03/10

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

KEYNOTES

SECURING YOUR SUCCESS

Volume 56, Issue 3

Hands On

Making Keys To A Safe Lock—
No Machinery Required

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Say No To Shoe-Box Master Keying | Q&A: Rick Rolland | The Keys To LinkedIn—Part 2

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"All are affected by the financial crisis, especially those in eastern and southern Europe, which have been hit harder than American locksmiths."

Common Ground

As ALOA President, I am often asked about how the locksmithing industry operates in Europe. It is similar to the U.S. in that, with the exception of France, locksmith associations can be found in all countries across Europe.

Additionally, 16 national locksmith associations—representing 1,600 companies, 10,500 locksmiths and 17 supporting manufacturers/distributors—have come together to form the European Locksmith Federation (ELF). In addition to uniting European locksmiths, the purpose of ELF is to promote the locksmith profession, represent locksmiths with manufacturers, cooperate with government bodies for legislation, communicate with other security organizations and provide educational opportunities for locksmiths.

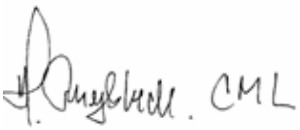
Each year, ELF hosts an annual convention in different member countries with an exhibition, education classes and social events. The next one is in Istanbul, Turkey on May 28-30.

ELF also holds two board meetings per year. I recently attended one in Dublin, Ireland. Prior to the meeting, each country submitted a report detailing how locksmiths are doing in their respective countries—a snapshot of what it is like to be a locksmith in Europe today.

All are affected by the financial crisis, especially those in eastern and southern Europe, which have been hit harder than American locksmiths. Because of overall rising unemployment, people are entering the locksmith industry to try to make a living. Their inexperience, however, is problematic. While the Association of Locksmiths Of Ireland (ALOI) has been in negotiation with the government for several years, licensing is not used in any of the European states, perhaps for some of the same reasons it has not been passed in all the states in the U.S.

With the similarities in the state of locksmithing in both Europe and America, I believe that ELF and ALOA can learn a lot from each other. For example, many classes could be exported/imported to benefit both locksmiths in Europe and the U.S. In Norway, there are interesting classes in documenting access control and alarm systems as well as the use of available software and why it is so important for your future service to clients. ALOA offers an exceptional line-up of courses at the Annual ALOA Convention & Security Expo this August in Orlando, Florida, that would be applicable to our European counterparts.

And this is just one idea. In whatever ways we can work together to find common ground, locksmiths on both sides of the Atlantic will benefit from increased education and professionalism, which strengthens the industry overall.



Hans Mejlshede, CML
President

KEYNOTES

MARCH 2010 VOLUME 56/ISSUE 03

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• 1956-1960 Ernest Johannesen*
*deceased

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"While the situation is a serious threat to the traditional distribution model, locksmiths can compete with vertical channels."

Internal Conflict

The face of the physical security industry is changing. Vertical business models—where there is a direct link between manufacturers' products and end users—are on the rise. As a result, service centers are losing the opportunity for sales and are left with only installation and service functions. And in some cases, service center arrangements are so restrictive that dealers are not allowed to stock or sell competitive product lines.

Since there is a direct line from manufacturers to end users, distributors as well as dealers are left out of the supply chain. Additionally, the vast majority of locksmiths are not part of these vertical channels, so they are resigned to competing with the distributors (where they purchase their supplies) as well as the vertical market service centers for a portion of the end users' business.

While the situation is a serious threat to the traditional distribution model, locksmiths can compete with vertical channels. Not only can they broaden the scope and delivery of those manufacturers' products that are not sold directly to end users, but they can also form sales/service alliances with their distributors.

Additionally, distributors are offering expedited shipping by allowing dealers to use wholesalers as if they were private warehouses. Most distributors are also providing the benefits of computerized inventory and ordering systems to dealers, and they have developed customized retail marketing plans for their use as well.

Locksmiths have the advantage of professional skill, knowledge and direct contact with the end users, and they must capitalize on it for continued success. Additionally, locksmiths can network and partner with each other so that they are able to provide a wider geographical and technological ranges of services without having to add the extra expense of additional service vehicles, equipment and personnel.

Talk with other companies that have successfully survived vertical channel introduction in their areas. Many small business owners who thought they were doomed have found salvation in copying the survival techniques used by firms caught in similar situations in other markets.

ALOA also provides numerous resources to assist locksmiths in developing strong viable businesses, including:

- Books in the ALOA store that provide business assistance
- A series of members' only online Telephone Doctor® courses to improve communication skills
- Business articles in Keynotes magazine and the ALOA Electronic Weekly Update
- Courses on business, financial and marketing topics at the ALOA Convention that provide the basis for building a strong business model

Competition, in whatever form, will continue affecting our market. Be prepared by not only staying informed and continuing your education but also by communicating with your customers so they know you truly care about their security needs.

David M. Lovell, CAE, CML

Executive Director

Five-Finger Discount

With shoplifting on the rise, retailers need help from security professionals to stop the losses.

The economy has hit all industries, and retailers are experiencing dual losses. Not only have consumers reduced spending, but shoplifting is also on the rise. In fact, total retail losses increased to $36.5 billion, up from $34.8 billion, according to the National Retail Security Survey, a collaborative effort between the National Retail Federation (NRF) and the University of Florida.

According to the survey, the majority of retail shrinkage was due to employee theft, at $15.9 billion, which represented almost half of losses (44 percent). The survey found that 14 percent of those cases involved collusion with outsiders. Shoplifting accounted for $12.7 billion (35 percent) of losses. Other losses included administrative error ($5.4 billion and 15 percent of shrinkage) and vendor fraud ($1.4 billion and four percent of shrinkage).

"While the economy plays a role in the amount of shoplifting around the country, these crimes are mostly the case of greed instead of need," says NRF senior asset protection advisor Joe LaRocca. "People aren't stealing to feed their families; they're stealing iPods, handbags and other discretionary items."

And many of these criminals aren't acting alone. Ninety-two percent of retailers said they have been victims of organized retail crime, and nearly three-fourths (73 percent) say the problem is worsening.

With more than 1.6 million U.S. retail establishments and sales topping $4.6 trillion, the retail market offers great opportunity for security professionals with institutional locksmithing expertise. With your help, retailers can reduce shrinkage, improving their bottom line—and yours.

Source: www.nrf.com

IN MEMORIAM

- ***James Burnett***
  Galveston, Texas-based
  Burnett Safe & Lock
  ALOA Member since 1980.

- ***Kenneth Dunlap, RL***
  Red Bank, New Jersey-based
  Dunlap Locksmith

  Kenneth Dunlap, RL passed away on February 17, 2010 after a long illness. A 39-year ALOA Life Member, he served on the ALOA Board of Directors from 1974 – 1981 and was ALOA Northeast Vice President from 1979 – 1980. He was also an ALOA instructor for many years, teaching courses such as "Locksmithing for Wives."

  Dunlap was a long time member of Master Locksmith Association of New Jersey (MLANJ) and was awarded the first Robert Bell Jr. (Man of the Year) Award. From 1978 – 1980 he served as president, during which he was influential in starting the first MLANJ convention.

  He was influential in getting locksmiths recognized in New Jersey, developing the initial requirements for New Jersey state civil service locksmith employees. He also created and administrated a qualifying exam for New Jersey locksmith job applicants.

- ***James R. Easter, CML***
  Melbourne, Florida-based
  Action Safe & Lock
  ALOA Member Since 1971

ALOA MEMBER BENEFIT OF THE MONTH

The Ultimate Guide For Security Professionals

With ALOA membership, you have access to an exclusive search tool that provides instant access to supplier websites culled from across the web: The Ultimate Guide For The Security Professional. This innovative site provides quick links to security industry-specific products and businesses, minimizing search time while maximizing results.

The Ultimate Guide is easily accessed from the bottom left side of the www.aloa.org homepage, putting this desktop directory is right at your fingertips.

The Desktop Search application does just that—it allows you to search the internet for industry specific products, services and information, directly from its small, noninvasive, dragable search window on your desktop. Simply download the Ultimate Guide Desktop Search Tool located at the top of the guide's home page under "Tools."

Easily removable at any time, the desktop search window loads no spyware to your computer. After the quick, easy installation, you are always just a click away from the richest industry supplier database in the world.

Industry professionals using Mozilla's Firefox web browser to search the online buyer's guide can also incorporate the guide's search engine into their browser's tool bar. Simply click "Firefox Search Plugin" on the "Tools" menu, and follow the straightforward prompts. This makes the guide accessible anytime the Firefox browser is open, regardless of what website the user may be visiting.

Upcoming ALOA Events

APRIL *KEYNOTES*
Preview: 54th Annual ALOA Convention and Security Expo

APRIL 9-11
ALOA Spring Board Meeting
Roanoke, Virginia

APRIL 1-JUNE 30
3rd Annual Best Locksmith and Van Best Locksmith Shop Contest Entries
1st Annual Best Locksmith Website Contest Entries

MAY *KEYNOTES*
2010 ALOA Election: Candidates and Ballot

AUGUST 1-8
54th Annual ALOA Convention and Security Expo
Orlando, Florida

40 And Fabulous

OMLA celebrates its ruby anniversary in style.

