

# ASIS Show Daily

☆ September 28-October 1, 2015 ☆ ASIS International 61st Annual Seminar and Exhibits ☆

## INSIDE

Preseminar Programs . . . . .	6
Book of the Year . . . . .	8
CSO Roundtable . . . . .	12
Receptions . . . . .	22
(ISC) <sup>2</sup> Coverage . . . . .	24
Program Changes . . . . .	30

## Spectacular Sessions

The educational seminar of the ASIS International 61st Annual Seminar and Exhibits kicked off on Monday morning. No matter what topic attendees are searching for, almost certainly they will find a session addressing it sometime this week.

### Domestic Violence Prevention

During one year, more than 10 million women and men are physically abused by an intimate partner in the United States—averaging nearly 20 people per minute. And one out of three women who go to emergency rooms in the United States are suspected to be victims of intimate partner violence.

On Monday morning, in “Critical Partners in Domestic Violence Advocacy: A Unique Collaboration in Healthcare,” Jennifer Goba, CPP, senior manager of investigations of security and outside services for Massachusetts General Hospital (MGH) Police, and Bonnie Michelman, CPP, director of security and out-

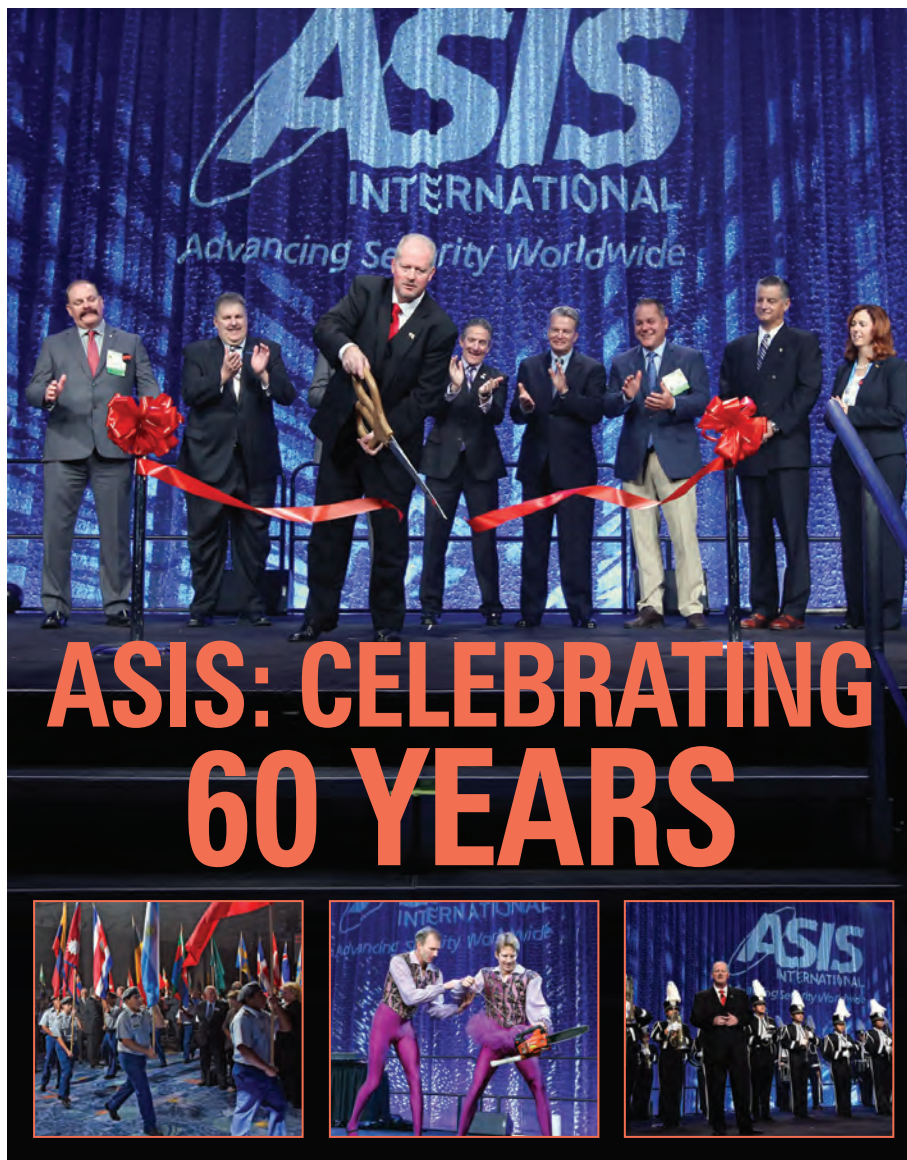


Brian M. Harrell, CPP, spoke on drones.

side services for MGH Police, discussed this “pervasive epidemic” and how MGH is treating it through a unique proprietary program.

MGH created the program since domestic violence not only impacts its patients, but also has a tremendous effect on the workplace, Michelman explained. For instance, domestic violence can cause employees to miss deadlines,

continued on page 4



ASIS International President Dave N. Tyson, CPP, welcomed attendees to the 61st Annual Seminar and Exhibits Monday morning amidst marching-band fanfare and a parade of more than one hundred flags representing some of the countries where ASIS members can be found. ASIS is celebrating its 60th year, and Tyson described ways the association has evolved over time, from expanding globally to developing partnerships to new research and program initiatives.

“The six founding members, who first met in 1955 and recognized that an organization like ASIS was needed, could not have imagined that someday it would evolve and advance to become the leading organization in the security management profession,” Tyson told the crowd.

Tyson also extolled the importance of volunteer leadership to the Society, that the membership and volunteers are “the very heart of all the innovations and enthusiasm that is ASIS.”

The audience then both laughed and gasped as Jon Wee and Owen Morse, a comedy duo known as The Passing Zone, performed daring juggling feats celebrating the association’s 60th anniversary. The men invited Doug Fitzgerald, CPP, on stage to balance four spinning plates

and a ball while scythes were tossed around him. And, after encouraging applause, Tyson himself laid on the floor as the duo stood over him, juggling and performing acrobatics.

After the performance, Tyson took to the stage again to discuss the challenges the security industry faces today. As technology evolves, companies move their headquarters to developing countries, EU privacy issues are brought to the forefront, and natural disasters make their mark on the world, ASIS International advances the industry through programs, volunteer leadership, and integration, he explained.

“Something new is always on the horizon, and we must take the time to find the tools that are so critical for keeping the assets entrusted to you secure,” Tyson noted.

After a well-choreographed ballet performance during which spandex-clad Wee and Morse juggled chainsaws, the ASIS Board of Directors joined Tyson on stage to cut the ribbon and announced the opening of the exhibit hall.

“There is a good reason why our exhibition floor is called the largest, most complete, most exciting exhibition dedicated to security products and services in the world,” Tyson said to rousing applause from the crowd.

## Phoenix Scholarship Winners

The University of Phoenix, in partnership with the ASIS Foundation, has awarded full-tuition scholarships to ten security industry professionals. The winners have the opportunity to pursue a bachelor or master’s degree in one of four security management or criminal justice programs offered by the University of Phoenix. The degree courses can be completed online, in a classroom, or as a combination of both learning styles.

Professionals from across the security industry applied for this year’s scholarships. To be considered, applicants needed to meet all the admission requirements for the university. Once they begin their course work, the winners must maintain good standing throughout the term of their scholarship.

A committee comprised of members from the ASIS Foundation Board of Trustees, the ASIS Board of Directors, and the Professional Certification Board reviewed the applications and selected the recipients.

The 2015 University of Phoenix scholarships have been awarded to the following individuals:

**Michael Anderson, CPP, PSP**

IXP Corporation

**David Goetz, PSP**

Shen Milsom Wilke, LLC.

**Zachary Henderson**

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**Steven Slade**

CONTAVA, Inc.

**Scott Wolford, CPP**

Nationwide Insurance

Today's changes... see page 30

## #ASIS15

#ASIS15 is the official hashtag for Seminar and Exhibits. Also, follow ASIS show news all year through LinkedIn, Twitter, Facebook, Google+, YouTube, and Flickr.





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## Check, Please!

Last week, ASIS President Dave N. Tyson, CPP (left), and ASIS Foundation Board of Trustees President Dr. Linda F. Florence, CPP, visited School Funding Competition winner Lord Baden Powell Elementary to deliver the funds.

## Sessions

continued from page 1

absenteeism, feelings of being unsafe at work, and can increase safety concerns and threats of violence at work.

Additionally, victims who are employees can also suffer as many “managers do not understand how to deal” with domestic violence, Michelman said. “It’s like the silent problem...because people are too embarrassed to address it.” And when managers look the other way or judge victims when domestic violence is brought to their atten-

tion, it can make the situation worse.

To address these problems, MGH created a program that combines human resources, police and security, chaplaincy, and other advocacy and employee assistance programs to raise awareness at the hospital about domestic violence.

MGH used this approach because it wanted to put together a team that “hit all angles that could be affected by a domestic violence situation,” Goba explained. To continue its efforts, this team meets monthly to discuss case studies, trends, and explore how it can better serve victims.

For instance, through the program, MGH created a case progression protocol that teaches staff how to communicate with victims, educate victims about their options for help, and even provide support should a victim want to utilize a service to get away from their abuser.

“The court process can be extremely overwhelming and intimidating,” Goba said, which is why MGH’s team developed resources that allow someone from the program to provide transportation or attend court proceedings with victims should they not want to go alone.

The program has provided services for numerous patients and employees since it was created eight years ago, and Michelman said one of the most rewarding aspects of the program is that staff continue to take an interest in learning more about domestic violence prevention.

“When we ask at the end of the year what training would you like more of, the number one answer is domestic violence,” she said.

### Infrastructure Security

There’s no shortage of potential threats to the electric grid and power substations. And now, there’s a new threat that officials must deal with—drones.

At a Monday morning session entitled “Protecting North America’s Electric Grid from Physical Attack,” Brian Harrell, CPP, director of energy security for Navigant, told attendees that in the next few years, “drones will become a major issue that you will have to deal with.” The use of drones means that those who want to attack a substation no longer need to be within 300 yards of it. Attackers can merely program a drone to fly over a substation and drop in an explosive device.

