

Promote Your **ASIS Certification** for Professional Recognition

CPP

CERTIFIED PROTECTION PROFESSIONAL

PCI

PROFESSIONAL CERTIFIED INVESTIGATOR

PSP

PHYSICAL SECURITY PROFESSIONAL



The ASIS certification program is the first program of its kind to be awarded the SAFETY Act Designation by the U.S. Department of Homeland Security. The SAFETY Act gives ASIS board certified practitioners and their employers immediate protection from lawsuits involving ASIS certification and the ASIS certification process that arise out of an act of terrorism.

For additional information regarding protections and benefits granted by the ASIS SAFETY Act Award visit www.asisonline.org or e-mail certification@asisonline.org.

New CPPs, PCIs, and PSPs Announce your certification ASAP!

Immediately inform your supervisor, CEO, and HR manager of your new certification with an official letter on ASIS stationery. Send a press release announcing your certification to newspapers and industry publications of your choice. Visit www.asisonline.org/certification/arp/certpromo.htm to request that ASIS produce these materials and distribute them on your behalf. You will receive a copy of all materials sent.

Raise Your Profile and Keep Your Career Moving

Congratulations! You've earned ASIS board certification, security's most respected credential. ASIS certification is a mark of distinction that gives you instant credibility in the security industry. Your designation is a statement of achievement that attests to your knowledge and professionalism.

Identifying yourself as a board certified practitioner leads to increased recognition and respect for your abilities as a security professional. Your certification immediately distinguishes you from non-certified security practitioners. ASIS certification increases your standing in the security profession and helps you develop relationships that extend beyond your current position.

Earning certification was a significant investment in your career and your future. The initiative you displayed in becoming certified is the kind of approach you'll need to actively manage your career and get ahead in your profession. ASIS can assist you in this regard, but the ultimate promotional path is up to you.

You've taken an important step in your professional development. Now, leverage your certification and take advantage of the competitive edge that ASIS certification provides.

Always use your three-letter designation —CPP, PCI, or PSP—after your name.

- Signature on print and electronic business correspondence, i.e., John Smith, CPP
- Business cards (include a definition of your certification on the back)
- Corporate photo ID
- Company directories, staff listings, and organizational charts
- Resume
- Articles in professional publications
- Speaker credentials
- Project proposals
- Bio appearing on company Web sites or in related print materials
- Certificates, diplomas, name plates, and badges
- Depositions

Identify yourself as “board certified.”

Use these official taglines with your name when the certification logo is not used:

CPP: Board certified in security management

Example: Pamela Brown, CPP

Board certified in security management

PCI: Board certified in investigations

Example: Ronald Miller, PCI

Board certified in investigations

PSP: Board certified in physical security

Example: Jorge Rodriguez, PSP

Board certified in physical security

Spread news about your career achievements.

Get the word out about your move to a new company, promotion, award, publication, speaking engagement, or other career achievement. Send a press release on ASIS stationery to your company newsletter, local newspaper, industry publication, and/or alumni publication to increase awareness of your professional activities. ASIS will send a press release on your behalf to the news organization(s) you designate. Visit www.asisonline.org/certification/arp/certpromo.htm to submit your request.

**Showcase Your ASIS Certification
Display Your Certificate**

Bookmark this! Find logos and resources for certification communications.

CPP, PCI, and PSP logos are available for download in various formats at www.asisonline.org/certification/arp/certpromo.htm. You'll also find suggestions for business card layouts and text that can be used on a resume. See sample text to add to the back of your business card.

Create "official" documents by adding your own embossed foil seal.

A personalized certification embosser is available for the CPP, PCI, and PSP. The embosser imprints your name, certification number, and a statement that you are ASIS board certified on a foil seal.

Recommended language for customizing your embosser is similar to the following: "This document/report has been prepared by John L.

Doe, CPP, board certified in security management. Registry #00000."



This item is available by special order from the ASIS Bookstore at www.asisonline.org/store/search.xml or by calling 412-741-1495.

Display your credential and get noticed.



Check out the pages of attractive CPP, PCI, and PSP certification merchandise available from the ASIS Bookstore. You'll find lapel pins, cardholders, portfolios, apparel, and more to display your credential.

Visit the ASIS Bookstore at www.asisonline.org/store/search.xml or order by calling 412-741-1495.

Check the ASIS certification Web site at www.asisonline.org/certification/index.xml often for updates about certification and new ideas about promoting your credential. Contact ASIS at 703-519-6200 for brochures or handbooks to help you spread the word about ASIS certification.

Keep your certification current with recertification credits.

To maintain ASIS board certification, all active CPPs, PCIs, and PSPs are required to participate in professional development activities to earn credits for recertification. Recertification demonstrates to employers and potential employers that your knowledge has kept pace with the rapidly changing security profession and that you are current with technology. Individuals are responsible for fulfilling and reporting their recertification credits. Requirements for recertification are subject to change so be sure to check current requirements at www.asisonline.org/certification/recertification.htm.

Become a Mentor!



Help someone else earn security's most respected certification. You recognize the value of ASIS certification and the respect it commands in the security industry. Do you know someone else who would benefit by being ASIS certified? Pass on the power of certification by becoming a mentor! Explain what professional certification can mean. Offer encouragement, answer questions, and share information about available resources to prepare for the exam.

From now until December 31, 2007, CPPs, PCIs, PSPs, and ASIS members who mentor certification candidates who sit for an exam will be recognized as participants or earn awards in the Power of Certification Campaign. Awards are given to individuals, ASIS chapters, ASIS councils, and one corporation. Monitor your total awards credits on the ASIS Web site. Campaign details, a list of awards, and FAQs are available at www.asisonline.org/certification/index.xml.

Is Your Security Staff ASIS Board Certified?

ASIS certified employees build business value and deliver bottom-line benefits. A certified staff shares a common language and knowledge base to discuss projects across department operations and international boundaries.

ASIS certification reduces the risk of hiring because it provides independent validation of an individual's skill level, commitment, and continuing education. An ASIS certified workforce demonstrates competence and a commitment to excellence.

**Leverage Your Certification.
Build visibility
and professional recognition.**

About ASIS International

ASIS International (ASIS) is the preeminent organization for security professionals, with more than 34,000 members worldwide. Founded in 1955, ASIS is dedicated to increasing the effectiveness and productivity of security professionals by developing educational programs and materials that address broad security interests, such as the ASIS Annual Seminar and Exhibits, as well as specific security topics. ASIS also advocates the role and value of the security management profession to business, the media, governmental entities, and the general public. By providing members and the security community with access to a full range of programs and services, and by publishing the industry's number one magazine, *Security Management*, ASIS leads the way for advanced and improved security performance.



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ASIS Certification
Accepted as the standard. Worldwide.