Last month, Oklahoma Master Locksmith Association (OMLA) celebrated its 40th anniversary with a black and white event held at the Biltmore Hotel in Oklahoma City. After Keynote Speaker Lieutenant Governor Jari Askins finished her presentation, new officers took their oath and dinner was served.

After dinner, the meeting continued with awards given to those who had been members for more than 20 years. Plaques were also presented to the past president and vice president for their service.

Mike McGrew received the 2009 Kenny Lee Award for his involvement with the association throughout the years, while the 2010 Kenny Lee Award honored Wilma Lee (Kenny's late wife) for supporting her husband and the association.

OMLA was honored by ALOA for its support of the organization and the education process as an affiliate member. Then OMLA presented a very special plaque to Tim McMullen, JD, CAE, ALOA's legislative manager, for his hard work and dedication to protecting the locksmith industry and our licensing process.

The evening concluded with door prizes, music and dancing.

Photo Credit: Dusty Brummitt, CRL

For his involvement with OMLA throughout the years, Mike McGrew received the 2009 Kenny Lee Award during OMLA's 40th Anniversary Banquet held in Oklahoma City, Oklahoma in February.

UPCOMING EVENTS

VIRGINIA LOCKSMITH ASSOCIATION (VLA)

2010 Class Schedule

- April 17: Impressioning
- July 17: TBD
- October 16: Mechanical Safe Lock Servicing

Contact: va_locksmith@verizon.net; 703-203-8541

THE ASSOCIATION OF ONTARIO LOCKSMITHS

Annual Convention

- May 14-15

Holiday Inn Toronto West Airport
100 Britannia Road East
(401 and Hurontario Street)
Mississauga, ON, Canada
www.taol.net

Photo Credit: Dusty Brummitt, CRL

During the Oklahoma Master Locksmiths Association (OMLA) 40th Anniversary Celebration, Tim McMullen, JD, CAE, ALOA's legislative manager, received the Outstanding Service Award from OMLA President Charles Hudecek.

SEE YOUR CHAPTER IN PRINT

What's happening in your chapter or affiliate? From trade shows and education seminars to networking events or special recognition, *Keynotes* wants to know about it. Contact editor@aloa.org to submit your chapter and affiliate news—and see yourself in print.

See Clearly

High definition video is in demand. See clearly with the new line of nine HD surveillance cameras from SANYO North America Corporation. The integrated system features a complete lineup of Full HD 1080p and full frame rate compatible network cameras with multi-streaming H.264 and MJPEG codes that includes four different form factors: box, dome, zoom and PTZ.

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- Full duplex audio, with an interactive voice function
- PoE (Power over Ethernet)
- Auto IP setup utility for easy IP address management
- 3D-DNR function for reduced noise level
- Flexible system configuration
- Alarm i/o ports
- Privacy masking
- Intelligent motion detection
- Face detection for automatically tuned images

For more information, go to http://us.sanyo.com/security.

Improved Performance

The Master Lock Company has upgraded its Python™ 8491 disc tumbler rekeying kit to now include an assortment of Master Lock® No. 1 keyway plug assemblies, greatly expanding the servicing options. Master Lock Python disc tumbler cylinders are removable and rekeyable when the product is unlocked. Should a customer lose his or her key, however, the plug assembly cannot be removed intact for rekeying due to the lock's high pick resistance. The new plug assemblies in the updated 8491 kit can be used as replacements in this situation.

The kit contains components to rekey the patented Python disc tumbler cylinders with a number of products, including:

- Python™ Adjustable Locking Cables (8413, 8401 and 8402)
- Automotive Receiver and Coupler Security Products (1470DAT, 2847DAT, 2854DAT, 2878DAT, 739DAT, 2989DAT, 8287DAT and 8289DAT)
- Key Cabinets (7122D, 7123D, 7124D, 7125D, 7126D, 7127D, 7128D, 7129, 7130 and 7103D)

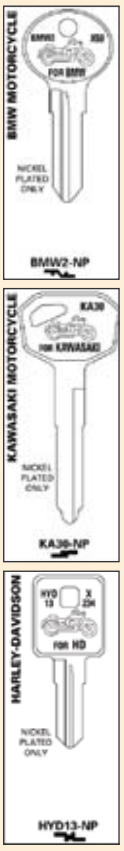
These products can be keyed alike to other Master Lock products with the Master Lock No. 1 keyway: 1, 2, 3, 4, 5, 6, 11, 34, 35, 36, 37, 39, 40, 187, 190, 255, 311, 312, 315, 317, 377, 379, 430, 443, 475, 613 and 1317.

The kit has a convenient reference chart provided on the inside cover, and refills can easily be reordered separately to keep the kit properly stocked.

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

Start Your Engines

The Motorcycle Key Blank Assortment from Jet Hardware can start the engines of today's most popular bikes. It includes 14 new keyways for BMW, Honda, Harley-Davidson, Kawasaki, Suzuki Triumph and Yamaha brands. Each is coined with a motorcycle image on the head for easy identification and are nickel-plated for that OEM look. In addition, the kit features the only aftermarket version for the 2008 Kawasaki Ninja and the specially modified versions of the Honda and Suzuki blanks, which no longer necessitate trimming either the shoulders or the head of the key blank to achieve the proper fit.



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

APRIL 2010	
9-11	**ALOA Spring Board Meeting** **Roanoke, Virginia** **www.aloa.org** **Members are encouraged to attend.** **RSVP to Joanne@aloa.org.**
14-16	ISC Brazil Sao Paulo, Brazil www.isc.com
18-21	ASIS International – 9th European Security Conference Lisbon, Portugal www.asisonline.org
19-24	**SAFETECH 2010 Convention & Tradeshow** **San Diego, California** **www.savta.org**
20-21	Security Canada East Laval, Quebec www.securitycanadaexpo.com

MAY 2010	
12-15	Clark Security Products Eastern Regional Security Expo and Educational Conference Florence, Indiana www.clarksecurity.com
12-13	Security Canada Alberta Calgary, Alberta www.securitycanadaexpo.com
14-15	The Association of Ontario Locksmiths Annual Convention Mississaugu, Ontario www.taol.net

JUNE 2010	
10-12	Clark Security Products Eastern Regional Security Expo and Educational Conference Burlingame, California www.clarksecurity.com
16	Canada Security West Richmond, British Columbia www.canadasecurityexpo.com
23-25	IML Expo Denver, Colorado www.imlss.com

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

SEPTEMBER 2010	
14-23	DHI 35th Annual Conference & Exposition Chicago, Illinois www.dhi.org
16	Security Canada Atlantic Moncon, New Brunswick www.securitycanadaexpo.com
23-26	Greater Philadelphia Locksmith Association 2010 Convention & Tradeshow Philadelphia, Pennsylvania www.gpla.org

OCTOBER 2010	
5-8	World Market for Security and Fire Prevention Essen, Germany www.essentradeshows.com
5-9	Clark Security Products Southwest Regional Security Expo and Educational Conference Anaheim, California www.clarksecurity.com
12-14	56th Annual ASIS Seminar and Exhibits Dallas, Texas www.asisonline.org/asis2010
20-21	Security Canada Central Toronto, Canada www.securitycanadaexpo.com
20-24	Yankee Security Conference & Tradeshow Sturbridge, Massachusetts www.yankeesecurity.org

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

UPCOMING ACE CLASSES

APRIL 7- 8

DENVER, COLORADO
Safe Lock Servicing & Troubleshooting
Transponders A to Z
Principles of Combo Lock Manipulation
Auto Key Generation
Clark Security Products
Stephanie Parrott
859-425-3325
stephanie.parrott@clarksecurity.com
www.clarksecurity.com

APRIL 19-24

SAN DIEGO, CALIFORNIA
2010 SAFETECH CONVENTION
ALOA Education
800-532-2562 x104
education@aloa.org
www.aloa.org/education

APRIL 24

GRAND ISLAND, NEBRASKA
Tubular Key Lock Cylinder Servicing w/L-12 PRP
Nebraska Locksmith Association
Elmer Howard
402-676-8973
safeman@cox.net
www.nebraska-locksmith.com

MAY 12-15

FLORENCE, INDIANA
Class TBD
Clark Security Products
Stephanie Parrott
859-425-3325
stephanie.parrott@clarksecurity.com
www.clarksecurity.com

MAY 17 - 22

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Six-Day Basic Locksmithing Course
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JUNE 1

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www.clarksecurity.com

JUNE 12

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Keyless Mechanical Locks w/L-20 PRP
Locksmith Security Association of Michigan
Marc A. Dearing, CRL
810-603-4100
marcdearing@marxlocksmith.com
www.lsamichigan.org

JUNE 26 - 27

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

JULY 17

NORFOLK, NEBRASKA
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Nebraska Locksmith Association
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www.nebraska-locksmith.com

AUGUST 1 - 8

ORLANDO, FLORIDA
70 full-day and 40 half-day classes/ seminars
ALOA 53rd Annual Convention & Security Expo
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education@aloa.org
www.aloa.org/education

SEPT 13 - 18

DALLAS, TEXAS
Six-Day Basic Locksmithing Course
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www.aloa.org/education

OCTOBER 2 - 3

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

OCTOBER 23

OMAHA, NEBRASKA
High Security Cylinder Servicing w/L-08 PRP
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safeman@cox.net
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DECEMBER 6-11

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Expert Advice

Ralph J. Forrest-Ball, MS, CML, owner of Eugene, Oregon-based Emerald City Locksmith, shares why he pursued the CML designation and how his business is better because of it.

