Don Sadler is an Atlanta-based freelance writer specializing in business and finance. Reach him at don@donsadlerwriter.com.

RETROFITS

Made Easy

New tools from Diebold and MLS may be the solution you've been looking for.

By Greg Perry, CML, CPS

EVERY ONCE IN A WHILE a product comes along to make your life a little easier and make you more money. At this year's ALOA Convention & Security Expo, I had the chance to sit in on a class about a line of products that will do both.

Over the years I've encountered a huge number of locks that need to be replaced — simple enough if you have a replacement lock, or if it has the same mounting footprint as most modern safe locks. You might be able to find a used lock or have an old lock in stock, but what about a warranty? And do you really want to get rid of that antique lock that most of us collect? And what if you don't have or can't find an obsolete lock, and it doesn't have the modern lock footprint?

Diebold's physical security barrier divi-

sion and the Marlborough Lock Shop (MLS) just might have the answer. They have developed a number of mounting plates and systems to adapt new locks to old lug doors and vault doors. The half-day class about these tools was taught by three of the best Diebold technicians in the world: Dave Mercer, Mike Nimmo and Paul Broughton.

This article will give you a sneak peak at this product. Nimmo is planning a more thorough article in the future, as these kits are very new, and they are still developing the product.



Shown here is a similar Diebold Lug door with the 180-55 lock, as used in the class.



The mounting plate is installed. The relock bolt is installed and waiting for the lock in the upper hole.

Diebold Details

First, a little history. Diebold has been in the safe and lock business for 153 years. For many years, they were one of the big three of the banking industry. The other two were Mosler and LeFebure. Mosler purchased LeFebure in 1998 and then went bankrupt in 2001. Diebold went on to purchase Mosler's assets at the bankruptcy sale, including all their engineering drawings. These drawings were transferred to the MLS, where they have a full machine shop.

Because of these drawings, they now have the ability to recreate anything the big three have made — but at what cost? And after recreating an old obsolete lock or lock part, you still have an obsolete lock. A huge number of banks and other businesses have lug door containers and vault doors that would cost a small fortune to replace — same goes for the safe that's built into a wall for a night depository, or a whole vault door and frame.

Diebold Lug Door

The first door they showed in the class is an old Diebold lug door with the 180-55 lock. This is a tri-bolt door/lock manufactured from the mid 1960s until 2005, when the locksmith cost for the lock alone was between \$1,500 and \$2,000. The lug doors came in a variety of sizes, but the mounting footprint for the lock was always the same.

Mosler looked carefully at the original designs and realized that although the original design was three bolts, one will keep the door from rotating. Mosler lug doors used one bolt and that was adequate, so they came up with a design that would use just one bolt to lock the door from spinning. The original design also had three different relocks, one on each of the bolts that are held in check by the back cover of the lock. A second original bolt location was used for a relock.

Because these doors came in different sizes, you need to order the correct kit for the size of the door. The kit comes with a lock mounting plate, a lock bolt extension, a new door bolt,

a new relock bolt, a relock plate and screws.

The first step is to remove the old lock and all three door bolts and springs. Don't throw the springs away, though; you'll need two springs for the new system. The Diebold MLS design starts with the new lock mounting plate, which uses the three original lock base screw locations to attach it to the lug door in the correct orientation, pointing the new lock bolt at the hinge side bolt.

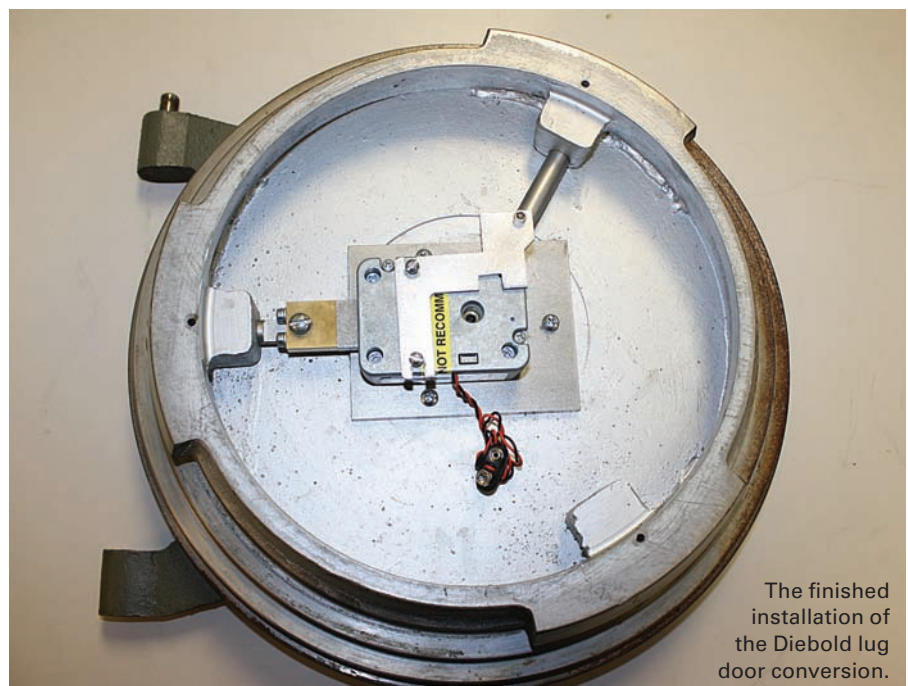
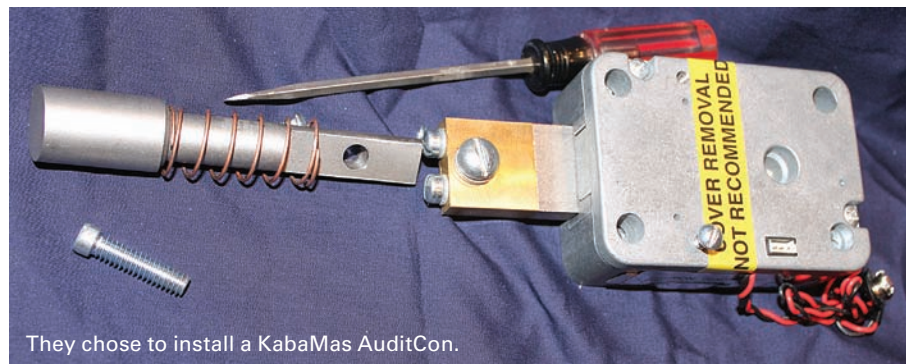
Next, the lock bolt extension is attached to a standard lock bolt to extend the length. It needs the extra length to accommodate the screw that attaches to the new door bolt. Install the lock body to the mounting plate, making sure the lock bolt is retracted.