Bob Canada, manager of physical security for the North American Electric Reliability Corporation, agreed. He said that some drones have the capability to carry and drop a bomb into a power station. Some of them can also fly as fast and controlled as conventional aircraft.

Right now, when a drone crashes or lands, a power station worker will quickly approach it. At this point, most of these are drones flown by hobbyists that crash by accident. “They haven’t done any damage yet,” he said. But soon, a drone operator intent on destruction could trip wire them, so they would explode when approached. “Most people go right up to them. Don’t do that. Please, don’t do that,” Canada said.

Canada also said that “drone clubs” are proliferating, and he suggested that substation operators attend a local one to find out what the hobbyists are doing, and also communicate their safety concerns.

Meanwhile, traditional threats to substations still exist. Harrell cited several, including metal theft, sabotage, insider threat of assets, theft of power, geomagnetic disturbances, pandemics that can affect the workforce, natural disasters, and aging equipment. These threats deserve careful assessments to measure risk on a case-by-case basis. “There is no such thing as a cookie cutter approach to substation security. There is no such thing as a one-size-fits-all mentality,” Harrell said.

Speakers also discussed other topics at the session, including key components of the CIP-014

continued on page 26

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## Thanks for Your Service!

**A**re you an active duty law enforcement or military professional? Do you know someone who is? If you answered in the affirmative to either of these questions, ASIS urges you to come yourself and invite colleagues to the Anaheim Convention Center this Wednesday to participate in Law Enforcement/Military Appreciation Day. To benefit from this day-long event, just show a government or military ID at the on-site registration desk.

Those who qualify will be granted a complimentary registration to attend Wednesday's morning's keynote address by General Michael Hayden, former director of the Central Intelligence Agency and the National Security Agency. The session will begin at 8 a.m. in the Ballroom.

Also on Wednesday, the badge will allow you to attend any educational session and have all-day access to the exhibit hall. The ASIS App and the Seminar Program provides details on the educational schedule as well as on exhibitors and their booth locations.

This free opportunity could open doors for your current employment as well as to your future career. Join your security colleagues on this day of recognition of service.

## ASIS Show Daily

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## Preseminar Programs Leverage Learning

**O**n Saturday and Sunday, the Anaheim Convention Center was the site of pre-seminar programs on a wide spectrum of security topics.

### School Safety

School security professionals were offered an array of techniques and approaches for cultivating an effective security program in Sunday's pre-seminar program "Developing a School Security and Safety Plan for the Next Five Years," sponsored by the ASIS International School Security Council. Experts discussed topics including risk assessments, active shooter programs, emergency planning, access control, and how technology can be leveraged to create safer school environments.

Two presenters discussed how school professionals and communities can work together to "connect the dots," looking for indicators that might prevent a future tragedy. Rick Shaw, CEO and chief data officer of Awareity, used the investigative report from Sandy Hook as an example of tell-tale signs that may have pointed to shooter Adam Lanza's intentions to carry out a massacre. "Think of this as a puzzle. If we were to hand a puzzle piece to each one of you as you walked in the room, if you just looked at the one piece you may not be able to figure out the bigger picture," he explained. "But if you're all on the same threat assessment team, there's a pretty good chance you could figure out what it is."

For everyday incidents, school administrators can also connect the dots visually by building a map of the school to indicate when and where incidents occur, said Jason Destein, owner and CEO of Securable Consulting, LLC. These events can be noted by different colored sticky dots.

### Critical Infrastructure

In order for security programs to effectively protect critical infrastructure, those plans must be made keeping governance, compliance, evaluation, and continual improvement in mind. In addition, professionals can use existing standards and programs as models for their own security plans.

"Governance is the first component and the first critical step in building a security program," said Doug Powell, CPP, PSP, manager of privacy and safety for BC Hydro, who led the program. He pointed out two program models that can serve as guidelines for security practitioners are the Canadian Standards Association (CSA) z246.1 and the Transportation Security Administration (TSA) Pipeline Security Guidelines. Those examples provide insight into how security program management can be aligned, and aspects of the models can be applied to any industry.

Establishing metrics to keep track of how the program is going and what changes need to be made is also critical. "We need to understand how to build metrics," said Powell, who is vice president of the ASIS Utilities Security Council, the sponsor of the program. "If we build a program and know what we're trying to accomplish by building a program a certain way, then we should be able to look at those metrics to be able to tell if we've done it, or haven't done it."

### Securing Healthcare Facilities

During "Securing Healthcare Facilities: Bringing Physical, Cyber, and IT Security Together to Form a Comprehensive Program," participants discussed some of the unique and complex challenges of health security, from potential hacking vulnerabilities to access control challenges. The program was sponsored by the ASIS Healthcare



Attendees of the preseminar programs came from the United States and around the world.

and the ASIS IT Security councils.

Speaker Coleman Wolf, CPP, security practice leader with ESD Global, discussed how a variety of intersecting factors make the practice of hospital security more complex, as modern facilities contain a complex population and more sophisticated medical devices that can be hacked.

In addition, company mergers are becoming more common in the healthcare sector, and combining two separate security programs into one merged program can be challenging. However, a merger can sometimes be leveraged as an opportunity. If a facility is using an aging identification card system, a merger with another company can be used as a reason to update the program, since the ID cards will have to be changed anyway. "It's a good time to move to the new technology," Wolf said.

Another challenge involves anti-elopement programs, or measures to keep some patients from wandering off premises, such as those with brain injuries or under heavy medication. While access control bracelets can be used that would send signals if a patient walks out the door, they can often be removed or cut off.

### Emergent Security Technologies

Participants discussed the latest technological tools available for security programs in "New Frontiers: Legal and Operational Principles for Evaluating and Managing Emergent Security Technologies," sponsored by the ASIS Security Applied Sciences, Physical Security, and Information Technology Security councils.

Speaker Donald Zoufal, CPP, a safety and security consultant and attorney with SDI, cautioned practitioners to explore the operational and legal implications of using such tools. "We have to make sure the technologies we utilize fit into a framework that we're comfortable with."

On Sunday morning, Zoufal led the program through a discussion of body-worn cameras. Given their increasing adoption by law enforcement agencies, \$20 million in federal funding was awarded to the U.S. Department of Justice for body cameras in 2015, with an additional \$15 million possibly available for 2016. However, the funds are not to be used for camera footage storage costs, which is often the largest cost for organizations that use body cameras. "That's going to be challenge," Zoufal said.

In the last few years, various state legislatures have passed statutes and regulations regarding the use of body cameras, but these rules vary significantly from state to state. In New Jersey,

for example, use of body cameras are mandatory for "certain police officers," but not for all law enforcement. In North Carolina, lawmakers made the state's body cameras requirement contingent on adequate funding, so if the funding is not there, the requirement would not hold, Zoufal said.

For law enforcement agencies that plan to adopt body camera use, there will be other issues to contend with. For example, media organizations, activists, and others may file Freedom of Information Act requests to obtain footage after certain incidents. Legal requirements on honoring those requests will likely vary, and are not always clear.

In terms of physical usage, some camera users have found that wearing it dead center on the chest works best in capturing footage that most closely represents the wearer's point of view. There's also the question of what quality resolution film should be. Some studies have shown that the average human eye sees at the level of 8 megapixels of resolution. Some argue that film resolution quality should be no higher than that, as more enhanced footage would show things that the average eye is not picking up or discerning. "Enhanced imagery is not something that, as a lawyer, I would find desirable," Zoufal said.

### Banking and Financial Services Security

Attendees learned about more than just financial security trends during Sunday's Banking and Financial Services Security preseminar program, **continued on page 8**

## Get Your Tickets Today!

As you pass through the Registration area today, don't forget to stop and pick up your ticket for Wednesday's ASIS Foundation Night at the House of Blues. Where else in Anaheim can you get an evening with a full buffet, unlimited beer and wine, and rockin' live music for just \$95? And don't forget the cruise drawing—you have to be there to win!

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#### Demystifying the IoT – How to Successfully Deploy in Commercial Physical Security

Moderated by Allegion's Futurist and Director of Connectivity Platforms, Rob Martens, this panel of experts in commercial physical security will share their industry knowledge to discuss real world barriers to commercial IoT adoption and the most effective strategies to extract maximum benefit for facility managers, architects, building consultants and end users.



## Preseminar programs continued from page 6

cosponsored by the ASIS Banking and Financial Services Council and the American Bankers Association. Michael J. Bacon, CPP, discussed using the Internet and social media to gather intelligence on individuals, groups, and businesses. Investigations and incident response have drastically changed with the advent of social media, and Bacon outlined how open-source intelligence—information collected from publicly-available sources—is both scary and useful.

“Profiling used to be just collecting basic information on a person, but now it’s a story about this person, and understanding that will really help you in your investigation,” Bacon noted.

He illustrated the power of online evidence gathering by showing examples of the information he was easily able to collect on different businesses and even program attendees. Bacon also walked attendees through the advanced search functions of platforms such as Google, Facebook, and Twitter that can be used to reveal hard-to-find information, as well as tools such as reverse image searching and geofencing. “Before you use this to conduct your investigations, use yourself as a subject matter to see what’s out there,” Bacon said. “Practice on your family, practice on your company. And keep in mind what you’re trying to figure out. Are you dealing with a threat case? Are you trying to profile somebody?”

While investigators who use open-source intelligence should be mindful of legal and ethical issues, and should follow best practices such as documenting their investigations and making sure the information gathered is validated through other sources before acting on it, Bacon stressed that not everything found on the Internet is accurate.

Willem Teuben, CSO of MCB Bank in the Dutch Antilles, discussed the types of threats executives can face, the pros and cons of relying on police and secret service for help, and the importance of proactive risk assessments. Teuben also outlined patterns of kidnapping, including the

fact that 40 percent of executives are kidnapped while leaving their residence.

A discussion on violent crime trends was held by Steve May, a special agent with the Los Angeles FBI, and Gary Gerlach, a vice president and senior agent with Wells Fargo Bank Corporate Security. Chris Terzich and Jarret Brachman, both vice presidents with Wells Fargo, also outlined how to anticipate crises before they happen. The program wrapped up with a subject matter expert panel discussion on financial security trends.