By Lisa Horn, CAS

Pursuing industry certification—Registered Locksmith (RL), Certified Professional Locksmith (CPL), Certified Master Locksmith (CML) or Certified Automotive Locksmith (CAL)—has many benefits from increasing professionalism to creating competitive advantage. But each journey through the certification process is personal.

Keynotes Editor Lisa Horn, CAS, talked with Ralph J. Forrest-Ball, MS, CML, owner of Eugene, Oregon-based Emerald City Locksmith, to find out why he pursued the CML designation and how his business has become better because of it. Here's what he said:

"I looked at the CML designation as a giant puzzle, with literally hundreds of different pieces. I wanted the feeling of accomplishment from tackling such a big challenge."

LKH: Why was pursuing the CML designation important to you?

RJF-B: "One reason I became a locksmith is that I enjoy solving puzzles. I like figuring things out and making them work. I looked at the CML designation as a giant puzzle, with literally hundreds of different pieces. I wanted the feeling of accomplishment from tackling such a big challenge.

"Also, it feels really nice to have those three letters after my name. People take me more seriously. I don't have to work so hard to prove that I know what I'm talking about."

LKH: How has going through the certification process impacted your business?

RJF-B: "Potential customers are very impressed when I tell them I'm the only Certified Master Locksmith in town. Sometimes this makes the difference in clinching a job where the customer otherwise might have kept shopping around.

"Additionally, I mention CML in all my advertising and the certificate is framed on the wall above my desk. Every locksmith business in town advertises that it is 'licensed, bonded and insured' because Oregon law requires it to be. CML identifies me as an expert and gives me something to advertise that the competition doesn't have."

LKH: What advice would you give to other locksmiths who are just starting on the certification journey?

RJF-B: "Approach the PRP exams as a learning experience. Sometimes there are test questions that cover topics you haven't studied. As soon as you leave the test, write down what those topics were so you know what to study for the next time. Don't wait until the next day or the next month because memories fade.

"Learn more about the test topics by reading books or magazines, talking to an expert you know or signing up for an ACE class. The latter option often has the added benefit that you can take the PRP exam immediately after the class while the information is still fresh in your mind. Sometimes you pass and sometimes you fail. Try not to let it get you down. Consider a failing score as an opportunity to learn more and take the test again.

LKH: With what you have learned to achieve your CML, what suggestions do you have for Keynotes readers?

RJF-B: "Education is a lifelong process. No one can possibly know everything about locksmithing; there is always more to learn. Take advantage of classes that enhance your skills or help you run your business. Keep thinking about how you can be a better locksmith next year than you were last year.

At least once a year, sit down and read the ALOA Technical Standards and the ALOA Code of Ethics. Remind yourself (and your employees, if you have any) about the importance of ALOA's Positive ID Policy. Be proud to be a professional."

Lisa Horn, CAS, is editor of *Keynotes*.

Certification: It's A Requirement

As a member of ALOA (if your join date was after June 10, 2005) you agreed to earn your ALOA certification. All other members who were active before this date are required to maintain their certification or earn theirs based on the bylaw changes that were enacted on June 10, 2005. (For complete details visit www.aloa.org/education)

There's plenty of time to earn your certification or re-certification if you start today. Check out the list of upcoming PRP testing dates and locations on page 11 to reserve the date and location near you.

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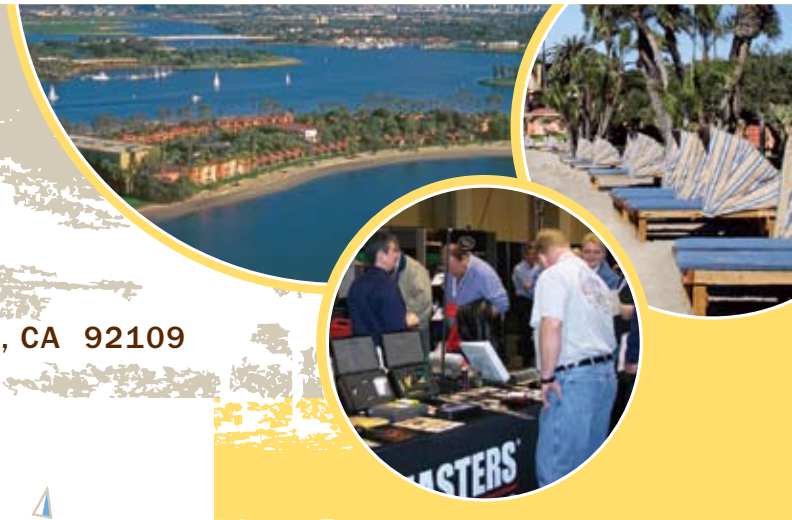

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Business Builder

Expand on the power of your LinkedIn profile to get the most out of the highly effective—and free—marketing tool you should be using right now.

By Lisa Horn, CAS

Last month's Technology Spotlight introduced LinkedIn—the highly popular interconnected network of experienced professionals that allows you to find, be introduced to, and collaborate with qualified professionals you need to know to accomplish your goals—and gave seven tips to creating your online profile. But this is just the first step in using LinkedIn.

To get the most from your profile and harness the power within LinkedIn, follow these five tips:

1. BUILD YOUR NETWORK

The power of LinkedIn lies in its ability to help you build your network by connecting with professionals you know and with whom you have a relationship: colleagues, classmates, clients and friends.

Expanding your network is an ongoing effort, so give it the attention it deserves. When you meet a potential new contact, send the invitation quickly while the initial conversation is still fresh. And rather than relying on the default "I'd like to add you to my professional network on LinkedIn," create a personalized message with your invitation that recaps how you know each other and what value you bring to the connection.

And when you receive invitations to connect with others, send a thank you note when you accept. Not only is this polite but it gives you a chance to start a dialogue.

2. GIVE AND REQUEST RECOMMENDATIONS

Recommendations are a powerful part of your LinkedIn profile section, so don't ignore them. The purpose is to recommend one's work performance at a specific job. The more recommendations you have, the more credible you look. So, strive to get a minimum of five to 15 recommendations from a variety of people for each of the positions listed in your profile to give visitors a comprehensive view of your capabilities.

But it's not only about getting recommendations from others; you should give recommendations to others with whom you feel confident in their abilities. Not only does this support others within your network but it also puts your information on *their* profile with a link back from them to you.

To recommend someone, go to his or her profile and click on the text link to the right of the photo. You can also make a recommendation from the managing recommendations section, found in the right column of your profile page. This is also where you can request a recommendation from another.

When requesting a recommendation, LinkedIn provides the following text: "I'm sending this to ask you for a brief recommendation of my work that I can include in

my LinkedIn profile. If you have any questions, let me know." While convenient, this text is so generic that it doesn't motivate the recipient to take the time to write a recommendation for you. And, frankly, why should he or she? You didn't take the time to write a personalized request. Instead, write your own recommendation request and make mention of why you are asking this person and remind him or her of the projects you worked on together. This also helps guide the direction you'd like the recommendation comments to go.

"The power of LinkedIn lies in its ability to help you build your network by connecting with professionals you know and with whom you have a relationship: colleagues, classmates, clients and friends."

3. JOIN GROUPS

One way LinkedIn helps you meet new people and expand your network is through joining groups. Also, groups give those new to using social media a place to get started.

So, start with what you know. There are a number of groups for the locksmith industry, including one for ALOA. To find them, just type in the keyword of interest, ALOA or locksmith for example, in the search bar at the top and select "groups" from the drop-down menu. From the search results, click on groups of interest to learn more about them and to join.

Once you get comfortable using groups, look at other interests, from publications

you read to industries where you have client connections, as places where you can join discussions and introduce yourself to others.

A word of warning, however. When contacting someone from a group that you haven't met in person, it is extremely important that your invitation to connect explains who you are and why you want to connect. If only five people indicate they don't know you, LinkedIn may suspend your account for spamming.

4. ASK AND ANSWER QUESTIONS

Information sharing is a big part of social networking, and LinkedIn's functionality includes a forum to ask and answer questions. In the "Answer" tab across the top, you'll find questions from your network of contacts, a section to ask your own question and a tab to browse all open questions in the system. Participating in these exchanges helps build an online reputation for you and your company. As a result, you may pick up some additional business from customers that didn't know about all your capabilities until you either asked or answered a question in a forum of interest.

