

VOLUNTEER LEADERSHIP UPDATE



May 2010 Issue

The Volunteer Leadership Update is published only to representatives of the elected and voluntary leadership of ASIS, further dissemination of the information is allowed to support the needs of the group you represent.

MESSAGE FROM THE PRESIDENT

We're pleased to send you the May 2010 issue of the ASIS International Volunteer Leadership Update. Some great improvements in the format, and a new presentation style of the report, make it very easy to follow and understand the initiatives and progress supporting our strategic planning process. The reports from the ASIS headquarters functional department heads provide great insight for all of our Volunteer Leaders.

I personally feel that understanding our Society's direction, accomplishments (successes), and issues is vital for our Volunteer Leaders so they can relay the value of our organization to our membership. In addition, it reveals that even in the face of the demands of the global economic environment, we continue to move forward supporting our membership with our educational offerings, influence and relevance in the standards arena and public policy, marketing, and strategic operations.

I hope you like the new presentation style of this report and please, take time to read and pass on our accomplishments to all of our members and potential members!

Sincerely,
Joseph R. (Bob) Granger, CPP
ASIS International President

EDUCATION

Vice President, Susan Melnicove
703-518-1420 or
susan.melnicove@asisonline.org

Standards & Guidelines: The joint ASIS and British Standards Institute (BSI) Business Continuity Management draft ANSI Standard is under full technical committee review with anticipated letter ballot issuance and ANSI public review in the summer.

The joint ASIS and SHRM Workplace Violence Prevention and Intervention draft ASNI standard has completed initial review in four out of six working groups. Elevation to the technical committee for review is anticipated during this summer.

The Private Security Officer Selection and Training Revised Guideline was published in May. As a result of a presentation to the board of NASCO, there is interest in collaborative efforts with ASIS in the PSO area.

More than 400 attended the Enhancing Performance through Standards webinar.

ASIS obtained ANSI International Conformity Assessment Committee voting membership, along with appointment to ANSI HSSP Steering committee and ANSI ISO Council.

An agreement was reached with the Japanese Standards Association to translate the Organizational Resilience Standard (OR) standard.

The agreement with Easy2Solve progresses to incorporate the content of our OR Standard in an organizational resiliency management software package. This will allow companies to manage their resiliency program and to prepare for internal and external audits.

The OR Standard has been published in Denmark as a Danish Standard and in the Netherlands as a Dutch Standard. It has been translated into Spanish and is being considered for adoption in Mexico, translated into Italian and Trinidad and Tobago has initiated the adoption process.

Educational Programs: Social networking efforts are paying off for selected programs and we will be looking into smoother incorporation into regular marketing plans.

Three government inquiries for training and material are still under consideration. They are from Secret Service, FAA and US Bureau of Engraving. As the GSA Schedule project completion gets closer we anticipate this process becoming easier for government agencies.

Certification: There was no change in the number of CPP applications in this time period, as compared to last year.

Information Resources: Eighty-six inquiries were responded to during May, and 24 requests remain pending at the end of the month.

Sixty-two topics have been rewritten or updated in the POA Manual; six topics are currently in various editing and/or review stages; three authors are under contracts, and another four are committed. Seven topics remain open.

The new Professional Investigators' Manual has been accepted by the PCB as the only resource for the PCI exam. That means that all questions on the existing exam have been referenced into the new book and all future questions will be created using only this source. This represents the first in the overall goal for ASIS to publish all reference material for certification exams. The POA Manual in its entirety will be the CPP resource, and a work to be completed will serve as the reference for PSP.

Seminar & Conferences: Ten new sponsorship opportunities have been added to the Dallas exhibit hall and four have already sold. Additional options include rest stops in the main aisle with banners, and a seating area to be used as a cyber café.

Marketing efforts for booth sales are progressing. As of the end of May, 332 booths remain available for sale; 1947 have been committed.

The Program Committee for the 2nd Middle East Conference has been created and many thanks go to all the members who have volunteered to serve on this group. The meeting to finalize the program content is planned for mid-July.

Inquiries to the US Department of Commerce are continuing, to determine advisability of participating in any of their programs that promote US and non-US programs. The Middle East Conference is the most likely candidate for one of those programs.