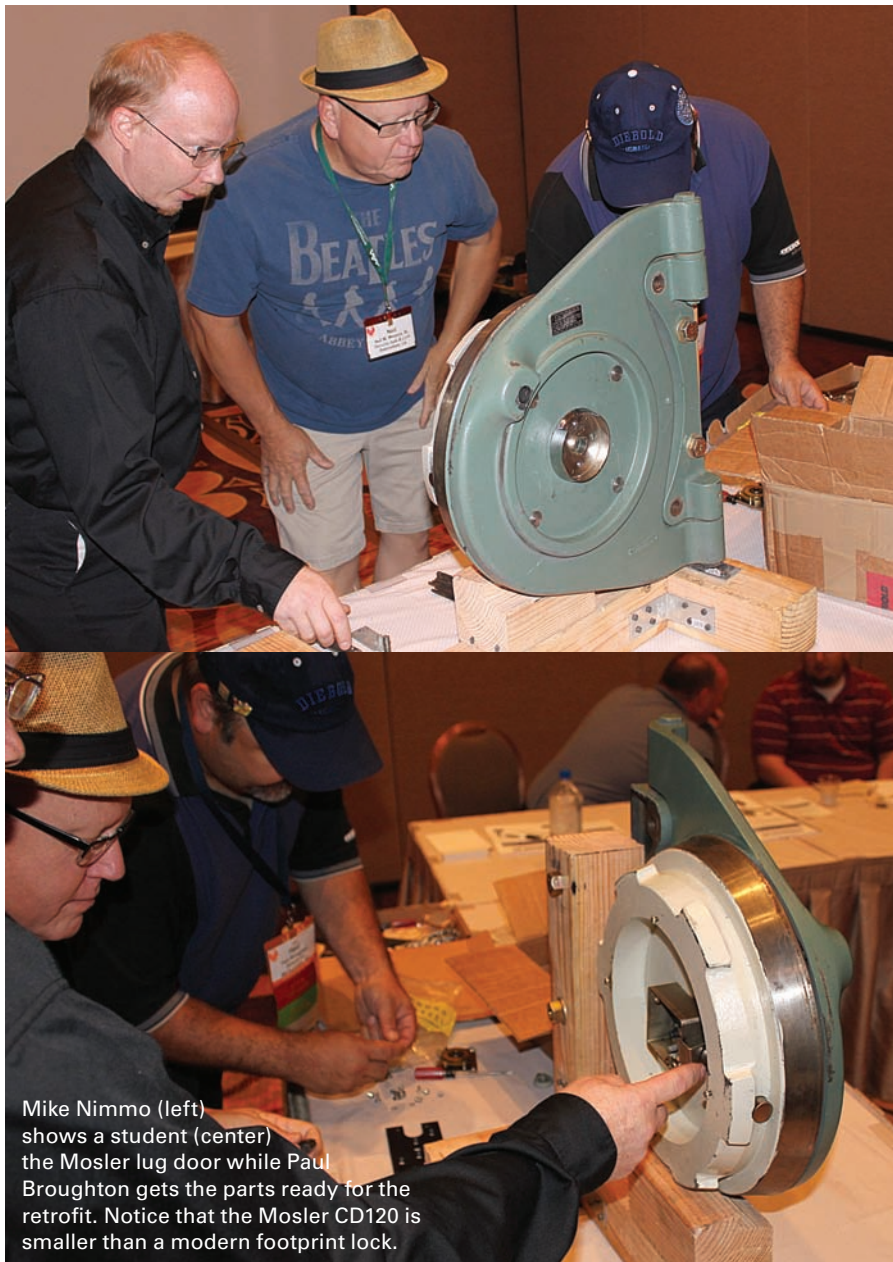
Next, the new undrilled door bolt is placed in the hinge side hole. Push the door bolt in flush with the edge of the door, and mark the new door through the hole in the extension. Take it back out and drill it on your mark. Reinstall it in the door. Don't forget the spring on the bolt —attach it to the lock bolt.

The dial or keypad is then installed on the outside, and the relock plate installed on the inside of the lock. The relock bolt provided in the kit is installed in the upper of the three holes. The third hole is not used.

Mosler Lug Door

The Mosler lug is a different situation. This door was produced in the early 1960s and





used a CD120 lock. If you're not familiar with the CD120 lock, it's smaller or shorter than the common safe lock. This creates problems because a current model lock won't fit in the space between the bolt and the spindle hole. Another issue is that it uses a cavity in the door bolt with an inner spring and pin for the relock.

The current retrofit kit doesn't retain a relock, although the crew is working on solving or creating one for the retrofit kit. This version is a little easier to retrofit if it's a larger door; the smaller doors require a standoff kit to move the lock body out of the door. This retrofit follows almost the same pattern as the Diebold lug door. The difference is the door bolt is predrilled and the lock bolt is drilled to match the hole in the door bolt and tapped.

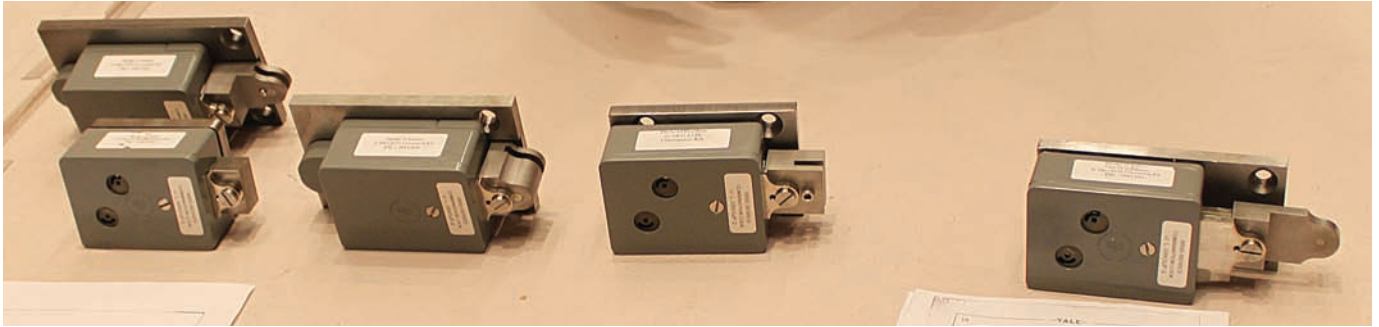
Remove the old lock and install the mounting plate. If it's a small door, the standoffs are added; if it's a larger door, install the lock directly to the plate, and attach the lock bolt to the door bolt. Here's another difference between the two retrofit kits: This time, instead of different kits for the different sizes of doors, the door bolt is cut to size. The lock bolt is extended, and the door bolt is cut to length in the door to match the lug.

Numerous Solutions

If you have a vault door with an obsolete, worn-out lock, Diebold's MLS has some retrofits for you. They have kits designed for retrofitting locks like some old Yale vault locks, and even the Peerless Anti-Dynamite lock that had the



Here is the finished Mosler retrofit.



Shown here are some of the retrofit plates and kits available for vault locks.

gears built into the layers of the door. All of the vault lock retrofit kits take an old, obsolete lock and convert the door to accept a Sargent and Greenleaf 6500 series vault lock.

If you have time lock issues, they make time lock retrofits and time lock repair parts, and they can rebuild or repair most time locks. An example is an old Mosler time lock with a plastic cover that breaks. MLS developed a couple of products, including a new metal cover with an optical glass lens to see the dials.

The second retrofit they have for the Mosler time lock deals with the fact that the obsolete movements can't be replaced with current movements. Also, modern time locks have the snubber bar in a different location, meaning you can't just install a new time lock. Instead of recreating a new time lock, they created a new movement mounting plate to install in the old case and replace all three movements with current model movements. This also requires a new front lens plate to accommodate the different dial location on the modern movements. ⚙️



Shown here is a new face plate installed on the Mosler timelock case with the old movements.



This is the same Mosler time lock with new TMI movements.



Greg Perry is a Certified Master Locksmith and Certified Professional Safe Technician, working in all phases of locksmithing. He has taught various locksmith topics for 10 years. He currently works in the public sector as a locksmith. He has worked in the hardware industry since 1975 in

wholesale, retail and institutional settings. He has written extensively for locksmith magazines and is a four-time *Keynotes* Author of the Year. *Any opinions expressed by Greg in his articles are his alone and do not reflect any official government position.*

U-Change: A DIFFERENT APPROACH

Learn how to create an operating key —
without taking the cylinder apart.