5. STAY VISIBLE; UPDATE YOUR STATUS

LinkedIn is not meant to be static. It is designed to showcase your capabilities, which grow with every customer served and job completed. While the summary and experience sections give the professional big picture of your skills, the status section allows you to post everyday tasks and accomplishments. Status updates are powerful, as they not only show that you are actively working but also give customers ideas about your capabilities they may not have considered otherwise—and this can lead to new business.

6. BE CONSISTENT

As with any other marketing endeavor, consistency is key. Set goals—update your status weekly, ask or answer a question twice per month, send 10 new invitations to connect every 30 days—to help keep you active.

Track your network building progress like you would any other marketing message. Create a spreadsheet with the invitation date, subject line, message content and acceptance date so you can review effectiveness.

7. BE COURTEOUS

Most importantly, don't forget about etiquette. Be courteous. Say please in your requests and thank those who provide recommendations or introductions. Be a "giver" and not a "taker." LinkedIn is social networking and appropriate social manners are expected.

Combine last month's guide for setting up your LinkedIn profile correctly with this month's suggestions for building your business using LinkedIn, and you have 14 tips for making the most out of this highly effective—and free—marketing tool. Start using it today and watch your business grow.

Lisa Horn, CAS, is editor of *Keynotes*.
View her profile at www.linkedin.com/in/lisakhorn

Hands On

Follow these steps to successfully make keys to a safe lock—no machinery required.

By Craig Bernasconi

Making a key to a safe lock is common when keys have been lost, stolen or become very worn. But it's not every day when you get the call to open a Churchill Underfloor safe (*Figures 1 and 2*). Under normal circumstances, I would just replace the lock. However, this rare lock is difficult to replace, so I returned to the workshop and made a key to the lock so that the safe could be put back into use.

While using a machine speeds up the key cutting process, it's not necessary. For anyone without a suitable key machine, the following steps detail how to make the key by hand—no machinery required.

GETTING STARTED

The first step is to strip down the safe lid to remove the lock (*Figure 3*). Next, select a suitable key blank, a.k.a. uncut key. This is a most crucial stage, as starting with a wrong blank results in the final key is not working smoothly or consistently.

Be sure to check the safe from which the key came. If the new key is too short to go

Figure 1

Figure 2

Figure 3

through the safe door, you'll be quite disappointed later on.

Check the gauge of the lock keyhole; a snug—but not tight—fit is needed. For the Churchill Underfloor example, the hole in the lock case is six gauge, so I selected a standard six gauge safe key blank.

Testing the height of the key blade, the metal that will be cut to make the key steps, is also important to make sure the key bit is properly sized for the highest lever step on the key. Once the correct key blank is confirmed, proceed.

Leave the lock cap, or top, in position and mark the blade of the key roughly the height of the keyhole, (*Figure 4*). It's pointless to unnecessarily cut through lots of metal to trim the blade for every key step, so saw off the key bit to approximately the correct height. Adjust the height carefully with a second cut file until the key blade just goes into the lock case (*Figures 5 and 5a*).

At this point, the back of the key blade will stick out of the top of lock case. Mark the blade that sticks out and saw off the excess. Again, adjust the key blade with a file until it goes fully into the lock case and will turn slightly—without being too tight or too loose—to create a snug fit.

Once the key blade is roughly the correct size to turn inside the lock case, begin making a key to fit this lock.

MAKING THE KEY

Remove the lock cap and the levers from the lock, placing them one by one in order at the side of the lock. This leaves only the bolt of the lock inside. Now, push the lock bolt out to its fullest extent and hold it in position while simultaneously inserting then turning the key until it touches the lock bolt talon (the cut out in the lock bolt).

At this stage, it is crucial that the key is kept at exactly 90 degrees to the lock case. If even slightly off, the final key will be misaligned and not operate when the lock is reassembled and the key is automatically held at 90 degrees.

Taking notice of approximately how much the key blade is too high, remove the key and file the blade carefully a little at a time until it turns the lock bolt in and out smoothly without being too tight (*Figure 6*). Be careful here because if the key blade is too low, it will not throw out the lock bolt far enough for the levers to drop and lock properly.

Additionally, in most safe locks, the bolt thrower part of the key (the portion of the key blade that actually throws or pushes out the lock bolt) is the same as, or higher than, the highest key step. A low key blade means that, later in the cutting process, the key will be too low to operate a high lift lever.

Hopefully, all is well at this stage and it is

Figure 4

time to put back the lock cap or top and test the new key to see if it turns smoothly and operates the lock bolt.

CHOOSING LIFT LEVERS

Next, pick up a lever and place it carefully back into the lock (*Figure 7*). Start with a high lift lever, but not the highest lift. If you make a mistake, accidentally cutting a step on the key too deep, you can always replace it with a lower lift lever rather than starting all over again.

Remember the lever choice does not matter here. Since you're making a key to a safe lock that has been opened, mix up the levers just in case the original lost or stolen key turns up and is used by an intruder.

Insert the key blank to attempt to lift the lever and determine excess height. At this point, mark the position of the lever on the key bit with a thin marker. Again, this point is crucial because if the first key step is cut in the wrong position, all the subsequent key steps will be out of alignment.

Before beginning in earnest to actually cut the step to the correct depth, carefully take a small amount of metal off the key step (*Figure 9*) and test that it is aligned properly. Once alignment is confirmed, continue filing the key blade, testing frequently, until the key smoothly turns the lock bolt through

Figure 5

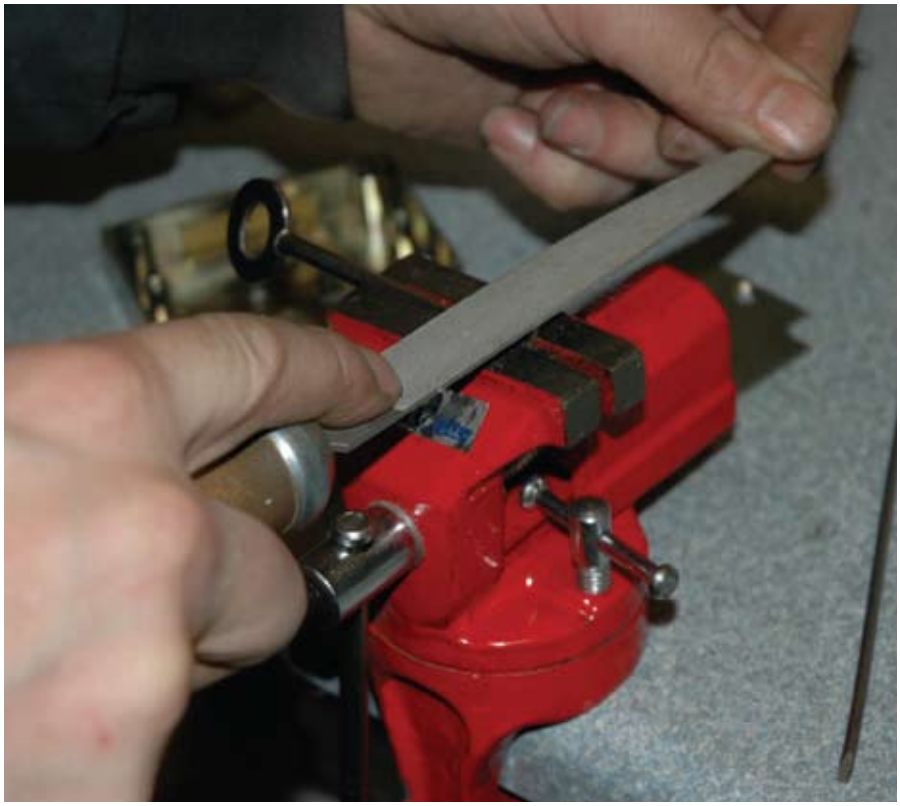

Figure 5A

Figure 6

Figure 7

Figure 8

the lever gate. Once satisfied with this key step, place the second lever into position (*Figure 8*).

Again, choose a moderately high lift lever in case a mistake is made in filing. Mark the key again (*Figure 10*) and proceed to cut a tiny amount off the key blade until checking for alignment, now holding two levers in the lock. Once alignment is confirmed, continue filing the key blade until the lock bolt turns smoothly backward and forward (*Figure 11*).

Once the second lever height has been cut on the key blade, continue to the third lever. It is not necessary to mark the lever spacing on the key from this point forward because by now it should almost be automatically falling into place. The third lever can now be carefully placed into the lock (*Figure 12*). Don't choose another high lift lever at this stage or the key is going to look like a set of stairs. Exercise additional care on filing the depth of the key blade—a cut too deep means having to start again.

