

INTERNATIONAL ASSOCIATION OF
**PROFESSIONAL
SECURITY
CONSULTANTS®**

NEWS IAPSC

WINTER 2009

President's Message

Greetings once again fellow members,

The Palm Springs conference is only a few short months away and the early registrations indicate that we'll have a full house. Given the state of our economy, that is a good sign that the IAPSC conference continues to be a valuable experience for both new and long time members. No doubt, the early bird registration fee and the independence issue are raising awareness and interest of our conference. It's also going to be special since we'll be celebrating our 25th Anniversary. If you've never been to an IAPSC conference, now is the time to join us. The IAPSC conference has proven repeatedly as the place to learn more about our craft as well as network with our peers. Many have developed long lasting friendships at the conference and even more have developed business opportunities by teaming on projects together. Get that registration in now if you haven't already!

In early February, you will receive the independence position papers. Now might be a good time to clear up some misinformation. Contrary to recent e-mails that have floated around, the IAPSC does not allow vendors into our membership ranks. Similarly, this issue is larger than any one or two members. It is a more systemic issue that has challenged us repeatedly for some time. The goal of the current effort is to resolve it permanently and the only way to do that is to get everyone's input and to develop a consensus. Once you have had a chance to review the position papers, please submit your comments to IAPSC-independence@assoc-mgmt.com so that the papers can be revised to reflect your input prior to our meeting in Palm Springs. Your written feedback during February is

essential to the process...and to the future of the IAPSC.

On other fronts, the IAPSC is actively working to implement the Strategic Plan to help grow our membership numbers. We have initiated more advertising campaigns to make potential new consultants aware of our association as well as make potential clients aware of our expertise. With the help of Jim Kelton and Sandy Sherizen, both information security consultant members, we're actively pursuing ways to attract more information security consultants. We have a number of other initiatives in progress to continue our steady growth and influence in the security industry.

Not unlike other associations, the IAPSC needs more volunteers to help implement the many good ideas that are developed. There are many ways to assist on an ad-hoc basis, as a committee member, and as a Board member. Not only do you help your association, but you also get to network with some fine members.

While the economy is struggling, many of our members continue to experience growth and some have extensive backlogs of work. Now is a good time to apply the Guerrilla marketing tactics we learned at the 2008 IAPSC Conference. Networking within the IAPSC is a cost effective tactic that can yield amazing results. Get to know your fellow members and you might be surprised at how much work you can get by partnering with them.

Karim Vellani, CPP, CSC

January 2009

Announcement

PSA Security Conference -May 4-8 in Chicago

This conference offers business and technical training. There are usually 700-800 people in attendance.

Their website is PSASecurity.com

Association of Security Consultants

Last month I went to London to meet with the ASC (Association of Security Consultants) members of the UK to discuss developing a stronger relationship between the IAPSC and the ASC, particularly in the area of exploring the potential for developing business/professional relationships between our members. As hoped, Colin Braziel and other ASC members expressed a desire to develop an official affiliation with the IAPSC. We all concurred that the first thing we should do is make it more attractive for members to join each other's association. Such an official affiliation would have several benefits to IAPSC members including establishing the IAPSC as a truly international association, opportunity to develop contacts in Europe, increased membership, CSCs, Conference attendance (2 ASC members are attending the 2009 Conference) and the prestige of belonging to another respected security consultant association.

Colin Braziel and I are submitting proposals to our Boards and I will keep the membership apprised of the outcome and the particulars.

- Jack Case

New Members

Brian Baker

Brian D. Baker Security Group
836 W. Aaron Dr.
State College, PA 16803
Phone: 717-994-4810
Email: brianbakercpp@comcast.net

Scott Coggins

Maximus Security Consulting
1204 Houston Levee Rd, Suite 105
Cordova, TN 38018
Phone: 901-262-9788
Email: scoggins@maxsecure.org

John White

Enloe Medical Center
1531 Esplanade
Chico, CA 95926
Phone: 530-332-7948
Email: john.white@enloe.org

Committee Reports

Successful Security Consulting

Rich Grassie and Frank Pisciotta have agreed to co-chair this committee for 2009. Steve Kaufer who has chaired this committee for many years will help make the transition.