By Phil Domenici

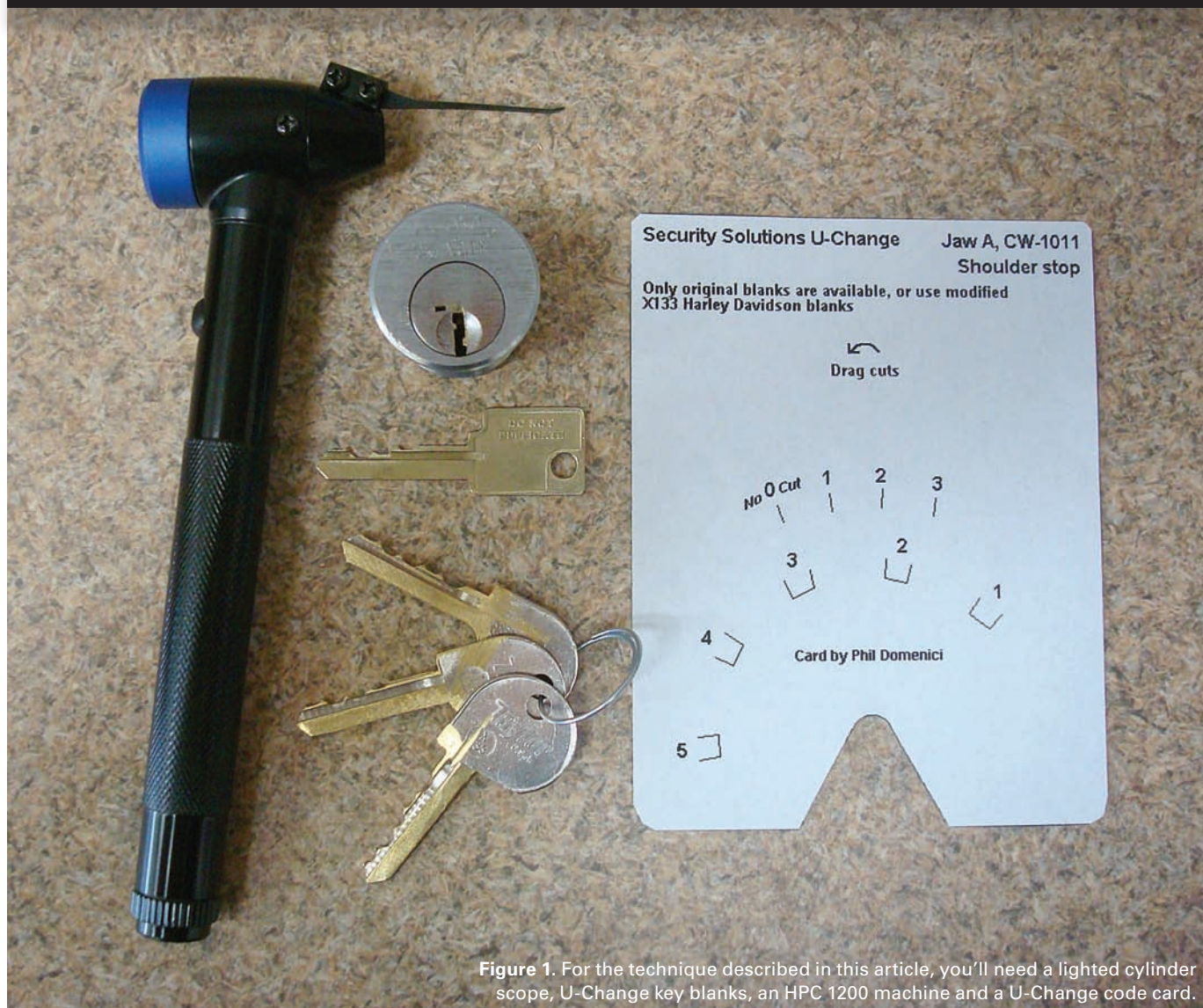


Figure 1. For the technique described in this article, you'll need a lighted cylinder scope, U-Change key blanks, an HPC 1200 machine and a U-Change code card.

THERE IS A FAIR AMOUNT of published material written on U-Change — material pertaining to the basics of operation, disassembly of cylinders, and picking or bypassing. This article will explain how to create an operating key for a cylinder without taking the cylinder apart. When picking or bypassing fails or is not an option, this technique may be worth trying prior to drilling. I have tested this technique on mortise cylinders, using a few simple tools (*see Figure 1*), with good results.

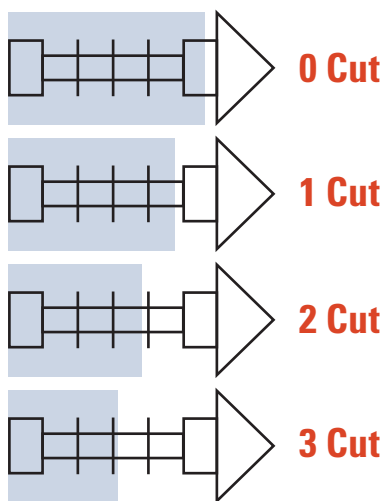


Figure 3. This illustration should help determine what length of the inner pin that is visible is the corresponding depth. The shaded area of the inner pin is the blind area (the area inside the plug). The gaps of the ridges have been exaggerated to help visualize the difference in depths.



Figure 2. The inner pin has four notches along the base, almost resembling a serrated top pin.

A Quick Dissection

U-Change cylinders are essentially standard pin tumbler cylinders that can be rekeyed without standard locksmith tools. There are five pin chambers, each with a spring, top pin and bottom pin. The bottom pins, however, are unique. They are made up of four parts: an outer shell, spring, inner pin, and tack-like retaining pin that holds everything together. The inner pin is the important part; that's the part that you can see through the keyway.

The inner pin (*Figure 2*) has four notches along the base, almost resembling a serrated top pin. These notches are used to determine the length of the bottom pin; since there are four notches, there are respectively four depths.

The Objective

A standard pin tumbler cylinder has all the bottom pins resting at the same level at the bottom of the pin chamber. In a U-Change cylinder, the bottom pins rest at different heights depending on to the size of the pin. This is very much like a standard wafer lock.

Once you know this, you can scope the keyway and read the depths just like a wafer lock. There are only four depths, each sepa-

rated by .036 inch, making reading rather easy. *Figure 3* is an aide to determine what length of the inner pin that is visible is the corresponding depth. The shaded area of the inner pin is the blind area (the area inside the plug). The gaps of the ridges have been exaggerated to help visualize the difference in depths.

Here's what you will see in the keyway:

- A 0 cut will only have the tip of the pin and part of the base visible. No ridges are visible.
- A 1 cut will have all that the zero cut had plus a small sliver of the first ridge.
- A 2 cut will have all that the one cut had plus a small sliver of the second ridge.
- A 3 cut is almost identical to a two cut but you can see more of the second ridge.

Making the Key

There are two things you need to make a key: depths and spacing information, and a key blank. Since most locksmiths use a code machine for originating keys, and I couldn't find a code card for the popular HPC1200, I made my own. (*Figure 4*). This card can be downloaded and printed courtesy of ALOA's at www.aloa.org/membersonly/UChangeCard.gif.

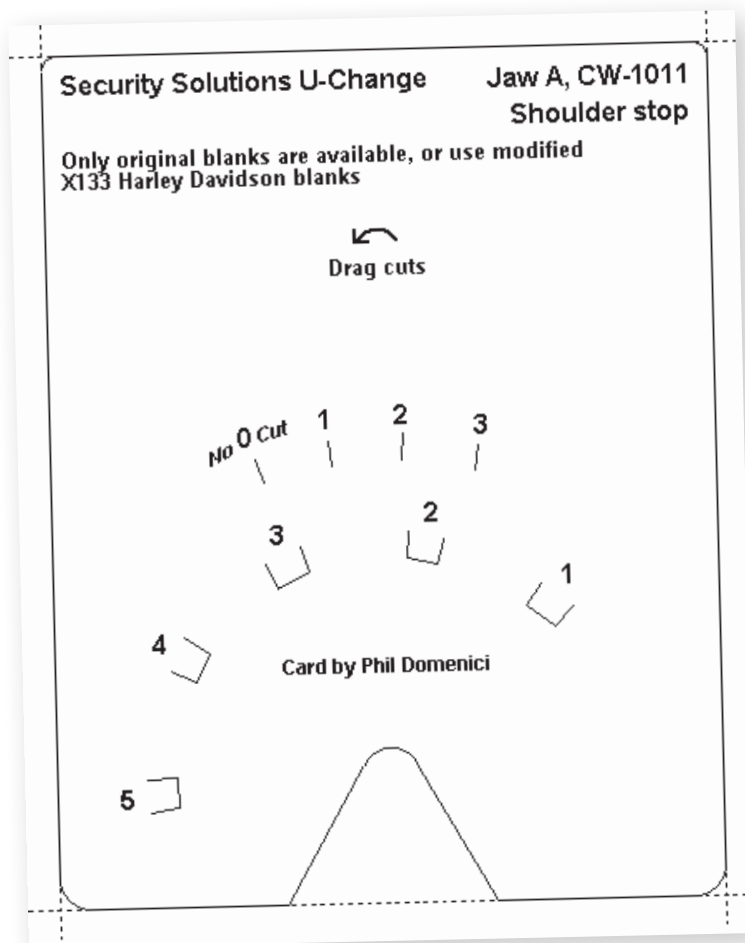


Figure 4. Since the HPC 1200 is widely used, the author decided to make a 1200 code card for the purpose of this technique.



Figures 5 and 6. These images show an original X133, and the modified version to fit into a U-Change cylinder.

I cannot, however, provide the key blanks. Only original blanks are only available from the manufacturer, Security Solutions. An alternative option is to use a modified Ilco X133 Harley Davidson blank. *Figures 5 and 6* show an original X133 and then the modified version to fit into a U-Change cylinder.

The parts of the key that need to be modified:

- The blade of the key near the bow (cut side) needs to be filed/ground down.
- The entire ridge on the bottom of the key needs to be filed/ground down.
- The bow on the bottom needs to be ground back.
- The key blade needs to be thinned down.
- The grooves will need to be extended slightly to allow full insertion (rat-tail file works well).

