



LSA REPORTER

EDITORS: William M. Lynk, CRL * Alvin Moebus

Publication Deadline: Submit items Two(2)Weeks(14 calendar days) by 5:00 p. m. AFTER the last LSA meeting.

LSA Website: <http://www.LSAmichigan.org>



LSA MEMBER OF THE MONTH — JOHN BOCKERT



LSA will be spotlighting our associate/sponsor members in this column for the fiscal year 2010-2011. **John Bockert** is our first associate/sponsor member of the month to be featured!

John graduated from Worthington High School in Columbus Ohio, but spent a decade in various places outside that state. Mexico was his first sojourn to travel and scuba-dive. He volunteered for the Peace Corps for six months, spending his time in Malaysia.

He was close to his grandparents who lived in Florida, so he moved there to attend a Florida junior college. Since John wanted to pursue a business career, he transferred to Florida Atlantic University for two years. His restless spirit took him to Northeastern College in Boston, Massachusetts. After a short time he moved on.

John's next stop was back to F.A.U. where he received a B.D.A. degree in the spring of 1976. Next, he moved to New Jersey where he sold pianos at a showroom at Carnegie Hall in NYC.

After three years, he again felt the urge to move on. Scanning the local papers he answered a "blind ad" (it asked for a salesman for an unknown company). In order to be interviewed, he had to travel to Chicago. Upon arrival he discovered that the company was American Padlock. John was third in line for the position to be a factory rep covering Ohio, Indiana and Kentucky. As it turned out, he had to wait a short time, but then was hired. He worked for American Padlock for five years but... you guessed it. he was ready for another change!

In 1986 John made a decision that lasted for 25 years. So from pianos to padlocks, he now owns his own company which is based in Monroeville, Ohio. The company is a family affair as his wife Paulette and his son Paul are all part of the action. They represent 14 companies that sell locks and lock products. Their service area is Ohio, Michigan, Indiana, Kentucky, W. Virginia, W. Pennsylvania, upstate New York and Ontario Canada.

When I asked John for an interesting story from his life he said: *"I have one. I found out I was going to be a father at the 1984 ALOA Convention in Chicago. Paulette flew from Ohio to Illinois to give me the good news! She announced it at a dinner with the American Lock bosses."* Besides Paul, the couple has 22 year old twins – Mason and Ellie.

This past August John and Paulette celebrated their 28th anniversary. So, how ironic is his life? From pianos to padlocks, from a Chicago blind ad to a Chicago birth announcement!

John has been a faithful associate member for several years and we encourage all who read this column to patronize his business: **Bockert & Associates.**

Article by: Al Moebus



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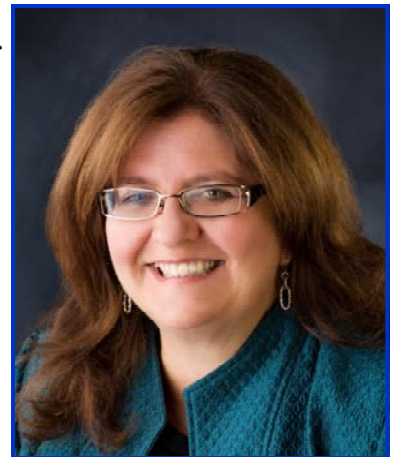
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→Please Volunteer and be part of our Group!

◆ LSA of Michigan supports all educational initiatives regardless of a specific supplier, brand, and/or manufacturer. ◆

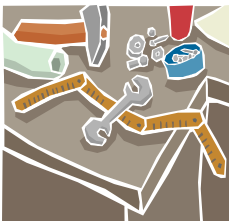
October Meeting & Special Information

Our featured speaker for the October 14th LSA Meeting will be **Marie A. Jakubiak, CPA**. Marie A. Jakubiak is president of Marie A. Jakubiak & Associates P.C. Certified Public Accountants and Business Advisors. The practice specializes in helping small business and Marie is a Quickbooks Pro Advisor. Marie started the business approximately 4 years ago (after many years in both the automotive plastic injection molding business and public accounting practices of other local CPAs). She is one of the co-authors of the book, “30 Day Total Business Makeover” and is mentioned in bestselling author and speaker Bob Burg’s recent book, “Go-Giver’s Sell More”. Marie is a featured speaker at the Fastrak classes sponsored by Oakland County which focus on teaching small business owners and people in transition begin a new business venture how to set up their small businesses properly and what to anticipate as an entrepreneur.. Her topic for this meeting will be covering information you need to know as a small business owner.