### Reducing Security Vulnerability

Attendees gathered Sunday morning to learn how to calculate risk during “Reducing Security Vulnerability: Mitigation Strategies.” Phillip Banks, CPP, discussed different types of security programs and the businesses that use them. Program attendees delved into specific tactics of establishing a security risk assessment program, which Banks illustrated through formulas and calculations. Banks explained how vulnerability, probability, and impact all play into how risk is affected, and discussed the risk of high-impact, low-probability events. He also touched on how to effectively communicate a company’s risk profile to executives who may not understand how such an assessment works.

“We have to make sure that everyone sitting around the executive table can understand the difference between probability and possibility,” Banks said.

Attendees discussed the pros and cons of qualitative versus quantitative risk analysis, including how to evaluate a company’s risk profile using each technique and working with corporate executives to determine how risk impacts security.

The program also covered addressing known and foreseeable threats as well as identifying and reducing vulnerability. Program leaders also conducted group exercises during which attendees worked together as a security team to assess the vulnerabilities and identify solutions for fictional scenarios.

## Hesterman Wins Security Book of the Year

**D**r. Jennifer L. Hesterman, a retired U.S. Air Force colonel, received the ASIS International Security Book of the Year Award on Monday for her work on defending institutions from terrorism, *Soft Target Hardening: Protecting People from Attack*. The book addresses how terrorist attacks are increasingly being aimed at civilian populations around the world. So that battlefield lines now include churches, schools, and malls.

“She did a tremendous amount of research. The flow of the book was beautifully done,” Lawrence J. Fennelly, award committee chair, told *ASIS Show Daily*. About 30 ASIS members submitted books for the award, and each of the 12 committee members read the three books that made the finals, including one that was over 1,000 pages long, Fennelly added.

Hesterman said that protecting soft targets is a sensitive but critical subject. She cited the fact that both the Alfred P. Murrah Federal Building



Hesterman with Lawrence J. Fennelly

that Timothy McVeigh targeted in 1995, and the Pentagon on 9-11, had vulnerable daycare centers nearby. “We don’t learn our lessons,” she said.

After her acceptance, Hesterman signed copies of her book, which was published in 2014 by CRC Press, at the Security Bookstore. The Security Book of the Year Award is cosponsored by the ASIS Crime Prevention and Loss Prevention Council and the ASIS Information Resources Center.

### Facility Security Design

Attendees received a primer on the facility security design process on Sunday when the ASIS Security Architecture and Engineering Council took them through a crash-course in the pre-seminar program titled “ASIS Facility Security Design Workshop.” The program was developed from a three-day program the council will put on throughout 2016 that focuses on the lifecycle of a facility security design project from top to bottom.

The council took this approach so attendees “can actually pick up and learn where the most important factors are in that time frame” of the project, explained Mark Schreiber, CPP, council chair, in his opening remarks.

Rene Rieder, Jr., CPP, PSP, explained that one of the most important aspects of a

security design project is finding out why the organization is initiating this project now and what the security professional’s role is. “Projects are typically triggered for different reasons depending on the department,” added Rieder, who is an associate principal at Ove Arup & Partners. Finding out this reason and understanding the “pain point” that is making the organization want to spend money to relieve it is crucial to the success of the project, he explained.

Security professionals then need to figure out where they’re sitting when it comes to the project team, whether that’s as part of the design team or at the project management level. Knowing this will help shape their involvement in the project, Rieder explained, as professionals who are at the project management

continued on page 30

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## What’s New on the Floor? Products Galore!

**S**o many products, so little time. So, what products are absolute must-sees? In “What’s New on the Floor?” on Monday afternoon, Howard Belfor, CPP, president of Belfor & Associates LLC, and Ronald Lander, CPP, chief specialist with Ultrasafe Security Solutions, gave attendees a primer on some of the new products and technologies in the Exhibit Hall.

Belfor said he sees vendors using “return-on-investment language and cost of ownership for services,” addressing how much it costs to power and maintain over its lifespan. Another trend is the move away from biometrics that use fingerprints.

Also, as companies become more global and send executives abroad, they need technology that allows them to manage their human assets.

Belfor said he’s seeing more technology “aimed at human capital and protecting executives,” through mobile apps that allow companies to use GPS coordinates and other services to track executives and alert them if needed.

Along with the emerging trends in technology, Belfor and Lander also gave attendees a list of their “Go Sees,” a compilation of the booths and products that they found interesting in the Exhibit Hall.

Belfor also recommended attendees check out the numerous university and educational booths in the Exhibit Hall.





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# Exceptional ASIS Members Honored at Luncheon

Below: ASIS Past Presidents at the head table. Inset: Dr. Ona Ekhomu, CPP (right), with ASIS President Tyson.



The bright lights and distinguished leaders of security were honored at Monday's Networking Luncheon, with a range of awards presented to exceptional ASIS International members and industry innovations.

ASIS President Dave N. Tyson, CPP, presided over the event, and said that his year-long stint as president had shown him that the organization was strong on all levels, from volunteer leaders to specialized professional groups.

"While traveling and hosting events in locations such as Germany, Mexico, and Dubai, I have been impressed with the dedication of our volunteer leadership, the efforts at the chapter level, our councils, and our Women in Security and Young Professionals groups. Today, I celebrate not only our 60 years, but also our exciting future," Tyson said.

At the event, Tyson recognized roughly 20 past presidents of ASIS, who were sitting at the head table at the luncheon. Their consecutive tenures represented decades of leadership. The past presidents who were recognized included Steven Chupa, CPP, 2007; Cynthia Conlon, CPP, 1999; Daniel Consalvo, CPP, 2005; Geoffrey Craighead, CPP, 2013; Michael Cummings, CPP, 2009; Eduard Emde, CPP, 2012; F. Mark Geraci, CPP, 1998; Raymond Humphrey, CPP, 2000; Daniel Kropp, CPP, 2003; John Mallon, CPP, 1995; Bonnie Michelman, CPP, 2001; Steven Millwee, CPP, 2002; Milton Moritz, CPP, 1986; Raymond O'Hara, CPP, 2011; Shirley Pierini, CPP, PCI, 2004; Jeff Spivey, CPP, PSP, 2006; Don Walker, CPP, 1978.

Walker then presented his namesake honor, the Don Walker Award for Enterprise Security Executive Leadership, to Allan Wick, CPP, PCI, PSP. In addition, five members received the ASIS 2015 President's Award of Merit. They were Phillip Banks, CPP; Dr. Ona Ekhomu, CPP; Lawrence Fennelly; James Princehorn, CPP; and Charles Sennewald, CPP. Sennewald could not attend, so Frank Pisciotta accepted the award for him.

Banks received his award for his superior

service with the ASIS Physical Security Council and International Members Committee, and for his efforts in recruiting new ASIS members from outside the United States. Ekhomu has been an active long-term ASIS member in Nigeria, where he has helped encourage and increase membership.

Fennelly has mentored ASIS members to become authors, especially women and young professionals, and has led the Security Book of the Year Award Committee. Princehorn has headed the ASIS Awards Committee for more than a decade, and has helped create its policies and procedures. Sennewald has been a prolific writer and a presenter at many ASIS events, and his book *Security Consulting* is now in its fourth edition.

Tyson also recognized the winners of the 2015 Accolades Awards, which recognize the security industry's most advanced and creative products, services, and solutions. Of all the honorees, the Judge's Choice Award went to Amika Mobile Corporation (Booth #3901), for AMS Platform for Enterprise Security with the Internet of Things.

Other Accolades winners included ASSA ABLOY (Booth #2815), for EcoFlex Electrified Mortise Lock Platform with High Security Monitoring; HES, an ASSA ABLOY Group brand (Booth #2815), for HES KS200 Server Cabinet Lock; MicroPower Technologies (Booth #3273), for MicroPower Technologies SOLVEIL HD; NICE Systems, Booth #601, for NICE Object Origin; Quantum Technology Sciences (Booth #4147), for Quantum QA-100 SADAR; SpotterRF LLC, (Booth #1773), for CK2 Spotter Radar; SRI International (Booth #757) for Iris Biometrics-Embedded Enterprise Operational Terminal; SRI International (Booth #757), for KEES Residential Smart Lock; and Stabilitas (Booth #387), for Stabilitas by Stabilitas.

After all awards were presented, Tyson praised the work done by the ASIS Councils, and encouraged those at the event to seek out council representatives on the ground floor concourse of the convention center. "Council members are ready to answer your questions," Tyson said.

# CSOs Share Knowledge

The CSO Roundtable began its special programming on Monday with "Investigating Crime in the C-Suite."

Corporate investigations are serious matters that must be approached with the right balance of tenacity and sensitivity so the truth can be revealed. But when that investigation concerns senior executives, conditions become even more tenuous.

"It's a significant challenge to investigate the CEO of one of your subsidiaries either in Russia, in Mexico, or in Brazil, for example," said Martin Barye-Garcia, security director, the Americas, Mars Inc. "The investigators sometimes are afraid not just for their jobs, but for their lives. There are certain segments of the international arena that are known for being hard players."

He recommended organizations seek out subject matter experts including investigators and attorneys with expertise in the particular countries it deals with.

Steven Braden, CPP, vice president of security at Capital One, said at his company, if the investigation meets certain criteria, Braden will notify the board of directors and specifically, the audit committee. This helps ensure the investigation is conducted independently and with integrity, he noted. The chair of the audit committee has the power to decide whether the investigation remains in house or is conducted by an outside firm.

**Jihadism in Europe.** During the CSO Roundtable session "Growing Threat: Jihadism in Europe," two presenters educated attendees about terrorism trends abroad, explaining how European



nationals are increasingly being recruited to terrorist organizations to carry out attacks.

"The majority of recent attacks in Europe have been conducted by these homegrown extremist individuals who don't necessarily have previous experience in conflict zones," said speaker Ashley Allen, an analyst with the Overseas Security Advisory Council (OSAC). She noted that organizations like ISIL (Islamic State of Iraq and the Levant), also known as ISIS, are becoming more sophisticated at using social media as a tool to spread propaganda.

While homegrown terrorists were considered a threat prior to ISIL, a relatively new phenomenon is the emergence of foreign fighters, said Yekaterina Plitsyna, also an analyst at OSAC. ISIL is recruiting these individuals to come to Iraq and Syria to fight against Shiite Muslims.