Final Notes

If a pin is hard to distinguish, always cut the key shallow, test, and then cut deeper if needed. Typically this may occur with the 2 and 3 cuts since they're a little more difficult to distinguish than others. The scope does not need to be elaborate; you can use anything with a light and a pin depressor on the end. Adjustable focusing is a bonus but not necessary for this cylinder. And if this is your first article on U-Change, I suggest reading past material — and I highly recommend disassembling a cylinder first to learn how it works. Watch out for the exploding bottom pins! 🌀



Prior to diving into locksmithing, **Phil Domenici's** career path was headed in the direction of computer sciences with a focus in network security. After much of his childhood and teenage years, his love for computers was exhausted — and after a single seminar of picking locks, he was hooked onto his current (and only) career. He has worked as a professional locksmith for five years and has been employed in Virginia, Hawaii and California while learning and practicing almost all areas of locksmithing, including commercial, residential, automotive, access control and safes.

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HGF-6024	59"	24"	18"	55"	20"	11"	530
HGF-6030	59"	30"	26"	55"	16½"	19"	615
GF-5517-B-C	55¼"	17¾"	16"	53"	15½"	11½"	265
GF-6024-B-C	59"	24"	22"	55½"	21½"	16¼"	593
GF-6030-B-C	59"	30"	26"	55½"	27½"	20"	610

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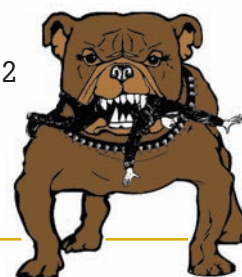
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TAKING IT TO THE NEXT LEVEL

Schlage's new Everest 29 key system helps locksmiths raise their game.

By William M. Lynk, CML, CPS

ALMOST EVERY LOCK MANUFACTURER PROVIDES LOCKING PRODUCTS WITH its respective key system to support customers' need for security and key control. A patent is one way to legally assure the end-user that key duplication by unauthorized individuals is both discouraged and unlawful. However, when a patent nears the end of its useful lifespan, that manufacturer must reinvent itself, so to speak, with regard to that product so that this protected service to the end-user can continue, especially through backward compatibility of products.

Medeco has done it with M³, ASSA with its Twin Pro, BEST with Cormax, Kaba with Peaks Preferred, and so on. To this end, Schlage has now introduced Everest 29 — and has taken things to the next level.

The Everest Concept

Schlage's Everest was introduced in November of 1998 as a small-format interchangeable core (SFIC). As a side note, it was Schlage at this time that first coined the acronym SFIC. The industry warmly welcomed that new terminology, which previously referred to an SFIC as a BEST clone, or a core that replicated the smaller, BEST-style, figure-eight locking device. Subsequently, the full-size products — including mortise, rim, key-in-knob, key-in-lever and full-size interchangeable core — were introduced into the Everest line. Thus, the first Everest utility patent was granted and would be in effect through 2014.

The original Everest claim to fame is a unique, patented undercut groove on the key, which requires a secondary milling operation (see Figure 1). A special check pin inside the cylinder checks for the lip on the key section's side. Without that lip, the check pin won't actuate and the plug won't turn. Also, a portion of the undercut groove is milled out on all Everest keys to prevent the possibility of altering them to operate an Everest Primus cylinder. The check pin is located inside the plug and uses a small

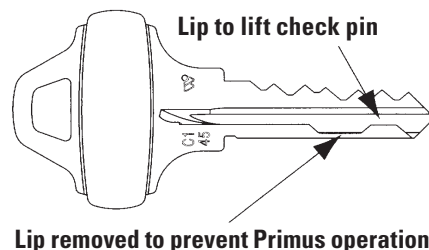


Figure 1. A check pin inside the cylinder checks for the lip on the key section's side. Without that lip, the check pin won't actuate and the plug won't turn. Also, a portion of the undercut groove is milled out to prevent operation with an Everest Primus cylinder.

spring for operation. (Note: When recombining Everest cylinders, the inserted key will hold the check pin and its corresponding spring in place.)

The bow on the original Everest was designed to stand out from the Classic key bow. To add to this difference, Schlage has redesigned the Everest 29 key bow to be even more distinctive than the Everest Legacy (original Everest) design.

As we arrive close to that 2014 Everest patent expiration, a new product has been elevated from a concept to a reality — Everest 29. The two-year transition can now begin for end-users to seamlessly integrate Everest 29 into their existing Everest keying systems without the loss of patent protection.

Why the Everest 29?

One may wonder what runs through the minds of those at the factory when creating a keying system. Aside from the obvious

concerns of cost and marketability, various issues cross the desks and conference tables of those involved. One of the major obligations that a manufacturer must address is: "How do I as a manufacturer help an end user maintain or control their keys, from unauthorized duplication of keys to issues unique to the end user?"

Monte Salway, CML, Schlage Commercial Key Systems product manager (and resident expert on Schlage Everest 29), says that by maintaining a keying system without patent protection, the end user is not protected from the ramifications of reverse engineering — the essence of patent protection. Stated another way: Patent protection is a legal means to protect the end user from anyone attempting to create, form, engineer or reproduce a patented key without the patent holder's permission. This protection legally supports the end user by the reassurance that only Schlage and its authorized

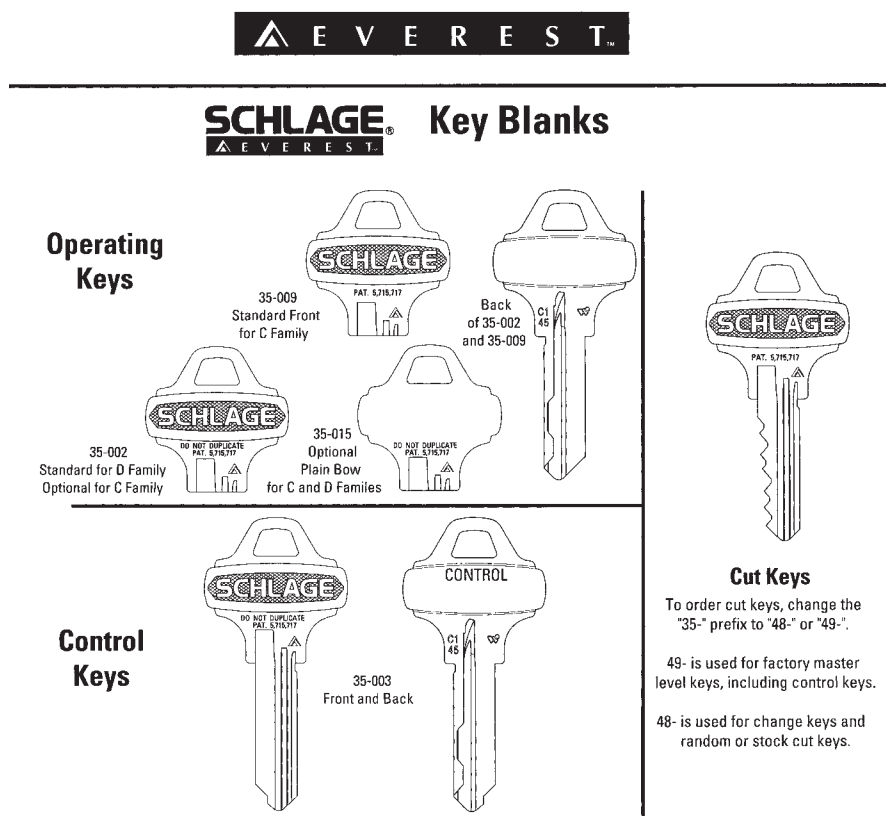


Figure 2. Patent protection legally supports the end user by the reassurance that only Schlage and its authorized parties can issue and cut patented Everest blanks.

A PATENT PRIMER

What actual significance does a patent have for the end user? Quite a bit. A patent is a right conferred by the U. S. Government Patent and Trademark Office (USPTO) for an invention that excludes others from making, using, offering for sale or even selling the invention within the United States. The term of the patent is 20 years from the date of filing. The USPTO explains: “A patent for an invention is the grant of a property right to the inventor, issued by the United States Patent and Trademark Office.

“Generally, the term of a new patent is 20 years from the date on which the application for the patent was filed in the United States or, in special cases, from the date an earlier related application was filed, subject to the payment of maintenance fees. U.S. patent grants are effective only within the United States, U.S. territories, and U.S. possessions. Under certain circumstances, patent term extensions or adjustments may be available.”

The USPTO also states that once the patent is issued, the patentee must take care of enforcing the patent, without the aid of the USPTO.

Patent Types

There are three types of patents, as described by the USPTO:

1. Utility patents. These may be granted to anyone who invents or discovers any new and useful process, machine, article of manufacture, or composition of matter, or any new and useful improvement thereof.