FINANCE & ADMINISTRATION/MEMBERSHIP

Vice President, Jim Evans
703-518-1486 or
jim.evans@asisonline.org

The 2010 Member-Get-A-Member (MGM) Campaign has generated a total of 164 prospective members through the efforts of 90 member sponsors. A total of 97 new members have joined to date. Year-end results for the 2010 MGM campaign awards have been posted under the "Reach out Campaign" tab. Individual members and Chapters are encouraged to view these lists to verify if a prize was awarded. To redeem an award, send a request to regionsandchapters@asisonline.org. Chapters claiming their awards during the month of May were as follows: The Middle East Chapter redeemed their \$250 cash award for Net Percent Increase. The following individuals redeemed their Member-Get-A-Member

Campaign Awards during the month of May: Klas Nilsson, CPP, PSP, PCI, and Petri Kelo.

During the next few months, membership development activities will center on reinstating 2010 lapsed members and a summer recruitment drive using the advantages of the half-year membership rate. Traditionally, July and August are prime months to increase new members and reinstate members who have been absent for one or more years. Lapsed member promotional efforts will focus on reminding individuals about the benefits and services that they will no longer gain access to, including taking advantage of member discount rates for the Annual Seminar and Exhibits.

The 2010 Lapsed Member Survey was distributed as of the end of April. To date we have received over a 6 percent response rate. Of these responses, 26% indicated they will renew in the near future and 60% stated they would consider returning to membership at some point in the distant future. Fourteen percent indicated they would not renew at all for a variety of reasons.

Staff resolved 222 RVP Group/Chapter requests. Monthly Chapter reports were processed and emailed to Chapter Chairmen regarding new members, members on hold, and members who have transferred in and out. Chapter Chairmen are reminded that they may request a Chapter roster for Chapter business by sending a written communication to regionsandchapters@asisonline.org

The Chapter anniversary recognition breakdown in May:

50th Anniversary: Miami Chapter
40th Anniversary: Houston Chapter

The Chapter's Complimentary Seminar Registration form has been sent to Chapters regarding the Annual Seminar and Exhibits on October 12-15 in Dallas, TX. This complimentary registration may only be presented to a current paid member of a Chapter, or it may be awarded to one of the Chapters' regional officers (RVP Group). This complimentary four-day full registration package (Tuesday-Friday) includes:

- Admission to all Sessions and Keynotes/General Sessions
- Admission to the Exhibits (Tuesday-Thursday)
- Welcome Reception
- Opening Ceremony
- President's Reception
- Networking Luncheons
- Closing Luncheon/Closing Ceremony
- Daily Refreshment Breaks

The deadline to remit this form to ASIS Headquarters is September 3, and four Chapter complimentary registration forms have been received to date.

The deadline regarding the prestigious E.J. Criscuoli, Jr. Award ended on May 15. This award represents the highest honor that can be bestowed upon a volunteer leader at the Chapter level within ASIS International. The Criscuoli Award will be arbitrated by the ASIS International Awards Committee on June 25. Subsequently, the winner will be announced and recognized during the ASIS International Seminar and Exhibits in Dallas, TX. The Website of the Year Award nomination form deadline also concluded on May 30.

RVPs successfully contacted Chapters in their region which did not submit questionnaires this year to confirm their activity, and to be sure the Officers are officially recognized. In addition, Chapter Officers will be receiving an email from headquarters if they are not a member in good standing. All Chapter Officers are encouraged to verify their membership status on the ASIS website. Per the ASIS Bylaws, a member who is not in good standing may not be appointed to any Committee, serve as an elected Officer, or continue to hold any office of ASIS.

As of May 31, the Employment Resource Service (ERS) contained 89 active employers including 26 new registrations. A total of 32 new jobs were posted by employers. There were 599 job applications filed by potential candidates and 739 active resumes posted during this period.

As requested by the ASIS International Board of Directors, ASIS headquarters staff is continuing to provide support and technology capabilities for each Volunteer Leadership group to hold a virtual meeting in June. The collaborative workspace for each group has been updated with current member participant access rights. Each group's collaborative workspace has the following capabilities:

- Each group may access their workspace effective immediately at <http://volunteers.asisonline.org> or by clicking on the ASIS Website under the left navigation button for membership/volunteer leadership/group workspaces.
- Each meeting participant may log into the collaborative group workspace using the e-mail address on record at ASIS as the username, and the ASIS member ID number (without any leading zero) as the password.
- Once in the workspace site, participants will see a list of their workspace(s).
- The following capabilities are available in each workspace:
 - Post and share documents among participants;
 - Use a general shared calendar;

- Create and assign tasks to participants;
- Create announcements to participants;
- Create team discussions to participants;
- Access relevant information links such as the ASIS Website or other sites deemed relevant to the group chairperson;
- Link with the Web conferencing service (Premier Global Services); and
- Link with the audio conferencing service (Premier Global Services).