Assuming a low lift lever was chosen for the third lever, go back to a high lift lever for the fourth lever so that any mistake in filing the key step too deep can be corrected (*Figure 13*). The rest of the levers should be placed into the lock one at a time until the final key step is cut to the last lever (*Figure 14*).

A word of caution here: make sure the top lever in the lock is not the lowest cut. Otherwise, the key may come out of the lock when being turned, or it could jam the lock when half turned.

Once all the lever steps have been cut onto the key blade, the lock cap can be secured and the final key can be tested (*Figure 15*). At this point, you will find out if the key was indeed at the correct 90 degrees to the lock

Figure 9

Figure 10

case and all steps were cut exactly to the correct height.

If the key is a little tight to turn, a careful look at the key steps and impressioning will usually identify which lever step or steps are too high, and some careful filing will resolve the situation. If, on the other hand, the key does not turn at all to open the lock, remove the lock cap and observe whether the key is either too high or too low on one or more key steps. If it's too low, you will unfortunately have to start again. But don't feel too bad; it happens to all of us.

The final key should look symmetrical, with all the key steps about the same width, although my deep cuts tend to be a little wider than the high cuts to give the deep levers more room to drop into the key steps.

REPLICATING THE PROCESS

In the UK, it is typical to cut the second key on a key machine using the original key as a template. However, if you are on a customer's premises with no key machine (worst case scenario), then repeating the entire procedure is your only option. However, you can speed up the process by using the first key to rough cut the key or cut it using a

Figure 11

Figure 12

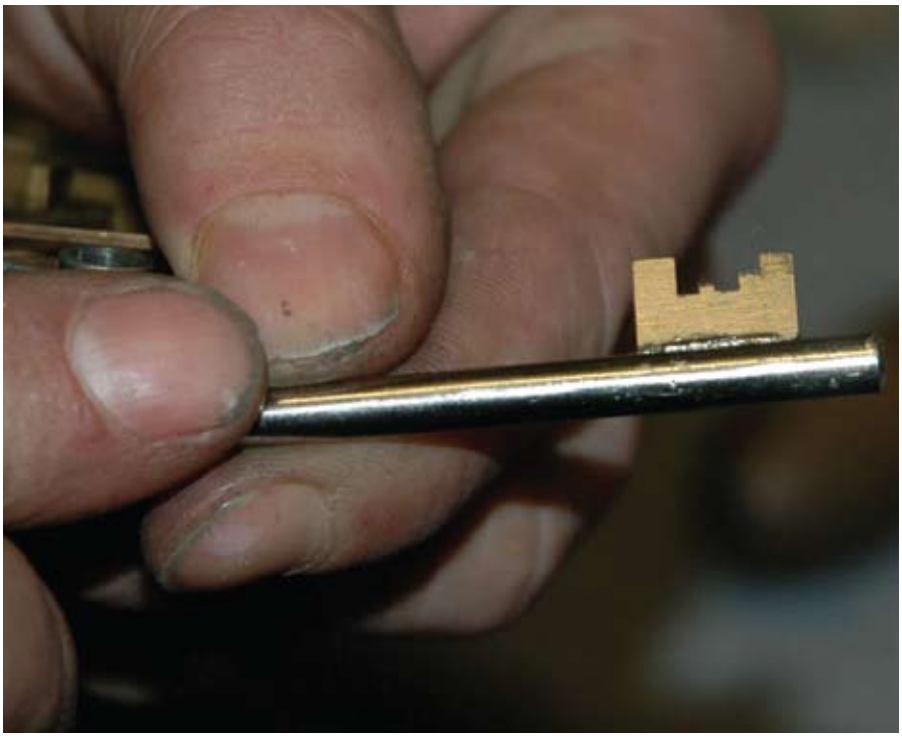

Figure 13

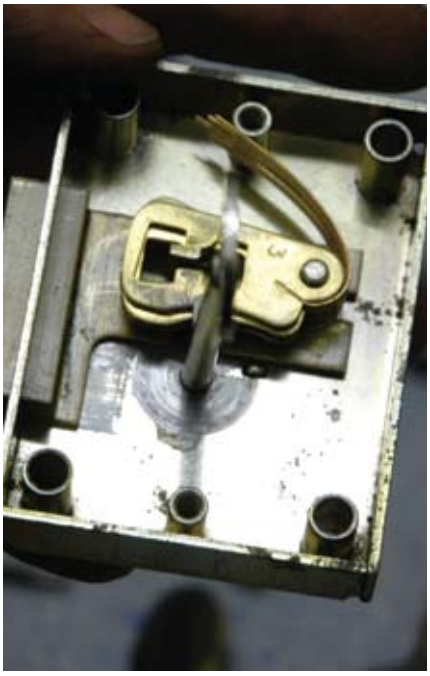

Figure 14

Figure 15

caliper gauge.

How long would it take me to cut the initial seven lever safe lock key for the Churchill Underfloor example? It depends, of course, on any distractions. If the phone rings, disturbs your concentration and you file the key too deep, the process can take forever—especially if an engineer is waiting for the lock to put back on the customer's safe. But with a little practice and no distractions, it should take about 20 minutes.

Craig Bernasconi founded Blackburn, Lancashire, England-based The Security Company in 1993. The company specializes in selling, servicing and relocating new and used safes throughout the UK. A safe industry veteran since 1978, he is a Fellow of the Master Locksmiths Association and a member of the Safe And Vault Technicians Association.

Easy Access

Avoiding Key Interchange, Part 3: Shoe-Box Master Keying—Don't Use It

By Ralph J. Forrest-Ball, MS, CML

Recently, a customer brought a Kwikset 400T knob into our shop and said he'd had trouble throughout the years with keys getting jammed in the lock. Through conversation, I learned this lock was from one of 20 apartments that are master keyed, and he does the pinning himself using the shoe-box method. Thus, the locks occasionally jammed because a #1 master pin would get caught in between the plug and the shell.

This customer would benefit from some professional help. So I explained to him how a five-pin lock that is master keyed to two random keys can be operated by up to 30 additional theoretical keys, resulting in the lock being less secure. Additionally, I explained the odds were in favor of at least one of his tenants being able to use his or her own key to unlock a neighbor's door. While I suspect he hasn't changed his ways, the fact remains these 20 apartments are at risk for unauthorized entry.

It's impossible to completely eliminate key interchange by key manipulation. However, allowing internal key interchange (where one key operates another lock within the same system, without any key manipulation) is much worse because it's entirely avoidable. Unfortunately, the shoe-box method is vulnerable to both.

THE PROBLEM WITH

BIRTHDAYS

Have you ever heard of the birthday problem, and what does it have to do with locksmithing? It's all about probability.

"A properly designed master key system should minimize the number of master pins per lock."

In a random group of three people, the chances are small that two of them have the same birthday. In a group of 300 people, however, the chances are quite high that at least two people share a birthday.

So, what size group is needed for the odds to be 50-50? Most people guess 100 or 150, but the answer is only 23. Any random pair of people has a 99.73 percent chance that their birthdays are different. But in a group of 23 people, there are 253 possible pairs. The probability that all 253 pairs don't match is 99.73 percent raised to the 253rd power, which is 50 percent.

The point of this example is to illustrate that random coincidences happen more often than you might think. This same principle applies to the shoe-box method of master keying.

THE SHOE-BOX METHOD—THE EASY, YET UNRELIABLE, CHOICE

The shoe-box method isn't scientific. Simply open a box of pattern keys and select one as the master. Another option is taking two locks off the shelf that are keyed differently, copy both keys onto the same blank and call that the master. For each subsequent lock, select another pattern key from the box or use the pattern keys that came with the lock, then combinate the lock so that random key as well as the master key operates it.

Most of us have used this method, usually in situations where only one lock is being master keyed. For multiple locks operated by the same master, it would be prudent to test every change key in each lock to see if there is any internal key interchange. In practice, this usually doesn't happen.

The shoe-box method has no bitting list, no plan for avoiding key interchange nor a structure for multiple levels of master keying. So why is it ever used?

First, it's easy to learn. Second, you don't need a code key cutting machine. Third, you never run out of change keys; there are thousands of possible keys and the only one that can't be used for a change key is the master itself. Fourth, it saves time because there is no planning or record keeping involved.

While these may seem like advantages, there are major disadvantages with this method.

The biggest disadvantage is that the chance of internal key interchange exceeds 50 percent after only 16 Kwikset locks.

Consider the example of the apartment building of 20 units, each one master keyed by the shoe-box method. A random tenant trying his or her key in a neighbor's lock has about one chance in 300 that it will operate. But, remember the birthday problem: Random coincidences happen more often than you think.

In this case, it happens even faster when asking two different questions: "Will key #3 operate lock #7?" and "Will key #7 operate lock #3?" With 20 change keys, there are 190 pairs—and 380 ways a tenant's key can be tested in a neighbor's lock and vice versa.

Each key/lock pair has a 99.7 percent chance it won't operate, but 99.7 percent raised to the 380th power is only a 32 percent chance that none of them will operate. Turn this around, and there is a 68 percent chance that at least one key will operate a lock that it shouldn't. This is internal key interchange, caused by poor design.

