



# TRADE SHOW EDUCATION AND 100 YEAR PARTY

April 19 - 21, 2012

THE LOCKSMITH'S  
DISTRIBUTORSMITH



Access Control Automotive Hardware Padlocks Tools Nice People

800.231.4105 [hlflake.com](http://hlflake.com)

# TRADESHOW, EDUCATION & 100 YEAR PARTY

**APRIL 19, 20 & 21**

**THOUSAND\$ IN DOOR PRIZES**

**ONE DAY ONLY SPECIALS FOR THESE EXHIBITORS**

**2 DAYS OF EDUCATION FROM TOP INSTRUCTORS**

Exhibitors:



## Education Classes & Hotel Accommodations

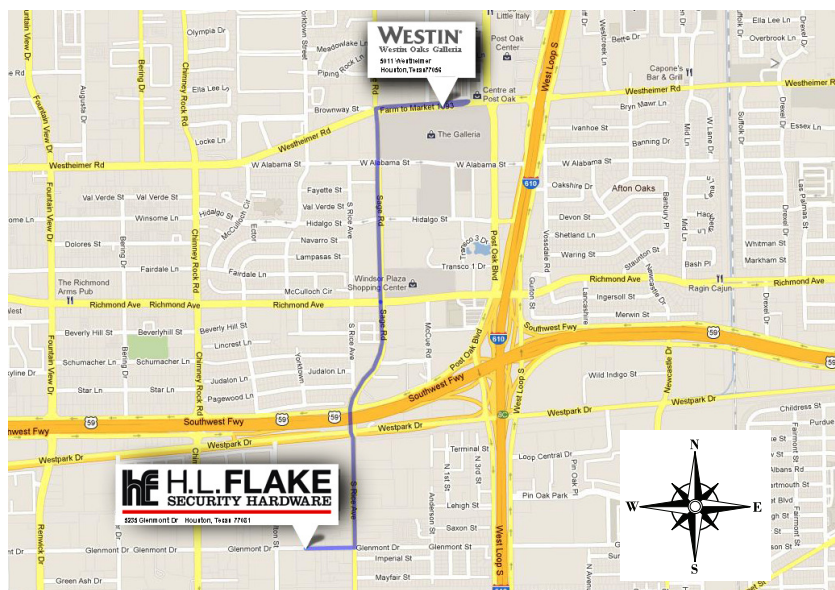


The Westin Oaks Hotel at the Galleria  
(next to Neiman Marcus & Cheese Cake Factory)  
5011 Westheimer Rd  
Houston, TX 77056

For reservations, call 713-960-8100  
[www.starwoodmeeting.com/Book/HFD19](http://www.starwoodmeeting.com/Book/HFD19)

Group Rate ID: **HL Flake**  
Group Rate only applies on April 19 and/or April 20.

To guarantee a room and discounted rate of \$125,  
your reservation must be made by March 26, 2012



## 100 Year Party & Trade Show

H.L. Flake (New Location)  
5235 Glenmont Dr  
Houston, TX 77081

Shuttle vans will be provided between the hotel and H.L. Flake on Friday night for the party and on Saturday for the Trade Show.

### SCHEDULE OF EVENTS

#### Thursday, April 19, 2012

2:30 p.m.	7:30 p.m.		Small Format I/C Core	Buddy Clifford
2:30 p.m.	7:30 p.m.		Access Control	Bill Tilley
2:30 p.m.	6:30 p.m.		Medeco KeyMark X4 Certification	Guy Robinson
2:30 p.m.	3:30 p.m.	<<<<	Basic Circuitry	Paul Cheatham
2:30 p.m.	4:30 p.m.	<<<<	Focus on Profits	Dan Floeck
2:30 p.m.	6:30 p.m.		Marks Biometric 101 / Ligature Resistant Door Hardware	Ray Krispin
3:30 p.m.	5:30 p.m.	<<<<	Alarm Lock Profit Center	Bob Swoope
4:30 p.m.	6:30 p.m.	<<<<	So You Want to be an Automotive Locksmith	Steve Myslik
5:30 p.m.	7:30 p.m.	<<<<	Store Front Door Service & Repair	Steve Goldstein
6:30 p.m.	7:30 p.m.	<<<<	Ethics	Dan Floeck
7:45 p.m.	8:45 p.m.		Welcome Reception at Westin Oaks Roof Top Join us for drinks and heavy hors d'oeuvres	