**NEXT
LSA
MEETING**
THURSDAY,
OCT. 14TH, 2010
AT 7:30 P.M.

TECH TIPS— ADDING GRAPHITE



“The best way to use graphite in cylinders is to add a fine amount on top of the bottom pins while the plug is out and no key inserted.”

-Contributed by Leonard Miller

Locksmith Security Association meets at 7:30 p.m., the second Thursday of the month (Sept. to June) in the Metro Detroit Area in southeast Michigan:

1640 Stephenson Hwy., just north of Maple (15 Mile Rd.), on the east side of street.

PRP GLOSSARY—LIST COUNCIL TERMINOLOGY”

open back strike n. a strike, typically used on double door applications, that has an unenclosed opening opposite the lip edge

zero bitted adj. of or pertaining to a cylinder which is or is to be combined to keys cut to the manufacturer's reference number "0" biting



PRESIDENT’S MESSAGE—*JOHN HUBEL, CML*



A Message From The Heart

Twice this past week I had requests for locksmith information from locksmiths in our area. The information was given as requested, but afterwards I began to think . . . this was information that the Locksmith Security Association (LSA) covered just a short while ago. Why is it I am being asked these questions? After connecting the dots, I began to realize locksmiths often fit into this sensitive category of non-committal. That opened my eyes since I, myself, often am in that category as well.

Of the two locksmiths mentioned above, one is very friendly towards the LSA, but has never taken the steps to commitment. He operates a well recognized shop in the metro area, keeps a clean reputation, but has not availed himself to the benefits of the LSA. In this unfortunate case the LSA actually GAVE each member the exact part this locksmith needed. He

could have completed his job just by staying in touch with the LSA.

The second locksmith was requesting information relative to some high-end product. The information revealed the expert resource was within our own ranks. Had this locksmith attended that particular LSA meeting, he would have realized his resources were already standing by, ready to assist.

We realize everyone has their list of excuses for not attending meetings (ie: the dog barfed, kids have to go to bed at 9:00, allergy to pizza, etc.), but may I, your elected LSA President, propose that you make a commitment to attend each meeting for the 2010-2011 season? We are talking nine meetings, one each month, on pre-established dates that are known to all. By your attendance you will be encouraging other locksmiths to attend. You will be offering and receiving valuable information EVERY month. And, best of all, you will remind the entire nation that the LSA is amongst the best-of-the-best locksmiths associations around. We do not want to hide the truth. With your help we can humbly broadcast it from the rooftops.

I hope to see All You All at the next LSA meeting, October 14th.

—John Hubel, CML— LSA President



“Qwik-Qwiz”

Schlage Primus has a MACS of 7 and ___ root depths.

- A) 5
- B) 7
- C) 9
- D) 10
- E) none

[answer on bottom of Last Page of this Newsletter]



**Caesar and Marcus
LSA Mascots**



CALENDAR OF LSA EVENTS—SEE [WEBSITE](#) FOR COMPREHENSIVE LIST



WEB LINKS

- October Meeting: 7:30 p.m., Thursday, 10/14/10**
- November Meeting: 7:30 p.m., Thursday, 11/11/10 [Veteran’s Day]**
- December Meeting: 7:30 p.m., Thursday, 12/09/10**
- 2011**
- January Meeting: 7:30 p.m., Thursday, 01/13/11**
- February Meeting: 7:30 p.m., Thursday, 02/10/11**
- March Meeting: 7:30 p.m., Thursday, 03/10/11**
- April Meeting: 7:30 p.m., Thursday, 04/14/11**
- May Meeting: 7:30 p.m., Thursday, 05/12/11**
- June Meeting: 7:30 p.m., Thursday, 06/09/11**