Member Benefits

- A 1/4 page color ad was placed in the FBI National Academy Associates (FBINAA) magazine. The FBINAA is a non-profit international organization of active and "retired" senior law enforcement professionals who have graduated from the FBI National Academy. They have 17,000 members.
- Working on placing a black and white ad in the member directory for the Society of Former Special Agents of the FBI. The Directory is a desk reference used by active and "retired" Special Agents, many of whom have opened their own consulting practices upon retirement.
- Finalizing the Memorandum of Understanding with the Security Executive Council, which will provide discounts to members and hopefully, cross-promotional opportunities.

- Ken Wheatley

IAPSC Website - Traffic Report

Last year, the IAPSC website had over 10,000 visitors. This last month (December) visitor traffic was 1,874, down slightly (5%) due to the holiday season. New visits comprised 75% of that number with the average visitor reviewing 7 pages on each visit. Next to the Home Page, the most visited section was Security Consultant with 1,325 visits. Next to the US, the countries that most frequented the site were, the UK, Canada, India, Philippines, Australia, Hong Kong, Germany, Singapore and Saudi Arabia.

Anyone who would like to discuss the traffic to our website in greater detail, feel free to contact me.

- Jack Case

The logo for the International Association of Professional Security Consultants (IAPSC) is displayed in a large, stylized, white font with a slight shadow effect. The letters are bold and slightly slanted, giving it a three-dimensional appearance.

Annual Conference

IAPSC 2009 - 25th Anniversary
April 26 - 29, 2009
Palm Springs, CA



Committee Reports Continued: 2009 Conference

Committee Members: Steve Kaufer, Karim Vellani, Bill Mattman, Elliot Boxerbaum, and Jack Case

The 25th anniversary annual conference (IAPSC 2009) is scheduled for April 26-29, 2009 at the Palm Springs Hilton Hotel. An outstanding rate of \$ 159 was negotiated for the group. The hotel is located in downtown Palm Springs, with easy access to shops, restaurants, a full-scale casino and other activities.

The committee has met telephonically a number of times and has finalized the program, including presentations by David Zahn, author of "How to Succeed as an Independent Consultant" and nationally-known Internet marketing expert, Ed Taylor. Other sessions include publishing as an additional revenue source, forensics, new technology (for the experts and the non-technical consultants), and the new consulting opportunities created by ISO 28000 presented by UK security expert Colin Braziel. Dave Aggleton is working on a very special presentation that traces the history of the IAPSC to commemorate our silver anniversary. Wednesday morning will be filled with the popular roundtable groups, a great way to finish off our meeting.

Tuesday evening will be fun-filled with dinner and special entertainment, and with a nod to our 25 years, even one or two numbers on the clarinet!!

We are finalizing the Monday night social event and the spouses' program.

The committee was concerned about the impact on attendance of the current challenging economy. We developed an incentive program to encourage early registration. This included a substantial discount of the fee and a raffle for a cash prize for travel expenses. The program also made the registration fee non-refundable after January 31, 2009.

As of the deadline for the early registration we had 34 sign ups, including 21 attendees that did not participate last year. This includes two non-members.

Our budget is based on \$ 55,000 in sponsors. We have \$ 10,000 in payments received (Ingersoll Rand Security Technologies, Middle Atlantic Products, AMAG) and another \$ 9,500 that have been invoiced but not yet paid (Panasonic System Solutions, AXIS Communications and Gallagher Security USA). We also have verbal commitments from Stentofon/Zenitel, Smarter Security Systems and Assa Abloy.

We are \$ 35,500 short on sponsorship revenue at this point. Elliot Boxerbaum has enlisted volunteers to make personal follow-up calls to sponsorship prospects. This is the area where we need the most help, so if you have any leads or a strong relationship with a previous or potential new sponsor, please let Elliot know. Your active help and participation with sponsorships can truly make the difference in the financial success of this meeting.