<<<< or <<<< Indicates class times line up

#### Friday, April 20, 2012

8:00 a.m.	5:00 p.m.		Transponder Theory A to Z	
8:00 a.m.	5:00 p.m.		Locksmith Refresher Course	
8:00 a.m.	5:00 p.m.		Streamlined Safe Opening, Repair & Retrofit	
8:00 a.m.	5:00 p.m.		Defence Against Methods of Entry	
8:00 a.m.	12:00 p.m.		Strattec Automotive Update	
1:00 p.m.	3:00 p.m.		AD Tech Update and Programming	
3:00 p.m.	5:00 p.m.		Build Your Business	
3:00 p.m.	5:00 p.m.		Command Access	

7:00 p.m. 10:00 p.m.

H.L. Flake 100 Year Party at H.L. Flake

#### Saturday, April 21, 2012

10:00 a.m.	2:00 p.m.		Trade Show at H.L. Flake	
2:00 p.m.	3:00 p.m.		Ethics at H.L. Flake	Dan Floeck
2:00 p.m.	3:00 p.m.		Kaba Electronics Overview	
2:30 p.m.	5:00 p.m.		Swap Meet at H.L. Flake - bring your items to sell after 2:30	

Lunch provided by



Steve Myslik  
C.D. Lipscomb  
Ken Foo  
Harry Scher  
Jeff Baker  
Tony Presidio  
Adam Weinraub  
Brian Kenley

**CLASS DESCRIPTIONS**  
**Thursday, April 19, 2012**

***Small Format I/C Core*** / Buddy Clifford / 5 CEU Hrs / 2:30 p.m. - 7:30 p.m.

This class will encompass a brief history of IC cores, and their purpose of use. Students will learn the art of keying, servicing, finding control and masterkeying of; Falcon, Best, Arrow, Eagle, Lloyd Mattheson, and Keymark by Medeco Cores. This is a hands-on class during which student will learn and exercise the proper procedure for keying cores and doing applicable paperwork. Each person should complete this class with the knowledge and confidence necessary to service SMALL FORMAT IC CORES.

***Access Control*** / Bill Tilley / 5 CEU Hrs / 2:30 p.m. - 7:30 p.m.

How to choose the right product for the right job. Basic trouble shooting. Students will receive study material which includes: wiring diagrams for electric strikes, magnetic locks, wireless receivers and transmitters, current charts (series and parallel wiring), proper contact information (normally open/close/common wiring), stand alone units (finding lost code, programming and more), an access control manual with over 50 pages designed for locksmiths (with worksheets to teach students to complete wiring diagrams for their access control projects)

***Medeco KeyMark X4 Certification Class*** / Guy Robinson / 4 CEU hrs / 2:30 p.m. - 6:30 p.m.

The KeyMark x4 Certification Class is training class for locksmiths, dispatchers, and sales people who want to become more familiar with KeyMark. The course covers the design and operation of KeyMark interchangeable cores. Students will have an opportunity to fill out a cylinder pinning sheet and pin a small format interchangeable core. The use of the KeyMark punch machines, other manufacturers' machines, servicing tools, and lubrication will also be covered. In addition, the class will also include an overview of the product line, features and sales benefits, and information on where and when to sell KeyMark, contract review, and Service Center Requirements.

***Basic Circuitry*** / Paul Cheatham / 1 CEU Hr / 2:30 p.m. - 3:30 p.m.

The class will discuss Basic Circuitry, Switches, How-to tips, and basic Trouble shooting.

***Focus on Profits*** / Dan Floeck / 2 CEU Hrs / 2:30 p.m. - 4:30 p.m.

A presentation on running a profitable business covering the following topics: a) Your operational costs and earnings as a day to day. b) Making the money you know you're worth each day. c) Your presentation, connecting with your customer to increase your sale closing. d) The WOW Factor. e) Final thoughts on Best Practices.