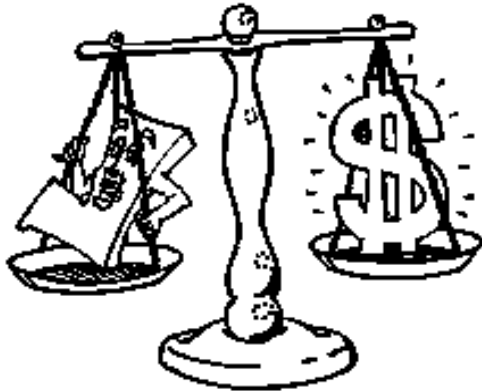
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“Education, Knowledge & Cooperation—LSA”

Locksmith Security Association of Michigan (LSA)
Presents

PREPARING FOR 2011

Generating Hard Ca\$h in Hard Time\$



Saturday
October 16, 2010

8:00 – 5:00
(Lunch Included)

\$ 95.00
(LSA Members \$50)

Holiday Inn Express

11500 Eleven Mile Road
(I-896, Exit 24 @ Hoover Road)
Warren, Michigan 48089
586-754-9700

Who:

This LSA business class is a must for any locksmith struggling in this economy. The class is designed for business owners, but also highly recommended for all locksmith employees and for those considering starting a locksmith business as their primary source of income.

Description:

This timely class is being taught in line with the LSA theme of "growing your business in light of a difficult economy". The October date was specifically chosen to aid those serious about making their business prosper for 2011. Timing also yields a window in the remaining portion of 2010 to include end-of-year decisions, bringing costs for 2011 into current year's books. Reduce taxable income, prompting a small boost into 2011's profit margin. Be prepared to hit the ground running for 2011. This class has been specifically tailored to meet the needs of its participants. An eye opening experience will allow each student to make educated decisions and anticipate a business that can surpass all expectations.

About the Instructor:

Mark Blum, CML, CPS is a very successful business owner and comes to the LSA with a wealth of knowledge and life experience. His classroom instruction matches his business practice. Mark keeps his business an open book so those under his instruction can apply the same principles. Mark is an awarded ACE instructor and continues to teach for the Associated Locksmiths of America (ALOA). Many accolades precede Mark's instruction.

Prerequisites:

Although not required, it is suggested participants have available their known Expectations, Earnings, and Expenses. This data will help provide accurate results for calculations during class.

Guarantee:

The LSA is convinced this class is valued well beyond the cost. If you are not convinced you have received a three-fold return in value, a full refund will be given!

Reservations:

Mail check to Locksmith Security Association c/o 7088 Gunlock Bay, Utica, MI 48317
Ray Sinai – 248-321-4896 or JohnHubel@Yahoo.com



RAY'S WAYS— “*SOME SCATTERED THOUGHTS*” -BY RAY SINAI, CPL, VICE PRESIDENT, LSA



SOME SCATTERED THOUGHTS By Ray Sinai

I have two topics that I'd like to touch upon in this month's column. When meeting with my Yellow Pages representative last month, I expressed my concern, or dismay, regarding the scammers and their Yellow Pages presence. I wasn't expecting any real answers or an apology from my rep., but one thing she said really hit the mark. They (*the scammers*) are still advertising with the larger ads and if they rely solely on one-time customers, they must be making money. In case you are unaware, the price of these full page color ads is in the \$3,000.00 a month range (yes, per month). So in essence, my Yellow Pages rep. told me that the book really does work, people still “*let their fingers do the walking*”. Cheating the general public and preying on people in emergency situations is no way to conduct business. Of course, I don't know what other means of advertising these scammers use, but the Yellow Pages are working for them. Don't confuse these statements as my condoning their behavior, I don't. The Yellow Pages contends that they are only an advertising agency They don't govern or control any of their advertisers' business practices.

The next subject that I'd like to bring up is being a *guinea pig* for the hardware industry and their products. It is one of my pet-peeves. I am tired of being the “test dummy” for these large corporations. The statement “new and improved” scares me. What was wrong with the previous hardware product you made for years and had a proven track record?

I seriously believe that the engineers need to justify their existence and company management is always pushing to build a product cheaper for larger profits. Sorry, if there are any engineers out there reading this column. If it is an electronic device that is new on the market (*less than two years old*) don't even talk to me about it! Does the factory actually test this stuff? Why do I need to be the “*fall guy*” when it fails? Why does it always seem to be a manufacturer in California and it takes two weeks to replace? Do I take my sleeping bag and camp out at my customer's location, as a guard dog, until the part arrives? Excuse me if I sound irate, but this is the reality of it all. This of course, is my opinion.