There are an estimated 20,000 foreign fighters from 100 countries currently in Iraq and Syria. Intelligence reports indicate that there was a 71 percent increase in foreign fighters worldwide between mid-2014 and March 2015.

Other programming on Monday included "Building a Global Security Program."

# Reviews Ready Aspiring Designees

About 200 aspiring Certification Protection Professionals® (CPPs), Physical Security Professionals® (PSPs), and Professional Certified Investigators® (PCIs) gathered at the convention center during the weekend to participate in review programs for the trio of board certifications. Approximately 54 came for the PSP Review, 20 for the PCI Review, and 125 for the CPP Review.

The one-and-a-half-day programs help would-be certificants strengthen their understanding of the key concepts tested on the exam and identify areas of strength and weakness. The students also take a practice test that helps them to pinpoint areas where greater study are needed before sitting for the actual exams. These are administered as a computer-based test throughout the United States and Canada.

The faculty for all the reviews are experienced security experts. *ASIS Show News Daily* sat in on the CPP Review on Saturday, which was led by James Bomba, CPP, retired director of facilities security for the Erie Insurance Group. Also helping was Philip S. Deming, CPP, of Philip S. Deming & Associates, a consulting firm specializing in human resource and security risk management.

Bomba led the students through a discussion of the CPP exam's format, the areas that it cov-

ers, the weight given to each of these areas in the exam, and the approved study materials. Just a few of the test topics that he explored with the class were the components of a comprehensive security plan; security plan development; the 5 "Ds" of physical security concepts—detect, deny, detect, delay, and destroy; physical barriers as elements of physical security; windows and security glazings, blast curtains, and other forms of protection; protective lighting; types of lighting such as mercury vapor, LED, and metal Halide; keys and locks; safes and vaults; and access control systems.

Later, Deming took the floor, explaining to students that he would "give you a lot of background so that you can understand the concept," and coached them not to base their study time on the

weight given to each topic within the test. "Don't study to the percentage. Study to what you know," he said.

Throughout the weekend, the students at all three programs devoted themselves to learning what it takes to be a CPP, PCI, and PSP—taking notes, highlighting important passages in their program handouts, and asking questions of the teachers and each other. After this review and more diligent study, it is possible that the majority of these students will possess a CPP, PSP, or PCI after their names when the Seminar and Exhibits moves to Orlando, Florida in 2016.



Students study for board certification.



# Sharpen Your Business Skills in Madrid

**A**SIS International and the IE Business School in Madrid, Spain, will offer the sixth iteration of Effective Management for Security Professionals from May 31 to June 3, 2016. The program's courses are delivered by faculty members from the IE Business School, one of Europe's leading business education institutions. Upon successful completion of the program, participants are awarded an IE Business School/ASIS certificate. The cost for the four-day program is €3,600 for ASIS members and €4,500 for nonmembers.

According to those who've been there, it's definitely worth the investment of time and money. Rowena Fell, CPP, traveled to attend the course in 2014 from her home base in the United Kingdom. Because the program was aligned with a well-regarded business school and ASIS, she felt attending it would be recognized by her peers as a top-notch executive credential. "The course gives senior leaders in the security profession the business acumen skills that you don't get from other security courses," she says.

Another 2014 participant, Harvard Walla from Norway, noted that course brought together attendees from around the world—Spain, India, Russia, and Bahrain, for example—so they could learn together and from each other. "Security management is about leadership, communication, and finance, and managing your way through those issues is essential for success," he said.

The custom-designed program is built around interactive discussions, case studies, and teamwork. Participants are exposed to the frameworks and tools they need to become a more effective manager and business leader. Key topics covered through the program include strategic core concepts, the application of financial information, business case development, leadership skills and influence, leadership, as well as corporate governance and ethics.

The program concludes with a case study: "You're the New CSO." Participants are tasked to evaluate the enterprise-wide security efforts of an organization and work together to recommend solutions to management challenges and security gaps.

For more information in the program, visit [www.asisonline.org](http://www.asisonline.org).

## Print Kiosks

Attendees wishing to print handouts from sessions can do so at the print kiosks outside room 205 on the second floor.

## ASIS Promotes Top Level Partnerships

**A**SIS International continues to work daily with the executive branch of the federal government—especially the U.S. Department of Homeland Security (DHS)—on

a range of important public-private partnerships that advance the cause of security. One of the most vital of these partnerships is between ASIS and the Infrastructure Protection (IP) Division of DHS. With 85 percent of U.S. critical infrastructures owned or operated by the private sector, the relationship between ASIS members and DHS-IP is one of the keys to keeping the U.S. secure.

Other active partnerships with DHS divisions include those with Intelligence & Analysis (I&A), the Private Sector Office (PSO), and the Federal Emergency Management Agency

(FEMA). In addition, ASIS has active partnerships with the Office of the Director of National Intelligence (ODNI) and the Office of the National Counterintelligence Executive (ONCIX). ASIS representatives have worked with the latter on ways to review and improve economic espionage programs.

ASIS also continues to be an active member of the U.S. Chamber of Commerce National Security Task Force, bringing the opinions and ideas of security professionals before those who run U.S. businesses both within the nation and worldwide.

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# Enterprise Security Competency Model Released

Enterprise security management is an ever-changing profession that plays a critical role in protecting national and global economies. It's also a powerful industry, with an estimated \$350 billion annual market in the United States alone. Yet despite the impact, there had not previously been a widely endorsed, clear set of competencies and skills.

That changed in April when the ASIS Foundation and the University of Phoenix College of Security and Criminal Justice launched the

Enterprise Security Competency Model. Developed through multiple research initiatives aimed at identifying specific professional competencies, the model details skills required to respond to the security risks that enterprises are most likely to face over the next five years. The model will help establish consensus about what security competencies are needed across industries to close the skills gap through defining clearer career pathways for tomorrow's professionals.

As the first of its kind, the Enterprise Security

Competency Model has been endorsed and published by the U.S. Department of Labor. ASIS is responsible for ensuring the model remains valid and aligned with domains consistent with current professional standards and practice.

A session entitled "What Do You Need to Learn?" will be presented Wednesday at 11 a.m. in room 207B. The speakers will be Dr. Linda Florence, CPP, vice president and dean of specialty programs for University of Phoenix College of Security and Criminal Justice and

president of the ASIS Foundation Board of Trustees, and Dr. Mark Beaudry, CPP, chair of the ASIS Foundation Research Council. These two security experts will share why industry-endorsed competencies are valued across different professional segments. Florence and Beaudry will also provide attendees with the next steps in the model's research and information about how people can participate in ongoing thought leadership and other important ASIS Foundation initiatives.



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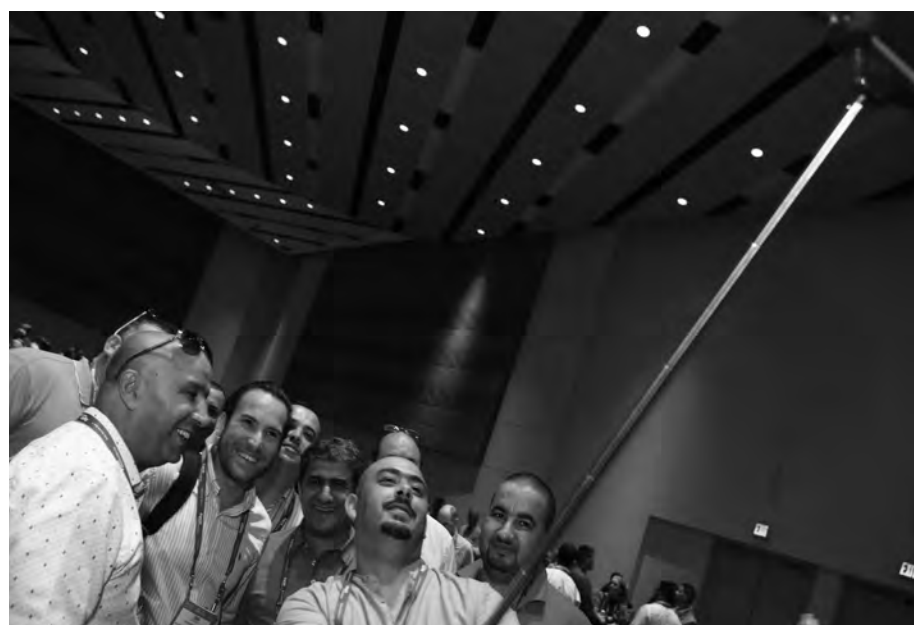
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## Coming Together: Both Old Friends and New



Attendees at Sunday night's receptions use a selfie stick to take a group portrait.

A variety of receptions kicked-off the ASIS International 61st Annual Seminar and Exhibits Sunday night, offering something for everyone. ASIS President Dave N. Tyson, CPP, welcomed individuals to the First-Time Attendee/New Members Reception, held in conjunction with the ASIS Young Professionals (YPs) Reception.

Tyson encouraged attendees not only to network, but also to consider becoming volunteer leaders as "you cannot understand how great are the results you get by getting involved further by volunteering in the Society," he explained in a short announcement to the crowd.

**YP Winners.** YP winners also highlighted at the reception were the three winners of the 2015 Seminar Experience Awards: Catherine Walsh, Thomas Uduo, and Yvette Ysasaga. The awards, sponsored by the ASIS Young Professionals Council and Securitas Security Services, USA, provided full complimentary registration to the event, lodging for four nights, airfare vouchers for up to \$500, and tickets to the President's Reception and Foundation Night.

As part of the application process, each of the winners had to submit two essays on what security means to them. Walsh, a senior account executive with CSC, explained that she wrote about how the security industry has created a true community, something that she doesn't necessarily see in other professions.

She described winning the award as an "incredible" opportunity. "It gives you access on another level, because even if we came to the

Seminar and Exhibits, there's no way we'd get to go to all these events or meet these high-level people that we're getting introduced to," she explained.

This was the second year the YP Council has worked with Securitas to sponsor the awards, said Edward J. Batchelor, PSP, chair of the YP Council. He also described the awards as a great opportunity for young professionals, many of whom would not be able to attend Seminar and Exhibits without corporate sponsorship.