***Marks Biometric 101 - Ligature Resistant Door Hardware*** / Ray Krispin / 4 CEU Hrs / 2:30 p.m. - 6:30 p.m.

The Biometric 101 section of the class is an introduction to biometrics. We will have an over view of different types of technology used in today's accesses control market. Students will then learn about the Marks USA 175BIO finger print lockset. To help demonstrate how easy the locks are to program, students will have a mounted sample that we will perform basic programming on. The second part of our class we talk about the Marks complete line of Ligature Resistant Door Hardware, from our new lever design to the common push pull hospital lockset. Our class will end with an over view of our i-Qwik line, a battery operated standalone lockset series.

**Alarm Lock Profit Center / Bob Swoope / 4 CEU Hrs / 3:30 p.m. - 5:30 p.m.**

The Profit Center Program is designed to grow your Business thru product awareness, education, and training of your Technicians. We will also offer joint sales calls and presentations to your customers'. The P.C. program illustrates the ease and profitability of selling the category of "Stand Alone Access Control" and how to make more money and add profits to the bottom line by selling Alarm Lock Trilogy Locks.

**So You Want to be an Automotive Locksmith / Steve Myslik / 2 CEU Hrs / 4:30 p.m. - 6:30 p.m.**

This class will give you the knowledge of the tools and training you need to get started in Automotive Locksmithing. We will go over books and tech manuals, equipment used to cut keys, program keys and clone keys. We will talk about how and where to get training and education, what to stock and how to make your choices. This class is geared for the veteran locksmith trying to break into Automotive Locksmithing as well as the novice looking to get started from scratch.

**Storefront Door Service & Repair / Steve Goldstein / 2 CEU Hrs / 5:30 p.m. - 7:30 p.m.**

Will be discussing offset vs. center hung doors, adjusting & replacing door closers, raising the door, repairing a sagging door, hiding old holes, blank-out kits, replacing pivots, servicing common aluminum door exit devices. Three ways to effect arm adjustment on Jackson overhead concealed closers, replacing the arm, ways of adjusting the arm, slotted screw that holds the door in place in relationship to the arm, screw in back at edge of door and side screws. Steve recommends purchasing Jake Jakubowski's books "Aluminum Stile Door Service and Repair" and "Hollow metal door servicing" as he will be referring to his books in his class.

**Ethics / Dan Floeck / 1 CEU Hr / 6:30 p.m. - 7:30 p.m.**

Ethics as required by The State of Texas for license renewal.

**Friday, April 20, 2012**

**Transponder Theory A to Z / Steve Myslik / 8 CEU Hrs / 8:00 a.m. - 5:00 p.m.**

This class is for beginning Automotive Locksmiths looking for the nuts and bolts of the Transponder world dealing with Automotive Locksmithing. The class will bring you from the beginning up to how the Automotive Locksmith should equip himself, both in knowledge and equipment. It will bring you up to date on cloning as well as programming of transponder equipped vehicles.

**Locksmith Refresher Course / C.D. Lipscomb / 8 CEU Hrs / 8:00 a.m. - 5:00 p.m.**

The student will be instructed by lecture and discussion group in the following subject areas: Bypass methods, Kwikset Smart-Key servicing and bypass, other resettable lock overview, keyboard & shop management methods, service call management techniques, collecting your money, licensing re-registration procedures & updates, locksmithing software, locksmith law and 1 hr locksmith ethics refresher class.

**Streamlined Safe Opening, Repair and Retrofit / Ken Foo / 8 CEU Hrs / 8:00 a.m. - 5:00 p.m.**

Determine your approach to opening a locked up container and the knowledge to make money doing it. Too many times, a locksmiths that dabbles in combination locks misses the opportunity to complete a job with maximum profits because of lack of knowledge and tools on hand. I will show you what to bring to a job, execute the objective, do proper repair and then sell the customer on an electronic lock. Which one? Come to this class and I will tell you my favorites. Which technique to use for the job determines if you make money or not.