Try calling the sales rep. and they act like you are an alien from another planet. Yes, there are a handful of reps. that are extremely helpful: **John Houhauser, John Bockert, Steve Johnston, Matt Scott and Gene Simon** to name a few. The majority of the rest seem to be more interested in their golf score.

What if I went to the next ALOA Convention with a wheelbarrow full of this “junk” and dropped off this stuff at each of their booths. Would they acknowledge their mistakes or just call me a “crackpot”?

Okay, I got that off my chest. Let me know how you feel about this....

I'd like to end on a positive note. I saw a quote recently that I felt was great and I want to share it with you. “*The difference between ordinary and extraordinary is that little extra..*” Are you doing that little extra in your personal life and business practices?

Ray Sinai, CPL—Vice President, LSA

Locksmith Security Association of Michigan (LSA)

Presents

Master Lock® Factory Certified Training



Saturday
November 13, 2010

8:00 – 5:00

(Lunch Included)

\$ 85.00

(LSA Members \$40)

Holiday Inn Express

11500 Eleven Mile Road
(I-696, Exit 24 at Hoover Rd)
Warren, Michigan 48089
586-754-9700

DESCRIPTION:

This LSA eight hour hands-on training class will familiarize the student with the construction, variations, part numbers, and servicing techniques for the ProSeries® product line. Students will rekey cylinders and become familiar with the new BumpStop™ technology. The new Combo Deadbolt with Night Watch and BumpStop™ technology will be covered during class. Each student will learn to decode and recode the Master Combination Deadbolt. This class will also familiarize each student with the new EDGE™ Key Control System products. Participants will rekey cylinders and learn about the various levels of key control available. Students will receive a copy of the latest Master Lock Technical Manual and American Lock Service Manual. Much hands-on opportunity will take place during this class.

INSTRUCTOR:

Billy Edwards, CML wears many hats in the locksmith industry. He is currently working with the Master Lock Company as their Key Records Manager. His duties include advising, research & development, and instruction for the Master product lines. In addition to Billy's involvement with Master Lock, he is deeply involved with the betterment of the locksmith industry. Mr. Edwards is an author of several technical books, hold eleven patents, chairs the Lock Industry Standards and Training (LIST) council, and has taught at the ALOA convention. Mr. Edwards is no stranger to the LSA. He has recently held a related two-hour Master Locks Python™ workshop for the LSA which was very well received.

PREREQUISITES AND CERTIFICATION:

No prior knowledge is necessary to successfully complete this certification class. The class is followed by an open book test. Once graded, students who receive a passing grade will be mailed a certificate.

BONUS:

1) A special deal has been worked out between LSA and IDN-Hardware Sales for a one-time Master Product purchasing opportunity. This exclusive class deal will be unmatched and available only to class participants. This offer, in itself, exceeds the class cost. 2) Also expect a few other valuable drawing items.

RESERVATIONS:

Mail check to Locksmith Security Association (LSA) c/o 7088 Gunlock Bay, Utica, MI 48317
For Additional Information Call or Email Ray Sinai – 248-321-4896 or JohnHubel@Yahoo.com

THE LSA GUARANTEE:

The LSA is convinced this class is valued well beyond its cost. If you are not convinced you have received a three-fold return in value, a full refund will be given! www.LsaMichigan.org

Pre-Meeting Dinner Sponsors:

- September:** Matt Scott, IEI Rep.
- October:** Fellowship of Christian Locksmiths—FCL
- November:** Giving Thanks—Make Sure YOUR Name is Here
- December:** This is a Great Holiday Way to Support LSA!
- January:** Your Company SHOULD be here in the Snow Days
- February:** A Cold Michigan Month...but a WARM Sponsor
- March:** The Windy Month...Make your Windy Waves **here!**
- April:** Shower US with Your Company
- May:** Looking forward to YOUR Sponsoring!

Thanks to all of our Pre-Meeting Dinner Sponsors. If you would like to participate for the 2010-2011 Season, contact: John Hubel, CML or Ray Sinai, CPL

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Newsletter Submissions: 2 weeks PRIOR to next meeting
Submit in Word.doc to: icls@ICLSglobal.com
Contact: William M. Lynk, CRL

[Download Membership Application](#)
[Click above or on our site!]

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