While this year's award winners were limited to just three, Batchelor said he hopes that next year the council will be able to offer even more individuals sponsorship to attend the Seminar and Exhibits in 2016.

Immediately following the YP and First-Time Attendee Reception, the Welcome Reception was open to all Seminar and Exhibits attendees.

Dan Piening, program manager at Frontier, attended the reception, making this his second trip to Seminar and Exhibits, but his first as an attendee. Piening added that he's hoping to use the week to network and learn more about new technology, including biometrics, to become the point of contact for security questions at his office in Cincinnati, Ohio.

As someone relatively new to the security industry, he said the "best way to learn about the industry is to go to the trade shows" and that he's taking the Benjamin Franklin approach to this week in Anaheim: "You empty your wallet into your mind, and your mind will fill your wallet."



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## (ISC)<sup>2</sup> Town Hall Meeting

**M**ore than 200 (ISC)<sup>2</sup> members attended the annual (ISC)<sup>2</sup> Town Hall Meeting. The event provided an opportunity for members to ask questions about (ISC)<sup>2</sup> and network with (ISC)<sup>2</sup> board and staff along with other members.

CEO David Shearer thanked attendees for their continued membership with (ISC)<sup>2</sup>, and gave an update on the organization. In addition to highlighting milestones during 2015, David's presentation included updates on the growth of (ISC)<sup>2</sup>, now more than 110,000 members worldwide. "As we continue working to enhance the (ISC)<sup>2</sup> member experience, we are also focusing on solutions that will have a positive impact on the information security industry as a whole," Shearer noted.

He also reported that in response to critical market need, (ISC)<sup>2</sup> had joined with Cloud Security Alliance (CSA) to develop an international cloud security certification. The Certified Cloud Security Professional (CCSPSM) credential was developed to ensure that cloud security professionals have the required knowledge, skills, and abilities to audit, assess, and secure cloud infrastructure.

Shearer talked about the seventh (ISC)<sup>2</sup> Global Information Security Workforce Study (GISWS). As the largest and only work of its kind, the study provides a comprehensive view of opportunities and challenges as seen through the eyes of nearly 14,000 information security professionals. As part of the research from the study, (ISC)<sup>2</sup> also released a report on women in security.

A panel consisting of (ISC)<sup>2</sup> board members and management responded to questions from attendees. The panel included Board Chair Corey Schou; Allison Miller, board member; Steven Hernandez, board member; CEO David Shearer, Dr. Rae Hayward, director of Education and Training; and moderator, COO Wesley Simpson.

Some of the highlights from the Town Hall Meeting include the following questions and responses:

**Question:** There is a rumor circulating that the U.S. Department of Defense will be updating DoD 8570.01-M, Information Assurance Workforce Improvement Programs, to remove the baseline certifications. Do you know if this is fact or fiction and, if it is fact, what can be done to stop this from occurring?

**Response:** DoDD 8140.01, Cyberspace Workforce Management, was released on August 11. This is their new policy document to replace the 8570 policy, but does not yet affect the 8570 manual which contains the matrix of

certifications aligned to technical and managerial IA positions. We're in constant communications with the DoD policy office that is responsible for publishing both the policy and the manual. We've been told that the manual will be updated, but it probably won't be for a while. We spent some time this year to map our certifications to this framework, which can be viewed on the NICCS portal. We'll keep the members updated as soon as we get more updates from DoD.

**Question:** How does (ISC)<sup>2</sup> even gauge how they are carrying out their mission to inspire a safe and secure cyberworld?

**Answer:** Let's look at this from two perspectives. First, from a market demand perspective. It was recently pointed out to us that in a global search for advertised cyber- and information security positions there are between 45,000 and 50,000 positions around the world that require a CISSP as a prerequisite for employment. That's a very strong indicator that globally organizations value what our CISSPs bring to their organizations. Secondly, our international awards program is clearly an area of pride for (ISC)<sup>2</sup>. And there's never more pride than when we hear about the amazing contributions of our global membership. We have 110,000 members in more than 160 countries inspiring a safe and secure cyberworld.

**Question:** (ISC)<sup>2</sup> doesn't seem to have any sort of on-ramp for entry level folks just getting into the workforce. Is there anything that (ISC)<sup>2</sup> is planning to do to address this?

**Answer:** (ISC)<sup>2</sup> is doing a range of things to address the need for a path for entry level professionals. We probably don't talk enough about our Associate Program where individuals pass an exam for one of our credentials achieve a status, Associate of (ISC)<sup>2</sup>, while we provide time for them to get the required experience to graduate to full membership. As an Associate of (ISC)<sup>2</sup> they pay a reduced "annual maintenance fee" and there are reduced, but required, levels of Continuing Professional Education (CPEs) needed. A hiring official gets someone that's demonstrated a commitment to the profession and life-long learning that only needs a change to get the required experience to become a full-fledged (ISC)<sup>2</sup> credential holder.

(ISC)<sup>2</sup> is also working on content for middle and high school students. Through our foundation we try to reach the young hearts and minds of children through our Safe and Secure Online initiative where we teach them to be safe online but also make them aware of the exciting opportunities within the profession.

## Antova at Thursday General Session

**F**rom 8 a.m. to 9 a.m., Galina Antova will make a keynote presentation, "Securing Critical Infrastructure: Closing the Gaps." Antova is cofounder of Team8 Industrial Security. In recent years, as organizations embrace the Internet of Things to increase productivity and empower business decisions, there's been an exponential increase in the connectivity of Industrial Control Systems (ICS). Galina will speak about important concerns to address and what can be done to improve the ICS cybersecurity posture of critical infrastructure.



## (ISC)<sup>2</sup> Report Released: Women in Security

(ISC)<sup>2</sup> released a new report titled "Women in Security: Unchanged in Gender Share but Wisely Positioned for the Future," in partnership with Booz Allen Hamilton, conducted by Frost & Sullivan. Surveying nearly 14,000 global professionals, this report focuses on the differences between men and women in the industry, the current and future outlook for women in the information security field, and the unique skills women possess to fill pertinent information security positions today and in the future.

"The information security field is expected to see a deficit of 1.5 million professionals by 2020 if we don't take proactive measures to close the gap," says (ISC)<sup>2</sup> CEO David Shearer. "Knowing this, it is rather frustrating to realize that we do not have more women working in the industry. Only 10 percent of information security professionals are women, and that needs to change. Through collaboration, research, and partnerships, (ISC)<sup>2</sup> is committed to empowering underrepresented minority groups in the industry, such as women, who bring skill sets that are critical to this industry's future growth."

Copies of the report are available at the (ISC)<sup>2</sup> booth (#259).



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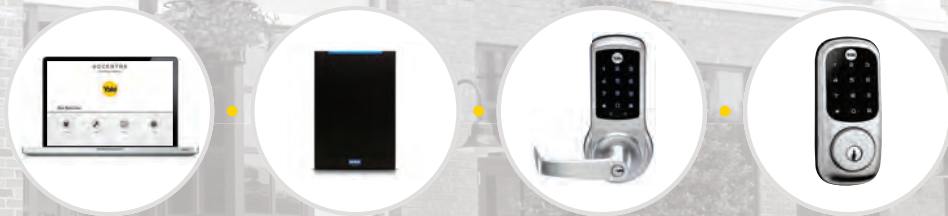




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## Sessions

continued from page 4

physical security reliability standard; information sharing between utilities and government partners; and physical security assessment reviews and outreach visits. The session was sponsored by the ASIS Critical Infrastructure Working Group and ASIS Utilities Security Council.

### School Security

During a Monday afternoon session, “A Common Sense Approach to School Security,” speakers discussed the various elements in a school security and safety plan. John Woodmansee, an education consultant in security and environmental health and safety for the state of Connecticut, emphasized the basic components of a security program: effective training for staff and students, a written plan that covers roles and responsibilities, and then regular drills.

However, many U.S. school districts are still using debatable practices when it comes to their security program. Michael Grieder, director of security for West Hartford Public Schools, said that certain elementary schools will “stuff kids in closets for hours and hours” during lockdowns. He cited another example of a school in Alabama that had students bring in cans of peas, so that during active shooter situations they could throw them at the assailant.

Grieder also argued that placing more armed guards in schools, and arming teachers, was not a feasible solution. Police have been effective in changing the response model, so that the new goal is to get in and disarm the shooter as quickly as possible. “I don’t think we need to start arming everybody,” Grieder said. And some districts that added armed guards to schools found that it was too expensive a process to continue, he added.

He also said that security programs that teach students to flee can be too chaotic. “The last thing that I want is to have 500 people running aimlessly at me,” Grieder said. More advisable is the bedrock principle of finding a secure place that is hard to reach. “Just get behind a locked door, and get ready for the next action,” he said.

### Active Shooter

A packed room of attendees clapped, booed, and laughed during a mock trial Monday afternoon at “Intelligent Security and the Active Shooter.” The trial was based on a fictional scenario where an international mall company was being sued for negligence after a former employee opened fire in one of its locations, killing three and wounding five.

The participants included a cast of familiar faces such as past ASIS presidents Geoff Craighead, CPP, who played the bumbling security director, and Bonnie Michelman, CPP, who acted as the plaintiff’s security expert. Other participants included Barry Bradley, Kathryn Canale, and Shirley Sullinger of Bradley & Gmelich Lawyers; Gary Bradley, CLO of St. Moritz Security Services; and Mark Mooring, CPP, president of Personal Safety Training, Inc. The audience was able to participate, as well—they were the jury and determined the verdict at the end of the trial.

In the scenario, a man named John Malcovich was employed as an area manager for Barrister Malls International (BMI) in California. After going through a divorce, he transferred to a BMI office in London but had an altercation with his managers and was immediately terminated. He returned to California and on July 3rd sent an e-mail to BMI’s CEO, threatening to “make his own fireworks” at a mall in California. The CEO passed the email onto BMI’s director of U.S. operations, played by Craighead, who decided the letter did not pose a credible threat, but still in-

creased security at area malls for the Fourth of July due to the mention of fireworks in the e-mail.