- Steve Kaufer

08-09 IAPSC Committees

By-laws:

Chair: Brian Gouin

Members: Ken Braunstein, Bob Schultheiss

Ethics:

Chair: Curt Baillie

Web Site:

Chair: Jack Case

Consultant Certification:

Chair: Brian Gouin

Members: Karim Vellani, Linda Watson, Ralph Witherspoon

2009 Conference :

Chair: Steve Kaufer

Technical Standards:

Chair: Frank Pisciotta

Best Practices:

Chair: Norm Bates

Members: Karim Vellani, Jim Clark, Rob Shellow, Bruce Ramm, Ralph Witherspoon, Steve Kaufer, Bill Hawthorne, Jack Case, Lance Foster, Ira Somerson

Regional Meeting Taskforce:

Co-Chairs: Dave Aggleton, Jack Case, Karim Vellani

Membership Processing:

Chair: Linda Watson; *Members:* Ken Braunstein, Elliot Boxerbaum

Member Benefits:

Chair: Ken Wheatley

Member Independence Criteria Review Task Force:

Co-Chairs: Frank Pisciotta, Dave Aggleton

Members: Elliot Boxerbaum, Mike Webster, Brian Gouin

Successful Security Consulting:

Co-Chairs: Rich Grassie, Frank Pisciotta

Strategic Planning:

Chair: Mike Webster

Members: Curt Baillie, Norm Bates, Mark Bennett, Elliot Boxerbaum, Jack Case, Jim Clark, Brian Gouin, Steve Kaufer, Kevin Murray, Frank Pisciotta, Chuck Sennewald, Linda Watson, Ken Wheatley, Mike Verden, Karim Vellani, Ralph Witherspoon, Gordon McFarland, Dave Aggleton

Awards:

Chair: Mike Webster

Committee Reports, Cont.

Best Practices

As of January 1, 2009, Danielle Frank, Esq. has researched the following issues for the project:

1. Adequate Lighting and its Effect on Crime
2. CCTV and its Effect on Crime
3. Crime Prevention through Environmental Design
 - a. CPTED and Parking Garages
4. Crime at Banks & ATMs
5. Violence in Bars & Nightclubs
 - a. Use of Force (Bouncers)
6. Violence on College Campuses
7. Hospital Security
8. Hotel Security
9. Crime & Violence in the Retail Sector (general)
 - a. Convenience Stores
10. Security Guards (general)
 - a. Security guards- armed vs. unarmed

She has created a filing system for all of the articles and materials she has gathered.

Ira Somerson has generously lent her a number of articles she requested, after searching through his extensive database.

Karim Vellani had asked for research on the deterrence/preventative value of armed security officers vs. police officers. She is still researching this issue; so if anyone has material on this, please let me know.

The next phase of the project will focus primarily on writing summaries for every article and research study within each category; however, Danielle will also continue to research and add articles and studies to the current list, when appropriate. Every article and study will also be evaluated in terms of its adequacy. Rob Shellow provided her with a guide that will be helpful in that respect.

If anyone else has a specific topic or issue they'd like focused on, please email me. Danielle also welcomes any thoughts in regard to project organization and/or overall project goals.

- Norm Bates

08-09 Officers & Board Members

Karim Vellani, President
Mike Webster, Vice President
Norman Bates, Secretary
Brian Gouin, Treasurer
Elliot Boxerbaum, Past President
Dave Aggleton
Curt Baillie
Jack Case
Lou DeStefano
Steve Kaufer
Frank Pisciotta
Robert Schultheiss
Mike Verden
Linda Watson
Ken Wheatley
Ralph Witherspoon
Howard Wood
Chuck Sennewald, Advisor

Member Happenings

Les Cole has accepted an appointment from ASIS, International to serve as Chair of the Crime and Loss Prevention Council. This will be the 4th non-consecutive time that Les has been appointed to serve as a Council Chair. On two separate occasions Les served as Council Chair of the Educational Institutions Security Council and this will be his second stint serving as Chair of the Crime and Loss Prevention Council.

ASIS, International has commissioned the publishing of a Book, which may be known as "Security in the Year 2020." Les Cole has accepted an invitation to write the Chapter on Litigation. The book will be published sometime during the year.

John Strauchs

"CCTV: Panacea or Problem?" Security Management On-Line, July 2008
"The Herd Instinct," Security, July 2008
"MythBusters Are Busted," Security, February 2008
"A Convergence of Communities (Security and IT)," Hackers on Planet Earth--Last HOPE Conference, New York, New York, 18-20 July 2008.
"Convergence of Security and IT," University of Maine, COS 499, 14 April 2008.

John Strauchs will also be writing a chapter on the convergence of physical security and IT for a new Tyska & Fennerly book.

Member Happenings, Cont.