2. Design patents. These may be granted to anyone who invents a new, original, and ornamental design for an article of manufacture.

3. Plant patents. These may be granted to anyone who invents or discovers and asexually reproduces any distinct and new variety of plant.

Obviously, only the utility and design patent types affect lock manufacturers and their end users. Remember, the utility patent protects most end users from unauthorized key duplication. Also, the word “obvious” plays an integral role in being able to obtain a viable patent.

Novelty and Non-Obviousness

If a patent is sought for an invention, like Everest 29, it must be new as defined by patent law. That is, it cannot be something that has been known by others, described in a printed publication, already manufactured, in use, for sale or previously patented. This newness can be referred to as novelty.

The uniqueness of the invention must also be non-obvious. The USPTO explains what happens when an invention possesses some similarities (say, a lock): “Even if the subject matter sought to be patented is not exactly shown by the prior art, and involves one or more differences over the most nearly similar thing already known, a patent may still be refused if the differences would be obvious. The subject matter sought to be patented must be sufficiently different from what has been used or described before that it may be said to be non-obvious to a person having ordinary skill in the area of technology related.”

The Everest 29 utility patent (expiring in 2029) offers both novelty and non-obviousness as recognized by those with ordinary skill in this area. In addition, it varies significantly from the original Everest patent. First, examine the “Various Lock & Key Patent Dates” list to compare products on the market. Then, look at a few of the actual patent diagrams that accompanied Everest 29 through its patent application journey. — *WML*

parties can issue and cut patented Everest blanks (*Figure 2*).

Of course, the end user can define the supply chain. If there is little or no concern toward unauthorized duplication of keys, open keyways can be the answer. One must remember that the factory can customize keyways and special lock situations tailored to the end user, but that may be done at the expense of patent protection. For the wider range of customers who request or need that type of assurance, Everest 29 may be the answer.

“Whether it’s Schlage or the end user, it’s all a matter of time, money and resources: the time to make it all happen effectively; the finances allotted to sustain the plan; and the varied resources to support the overall project,” Salway says. “As an example, a university with more than 5,000 Everest cylinders won’t rekey in one week. This is why we have provided a two-year upgrade window to allow Everest users the time, money and resources to gradually integrate Everest 29 successfully into their existing Everest system without the loss of patent protection.”

So, what exactly is Everest 29? What are the mechanical differences from the Everest legacy, engineering-wise, and what makes it so special? Let’s take a look.

Everest 29 Explained

Again, the Everest legacy was based on an undercut groove on the key, which requires a secondary milling operation so that the check pin inside the cylinder checks for the lip on the side of the key section and lifts, clearing for plug rotation. This is exactly the same in Everest 29. The engineering changes allow for a unique undercut shape that is the basis for the new patent.

Previously, the basic undercut milling was created via a circular mill, which came in at the key blank at a specific angle and formed the existing V-shape. The new Everest 29 process removes additional materials from the key blank to create a distinctive undercut shape, unlike the Everest legacy.

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11:32 AM
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near-vertical
sidewalls offer ample
advertising space

2:45 PM
CORNER OFFICE

optional locking center
console includes file
cabinet and laptop storage
with 120V power



7:15 AM
EXTRA HAND

magnetically secured
243-degree opening rear
doors with storage pocket

4:45 PM
POWER PLANT

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4.0L V6 engine options

6:12 PM
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Figures 3 and 4. Rigorous testing showed that the hole at the base of the key's bow doesn't compromise strength and performance.



Schlage calls this “through-cut technology.”

As an added effect of this process, there is a trapezoidal hole at the end of the keyway, near the key blank's bow (*Figures 3 and 4*). This hole has some locksmiths worried, but fear not. Schlage tackled that potential problem long before it went into production.

The hole. Why in the world would the engineers put an additional hole at the base of the key's bow? Though perhaps elegant in appearance, this Everest 29 feature may lean toward key breakage from the perspective of the average locksmith or security professional, right?

Engineering tests have revealed that stability is maintained as compared to the Everest legacy. So will it break under stress? Schlage engineers tested both keys to failure on key breakage, testing on torsion (the torque re-

VARIOUS LOCK & KEY PATENT DATES*

Brand	Patent Type	Expiration	Brand	Patent Type	Expiration
Schlage Everest 29	utility	2029	Schlage Primus/Everest	utility	2014
Sargent Degree	utility	2027	Mul-T-Lock Interactive	utility	2014
Medeco KeyMark x4	utility	2027	Kaba Gemini T	utility	2012
BEST Cormax	utility	2027	Arrow Flexcore	utility	2012
Abloy CY416 R- Core	utility	2024	Sargent Signature	utility	2012
Kaba Peaks – Preferred	utility	2024	Medeco KeyMark	utility	2011
Schlage Primus XP	utility	2024	Yale KeyMark	utility	2011
Sargent Keso F1	utility	2024	Kaba Peaks – Classic	utility	2008
Kaba Peaks – Global	utility	2023	BEST Peaks – Classic	utility	2008
Arrow CHOicE	utility	2022	ASSA V-10	utility	2008
Sargent XC	utility	2021	ASSA Twin V-10	utility	2008
ASSA Cliq	utility	2021	Mul-T-Lock	utility	2007
Medeco M ³	utility	2021	Kaba Gemini	utility	2006
Scorpion CX-5	utility	2019	Schlage Primus	utility	2005
Corbin Pyramid	utility	2017	Medeco Biaxial	utility	2004
BiLock Q-Core	utility	2017	Abloy Disclock Pro	utility	2004
Lori L10	utility	2017	ASSA Twin 6000	Blank design	2001
BEST MX8	utility	2015	DOM ix	utility	2000
ASSA Twin Pro	utility	2015	Emhart High Security	utility	1995
Schlage Everest	utility	2014	Medeco Original	utility	1987

*** Reference Note:** These patent expiration dates and related information have been composed from a range of sources, including the U.S. Government Web Site for Patents & Trademarks, manufacturer's printed/verbal information and a variety of articles appearing in trade journals.

quired to failure), tensile strength (not an industry test) and lateral load test (forced breakage from the side — a Schlage test).

Everest 29 equaled the current Everest in strength and performance; key breakage was the same. (That may take the wind out the sails of some of the key tensile aficionados.)

Backward compatibility. As mentioned earlier, backward compatibility is one way to seamlessly integrate a newer product into an existing product line. In plain terms, Everest locks, for example, will operate with the Everest legacy key (Figure 5). The Everest 29 key can also operate that same lock, providing it is cut identically. However, the Everest legacy key will not operate a new Everest 29 lock, though the Everest 29 key will. This is the essence of backward compatibility, an essential element when gradually migrating from legacy to new.

Those who are familiar with Everest understand that Everest is a key family, similar to Classic. Furthermore, Primus is a feature that can be integrated into either family.

Mechanical Comparisons

Let's take a quick visual examination of the mechanical comparisons to Schlage Classic, Schlage Everest and Schlage Primus cylin-

"Patent protection is a legal means to protect the end user from anyone attempting to create, form, engineer or reproduce a patented key without the patent holder's permission."

ders. To reiterate: Classic and Everest are key families; Primus is a feature that can be incorporated into either family (Figures 6 and 7). A detailed explanation is beyond the scope of this article, but hopefully this clarifies the hierarchy that eludes many.

Schlage has tried to make it easy to understand the correlations. Classic represents the original diamond bow; keyway families, obverse (open); also paracentric, quad and reverse keyways (restricted). Everest represents the keyway families B (SFIC); C (open keyway); D (restricted), (Everest 29 R, S, T — correlates to old Everest B, C & D). These

letters were chosen since they were each consecutive (as in B, C, D) and are verbally distinct, so ordering or discussing keyways via the phone would be clear to both parties.

Primus can be added to any keyway family, creating a higher level of customization and security for the end user. The newest reincarnation of Primus is Primus XP. Thus Schlage's highest level of key security for the end user today is Everest 29 Primus XP.

An Everest 29 cylinder of today, an Everest legacy of yesterday, an Everest Primus cylinder from 1999, a Classic cylinder in service decades ago — the same key machines, tools and pin kits can still be used to combine, recombine and service these Schlage products.

Key Control or High Security

When an end user claims he needs high security, in many instances he is actually clamoring for quality key control. Many end users need to be educated on the differences, as high security is often misunderstood.