Malcovich waited until July 5 to go to a local BMI mall where he had formerly worked, used his still-active access card to enter the security headquarters and neutralized the officers there. He then entered the public part of the mall and opened fire for 10 minutes, killing three people and wounding five, including the trial’s plaintiff. Eventually, the mall’s armed security officers wounded Malcovich, who confessed to the crime and was sentenced to life in prison.

The trial’s plaintiff attorney, played by Barry Bradley, argued that BMI was responsible for the events that injured his clients because they did not act appropriately on the e-mail; they did not deactivate his access card after he was terminated; and their security cameras were only working intermittently. He discussed BMI’s security policies with Craighead and agreed that they were sufficient but were not carried out properly.

The defense counsel, played by Canale, said that BMI was not negligent or responsible for the shooting. “BMI maintains that as a retailer it is not responsible for third-party criminal conduct. No business can fully ensure protection of its patrons against third party,” she said.

Ultimately, just more than half of the crowd agreed to indict BMI for negligence and premises liability, but only awarded the plaintiff \$1 million—much less than the \$24 million dollars the plaintiff’s attorney requested. Bradley, who acted happy that BMI was indicted but disappointed with the amount awarded, shrugged and said, “I think it’s clear who’s on this jury!”

### Event Planning

When you’re a major corporate sponsor sending hundreds of staff and guests to the 2014 World Cup in Brazil, you want to make sure that if anything goes wrong, you’re prepared to handle it adequately.

In “Corporate Security Challenges at Major Events,” security directors from Adidas, Visa, and Johnson & Johnson discussed how they prepared for last summer’s World Cup to both protect their assets and their brands throughout the event.

The three directors gave attendees a crash course in planning for a major event, from the initial risk assessments and preplanning process years before the event to post-op examination of how individuals responded to security challenges during the event.

A major component that all presenters highlighted was defining what the scope of risk is to your specific company. Visa, for instance, identified risks to its staff, guests, and its network, said Filip Maes, director at Visa.

Maes highlighted the network risks as during the World Cup, only cash and Visa credit and debit cards were accepted to pay for purchases. This meant that if something went wrong with Visa’s network to process transactions, it could quickly become a major problem for World Cup attendees.

Another component of preparation for the World Cup that the presenters discussed was reaching out to stakeholders and communicating with them to ensure that if something went wrong, they knew how to react, said Corin Dennison, CPP, director of global investigations for Adidas Group.

“It’s very important to communicate this because we take it for granted that people will know what to do in a crisis, and invariably they won’t because it’s fight or flight,” he explained. This was crucial for Adidas, Dennison explained, as security is not usually a top-of-the-mind concern for its employees.

## Food for Thought

At the first ASIS convention in 1955, the day-long meeting included speakers and discussion leaders, then ended with a banquet. On Thursday, after four days of insightful speakers and discussions, the 61st Annual Seminar and Exhibits will end with the now-traditional Closing Luncheon.

General James N. Mattis (U.S. Marine Corps-ret.) will assume top billing. Mattis retired in 2013 after 41 years of service, having replaced General David Petraeus in August 2010 as the 11th commander of United States Central Command. In that post, he was charged with overseeing all operations in the Middle East.

Mattis is widely known for his military legacy and insights on leadership. A recent article on his most famous quotes included this observation: “In this age, I don’t care how tactically or operationally brilliant you are, if you cannot create harmony...your leadership is obsolete.”

Throughout his military career, Mattis was consistently rewarded for his leadership abilities during multiple deployments. As a lieutenant colonel, he commanded 1st Battalion, 7th Marines, one of Task Force Ripper’s assault battalions in Operations Desert Shield and Desert Storm. As a colonel, he commanded 7th Marines (Reinforced), which saw action in southern Afghanistan.

When promoted to brigadier general, Mattis commanded the 1st Marine Expeditionary Brigade and then Task Force 58, becoming the first U. S. Marine officer to command a Naval Task Force during the War in Afghanistan. He became known as an officer who engaged his subordinates with real leadership, even sleeping in foxholes with his Marines.



General James N. Mattis (U.S. Marine Corps-ret.)

As a major general, he commanded the 1st Marine Division during the initial attack and subsequent stability operations in Iraq during Operation Iraqi Freedom. He popularized the division’s motto, “no better friend, no worse enemy,” in a letter to the soldiers who returned with him to Iraq.

Mattis was nominated by President George W. Bush to the rank of a four-star general. Once confirmed, he took control of U.S. Joint Forces Command and was appointed NATO’s Supreme Allied Commander Transformation before assuming a three-year stint as head of U. S. Central Command.

Born in Pullman, Washington, Mattis graduated from Central Washington University with a Bachelor of Arts degree in history. He is also a graduate of the Amphibious Warfare School, Marine Corps Command and Staff College, and the National War College. His awards include the Defense Distinguished Service Medal, the Navy Distinguished Service Medal, and the Defense Superior Service Medal.

Mattis currently serves as a visiting fellow at Stanford University and Dartmouth.

## Recruit a New Member This Week

The 2015 ASIS International Member-Get-a-Member campaign is more than half over, but there’s still time to add the names of the members you’ve recruited to the ASIS membership roles. These last days of September are a great time to reach out and invite colleagues to join since the annual dues have been cut in half. Individuals who join before September 30 will pay just \$117.50 (includes a one-time processing fee of \$20) to experience the full benefits of membership through the end of 2015.

Remember, every time you recruit a new member, you help strengthen ASIS. And a vital and growing membership means greater recognition of the security profession and its contributions to the protection of assets throughout the world.

Still need an incentive? Current members who participate can qualify for a \$500 credit card. Here’s how it works: If you recruit at least two new members, you will be entered into a quarterly raffle, and three prizes will be awarded each quarter. So, by adding two new members this week, you will have two chances to win. Your name will be entered into the third quarter drawings; if you don’t win, your name will automatically be rolled into the fourth quarter drawings.

Year-end awards are also available to regular members depending on the number of members recruited during the year. The prizes for adding five to 10 new members are cash credits toward an ASIS professional development program or

ASIS-published book. Anyone recruiting 15 new members will receive one free four-day registration to the ASIS 62nd Annual Seminar and Exhibits in Orlando, Florida, next year.

If you need a refresher on all the benefits of ASIS membership, go to the ASIS website, [www.asisonline.org](http://www.asisonline.org), and click on the Membership tab in the red bar.

Here’s a snapshot of several key rewards for being an ASIS member:

**Networking.** The online Member Directory gives access to colleagues worldwide. Councils and chapters allow members to share best practices face to face. ASIS on social media—LinkedIn, Twitter, Facebook, and YouTube—keeps resources just a click away.

**Information.** *Security Management* is the top publication in the field. The ASIS Library puts historic, academic, and state-of-the-art resources at your fingertips. The *Security Management Buyers Guide* and *Protection of Assets* are indispensable professional resources.

**Professional Development.** Top-rated educational programs in many formats and worldwide locations add to the dossier of each attendee. The Annual Seminar and Exhibits is the industry’s premier education and networking event. The Online Store offers preferred pricing on hundreds of security resources.

**Credentials.** The Certified Protection Professional®, Professional Certified Investigator®, and Physical Security Professional® designations are recognized worldwide as the standards of professional competency.



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## Good Times on the Green

Players gathered at the Coyote Hills Golf Course on Sunday for the 19th Annual ASIS Foundation, Inc., Golf Tournament. The field included 110 players from all over the country and around the world. Despite the muggy weather that was atypical of Southern California, the group found the course challenging and fun. Sections of the award-winning Orange County course feel like hidden gems, surrounding players in a tropical landscape filled with palmettos, giant shrubs, and other greenery. The golfers played mostly in teams of four in a scramble format.

Taking home the top prizes were Craig Colburn and Greg Pearson of FocusPoint International. In second place were Joe Reed II of Greif; Keith Barna of Barna PI & Security; Tyler Ward; and Bijan Achak. Rounding out the third place team were Scott Straight, Protection One; Bob Dale; Tex Cromwell; and Chris Steinour of XPO Logistics.

Winning the longest drive in the men's category was Tyler Ward; Marie Thibodeau of SNC-Lavalin took home the prize in the women's category. Bijan Achak was closest-to-the-pin champ for the men, and Staci Ballou dominated the women's division of the same contest.

Familiar faces and attendees new to the event made up the contingent of golfers. VIP players included members of the ASIS Board of Directors including Chairman of the Board Richard Widup, Jr., CPP; Richard Lisko, CPP; John Petrucci, CPP; Godfried Hendriks, CPP; and Joe McDonald, CPP, PSP.

Also trying their hand at the course were past ASIS presidents Eduard Emde, CPP, and Michael Cummings, CPP. In addition to Hendriks and McDonald, ASIS Foundation Board of Trustees members present were Dr. Linda Florence, CPP; Brian Allen, CPP; Deborah Allen, CPP; Sandra Cowie, CPP; Cy Oatridge, CPP; and Dr. Martin Gill. Also taking their turn at the course were ASIS headquarters staff members Eric Orr, Matt Mantione, and Vice President of Membership and Administration Jim Evans.

"We would like to thank our Anaheim Host Committee led by Susan Walker, CPP, and Scott Hewitt, CPP, and their team for their hard work," said ASIS Foundation Director Barbara Buzzell. "Their choice of golf course was perfect and the event management was flawless."

A number of generous sponsors contributed



to the event, including Time Warner Cable, Tulara, Capital Financial, Wyndham Jade, Switch, Assa Abloy (Booth #2815), and Axis (Booth #1713). Gift bags were provided by ASIS, the

shirts were donated by U.S. Security Associates, Inc., and Uni Pro Uniforms (Booth #2849); golf balls were given by Arata; and golf hats were sponsored by *Security Management* magazine.

## Ralph Day Award Bestowed

The Ralph Day Award was presented on Sunday afternoon at the Hilton Hotel by the ASIS Security Services Council. In attendance were ASIS President Dave N. Tyson, CPP, and award sponsor Bruce W. Brownyard. Receiving this year's award was Carlos Marcelo, a shift supervisor and watch commander for Universal Protection Service. Marcelo was recognized for his heroic acts in assisting car wreck victims on two separate occasions on a busy Southern California highway.