The shoe-box method has another significant disadvantage. Because master pins are put in 80 to 90 percent of the chambers in a random system, the locks are easier to pick or bump—multiplying the opportunities for key manipulation. Additionally, excessive incidental master keys are also created, increasing the possibility that a random key from outside the system would accidentally operate a lock. A properly designed master key system should minimize the number of master pins per lock. While total position

progression is known for large numbers of incidental master keys, in many cases the shoe-box method is even worse.

This results in increased liability. Back to the example, let's say the tenant in 3B comes home to find her apartment vandalized. There is no sign of forced entry. The police consider the possibility that the lock was bumped or picked, but they also look at who else has keys—including building management.

The police ask the manager what locksmith did the master key system so they can determine how many master key copies exist. The locksmith admits there are no keying records because the shoe-box method was used. After gathering up all the keys from the other 19 tenants, the police discover that the key for apartment 4A will operate

Risky Business—Use The Shoe-Box Method, And Walk A Tight-Rope Of Risk

Many locksmiths use the shoe-box method because it is quick and easy. But don't fall into this trap. The shoe-box method should be avoided because of its many disadvantages:

- It uses unnecessary master pins, increasing vulnerability to picking and bumping.
- It creates excessive incidental master keys and is vulnerable to random outside keys.
- It has a 50-50 chance of internal key interchange after only 16 Kwikset locks (51 for Schlage).

—R.J.F-B.

the lock on 3B—and you don't even have to wiggle it. Guess who's going to get sued? This is unfortunate because none of the risks were necessary.

THE OTHER MASTER KEYING METHODS—A BETTER CHOICE

There are several methods of master keying that are better than the shoe-box method. All of these methods require careful planning and record keeping. When performed properly, all of these methods eliminate internal key interchange.

TOTAL POSITION PROGRESSION

Total position progression is a common method that works well with the page format. The system can be summarized in a very small space with a key bitting array (KBA). There are master pins in every chamber, and change keys have no cuts in common with the top master key. While total position progression can produce rather large systems with literally thousands of change keys, the actual number of usable change keys can be significantly less once the ones that contain MACS violations are discarded.

For smaller systems, progressing just a few positions may yield enough change keys. This works well with the matrix format and can be summarized with a KBA. You choose which chambers will be held constant, progressing the others. This method reduces the number of master pins per cylinder, which drastically reduces the number of theoretical keys.

THE ROTATING CONSTANT METHOD

After progressing one KBA, it is possible to rotate to another KBA with the same number of constants and progress it, and so forth, until all the combinations have been progressed. This is the rotating constant method and, in some cases, it can produce more change keys than total position progression, even though it uses fewer master pins per cylinder.

This is the method I recommend for our example. With only 20 apartments, a system that can generate thousands of change keys isn't necessary. Allowing for expansion, future rekeys and MACS losses, 30 change keys would probably be enough. Using a two-step rotating constant method and progressing only two out of five chambers, up to 40 change keys for Kwikset using six depths or 90 change keys using seven depths could be achieved.

"Resist the temptation to use the shoe-box method, even if you're only master keying one lock."

There would only be four theoretical keys, instead of 32, per cylinder. Parity patterns guarantee that 96.875 percent of random keys have no chance of operating without manipulation, and the chance of internal key interchange would be zero. Best of all, the cylinders would be more reliable because there would be no #1 master pins in any of the locks.

THE BOTTOM LINE

Resist the temptation to use the shoe-box method, even if you're only master keying one lock. Don't use the shoe-box method when you have access to a code machine, and never use it on more than one lock in the same building.

A better alternative is to randomly pick two positions, use two-step progression and then cut that change key on your code machine. Later, this could be expanded into a two-step rotating constant system. The result is increased security for your customers and decreased risk for you.

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

You're Hired

Use These 10 Tips To Preparing Proper Proposals And Bidding Jobs Correctly

By Tom Demont, CML, AHC, CFL, CMIL

Knowing how to properly prepare proposals and correctly bid jobs is the difference between getting the job—and not. But there's more to submitting a proposal than answering the questions in an RFP. It's how you position yourself as the expert—and separate yourself from the competition—that makes a difference. Use the following 10 tips to capture your customer's attention—and get the job.

shop management
NINTH IN A SERIES

STAFF APPROPRIATELY

It is essential to have your best people preparing proposals and bidding jobs. When determining who will do estimates in the field, use senior locksmiths who have the knowledge to properly do a walk through and write up the scope of work.

Finding Green—Winning government contracts is possible—if you know how to play the game.

Government contracts: the highly sought after work many locksmiths want but few ever get. Bidding on projects for the federal government is completely different from those in the private sector. But you can find success, if you know the rules of the game.

NEVER ASSUME ANYTHING

I was very successful in being awarded government contracts because I never assumed that what was requested on the bid sheet was the correct way to bid the work. But you must bid on the exact items as listed in the bid in order to be considered, right? Yes, that's true. But here's a little trick: create two bids.

On the first bid, price out exactly what was requested. Then go through the bid line by line in a second bid with the items you recommend for doing the job better—but keep this second bid for yourself, for now.

If you are the low bidder and are awarded the job in writing, contact the contracting officer and request a meeting to go over the project. At this time, have the second bid with your additional recommendations and corresponding prices for the change order. Because of the legal aspects of cancelling your award, they often find it is easier to simply accept the change order and keep going.

Using this philosophy, I was the largest locksmith contractor to the U.S. Federal Government in the Washington, DC metropolitan area for the 10 years I owned the business.

USE DISCOUNTS TO GET PAID

The government is notorious for slow paying, but you can help move things along by offering a discount for prompt payment. Here's how it works: On the front of the bid documents, there is a place for prompt pay discounts. The government must deduct this amount from the award offering—as long as it is more than five percent—and then pay you in the timeframe listed for your prompt pay. I always gave 10 percent net 20 days, and had the invoice paperwork hand delivered with a signature required. The clock starts when the recipient signs for the invoice.

The government will always take the discounted amount and cut your check accordingly, but processing an invoice for payment in 20 days is nearly impossible. If the check is late once you receive it, send another invoice for the discount taken that wasn't earned. Be sure to time stamp the envelope when it arrived and include it along with a copy of the check and all paperwork that came with it when submitting the second invoice. You will receive your 10 percent back—plus penalty and interest.

—T.D.

"When determining who will do estimates in the field, use senior locksmiths who have the knowledge to properly do a walk through and write up the scope of work."

DETERMINE PRODUCTS TO BE USED

Inquire about the specific materials requested. Are substitutes acceptable? By knowing how much leeway there is in materials selection, you may want to make additional recommendations for like items that will do the job as well or better than original products specified. Additionally, include color printouts of proposed products and any applicable UL listing information for added creditability.

FORMAT TO YOUR ADVANTAGE

When formatting the proposal layout, state everything by line item so it is clear what work will be performed if you are awarded the job. However, don't itemize the price. Instead, give a lump-sum number, including tax, for the total cost of the job. Upon project completion, then give an itemized invoice for the customer's records.

ASSESS COMPETITORS, AND PRICE ACCORDINGLY

The customer may not be willing to share who is bidding on the job in addition to you, but it doesn't hurt to ask. Any information you have on the competition can be beneficial. If you have a dossier on your competitors (and you should), you can estimate how they will price the same job and submit your bid accordingly.

INCLUDE CODE INFORMATION

In the body of your proposal, state the outlined scope of work will be done in accordance with the state building, fire and accessibility laws under the International Code Congress, International Building Code. Always cite the most recent edition (currently 2009). Stating that you meet and or exceed code not only positions you as an expert in the customer's mind but it also raises the issue that this could be a potential problem with the other bidders.

GUARANTEE YOUR WORK

Always state that everything is guaranteed under normal operating conditions for one year. It is standard for manufacturers to warranty their products for a year, and your work should follow suit.

CREATE A SENSE OF URGENCY

Understanding your competitors can also be helpful in creating a sense of urgency. Let's say the project up for bid requires 125 mortise locks in a condominium complex. Assess your capabilities on how quickly the job could be completed, and then suggest that the management company require the job be done within two to three days for security reasons.

This could potentially catch you competitors off guard, requiring them to reschedule other projects on the books. They may have to pull all of their trucks in to that one location to get it done, which could result in higher pricing to account for the road work that would be lost tying up everyone for two days.

INCLUDE A TIME LIMIT

Prices fluctuate with the market, so put a time limit of 90 days or less on all proposals. When a bid finally comes in with a deposit check 12 months down the road, you don't want to be surprised to find out material prices have increased by 15 percent and a significant portion of your profit is gone.

"You won't get the money unless you ask for it, so be sure to detail a payment plan."

CHECK YOUR WORK

Always have someone else review the bid before sending it to the customer to check for misspellings, inconsistencies and math errors. You don't want to inadvertently bid $0.25 per lock instead of $25, so have your bookkeeper check the figures.