High security to some means a UL 437 listing. UL (Underwriters Laboratories) is an independent organization that tests a variety of products in the marketplace. To achieve the UL 437 locking cylinder listing, a lock

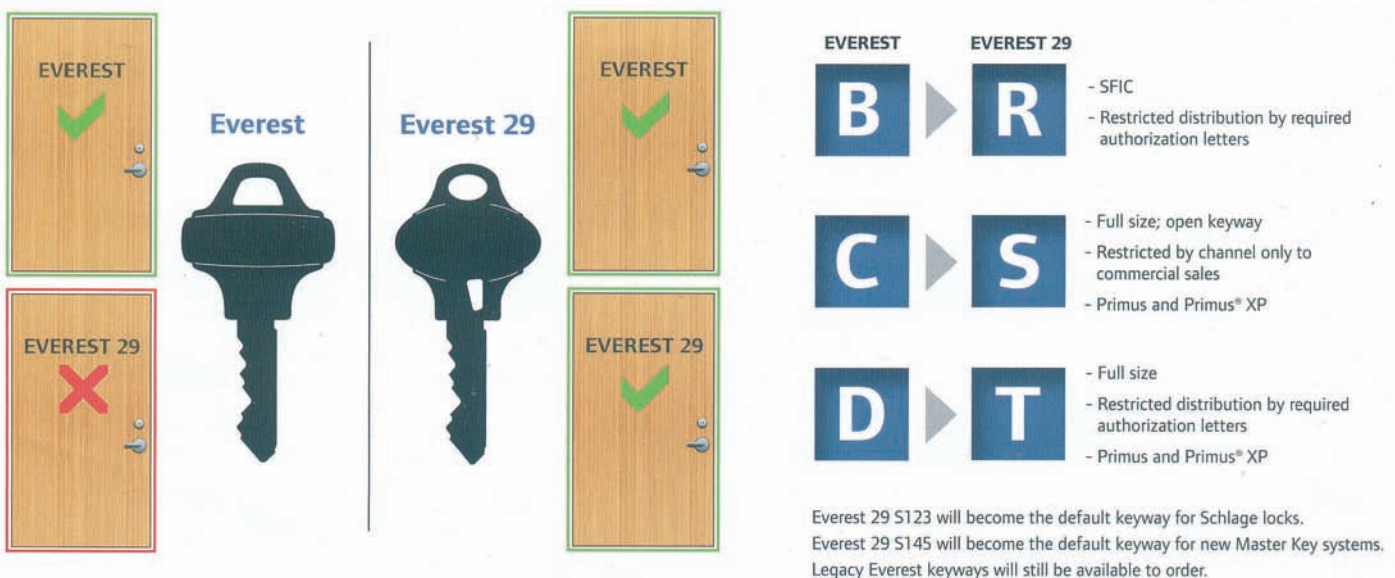


Figure 5. Backward compatibility makes it easier to migrate a key system to Everest 29.

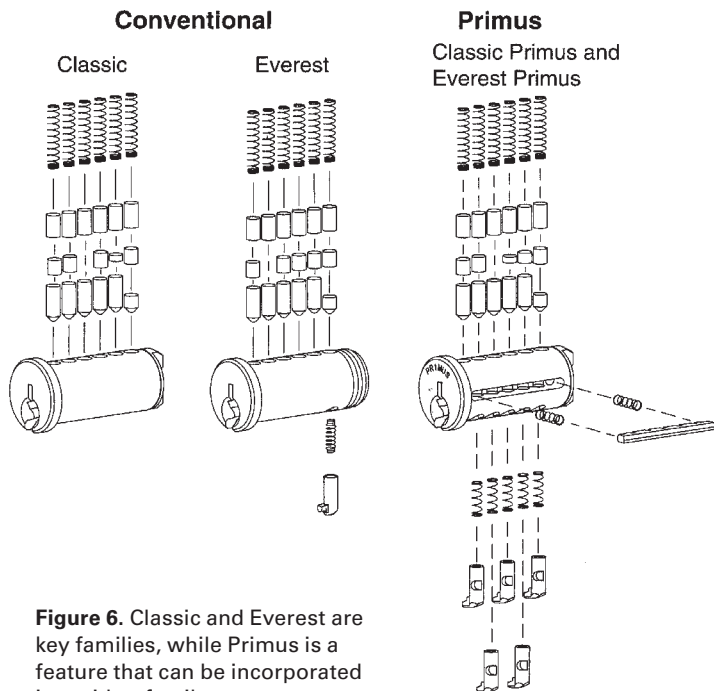


Figure 6. Classic and Everest are key families, while Primus is a feature that can be incorporated into either family.

must go through a battery of tests, some of which include manipulation, impressioning, pull test, cylinder failure rates and drilling. This might be important to those who need extra physical security within their facility.

Even without a UL 437 listing, high security can refer to any lock cylinder that offers a greater degree of resistance to all or any of the following: key duplication, manipulation, drilling, impressioning, bumping or other forms of forcible entry. This may be necessary for a customer who has entry doors being picked open, locks that have been drilled for access, or other types of break-ins.

To the contrary, if forcible entry is not the problem, but keys have been lost or freely duplicated to the point that those who have access appears uncontrolled and virtually unknown, then key control is the issue. A patented key control product such as Everest 29 can assist in recreating the security that was temporarily lost.

Remember, master keying any property must be balanced with security. The higher the level of master keying, the less security present — especially from the standpoint of picking, bumping or impressioning a mas-

ter keyed cylinder. Let's face it: Most large facilities such as government offices, schools, universities, hospitals, manufacturing plants, etc., will be master keyed. The aspect to keep in mind is: "How do I eliminate the least secure factors?" A patented product will often take care of that for you.

At this point, you should have a better understanding and appreciation of how and why a lock man-

ufacturer must develop a sound, patented product — one that can seamlessly migrate into an existing key system so that patent protection continues. For those needing key control and high security, the differences have been addressed and are left for you, the locksmith, to advise the end-user.

Finally, coincidences are usually left out of the planning and manufacturing process, but I leave you with these two lofty Everest 29 coincidental facts:

Everest is 29,029 feet above sea level.

Sir Edmund Hillary and Tenzing Norgay arrived at the summit of Everest on May 29, 1959.

In their own way, they, too, were taking it to the next level. ☺



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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.

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Removing Knob Cylinders

Learn this surprisingly fast, simple technique that works every time.

By Tony Wiersielis, CPL

THERE ARE TIMES WHEN YOU'LL HAVE TO REKEY CYLINDRICAL KNOB LOCKS WHEN the customer has no key. This happens a lot when someone buys or rents office space, and the new occupant finds that no one has keys for some of the offices. Customers will also bring locks to your shop without keys.

Some brands, like Kwikset, don't require a key to remove knob cylinders. A special tool or technique will remove the outside knob without the key, enabling you to shim the cylinder open. Others, like Arrow and Schlage, require a key to be turned to remove the outside knobs.

You might be thinking, "I'll just sell them a new lock," but it's not that simple. Customers are expecting a rekeying charge of \$10 to \$20, not a new lock for \$120 to \$150. If you can't

satisfy their needs, they'll go elsewhere. This is especially true if they have a lot of locks with no keys and they're in fairly new condition. You might also be thinking, "I'll just pick it open." Well, if you're new at this you might be thinking that. Once you've been around the trade for a while, you'll realize that you can't pick them all.

I'll show you how to get the cylinder out of these knobs when you don't have a key or can't pick them. In my area, we usually refer to this process as "taking the lock apart from the back." (We also charge extra to rekey in this situation.) If you've never done this before, it may appear to be a tedious process. It really isn't, once you get the hang of it — and it works every time, in less than five minutes.

Arrow and Schlage locks are similar to each other, so I'll use Arrow to illustrate the process and point out the differences when necessary. One significant difference is that earlier Arrow entrance function locks didn't need a key to remove the knobs. You'll know when you've got one of these by looking at the position of the poke hole in the outside knob. If that hole is not at the 3 or 9 o'clock position, turn the unlocked knob until you see the spring-loaded retainer through the hole and press it in. Current Arrow knobs require a key.

It would be a good idea for you to have an Arrow M11 or a Schlage A53PD to practice on while you're reading this, if possible.

When you get one of these locks, take a shot at picking it. If you're proficient at bumping, try that as well, but don't try for more than five minutes. Time is money, so don't waste a lot of it, especially if you have a number of these to work on.

Figure 1. The difference in the Arrow lock on the left and the Schlage lock on the right is the manner in which the chassis are held together. The clip on Arrow is fairly easy to remove. Schlage uses cotter pins, which need to be removed and reused.