In March of this year, Marcelo stopped to help a victim whose vehicle was wrecked and



Carlos Marcelo's family accepted the award on his behalf.

stopped in the middle of the 101 Freeway. He helped the bleeding, disoriented man move safely to the side of the road and kept him there until medical personnel could arrive. Only moments after moving the man from harm, another vehicle struck the victim's car, and Marcelo's

actions prevented serious injuries and possibly a death.

In the same month, Marcelo came upon another accident on the same freeway on his way to work. One of the vehicles involved in the two-car accident fled the scene and struck

a tree. Marcelo called 911 and worked with California Highway Patrol to assist with traffic control and debris removal.

"For this year's award we received a large number of nominations," said James Taff, CPP, chair of the Security Services Council, in presenting the honor. "However, the award committee found his heroics most deserving of the award."

A U.S. Army reservist, Marcelo is currently deployed to the Middle East and was presented with the award in absentia. His family, including his wife Marisol, were in attendance, and accepted the honor on his behalf. Marcelo was gifted with a commemorative plaque and \$5,000.

The Ralph Day Award is given annually for outstanding acts of service in the security field. The honor was created by the Security Services Council as a testament to Day's contributions to both ASIS and the security services industry.



## EASY RIDERS

The ASIS Foundation introduced a new fundraising event this year in conjunction with the Annual Seminar and Exhibits. Thirty-nine people participated in a motorcycle ride on Saturday through the Greater Anaheim/Los Angeles area. The event's first year was a huge success and the Foundation would like to thank its generous sponsors of the event, Northrup Grumman, Nationwide, Stanley, and *Security Buyer Magazine*.

## Print or Digital? Take Your Choice!

After the ASIS International 61st Annual Seminar and Exhibits is over, build on the good will you've engendered via interaction with security's top buyers by developing a smart marketing plan for 2016. ASIS sales representatives can help by offering innovative opportunities for print and digital advertising that will place your company front and center when purchasing decisions are being made by current and future customers.

For an appointment in Anaheim, leave your

business card at ASIS Booth #181. Plan to connect with these savvy marketing professionals today.

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## Simeone and Walsh Awards Given by Foundation

The ASIS Foundation has bestowed two major awards. **Simeone.** First, the Foundation, in conjunction with and the ASIS International Law Enforcement Liaison Council, have selected the Business Against Theft Network (BATNET) to receive the 2015 Matthew Simeone Award for Public Private Partnership (P3) Excellence.

BATNET was established in 1996 by the San Antonio Police Department and the San Antonio Chapter of ASIS.

Originally formed to focus on shoplifting and internal theft problems, BATNET has expanded to include a range of business-related crimes, including robberies, frauds and scams, hot checks, embezzlement, and property loss. This free program provides a forum for participants to network with others who share similar interests and concerns, express business crime prevention needs, and improve liaison with the county district attorney's office.

The award commemorates Matthew Simeone, who was a distinguished 24-year member of the Nassau County (New York) Police Department.

ASIS President Dave N. Tyson, CPP, will present the award during Wednesday's Law Enforcement and Military Appreciation Day Luncheon.

**Walsh.** The winner of the 2015 Timothy J. Walsh APC I Award is Richard Stickler, a member of the ASIS Southwest Ontario Chapter. This award pays the tuition, transportation, and hotel costs for Strickland to attend Assets Protection Course I. Stickler is employed by Commissionaires of the Great Lakes, a private security firm, in their office in London, Ontario, Canada. He joined ASIS in 2014 and currently serves as the chapter secretary.

Introduced in 2004, the award honors long-time ASIS member Timothy Walsh, CPP, who was instrumental in the development of ASIS through the years, serving as president from 1964 to 1965.

### Physical Security Principles on Sale Now

If you are passing the Security Store this morning, stop in and pick up a copy of the new book, *Physical Security Principles*, by Michael E. Knoke, CPP, and Kevin E. Peterson, CPP, published by ASIS International. The book features material contributed by more than 50 physical security experts. The authors will be signing copies of the book this morning at the Security Store from 10:30 a.m. to 11 a.m.

Only softcover editions of the book are available at the bookstore. Hardcover versions, as well as the softcover version, will be sold through the ASIS Online Bookstore ([www.asisonline.org](http://www.asisonline.org)) beginning in October.

## Apply Now for Bordes Physical Security Award

Applications from all ASIS International chapters vying for the 2015 Roy Bordes Physical Security Award will be accepted from November 5 to December 21. This annual award, administered by the ASIS Foundation, includes \$5,000 to develop and host a local educational program.

All chapters are eligible to apply. However, preference will be given to developing chapters working to expand their membership and educa-

tional offerings. Chapters may submit only one application each year. The award pays toward the cost of the instructors, including their travel and accommodations, and collateral materials. Meeting expenses will be the host chapter's responsibility.

The application can be downloaded under the Foundation tab at [www.asisonline.org](http://www.asisonline.org). In addition to basic chapter information, the application asks who the chapter intends to attract

to their program and how many participants are expected. It also includes space for the chapter to answer organizational questions.

This award was established in 2008 to memorialize the professional security career of Roy N. Bordes, longtime ASIS member and volunteer leader over his 30-year career. Bordes was a member of the ASIS Foundation Board of Trustees and a frequent speaker at ASIS educational events.

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## Preseminar programs continued from page 8

level do “more soul searching” while those on the design team will take a “more integrated” and team oriented approach to the project.

Once security professionals understand the reasoning behind why the project is happening now and their role in it, they can embark on the process of implementing an efficient and effective security project. This process involves analyzing the risks that brought the project to the table, determining the needs that the project will address, designing the means to meet those needs, integrating the pieces of the project, implementing the project itself, and finally operating the project.

One part of the analyzation phase of the process that is critical to a successful outcome is identifying the project stakeholders, from the obvious ones who bring up their concerns directly to those who may not be as quick to voice their opinions and problems. “Make sure everyone who needs a voice gets a voice in the project,” Lane said.

Another crucial aspect of the analyzation phase is assessing the risk the project is designed to mitigate. To do this properly, everyone involved in the project needs to have a common definition of what risk is and how that risk needs to be assessed, said Jim Black, CPP, PSP, senior security program manager for Microsoft.

Instead, organizations should use a definition and assessment that fits their unique needs. They should also reference historical data about threats to their organizations themselves, which will be “more helpful than reading a guide of what generalists are comping up with in the sphere of potential threats,” Black added.

### Successful Security Consulting

You’ve decided to leave corporate or government security and strike out on your own as a security consultant. How do you develop and showcase your expertise to create a successful new career for yourself?

These are the questions that the International Association of Professional Security Consultants sought to answer on Sunday in a joint preseminar program with ASIS titled “Successful Security Consulting.” The program brought in leading technical and management security consultants to show attendees how to develop, market, and deliver security consultant services.

Key to gaining this understanding is knowing what a successful consultant does, said Frank Pisciotta, president of Business Protection Specialists, Inc. Successful consultants are those that can establish a “trust relationship” as a business, help clients solve security problems and issues, integrate systems and programs, and identify and justify security’s value to the organization, among other characteristics, he explained.

Another criteria for success is knowing how to market yourself as a consultant, said Harold Gillens, president and CEO of Quintech Solutions, Inc. He explained that this means taking time to understand the uniqueness of your background and your practice as a consultant as you cannot be a subject matter expert on all things security.

Being an independent consultant with a small firm, however, doesn’t mean that you have to eliminate large opportunities, Gillens said. Instead, consultants can use teaming to grow their business by presenting themselves as someone who can handle a larger project by bringing in other subject matter experts that they personally know and may already have business agreements with.

## Thanks to Our Helpers



On Saturday, Boy Scout Troop 594 from Rosemead, California, volunteered to help stuff the Seminar and Exhibits attendees’ registration packets. ASIS International is grateful for the assistance of this enthusiastic group of young people.

## Finding the Facts

A new ANSI investigations standard has been developed by ASIS International with a technical committee of more than 200 experts from around the globe. The standard provides a framework for organizations to establish an ongoing program for conducting investigations and risk assessments. The standard also describes the elements to include in an investigations program with flexibility that allows the organization to tailor the approach to needs of the organization and type of investigation.

The new standard provides guidance for individuals and organizations intending to collect and examine information pursuant to an investigation. It provides guidance on establishing investigative programs as well as on the conduct of individual investigations, including the competence and evaluation of investigators. The standard provides:

- A framework for investigative processes that enables an organization to identify, develop, and implement policies, objectives, protocols, and programs;
- A mechanism for identifying the jurisdictional laws and regulations or other obligations that may affect or govern the investigative process and the various ways investigations are used;
- A process for conducting investigations consistent with the Plan-Do-Check-Act Model;
- Confidence that the information was gathered and assessed in a fair, objective, thorough, and purposeful fashion; and
- Insight and guidance regarding generally accepted practices relative to the processes and considerations for an investigation.

An investigation is conducted to reveal information and facts that can be used to support conclusions about an allegation, assertion, claim, or process. By focusing on uncovering facts and essential information needed to reach conclusions and solve problems, a properly conducted investigation can provide additional benefits, such as:

- Increased awareness of policies and procedures of the organization;

- A means to analyze and identify process and system failures;
- Actionable information to resolve problems and mitigate consequences;
- Informed responses to litigation and regulatory actions;
- An ability to identify and understand the root causes of an incident to prevent a recurrence; and
- A basis for improving the organization’s operations and activities.

Investigators understand their activities involve interacting with people; therefore, there is a need to build rapport, trust, and confidence while avoiding the creation of an adversarial atmosphere. Good investigative technique projects a sense of fairness based on an impartial approach. An investigation supports the achievement of the objectives of the organization; therefore, it adds value and may lead to opportunities for improvement. Good investigative techniques help identify and understand root causes of any problems, thereby supporting proactive improvements to avoid a recurrence.

On Wednesday, from 11 a.m. to 12 p.m., a session (#4101) will explore how this new standard helps build an effective investigative process, yielding optimal outcomes and legally defensible results. The session will be moderated by Bernie Greenawalt, CPP, Securitas Security Services, USA. The speakers, all of whom are experts about the standards process and investigations, will include Dr. Marc Siegel, ASIS Global Standard Initiative; Eugene Ferraro, CPP, PCI, Convercent; and William Daly, Control Risks.