Each ASIS Volunteer Leadership group may schedule additional virtual business meeting dates as appropriate in order to conduct any business they wish to accomplish prior to the last scheduled June business meeting date. We recommend that each group schedule their business meeting time slots in 1-3 hour increments.

Please contact your group Chairman for further information on your group's meeting plans, and your ASIS staff liaison for additional support.

GOVERNMENT AFFAIRS & PUBLIC POLICY

Vice President, Jack Lichtenstein
703-518-1484 or
jack.lichtenstein@asisonline.org

Legislative: Staff has monitored several bills on cyber security. We are waiting for the Senate Committee on Homeland Security and Government Affairs and the Senate Committee on Commerce to complete their deliberations on a final bill that will result from their different versions.

ASIS has agreed to support the private investigators and others in opposing proposed federal legislation which would prohibit the use of credit checks as an element of hiring. Senator Dianne Feinstein believes that those impacted by the economic downturn will be impeded in their efforts to find new employment if their credit becomes an element of the hiring process, as is normally the case. Senator Feinstein has introduced legislation which would deny the use of credit checks. It is part of the Senate Bill 3217, the "Restoring American Financial Stability Act of 2010." ASIS sees the use of credit checks as a valid and important part of the hiring process and has told the investigators it will join with them to oppose such measures.

Political: The ASISPAC conducted a conference call during the month. Planning for the Annual ASISPAC Dinner, which is held in conjunction with the ASIS Annual Seminar. Rather than being held on the Sunday evening before the Seminar, which has been the norm, this year's ASISPAC Dinner will be held on Monday evening, 11 October, before the Seminar in Dallas, Texas. Because this is an unusually exciting and controversial political year, and because we hope to offer more significant support to candidates, we anticipate a record turnout of attendees. We also have a list of Texas political leaders we are going to invite to meet with, and address, the attendees.

Headquarters staff regularly tracks political developments around the country. With all the challenges being mounted, both within and between the parties, this is the most exciting and interesting political election year in a long time. It is still much too early to draw any conclusions about what will happen in November and what it will mean for the country, let alone for the security profession.

Strategic Partnerships: Attended FS-ISAC Spring Meeting, including meetings of the FS-ISAC Board and Advisors. Had the opportunity to exchange information and ideas with officials of the US Treasury Department and the banking industry. Membership in the FS-ISAC has been especially rewarding, in that ASIS regularly receives information and notifications from the ISAC Operations Center before receiving them from other sources, including those in the Federal government.

Arranged and attended luncheon meeting for ASIS Strategic Operations Vice President Michael Gips with Danielle Camner Lindholm and Laura Willoughby of BENS (Business Executives for National Security). BENS is a prestigious and highly regarded organization of senior private sector executives, many of them CEOs, who are interested in national security. This includes both defense and homeland security. ASIS has been a member of, and GAPP has worked closely with, BENS for about seven years. Now we are trying to establish a partnership between the CSO Roundtable of ASIS International and BENS. The organizations have overlapping interests. Each has much to offer the other, but neither competes with the other. We are working on a memorandum of understanding and plans for integrating some of our upcoming programs.

Arranged and attended meeting for Mr. Gips with Jim Merklinger, Deputy General Counsel and Vice President—Legal Resources, of the Association of Corporate Counsel (ACC). The ACC is the professional association of corporate counsels. GAPP has worked with this organization and become familiar with their interests. We believe a partnership between it and the CSO Roundtable would offer great opportunities in programming and mutual support. Many CSOs report to CLOs (Chief Legal Officers). Even where they don't, the two groups have many common concerns and interests. The ACC and CSO Roundtable now have exchanged information, and plan to develop joint programs and promote one another in their respective memberships.