***Defense Against Methods of Entry*** / Harry Sher / 8 CEU Hrs / 8:00 a.m. - 5:00 p.m.

The class will cover specific methods of entry under these broad categories:

Forced entry, surreptitious entry and covert entry. Methods will be demonstrated and students will have the opportunity to have hands on experience with exotic as well as more common tools. This class is designed for locksmiths who need to neutralize locks, identify weakness and recommend solutions. Material from classes such as Professional Bypass Techniques, Tricks of the Trade, and Operations Methods of Entry will be covered. Comparisons will be drawn applying a specific method to various areas of locksmithing such as safe and vault, automotive, residential, safe deposit, etc. The major learning objective is to be able to identify the weak points in any locking device (including unfamiliar locks) and to determine the most likely and best methods of attack, to make entry in a professional manor, and to determine how to best defend against these methods of entry.

***Strattec Automotive Update*** / Jeff Baker / 4 CEU Hrs / 8:00 a.m. - 12:00 p.m.

Class will bring you up to date on vehicle platforms that STRATTEC services including GM., Ford, and Chrysler LLC. The GM and Ford portions will include hands on pinning of the new side mill ignitions and free wheeling door locks for both GM and Ford. Four total locks will be pinned .Technology changes regarding locks and keys will be covered including current trends and future applications from the "Big 3". You will also be updated specifically on what is serviced by STRATTEC for the 2012-13 model year vehicles. STRATTEC online resources will also be covered.

***Advanced Diagnostics - Tech Update and Programming Demos*** / Tony Presidio / 2 CEU Hrs / 1:00 p.m. - 3:00 p.m.

Present the features and benefits of Advanced Diagnostics product line and what it can do for you. Review steps and navigation of the AD USA Website. Technical Support updates and hands on programming demonstrations. TCODE & MVP PRO Review, Security Code Smart Card Review, AD-900 Cloning Review, Hands-On Programming Demonstrations.

***Build Your Business*** / Adam Weinraub / 2 CEU Hrs / 3:00 p.m. - 5:00 p.m.

Adam Weinraub started a mobile locksmithing business from his house. He grew the business into 3-stores before selling them to concentrate on Pro-Lok. Taking your business from a mobile business to bricks and mortar as well as merchandising techniques will be discussed in a round table format. Focus will be on the sales and marketing techniques he used to build a successful security company. This will be a SHARED discussion class that will hopefully give you ideas on how to build your business.

***Command Access - Hands on Wiring & Configuration*** / Brian Kenley / 2 CEU Hrs / 3:00 p.m. - 5:00 p.m.

This class consist of an intro to Access Control and the components that Command Access offers for those systems. Also it will give you a brief history of Command Access and its solution oriented product offering. Then the bulk of the class time will be spent doing hands on wiring and configuration of components from all Command Access product groups.

**Saturday, April 21, 2011**

***Ethics*** / Dan Floeck / 1 CEU Hr / 2:00 p.m. - 3:00 p.m

Ethics as required by The State of Texas for license renewal. **(held in H.L. Flake lunch room after the Trade Show)**

***KABA Electronics Overview*** / 2:00 p.m. - 3:00 p.m

The Electronic Overview is a demonstration on how to build an affordable access control system from the ground up using no wires. The system is user friendly, scalable, portable and has a lock down feature.

**(held at H.L. Flake after the Trade Show)**

# REGISTRATION FORM

**REGISTER BY MARCH 1ST FOR A CHANCE TO WIN AN APPLE iPad 2!!!**

*Must Attend Show To Be Eligible For iPad Drawing!*

**ONLINE REGISTRATION AND PAYMENT ALSO AVAILABLE AT HLFLAKE.COM**

**Class Sizes Are Limited -- Sign Up Early!**

Name: \_\_\_\_\_ H.L. Flake Account #: \_\_\_\_\_

Business Name: \_\_\_\_\_ Phone Number: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Locksmith License # \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