## Press Conferences Highlight New Products

The following companies held press conferences in the Press Room on Monday. EIZO, Inc. (Booth #2269), announced a new line of security and surveillance monitors. Brian Coté, product manager, provided an overview of the new products that have a video decoder located in the back of each HD monitor.

The DuraVision FDF2306W is a 23-inch full HD monitor that uses EIZO’s Visibility Optimizer, a visibility-enhancing technology that improves clarity and adjusts the brightness of each pixel in real-time. EIZO also released the DuraVision FDF2304W-IP, a 23-inch monitor that can connect up to 16 separate IP cameras without a PC or additional software needed.

Hexicurity (Booth #2087) of The Woodlands, Texas, introduced its patented line of TransVerify products, which empower tenants in high-rise buildings to control all entrances via their own access control system. Leveraging network technology and the Wiegand standard, tenants can directly control and monitor employee use of all building entrances. The TransVerify system does not share personal information with remote databases and can control building entrances, turnstiles, base building elevators, and more with one card.

Missouri Baptist University (Booth #482) announced an online Master of Science degree in corporate security leadership. Dr. Loftin C. Woodiel, CPP, who helped develop the program, said that one of the main goals for those pursuing the degree “is to ensure that the individual becomes the subject matter expert for their organization. They shouldn’t know just one small aspect of security, but all about security and how to lead, and how it affects their company,” he said.

The online course is for students who want to advance their career, prepare for promotion, or transition into security leadership roles in related career fields. The degree consists of 36 semester hours but can be completed at the student’s own pace.

### ISC<sup>2</sup>

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## Program Changes

### Tuesday, September 29

3 p.m. to 4:20 p.m.

Solutions Theater, Session ST09

### Supporting Your Business Initiatives through Technology, Tradecraft, and Innovation

*This session has been cancelled.*

Poster Presentation, Session 112

### APT in the Financial Sector

*This session has moved to Wednesday, September 30, from 10 a.m. to 11 a.m.*

Room 205A, Session 3309

### The Internet of Things: Security’s New Frontier

*Steve Van Till, CEO of Brivo Systems, LLC, will replace Lee Odess, vice president of marketing and sales, also of Brivo.*

### Wednesday, September 30

3:30 p.m. to 4:30 p.m.

Room 202B, Session 4302

### Integrating Predictive Gang Prevention within a Sustainable Framework

*Detective III Jorge Martinez, Gang and Narcotics Division, Los Angeles Police Department, will speak.*



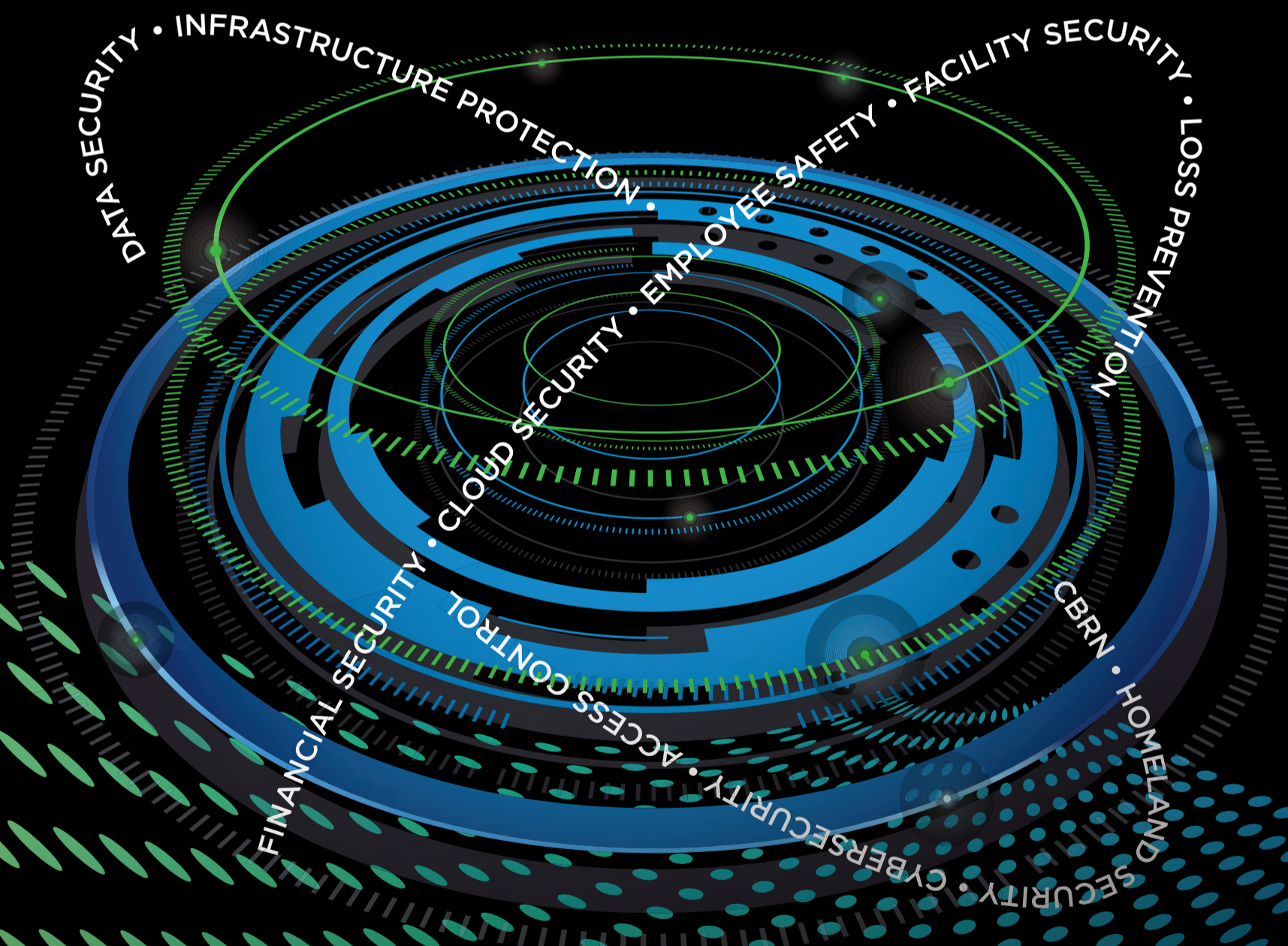
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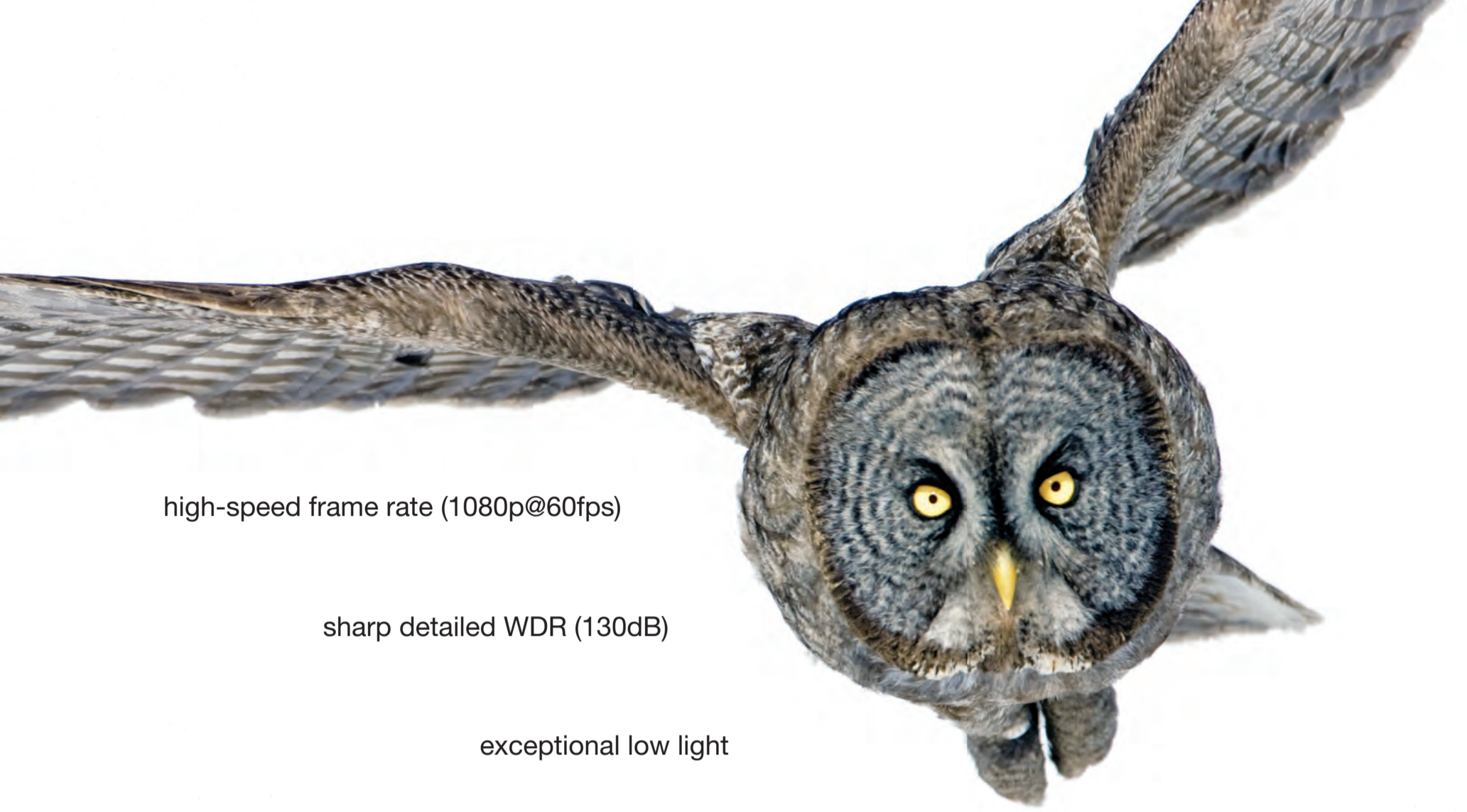
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