Attended spring board meeting of JINSA (Jewish Institute for National Security Affairs), part of which was a full day of briefings at the Pentagon. Briefed there by four US Marine Corps generals, the Director of the Army Staff, and two Army combat commanders (one of a combat aviation brigade and the other of a field artillery battalion) on operations in Iraq and Afghanistan. The US presence in Iraq is reduced now mainly to training cadres. In contrast, it seems apparent that operations in Afghanistan may go on for many years. If either country is to strengthen its infrastructure, it will require the presence of military and civilian security forces. Both countries will require increased private security (as opposed to military security) resources and know-how. Both will present unique security challenges to any business entities that see

opportunities there.

Attended JINSA dinner with General Douglas Fraser, USAF, Commanding General of US Southern Command (USSOUTHCOM). Based in Miami, General Fraser is responsible for US security agreements and assistance to all of Latin America, except for Mexico, which is the responsibility of US Northern Command. Two of General Fraser's major concerns are narcotics trafficking and narco-terrorism, both of which are eroding the foundations of some US allies. He is very favorably impressed by the progress that Colombia has made in controlling these issues without devolving into a police state.

Homeland Security: Attended an all-day DHS meeting to discuss organization and conduct of DHS National Level Exercise (NLE). Meeting was attended by representatives of all 18 critical industry sectors, plus senior government officials. ASIS was the only organization of security professionals represented. We specifically addressed the interests and needs of security professionals as a partner of government in contingency planning.

Attended a DHS Association Partners meeting. ASIS was one of a dozen associations invited to meet with DHS officials for a half-day discussion of information-sharing. The Private Sector Office (PSO) at DHS, as well as their Infrastructure Protection (IP) and Information & Analysis (I&A) Divisions, sponsored the conference and participated. Again, ASIS was the only organization of security professionals represented.

Arranged an interview by *Security Management* magazine with Todd Keil, Assistant Secretary for Infrastructure Protection at DHS. In an interview that lasted nearly 90 minutes, Mr. Keil and members of his staff answered questions and explained DHS infrastructure protection initiatives. Mr. Keil is a long-time member of ASIS and we are working to give him increased access to the association and its members.

MARKETING

Vice President, Eileen Smith
703-518-1404 or
eileen.smith@asisonline.org

Impressions from public relations activity during May reached nearly 25 million, more than double the exposure in April. Year-to-date, impressions exceed 213 million, valued at more than \$4.5 million. Thanks to those members who spoke to the press in May, including Phillip Banks, CPP, on ROI for security systems; Shyaam Srinivasan who spoke about IT security; and Don Aviv, CPP, PCI, PSP, on business continuity. Press coverage during the month included stories on the ASIS European conference, the call for presentations for various ASIS conferences, the CSO Roundtable's announcement of a Latin American security summit, and a variety of stories stemming from the Dallas media tour held in April.

Promotion for the Seminar is in full swing. Due to the media partnerships we have in place with 19 companies representing 26 publications, we had free exposure in 16 print or online publications in May. This coverage level is expected to continue through the event itself. Seminar registrations are running well ahead of last year at this time. Just a reminder to tell your colleagues that Exhibits-Only admission is free with advance registration and, of course, is always free for members. Paid registration for those attending educational sessions is also ahead of 2009. A PDF of the *Seminar Overview* is available online now and will be mailed with the July issue of *Security Management* magazine.

Traffic in the Career Center continues to build. In May, 32 new jobs were posted, 26 new employers registered, and 600 applications were submitted. Whether you're looking for a position or to fill a job, this site should be your first stop.

All three online certification review courses are on sale through the end of June. For those planning to take one of the exams in the coming year, this is the best value available (savings of at least \$200 from other alternatives). A pre-publication special was held in May on the *Professional Investigator's Manual*, published by ASIS. This book now constitutes the reference for the PCI exam and contains all the material needed to study for the examination.

PUBLISHING

Vice President, Denny White
703-518-1450 or
denny.white@asisonline.org

In May the Publishing Division completed the June 2010 issue of *Security Management* magazine with 106 pages.

Advertising pages in *Security Management* for the June issue were on budget, and advertising revenue for June was also on budget. For the five months year to date, advertising revenue was on budget.

In May *Security Management Daily* continued updates from significant security stories. For the Ft. Hood shootings, we have published over 30 stories. For the Christmas attempted airline bombing, we have published over 35 stories. For the May 1 attempted bombing in New York City, we have already published over 15 stories.

Security Management Online activity for May served 28,276 unique visitors. Our unique visitors accessed the site an average of 1.2 times during the month for a total of 34,589 visits, and for each visit they looked at an average of 2.1 site pages for 2:09 minutes.