Eavesdropping detection and counterespionage consulting specialist, **Kevin D. Murray CPP**, recently spoke to the New Jersey chapters of InfraGuard and ASIS. His topic: Everything You Know About TSCM is sooo 20th Century - the philosophy, the tools, the techniques - Everything! The talk included updates on the latest eavesdropping techniques and demonstrated the new technologies used to detect them.

The main point Mr. Murray makes is that damage from business espionage is preventable. Discover spying during the intelligence collection stage of the espionage process. At this point, you can counter-attack before the information is actually used against you. Loss is minimal.

A pro-active audit for evidence of electronic surveillance is the key to thwarting attacks — before they become expensive, embarrassing disasters.

On 01/09 **Paul Timm, PSP** (President, RETA Security) presented an Administrators' Academy course on School Security to attendees at the A.E.R.O. Special Education Cooperative in Chicago, IL.

On 01/16 **Paul Timm, PSP** facilitated a "Rapid Deployment" drill conducted by the Cook County Sheriffs' Department at the PAEC Alternative School in Maywood, IL.

January 12th **Jim Kelton** was the featured presenter at a meeting of the American Society for Quality. His topic was "Hidden IT Threats and the Secrets to Finding Them".

Jim Kelton of Altius IT (www.AltiusIT.com) is the featured presenter Thursday, January 29 at California State University, Fullerton (CSUF). He is scheduled to speak on various topics including risk management, keeping information secure, and meeting information compliance requirements.

Kelly Klatt was quoted in the January 2009 "Security Director's News" regarding "Washington prepares for Obama's debut". It was an article discussing the security preparations, challenges and teamwork it takes to secure an event as large as the Presidential Inauguration.

Member Happenings, Cont.

Norman Bates was named among the "Top 25 Most Influential People in the Security Industry" by Security Magazine in the December 2008 issue. This exclusive group includes Los Angeles Police Chief William Bratton, college security advocate Jeanne Clery, author Bill Cunningham, Dr. Park Dietz, and former Director of the FBI, William Webster. All were recognized for their contributions to improving the security industry.

For more info go to:

http://www.securitymagazine.com/Articles/Cover_Story/BNP_GUID_9-5-2006_A_1000000000000484861

Congratulations to Norm for this well deserved accolade.

Ron Heil of TranSystems would like to welcome to their Pittsburgh office's consulting operations Mark Weimerskirch, CBPC, PEM. Mark is nationally known as a leader in the field of crisis & emergency management and business continuity. He has designed and implemented proactive crisis and emergency management programs for Fortune 500 companies, Major League Baseball and National Football League teams, high-rises, major universities and over 125 K-12 school districts across the U.S.

Marianna Perry has reviewed the following books for Security Management magazine:

The Safe Hiring Audit; The Employers Guide to Implementing a Safe Hiring Program

by Lester S. Rosen, Esq.

Solving Employee Theft; New Insights, New Tactics

by James W. Bassett

IAPSC Profile & Your Website

My affiliation with the IAPSC has yielded both personal and professional growth and results. Many of you have graciously offered advice and assistance while others have referred, recommended or included me in their projects and vice versa. Recently, I referred a senior member of the organization as an expert. In another situation we pooled our creative juices to help the car industry with Identify Theft issues. I have found the IAPSC membership invaluable and as an about US experience that I continue to nurture in my own ways. For example, the IAPSC website continues to be my largest source of initial business from that I get repeat business and referrals. However, it must not stand-alone. It must be tied to a business message through your respective websites that is customer friendly and client oriented. While the IAPSC profile

IAPSC Profile & Your Website Cont.

helps in identifying possibilities, our websites should be the selling centers of excellence.

Allow me to explain. Recently my mentor visited my website and noticed that the subtle changes he suggested we make now have communicative value to those prospects and clients interested in what I sell. The operative phrase is "communicative value to those persons interested in what I sell". All too often we expect our websites to attract clients from all business sectors and that does more harm to our credibility than one can imagine. The idea of mass marketing through one's website does not yield the expected results that a thoughtfully designed vertical or horizontal marketing approach can yield.

Here is another example, last year around this time, an international committee organizing a healthcare workplace security workshop contacted me and I submitted my abstract and was selected. Curiously, I inquired as to how I was selected and the first response was through the IAPSC website initially for contenders followed by the Nater Associates, Ltd. website. This year the organization contacted me directly.