I will attend H.L. Flake Trade Show Sat April 21 10 a.m. - 2 p.m. (Trade Show is FREE for Customers and Lunch will be provided)

I will attend Classes (please select classes and provide payment information below)

Payment Method: \_\_\_ Credit Card \_\_\_ Flake Account \_\_\_ Check Enclosed

Type : \_\_\_ Visa \_\_\_ M/C \_\_\_ Amex

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Verification Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

*Must be a customer of H.L. Flake Security Hardware to attend classes and show  
Please Fill Out Seperate Registration Form for Each Person Attending  
Please fill out the above information and fax or mail form.*

## Thursday, April 19, 2012

	Class Times	CEU Credits	Class Price	Amount	Show Credit
Small Format I/C Core	2:30 p.m. - 7:30 p.m.	5	\$90.00	_____	\$10.00
Access Control	2:30 p.m. - 7:30 p.m.	5	\$90.00	_____	\$10.00
Medeco KeyMark X4	2:30 p.m. - 6:30 p.m.	4	\$70.00	_____	\$10.00
Basic Circuitry	2:30 p.m. - 3:30 p.m.	1	\$20.00	_____	
Focus on Profits	2:30 p.m. - 4:30 p.m.	2	\$35.00	_____	
Marks Biometric 101 - Ligature Resistant Door Hardware	2:30 p.m. - 6:30 p.m.	4	\$70.00	_____	\$10.00
Alarm Lock Profit Center	3:30 p.m. - 5:30 p.m.	2	\$35.00	_____	
So You Want to be an Automotive Locksmith	4:30 p.m. - 6:30 p.m.	2	\$35.00	_____	
Store Front Door Service & Repair	5:30 p.m. - 7:30 p.m.	2	\$35.00	_____	
Ethics	6:30 p.m. - 7:30 p.m.	1	\$15.00	_____	

## Friday, April 20, 2012

TransponderTheory A to Z	8:00 a.m. - 5:00 p.m.	8	\$125.00	_____	\$25.00
Locksmith Refresher Course	8:00 a.m. - 5:00 p.m.	8	\$125.00	_____	\$25.00
Streamlined Safe Opening, Repair and Retro Fit	8:00 a.m. - 5:00 p.m.	8	\$150.00	_____	\$25.00
Defense Against Methods of Entry	8:00 a.m. - 5:00 p.m.	8	\$150.00	_____	\$25.00
Strattec Automotive Update	8:00 a.m. - 12:00 p.m.	4	\$70.00	_____	\$10.00
Advanced Diagnostics - Tech Update & Programming	1:00 p.m. - 3:00 p.m.	2	\$35.00	_____	
Build Your Business	3:00 p.m. - 5:00 p.m.	2	\$35.00	_____	
Command Access - Hands on Wiring & Configuration	3:00 p.m. - 5:00 p.m.	2	\$35.00	_____	

## Saturday, April 21, 2012

Ethics	2:00 p.m. - 3:00 p.m.	1	\$15.00	_____	
KABA Electronics Overview	2:00 p.m. - 3:00 p.m.	0	FREE	_____	

TOTAL: \_\_\_\_\_

Please Fax or Mail Registration form to:

H.L. Flake Security Hardware  
5235 Glenmont Dr  
Houston, TX 77081

713.926.3200 or 1.800.231.4105  
Fax: 713.926.3399

\*Show Credits: Apply only to purchases made during the Trade Show on April 21, 2012



5235 Glemnont, Houston, Texas 77081  
T 713.926.3200 1.800.231.4105  
F 1.888.329.0601  
www.hflake.com



**April 19: Education April 20: Education & 100 Year Party**

**April 21: Trade Show & Swap Meet**

2 DAYS OF EDUCATION FROM TOP INSTRUCTORS

**THOUSANDS** IN DOOR PRIZES - ONE DAY ONLY SHOW SPECIALS

*COMPLETE SHOW DETAILS AND ONLINE REGISTRATION*

*ALSO AVAILABLE AT [HLFLAKE.COM](http://HLFLAKE.COM)*

**SIGN UP NOW!**