Figure 1



Figure 2



Figure 3



Figure 4

Figures 2-4. Figure 2 shows the cover of the chassis being lifted off after the wire clip was removed. In Figure 3, I'm removing the support for the inside spindle. In Figure 4, I'm applying pressure to lift the inside spindle plate off along with the spindle. You can see my finger on one of the tabs that recently had the spring clip through it. The tabs are what I'm spreading apart, since they fit tightly into slots on the spindle plate. Use both hands to do everything I'm doing here.



Figure 5



Figure 6

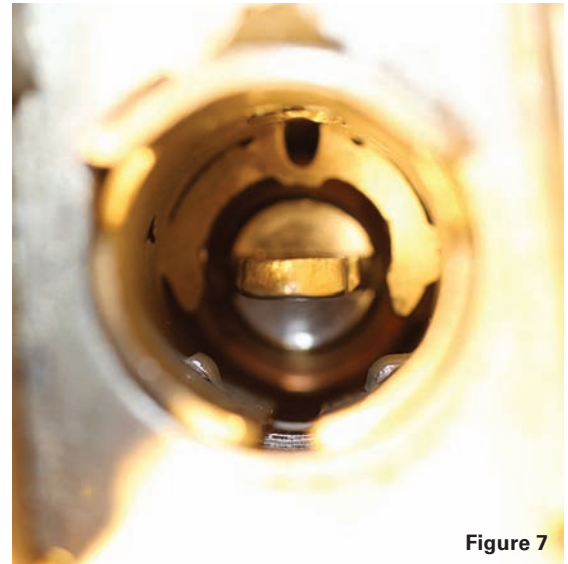


Figure 7

Figure 5. Here, I'm removing both the inside spindle and plate, along with the latch retractor and springs. Do this carefully because the springs for the retractor have a mind of their own and tend to fly pretty far when provoked. You're most likely to lose these springs if you're doing this late at night. If you come across some of these locks being thrown out, take a few apart and save some of these springs, just in case.

Figures 6 and 7. Now turn the knob over and smack it lightly against the palm of your other hand. Figure 6 shows what should pop out into your hand. Notice that on the gray piece on the end, there's a small tit sticking out. This tit blocks the spring-loaded knob retainer from moving in and releasing the knob.

Figure 7 shows what you'd see looking down into the outside knob spindle. The retainer is the crescent shaped piece at the top. Notice the back of the cylinder and the tailpiece right below it. At this point, you can depress the retainer, remove the knob, and do what's needed to the cylinder. I recommend reassembling the rest of the lock right after taking out the cylinder. Your hands are already greasy from the retractor springs, and it also clears bench space.



Figures 8 and 9. These images show what I mean by placing the parts in a logical order. The parts are laid out exactly as they've been removed, in the exact orientation as when they were in the lock. It may also help if you have a smartphone and take pictures of each step. You can refer to the pictures if you have doubts about what goes where.

Reassembling this lock is basically the reverse of taking it apart. The most difficult part of reassembly is probably installing the latch retractor and springs, and reinstalling the inside spindle and button assembly. You have to push the retractor back against its springs at the same time you need to reinsert the button assembly. The best way to learn this is to practice on a lockset.

The final and biggest difference between Schlage and Arrow is how to get the knob off. In the Arrow lock, the piece that prevents the knob retainer from being removed is removed from the outside spindle (*the gray part in Figure 6*). In Schlage, the cylinder tailpiece actually blocks the retainer by itself.



Figures 10 and 11. I couldn't really get a decent photo of what you see when you look inside the outside spindle at the back of the cylinder. I removed the cylinder from the knob to illustrate my method a little better. *Figure 10* shows the back of a Schlage knob cylinder, with its threaded cap. Note the spring-loaded retainer pin and the cylinder tailpiece's location. The retainer pin is at about the 10 o'clock position.

In *Figure 11*, you can see that the tailpiece has moved slightly, enough to let you push in the retainer and remove the knob. You'll also notice that you don't see the retainer pin any more. Here's how I do it: When you can see the back of the cylinder through the knob spindle, insert a long thin punch, and gently push down the retainer pin. At the same time, turn the plate that's holding the tailpiece, and it will move over the retainer and hold it down. This allows you to turn the tailpiece enough to push in the knob retainer and remove the knob. Before you try it in a lock, practice this with a cylinder in your hand, and you'll understand it better.

Additional Tips

Use your head when you're doing this technique. If you suspect you have a bunch of locks that may have been keyed alike, be careful when taking the plug out of the first cylinder. If you have a code machine, it's not that difficult to cut a key for a for a combined plug by eye. Carefully stick a blank into the plug and progressively deepen each cut until all pins are even with the shear line. If the locks are keyed alike, having an operating key will save you a lot of time.

Another good idea: If you're disassembling something for the first time, make sure you lay out the parts in a logical order. This way there's no doubt about how it goes back together. Even better would be to take pictures of the steps you're doing with the camera on your phone. The absolute best situation is to have another of the same item to refer to while you're working, though we can't always be that lucky. — *TW*



Tony Wiersielis, CPL, has more than a quarter century of experience, having worked in most phases of the trade throughout the New York metropolitan area.

A Model Law

ALOA offers a licensing law “template” to state officials.

By Barry Roberts, Esq.

IN EARLY AUGUST, ALOA WAS ON ITS WAY TO THE NATIONAL CONFERENCE OF STATE Legislators in Chicago, where it planned to meet with elected state lawmakers regarding locksmith licensing, enforcement, and most urgently, addressing the locksmith scammer problem.

A number of additional states are considering locksmith licensing laws and related industry regulation, but without guidance from industry voices like ALOA, these well-intentioned laws could be either too burdensome on legitimate businesses or simply not effective in prosecution and enforcement. Lawmakers don’t understand the scammer issue like the industry does, and therefore they cannot be expected to write effective laws if we don’t speak up and let them know what’s required.

The board of directors worked hard at the recent ALOA Convention in Las Vegas and in the weeks thereafter to produce a model locksmith licensing law that we can present to state legislators. The purpose of this model law is to give state lawmakers a clear roadmap toward enacting laws that impose the minimum regulation and financial burden on legitimate locksmiths necessary to actually and effectively end the scammer problem.

While not an exhaustive list, here are some of the highlights from the model bill ALOA will be advocating.

- Every individual who works as (or with) a locksmith is licensed or registered.
- Licensees are educated and tested, and receive continuing education through tried-and-true educational and testing formats created by ALOA.
- Licensing fees are earmarked for funding this title only; fines are divided between the state’s general revenue fund and the state agency that causes the actual levy of a specific fine.
- Civil and criminal penalties are strong enough to genuinely deter misconduct.
- Licensed locksmiths are listed on a state .gov website accessible to the public.
- A certification mark is registered with the state (if available) and U.S. Patent & Trademark Office for display on licensee’s photo ID cards and businesses displays.
- There is an apprenticeship (journeyman) licensing provision to encourage honesty and competency among those seeking entry into the profession.
- The title has clear definitions regarding bad business practices and title violations.
- There are ongoing state and national background checks that review criminal and civil misconduct.
- Locksmiths are required to present ongoing proof of general liability insurance.
- Locksmiths must carry state-issued photo-ID licenses (similar to a driver’s license).
- There are explicit and enumerated grounds for denial of licensure.
- There are specific criminal provisions enabling prosecution of locksmith misconduct that are separate, distinct, and in addition to state deceptive practices laws.

“Some well-intentioned laws could be too burdensome on legitimate locksmiths.”

- Procedures for hearing and administrative appeals of fines and license denial are clear.
- There are strict and specific invoicing and record keeping requirements including an on-demand right of inspection by local police department.
- There is an advertising code that regulates Internet search engines and traditional listing services, and defines legal notice of listing violation and bans fraudulent listings.
- Enforcement provisions include a Private Right of Action that enables any licensed locksmith or other aggrieved party to obtain an injunction against working as a locksmith by an unlicensed or violating party. This provision includes a right to recover attorney fees in the event that the injunction is granted.

ALOA’s goal is to wipe out the scammer epidemic. Some of the locksmith licensing laws on the books are having a positive impact, but ALOA is clear that effective enforcement is also required. In states that already have locksmith licensing, we’ll be advocating amendments that enable stiffer enforcement, including a Private Right of Action (see above). In states with no locksmith licensing laws, we’ll be advocating the newly written model law.

If you would like more information about ALOA’s legal or legislative issues, or a copy of the model locksmith licensing law, please contact ALOA’s offices in Dallas or contact us directly. ☎

The Law Offices of Barry Roberts has offices in Washington, D.C. and Palm Beach Gardens, Florida, and serves as general counsel for ALOA. It focuses its practice on assisting business owners and business associations. Barry can be reached at his Washington, D.C., office at (202) 609-7390; at (561) 472-0828 in Palm Beach Gardens, FL; or at barryrlaw@aol.com anywhere.