Websites need to tell your story in such a way that the interested party gets it the first time and spends time on those pages of interest. How many of you now have the capability to review your website to determine the plethora of marketing value it can yield? Webstat a website management system monitors the Nater Associates, Ltd. Website and tells me how many times someone visited my website from the IAPSC. Wouldn't you want to know that?

We all experience the temptation to add visual attraction and appeal; however, as one major IOWA client recently told me, "the information on your website sold you without having submitted a proposal". Don't run out and change your website without having done your marketing analysis. Do ask yourself the following questions: What is it I really want to do? Who do I really want to do it for? Why do I want to do it? And am I willing to focus on 1, 2 or 3 business sectors rather than being an expert in all? And so, if posting on the IAPSC website and expecting it to yield you the results you expected from the membership is your expectation, look again at your own website and what you sell.

Phil Nater



Consultant Certification

Congratulations to the following people who have taken and passed the Certified Security Consultant Test.

David Aggleton	Steve Kaufer
Sean Ahrens	Daniel Kropp
Curtis Baillie	Ronald Libengood
William Batterson	Paul Mains
Mark Bennett	Michael Mason
James Black	Bo Mitchell
Elliot Boxerbaum	Felix Nater
Ken Braunstein	Thomas Norman
Lynda Buel	John Parris
Benjamin Butchko	Frank Pisciotta
Chad Callaghan	Thomas Roemer
Frank Carpency	Larry Schuck
James Cornell	Robert Schultheiss
George Cramer	Richard Sem
Michael Crocker	Charles Sennewald
James Darnell	Robert Shellow
Robert Denny	Ira Somerson
Edward Dublois	John Sullivant
David Duda	Karim Vellani
Warren Ferreira	Nick Vellani
Lance Foster	Michael Verden
Brian Gouin	James Wagoner
Robert Hardy	Linda Watson
William Hawthorne	Jim Webster
Ronald Heil	Ralph Witherspoon
Donald Hutton	William Wright

Member Articles

The below article was written by Norm Bates for Security Info Watch

Revised Forensic Methodology for Security Experts

The International Association of Professional Security Consultants (IAPSC) is pleased to announce the release of the first major revision to its Best Practice for security experts, the Forensic Methodology. The Methodology was originally adopted by the Association in June 2000 to establish a standardized and rigorous approach to the analysis of inadequate security cases by security experts when presenting their opinions in court at trial.

The IAPSC, through its Forensic Security Methodology Group, chaired by Norman D. Bates of Liability Consultants, Inc., worked for more than a year and a half developing major revisions to the Best Practice. The objective of the Group was to revise the Methodology so that there would be greater clarity in the protocol that is expected of security experts and to reduce the likelihood that an expert's opinions would be excluded at the time of

Member Articles, Cont.

trial for the failure to follow standards of practice for the profession. The revised Methodology also includes an extensive bibliography of publications supporting the approach taken by the Best Practice.

The Association is also pleased to report that in 2008 the Federal District Court in Western Kentucky formally endorsed the Methodology as an appropriate professional standard for security experts to follow when rendering opinions at trial. The Methodology is available on line at www.IAPSC.org by going to the Best Practices section of the site.

Norman D. Bates, Esq.
Secretary
IAPSC
January 2009

The Art and Science of Risk Assessment Ira S. Somerson, BCFE, CPP, CSC

Commentary

This text was written to introduce students, business, and security professionals to an important paradigm, Security Risk Assessment. Too often Security Risk Assessment is confused with Risk Management. For anyone delegated with the responsibility of asset protection, I trust this text will be of value. When I started this project, I was immediately struck by the limited body of knowledge that was available; particularly a text that could be useful to business students and business professionals.

With over 45 years of security management experience, I am constantly amazed at the number of organizations who begin integrating defensive security strategies without knowing what threats their security strategies should deter, detect, or respond to. Certainly more than one text needs to be written as some organizations have very unique and high level vulnerabilities that the methodologies outlined in this text will not adequately address. I would urge persons with asset protection responsibility to view this text as a primer and seek additional data as they deem necessary. There simply is no panacea in identifying and responding to foreseeable security risks in every organization, but a serious effort must be made before security strategies are implemented.

THE ART AND SCIENCE OF SECURITY RISK ASSESSMENT CONTENTS

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Documentation

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