ASK FOR THE MONEY

You won't get the money unless you ask

STRATEGIC MOVE

The Right Pricing Strategy Can Land The Business—And Expedite Payment

It was important to me to be the price setter in my market, so I published a price list that was at least 20 percent higher than anyone in my market. This may seem counter-intuitive at first, but I used it to my advantage by subsequently offering a 20 percent discount if the job was paid in full up front.

This not only drives the competition crazy because they don't see the advantage in getting paid up front, but it also gets customers' attention because they get a higher priced job at a great discount—and everybody loves a bargain.

But there's more to this strategy than landing the every day jobs; it also brings in referral business from none other than your competitors. Here's how:

I was promoting my company's automotive work at the local Mercedes dealership when the service manager asked how much I charged to install a Boden Cable (the cable that goes from the ignition to the steering column so the diesel engine cannot be started before the electrical system is in the correct position). I asked him what his rate was and told him that I'd bring mine to him because my shop charged more.

We both laughed, but he seriously said that he would send work my way because I wasn't under-cutting his labor cost and customers would continue bringing cars to him. I then asked him what he charged for everything relating to locks and keys, and I set my price list accordingly.

This worked so well that I did the same thing at the Saab dealership. I found out that they charged to take out the transmission lock (the one between the seats) and I charged more. Referrals came in from them, too, so I began doing this at every dealership in my area.

—T.D

for it, so be sure to detail a payment plan. I recommend 50-percent down at the signing of the proposal, 25-percent paid the day work begins and the balance paid the day the job is complete—not 30 days later.

Why is getting a deposit so important? Here's an example. I've seen a company begin a $50,000 CCTV project without getting a down payment. Unfortunately, some materials were delayed, missing the specified delivery date, and the locksmith had to sit on $20,000 worth of equipment that had to be paid for in 30 days.

Not only should the company have required a deposit, but it also should have included a clause in the bid that all materials would be delivered to either a secure room on-site where the customer takes responsibility for keeping them safe until installation begins or to the locksmith's facility with a five percent fee charged for each month of storage.

GET THE JOB

Customers want to deal with people who know what they're doing, and this is often determined by the amount they charge. Don't sell yourself short. The knowledge you have is valuable. You are the expert. Show it in your proposals and bids—and reap the rewards.

COMING NEXT MONTH: PROFITABILITY

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

Industry Evolution—Part 1

Rick Rolland talks about evolution of the safe industry and how history is making an impact today.

By Lisa Horn, CAS

While there is much talk about high-tech security and it certainly has its place in minimizing risk of loss, the last line of defense continues to be the safe. And Rick Rolland, president of Dallas, Texas-based Rolland Safe Company, knows about safes.

Rolland grew up with Rolland Safe Company, a family business since 1905. He joined the organization full time in 1974 when it was operating as a traditional safe and lock shop. But he says the company began making its mark when John Tann products were added to the lineup. "We developed a passion for selling those products," Rolland says. "While expensive, they launched the company into what it has become today."

Much has changed in the 30+ years Rolland has been in the safe and vault industry. In Part 1 of our interview, he explains the evolution of the safe industry and how history is making an impact today.

LKH: From your perspective, how have safes evolved during the past 150 years?

RR: Back in the late 19th century into the early 20th century, laminated safes with pressure hinges were popular. These safes were

manufactured without the use of electrical power. Once the bad guys figured out how to de-laminate or separate them with use of explosives, however, the safes became vulnerable. As a result, there was a design shift in manufacturing to create a more secure product made through metal casting that could not be easily compromised with explosives. This product became the safe design euphemistically referred to as the cannonball.

I see a similar event taking place now. In the 1980s, it became popular to make composition safes from a combination of metal, concrete and other materials. Since then, the bad guys figured out how to get into these composition safes. Now there are safe openings occurring on a weekly basis that, when I started in this business 30 years ago, maybe occurred once every two or three years.

This is forcing the industry to change and adopt new materials. While there are a few companies contemplating and developing materials, unfortunately, not many have been successful at it.

LKH: What has changed to make the composition safe so vulnerable?

RR: It's not so much the knowledge base than it is the capacity of tools available. Twenty years ago, the housing industry adopted hard materials such as granite and marble for use in the kitchen and bath areas. In my opinion, the introduction of these materials forced the availability of equipment that can cut this kind of hard rock and aggregate. Saws designed to shape your kitchen countertops have become the very tools that are now being used to cut open safes. I have a dozen safes on site that have holes big enough to order a hamburger through them.

LKH: So where does the safe industry go from here?

RR: Much like what happened at the turn of the century when construction changed from the laminate chests to the cannonball, safes must evolve away from the sole use of aggregate materials as barriers. But the question of what is the next material is yet unanswered.

The UL burglary label TL30X6 is tested for saw attack but, again, it is a matter of delaying the time it takes to effectively cut through the safe. UL TL30X6s have also been compromised in cases where time was unlimited.

While different materials are being used for experiments now, the end result must be practical and inexpensive because of the price-driven marketplace in which we operate. Additionally, the material must be something UL agrees to test and that doesn't put testers at risk. Contrary to popular belief, UL is not a government agency. It is a private agency, so it can refuse to conduct tests.

It will take much creativity to come up with a safe that will stop the bad guys. I'm not sure what it is, but for the sake of conversation let's say that something proactive is added to the safe. For example, this could be a chemical in the wall of the safe. When a saw blade hits the chemical, it reacts adversely. For this example to work, the chemical must be contained so it's not hazardous as well as cost-effective enough to put it into a production piece—and UL must agree to test it.

Different forms of copper or other soft metals could also be an option, as copper and aluminum are designed to resist a torch attack by dispersing heat. When the saw blade hits the softer metal, it can actually meld itself to the blade and dull the edges. If this occurs, you are in essence buying more time for law enforcement to arrive and stop the crime.

I know one manufacturer that is using wood to achieve a TL30X6 label. This may sound like going in a weaker direction, but wood has some resistive qualities that metal doesn't have against certain tools.

"Saws designed to shape your kitchen countertops have become the very tools that are now being used to cut open safes. I have a dozen safes on site that have holes big enough to order a hamburger through them."

Chubb England actually builds a product (the Planet) out a high-tech, polycarbonate plastic—very expensive. But again, I think there is some resistance to cutting plastic that other materials don't have.

As you can see, we are faced with some problematic situations, and the direction the industry will take remains to be seen. But the reality is that there are thousands upon thousands of composition TL-30s in the marketplace, and frankly every one of them is vulnerable.

This safe has always regarded as the last line of defense. Alarm systems and cameras aren't designed to prevent crimes from occurring; they only let you know when something is happening. The safe is there to actually prevent the crime from taking place.

Now that safes are more vulnerable than ever, the industry has a significant problem and the solution is yet to be defined.

Lisa Horn, CAS, is editor of *Keynotes*.

Influential Initiative

Renew or become a Legislative Action Network Council Member today.

By Tim McMullen, JD, CAE

With the significant amount of legislation in the works that affects your business, being a member of the Legislative Action Network (LAN) Council has never been more important. The Council is an important instrument in raising the standards of the locksmith profession through the legislative process because it ensures locksmiths have the final say in how our industry is run.

LAN Council members receive:

- The quarterly Legislative Action Network Update alerting you to important legislation in your state and around the country
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- A lapel pin designating you as a special ALOA LAN Council member
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"The Legislative Action Network (LAN) Council is an important instrument in raising the standards of the locksmith profession."

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

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

ALABAMA

Number: HB 167
Sponsor: Irons
Abstract: Adds "Central Station," "CCTV" and "Electronic Access Control as new categories of licensing. Licenses will be based on the classification of the work performed (Same as SB 102).
Status: Read for the first time and referred to committee on Boards and Commissions – January 12, 2010

Number: SB 23
Sponsor: Marsh
Abstract: This bill would provide that a locksmith who has been licensed for 10 years or more as a locksmith or who submits a notarized affidavit from another locksmith that he or she has 10 years or more experience as a locksmith shall be exempt from any continuing education requirements adopted by the board.
Status: Read for the first time and referred to committee on Business and Labor – January 12, 2010

Number: SB 102
Sponsor: Little
Abstract: Adds "Central Station," "CCTV" and "Electronic Access Control" as new categories of licensing. Licenses will be based on the classification of the work performed (Same as HB 167).
Status: Read for the first time and referred to committee Governmental Affairs – January 12, 2010

FLORIDA

Number: HB 301
Sponsor: Anderson
Abstract: Creates Florida Locksmith Services Act; requires licensure of locksmith services businesses and locksmith referral services by DOACS; requires fingerprinting and background screening of owners and certain other persons affiliated with locksmith services business; disqualifies certain persons from performing locksmith services based upon background screening, etc. (Same as SB 658)
Status: Referred to Agriculture & Natural Resources Policy (GGPC); Public Safety & Domestic Security Policy (CCJP); Full Appropriations Council on Education & Economic Development; General Government Policy Council – November 20, 2009