RESEARCH & DEVELOPMENT

Vice President, Bob Rowe
703-518-1440 or
bob.rowe@asisonline.org

The Foundation has begun shifting toward a dramatic increase in fundraising as a component of Foundation activities. The new reality in association management requires that we identify and mine sources of funding to fully support our programs. Not only do more members need to support the Foundation if we are to continue our work, but all Volunteer Leaders should commit to setting the example.

Headquarters staff attended a conference for foundations of associations sponsored by Association Foundation Group. Most of the associations experience similar problems and issues. Among the topics addressed were social media's impact on the association, conflict of interest and board ethical expectations, technology and the law, what motivates giving, and the importance of data and research in fundraising. This conference confirmed that the issues the Foundation is dealing with are shared among many other organizations.

A final draft for a Connecting Research in Security Practice (CRISP) report on security policies and procedures was denied approval by peer reviewers and is unlikely to be published. First drafts were received from two authors for CRISP reports on insider threats and night work and vigilance in security operations. Both reports were sent out for peer review by two subject area experts.

The ASIS Academic/Practitioner Symposium is scheduled to be held July 28-30, 2010 in Alexandria, Virginia, and invitations to the event were e-mailed to roughly 200 academics, practitioners and ASIS leaders. Headquarters staff worked with the hotel staff and the event Chairman, David H. Gilmore, CPP on meeting logistics.

The ASIS Foundation 14th Annual Golf Classic will be held Monday, October 11, 2010 at Cowboys Golf Club in Grapevine, Texas. A new Web page for the golf tournament was launched that includes marketing materials that can be used by Chapters at <http://www.asisonline.org/foundation/noframe/golf2010.html>. A marketing campaign was designed to push out these materials via traditional and social networking channels like LinkedIn and Facebook.

STRATEGIC OPERATIONS

Vice President, Michael Gips
703-518-1495 or
michael.gips@asisonline.org

During May, the CSO Roundtable added two new members. They are: Doug Smith, NetJets; and Richard Chase, CPP, General Atomics. Total membership in the Roundtable at the end of May was 229.

The CSO Roundtable has been getting excellent member participation from its benchmarking efforts. In May, the Roundtable conducted surveys, per request by individual Roundtable members, on the following topics: loss prevention's place in the corporate structure, the cost of the use of security guards at corporate headquarters, and the use of asset-tracking tools by pharmaceutical and biotech companies. Almost 100 (of 229) members took the loss prevention benchmarking survey alone.

A special slate of women-in-security sessions will be offered with other pre-seminar intensives on Monday, October 11th. The fee for the program is \$50. The full schedule was included in the pre-Seminar program and will also be featured in the July/August edition of *Dynamics*.

A CSO Roundtable program to be held in Rio de Janeiro, Brazil, on December 6-7, 2010, has largely been populated with sessions and speakers, including keynoter Neal Fergus. Fergus will relate his experiences bringing the Olympic Games to Sydney, in light of Rio's winning the right to host the Summer Olympics in 2016. The program will explore business opportunities as well as security issues, and examine the challenges facing Brazil as it begins to prepare for several large-scale events.

In May, 1,423 verified CSOs, deputies, and VIPs received the 28th installment of the monthly newsletter.

The department met with the Association of Corporate Counsel (ACC) to seek ways for the ACC and CSO Roundtable to collaborate. The CSO Roundtable has provided ACC with security policies, standards, and guidelines for the use of ACC's members, who are chief legal officers at corporations. ACC will be providing panel members for the Roundtable's public policy event on Capitol Hill, as part of a program that will explore the relationship and overlap among CSOs and CLOs.

The department also met with Business Executives for National Security (BENS) and discussed collaboration between the CSO Roundtable and

BENS. The parties are drafting an MOU that will address complementary areas. At least one takeaway will be that BENS will co-brand a CSO session at the Dallas seminar.

The following elected and voluntary leaders have access to this information via the ASIS website address given below: Board of Directors, Professional Certification Board, Foundation Board of Trustees, Senior Regional Vice Presidents, Regional Vice Presidents, Assistant Regional Vice Presidents, Council Chairmen, Council Vice Chairmen, Council Members, Chapter Chairmen, Chapter Vice Chairmen, and Past Presidents.

<http://www.asisonline.org/membership/volunteersecure/update/update.xml>