What If?

What would happen if you didn't take advantage of ALOA's education offerings?

By Jim Hancock, CML, CMST

AS WITH ANY ENTERPRISE THAT ADVERTISES ITS GOODS AND SERVICES, WE ALL like to use certain hot-button phrases that catch your eye and make you go, "Hmmm." These phrases include "Last chance," "Time is running out," "Hurry, offer ends soon" and "Free beer." (I just threw in that last one to see who was paying attention).

All of these phrases are designed to illicit a reaction and create an urgency that makes a person, sometimes almost involuntarily, decide, "Well, gosh, I guess I had better put down that free beer (got you again) and ..." (Fill in the blank with whatever the call to action is.) It's an age-old tactic, and although most of us have come to ignore these attempts to make us part with our hard-earned dollars, it still gives us that momentary pause to think.

But what if? What if these statements were not just ad words for the eyes? What if these statements were truth? What if these statements came to fruition?

"Last Chance!"

Many times in the ALOA education world, we have to make tough decisions on classes as far as whether to continue to offer them at convention, or only at Dallas, or not at all. These decisions are made based solely on two factors: class attendance and instructor evaluations.

If a class is not well attended, it is fiscally irresponsible to continue offering it. With the rising costs of travel and especially shipping of

materials, if classes do not reach a sustainable level of participation, there is no option but to cancel them. And if the class has a history of inadequate attendance, ALOA must discontinue the class offering — or, at the very least, shelve the offering and only offer it intermittently.

Any time you see a class from ALOA advertised as "Last Chance," if it's something you have ever wanted to take, make certain that you do not hesitate in registering, because it indeed could be the last chance.

"Time Is Running Out!"

Each ALOA class price is based on a minimum attendance level required to cover the expenses incurred to produce it. These costs include the instructor's fees, travel, lodging and perhaps the biggest expense, shipping materials to the class sites. In some cases there may also be fees for the training room venue.

Approximately three weeks prior to the class date, the education department has to make a decision as to whether the class should proceed based on the expenses vs. the income. The three-week limitation is used because that's usually the cutoff for receiving the best advanced purchased airfare, lodging and shipping charges.

If you're prone to do as most of us in this business, you think, "Well, I'll register

"Each ALOA class price is based on a minimum attendance level required to cover the expenses incurred to produce it."



later or at the door.” However, your time is running out, because if enough people don’t register early, the class may have to be cancelled.

“Hurry, Offer Ends Soon!”

OK, I know. I have seen the same commercials. Some furniture company is offering a “once-in-a-lifetime” deal and you need to hurry because “the offer ends soon” — and it’s the same offer they’ve offered for several weeks (months?). It is used as an enticement to simply increase sales.

We too use this phrase — but when we say the offer ends soon, it really will end soon. Perhaps we have been given a deal by the book publisher on an ALOA bookstore sale, or a special rate on a training room if we reach a quota of people in a timely manner. Whatever the reasoning, it is indeed true when we say, “Offer ends soon.”

What if you don’t take advantage?

What Would Happen?

The Associated Locksmiths of America was built on and remains dedicated to education. We in the education department strive to seek new class offerings, new books and new ways to deliver the education to you. But what if no one pays attention or takes the opportunity presented? What if (and possibly rightfully so) you decided we email too much info, so you ignored the email announcements? What if, because of a lack of response and interest, the educational offerings ceased?

As the “new” ALOA moves forward and grows, there will be a multitude of opportunities available to learn new disciplines and refresh your skills on others. There will be new materials added to the ALOA bookstore for your education and in some cases, your

entertainment perhaps. We will find new ways to deliver these items, whether via e-book downloads or webinars.

But the bottom line is this: When you see an email or flyer saying “Last Chance” or “Time Is Running Out” or “Offer Ends Soon” or any of these time-honored phrases meant to grab you, pay attention — it could very well be the last chance, or it may end soon.

And who knows, embedded somewhere in the information could be a code or offer for free beer. (I bet you read the next few you receive now!) ☺



Jim Hancock, CML, CMST, is ALOA's education manager. You can reach him at jim@aloea.org or (214) 819-9733.



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

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National Auto Lock Service Inc
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www.laserkey.com

Olympus Lock Inc
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www.olympus-lock.com

Onlyda Technology (Hong Kong) Co. Ltd.
Phone: 867-552-8193719
www.onlyda.com

Pacific Lock Company
Phone: 888-562-5565
www.paclock.com

Paxton Access
Phone: 877-438-7298
www.paxton-access.com

Peterson Manufacturing
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ROFU International Corp

Phone: 800-255-7638
www.rofu.com

Rutherford Controls Int'l Co
Phone: 800-265-6630
www.rutherfordcontrols.com

SECO-LARM USA INC
Phone: 949-261-2999
www.seco-larm.com

STRATTEC Security Corp.
Phone: 414-247-3333
http://aftermarket.strattec.com

Sargent & Greenleaf, Inc.
Phone: 859-885-9411
www.sargentandgreenleaf.com

Securifort Inc
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Securitech Group Inc
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Securiton Magnalock Corp.
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Security Door Controls
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www.sdcsecurity.com

Security Solutions
Phone: 405-376-1600
www.securitysolutions-usa.com

SimpliciKey LLC
Phone: 703-904-5010
www.simplicikey.com

Smart Key Inc
Phone: 905-820-2404

Stack-On Products Co
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Stanley Security Solutions Inc
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The Delaney Co
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Townsteel, Inc.
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Trine Access Technology
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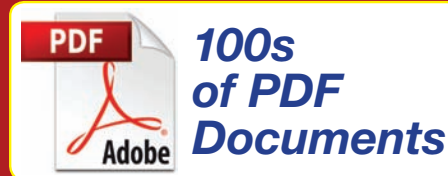
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One - In-House Locksmith who can handle common locksmith services
No van or equipment needed. Interested persons can call - (213)627-0422 or email applications to info@firstsecuritysafe.com. <11/12>

Classified advertising space is provided free of charge to ALOA members and for a fee of \$2 per word, with a \$40 minimum for nonmembers. Classified ads may be used to advertise used merchandise and overstocked items for sale, "wanted to buy" items, business opportunities, employment opportunities/positions wanted and the like. Members or nonmembers wishing to advertise services or new merchandise for sale may purchase a "Commercial Classified Ad" for a fee of \$4 per word with a minimum of \$100.

Each ad will run for three consecutive issues. For blind boxes, there is a \$10 charge for members and nonmembers. All ads must be submitted in a word document format and emailed to adsales@aloea.org by the 15th of the month two months prior to issue date. ALOA reserves the right to refuse any classified advertisement that it deems inappropriate according to the stated purpose of the classified advertising section.

Advertiser	Ad Location	Web Site	Phone Number
1&1	page 17	www.1and1.com	(877) 461-2631
A & B Safe Corporation	page 35	www.a-bsafecorp.com	(800) 253-1267
Allstate Insurance Company	inside front cover	www.allstate.com	(847) 551-2181
ALOA	pages 8, 41, 44	www.aloa.org	(214) 819-9733
ASSA High Security Locks	page 13	www.assalocks.com	(800) 235-7482
ClearStar	page 43	www.clearstar.com/aloa	
Fort Knox	page 35	www.ftknox.com	(800) 821-5216
Gardall Safe Corp.	page 27	www.gardall.com	(800) 722-7233
H L Flake Co.	inside back cover	www.hlflake.com	(800) 231-4105
Hollon Safe	page 34	www.hollonsafe.com	(888) 455-2337
Intralock	page 34	www.intralocktools.com	(562) 699-0060
Jet Hardware Mfg. Co.	back cover	www.jetkeys.com	(718) 257-9600
LockPicks	page 35	www.lockpicks.com	(800) Key-Blank
McDonald Dash	page 35	www.mcdonaldsdash.com	(800) 238-7541
Nissan	page 31		
Professional Business Products	page 35	www.pbp2000.com	(800) 355-6322
Professional Key Codes	pages 9, 35		(888) 456-1888
Smart Key Inc.	page 34	www.smartkey.com	(905) 820-2404
Technical Services, Inc.	page 35		(724) 969-2595
Turn 10 Wholesale	page 1, 43	www.turnten.com	(800) 848-9790
UAP Limited	page 11	www.uapcorporate.com	(0044) (0) 161 796 7268
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