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nyail news

THE OFFICIAL NEWSLETTER OF THE NEW YORK ASSOCIATION OF IN-HOUSE LOCKSMITHS, INC.
PO Box 1439, Madison Square Station, New York, NY 10159-1439 646 312-4475
The largest and oldest continuously-active locksmith association in New York City

NEXT MEETING WEDNESDAY, OCTOBER 12, 2005

This month's sponsor will be Mayflower Sales. Dave Akins and Jonathan Bedard will be presenting SimpleK, a key management system that can import your current info and help keep track of outstanding keys. This program also allows you to link to photos of doors, and includes a pinning calculator for SFIC.



55 LEXINGTON AVE (corner of 24th Street)
Room 14-285
The meeting starts at 6:00 PM Please be on time.

ILA / NYAIL CONFERENCE

At the time this newsletter goes to press, the ILA/NYAIL Conference has just started. By the time you read this, (depending on the mail), it will be either mostly or completely finished.

This educational conference will consist of full and half-day classes. Hopefully we'll see you there. There will be more info on this conference next month.

LOCKSMITH FOUND LIABLE FOR FRAUDULENT PRACTICES

City Obtains Fines, Owner Must Disconnect Phone Lines

The Chicago Department of Consumer Services successfully prosecuted a fraudulent locksmith company recently, completing the first step in an investigation that began in April.

Hearings Officer Richard Byrne ordered Price Line Locksmiths, Inc. and its president, Gilad Gill, to pay \$2,875 in fines to the City of Chicago for numerous and repeated violations of the City ordinances prohibiting deceptive practices. In addition, Moshe

Mustaki and Liad Shlomo, employees who performed services for Price Line, were fined \$1,725 and \$1,375 respectively for their participation.

Price Line plead liable to violating City ordinances that prevent fraudulent acts, deceptive practices and operating without proper licenses. Price Line was ordered to disconnect phone lines and to stop advertising from false addresses in connection with the prohibited acts.

"Consumers and business were being defrauded by this company and its business practices," said Consumer Services Commissioner Norma Reyes.

The company, which is based in New York City and has local offices in Skokie, Ill., operated under 17 separate business names and false addresses in Chicago. Price Line advertised these businesses and addresses in print and online phone directories. The many phone numbers were routed to one call center, which then contacted an employee in the Chicago area.

"If a consumer is locked out of his car or house, he is likely to call 411 and ask for the telephone number for the closest locksmith," said Reyes. "Price Line used the false addresses to make it appear it had locations throughout the City, when in fact it did not. As a result of this scheme, consumers ended up reaching Price Line instead of the closest locksmith.

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"Not only were consumers then forced to wait longer for services since the employee was likely coming from a location farther away, the scheme also kept local business from receiving the call," Reyes said.

Price Line did not stop its deceptive activities after receiving notice of first violations from the City, prompting more complaints from Chicago consumers. DCS inspectors are continuing their investigation into the company, and Consumer Services attorneys filed another complaint against Price Line for its actions that violate the City's home repair ordinances. A date for that trial has not yet been set.

UPCOMING EVENTS & MEETINGS

October 5 - 8 - ILA/NYAIL Educational Conference
November 9 - Arrow Lock, Roseanna Zimlinghaus
December 14 - Door Security Solutions of Metro NY
January 11, 2006 - Accredited Lock & Supply Co.

NYAIL CORPORATE MEMBERS

The 18 companies below have joined as Corporate Members for 2005. We appreciate their support.

Abloy Door Security	800 465-5761	
Accredited Lock Supply	800 652-2835	
Door Security Solutions of Metro NY	201 489-3709	
Dugmore and Duncan	888 658-3846	<i>ext 2118</i>
ECM-NY Architectural Hardware	631 725-8090	
Fried Bros., Inc.	800 523-2924	
IDN Hardware	800 837-5625	
LP Security Maintenance	718 261-1632	
Majestic Lock Co.	800 441-9324	
Mayflower Sales	800-221-2052	
Marks USA	800 526-0233	
Medeco Security / Arrow Locks	631 451-1951	
PJ Polke	973 777-7500	
Rutherford Controls, Inc.	732 212-0644	
Sargent Lock	800 727-5477	
Schlage Lock / IR Security	718 267-7666	
Securitech Group	800 622-LOCK	
Security & Hardware Associates	201 447-1209	

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