Number: SB 658
Sponsor: Crist
Abstract: Creates Florida Locksmith Services Act; requires licensure of locksmith services businesses and locksmith referral services by DOACS; requires fingerprinting and background screening of owners and certain other persons affiliated with locksmith services business; disqualifies certain persons from performing locksmith services based upon background screening, etc. (Same as HB 301)
Status: Referred to Commerce; Community Affairs; Governmental Oversight and Accountability; Criminal Justice; General Government Appropriations – December 17, 2009

GEORGIA

Number: HB 107
Sponsor: H. Geisinger
Abstract: Creates the State Board of Locksmiths; provides for the membership, duties and powers of such board; provides for fees; provides for the licensing and registration of locksmith contractors, locksmiths and apprentices; provides for qualifications for licensing and registration; provides for continuing education.
Status: Second Readers – January 26, 2009

HAWAII

Number: HB 344
Sponsor: Chang
Abstract: Requires licensure for and regulation of locksmiths.
Status: Carried over to 2010 Regular Session

Number: HB 1349
Sponsor: Evans
Abstract: Authorizes the department of commerce and consumer affairs to conduct criminal history record checks on locksmiths who apply for business licenses with the department. Would only take effect if HB 344 passes.
Status: Carried over to 2010 Regular Session

MASSACHUSETTS

Number: SB 1538
Sponsor: Tisei
Abstract: Replaces the current law by updating sections, such as adding provisions for apprentices. It leaves the current electrician licensing system intact.
Status: Hearing Scheduled JTU – July 22, 2009 10 am A-1 – April 27, 2009

NEBRASKA

Number: LB 816
Sponsor: Fischer
Abstract: Adds gender equality language throughout the Motor Vehicle Industry Regulation act ("he or she").
Status: Referred to Transportation and Telecommunications Committee - January 11, 2010

NEW JERSEY

Number: AB 1154
Sponsor: Rible, David P.
Abstract: Unlawful to knowingly manufacture, purchase or possess a "bump key." If found to use a "bump key" in the commission of a crime, it becomes a fourth degree criminal offense (Same as SB 410).
Status: Introduced, Referred to Law and Public Safety Committee – January 12, 2010

NEW JERSEY—CONTINUED...

Number: AB 1154
Sponsor: Rible, David P.
Abstract: Unlawful to knowingly manufacture, purchase or possess a "bump key." If found to use a "bump key" in the commission of a crime, it becomes a fourth degree criminal offense (Same as SB 410).
Status: Introduced, Referred to Law and Public Safety Committee – January 12, 2010

Number: AB 1165 - Updated
Sponsor: Rible, David P.
Abstract: Makes it illegal for persons other than a licensed locksmith to possess, purchase or any device or programming diagnostic tool to program, clone or repair a vehicle transponder key. Also requires locksmiths to obtain picture identification and proof of ownership, such as a valid motor vehicle registration certificate, valid insurance card, valid insurance policy, or certificate of ownership.
Status: Introduced, Referred to Assembly Regulated Professions Committee – January 12, 2010

Number: SB 410
Sponsor: Haines, Philip E.
Abstract: Unlawful to knowingly manufacture, purchase or possess a "bump key." If found to use a "bump key" in the commission of a crime, it becomes a fourth degree criminal offense (Same as AB 1154).
Status: Introduced, Referred to Law and Public Safety Committee – January 12, 2010

OKLAHOMA

Number: HB 2308
Sponsor: Thomsen
Abstract: Exempts from locksmith licensing network administrator activities, including but not limited to repairs or upgrades to a computer using digital video recording that is part of a computer network, installation of low-voltage cables as part of a computer network, or configuring, installation, or maintenance of network software.
Status: Authored by Representative Thomsen – February 1, 2010

Number: HB 2320
Sponsor: Martin (Steve)
Abstract: Changes the definition of "lock" to a electronic devices of ninety (90) volts or less (was 24 volts). Expands the definition of "locksmith industry" by adding "sale" and "rekeying" of locks. Adds the exemption for people installing locks for their own personal use. Expands the exemption for towing operators "from their towing vehicles." Makes some changes to the board.
Status: Authored by Representative Martin (Steve) – February 1, 2010

PENNSLYVANIA

Number: HB 1544
Sponsor: Boyle
Abstract: Act regulating electronic life safety and security systems contractors; establishes the State Board of Electronic Life Safety & Security Systems Contractors; provides for funds, licensure, disciplinary action, remedies, penalties and preemption. Definition of "security system" includes access control and CCTV.
Status: Introduced and referred to committee on House Professional Licensure – May 29, 2009

RHODE ISLAND

Number: HB 6085
Sponsor: Palumbo
Abstract: Adds locksmith services to the alarm licensing law.
Status: Committee recommended measure be held for further study – May 26, 2009

Number: HB 7063
Sponsor: Corvese
Abstract: Revises provisions of the burglar and hold-up alarm business law, and would create a new licensing structure regarding the design, installation, servicing and sale of alarm systems.
Status: Introduced, referred to House Corporations – January 12, 2010

SOUTH CAROLINA

Number: HB 3956
Sponsor: G.R. Smith
Abstract: Would make it an offense to have lock-bumping tools with the intent to commit a crime. Exception for locksmiths that have such tools for their work.
Status: Referred to Committee on Labor, Commerce and Industry – April 23, 2009

TENNESSEE

Number:HB 2494
Sponsor: Hardaway
Abstract: Raises fine of operating without a license to a minimum of $2,500 and a maximum of $7,500.
Status: Introduced – January 12, 2010

UTAH

Number: HB 73
Sponsor: Marley, M.
Abstract: Adds continuing education requirements to those licensed under the construction trade.
Status: House received bill from Legislative Research – January 07, 2010

VERMONT

Number: HB 368
Sponsor: Scheuermann
Abstract: Alarm licensing bill that includes access control and CCTV. Requires NBFAA Level One training. (Same as SB 199).
Status: Referred to the Committee on Government Operations – March 17, 2009

VERMONT—CONTINUED...

Number: SB 199
Sponsor: Ayer
Abstract: Alarm licensing bill that includes access control and CCTV. Requires NBFAA Level One training. (Same as HB 368).
Status: Referred to the Committee on Government Operations – January 5, 2010

VIRGINIA

Number: HB 152
Sponsor: John M. O'Bannon, III
Abstract: Allows licensed electronic security employees (including locksmiths) who have a valid concealed handgun permit and who may lawfully carry a handgun to carry a concealed handgun for personal protection during business hours, so long as the employee does not represent that he is carrying the handgun in the course of his employment.
Status: Referred to Committee on Militia, Police and Public Safety – January 5, 2010

Number: HB 776
Sponsor: William H. Cleaveland
Abstract: Repeals the locksmith licensing law.
Status: Committee Referral Pending – January 12, 2010

WASHINGTON

Number: HB 2671
Sponsor: Hurst
Abstract: Locksmith licensing bill
Status: Referred to Commerce and Labor Committee – January 12, 2010

UNITED STATES

Number: HR 1939
Sponsor: Blaine
Abstract: Directs the Attorney General to establish a method to permit employers in the electronic life safety and security systems installation and monitoring industry to access criminal history records and other information to conduct background checks of prospective employees. Also includes access control and CCTV.
Status: Referred to the Subcommittee on Crime, Terrorism, and Homeland Security – May 26, 2009

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

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<4/10>

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

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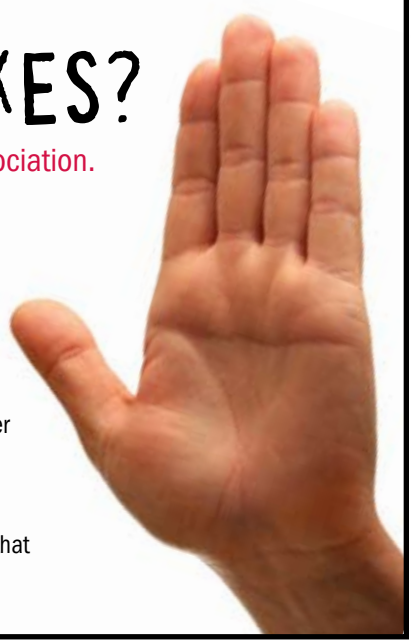

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By Lisa Horn, CAS

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By Lisa Horn, CAS

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Keynotes provides the sought-after information you need. But it could all end with this issue.

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Lisa Horn, CAS, is editor of Keynotes.

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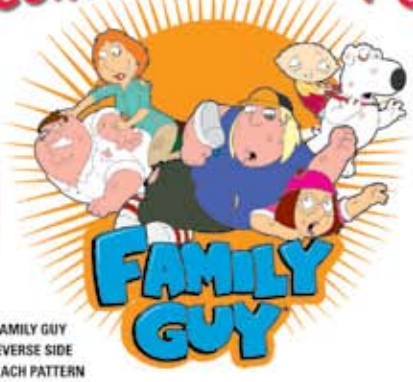

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