

# YEAR ♦ AT ♦ A ♦ GLANCE

ASIS INTERNATIONAL

DECEMBER 2010—DECEMBER 2011

**T**hank you for your membership in 2011. This was a year of many “firsts”, which you will read about in this report, as well as significant accomplishments in virtually all areas of ASIS.

Progress was made in expanding our global presence and building membership not only in major international hubs, but also in areas where our footprint is still small. That work will continue through 2012, led by our first non-U.S. security practitioner serving as the 57th President of ASIS.

Recognizing the convergence between IT and traditional security, ASIS aligned with another global partner this year which resulted in the colocation of the (ISC)<sup>2</sup> Security Congress with the ASIS Annual Seminar. This is just the first step in a long-term collaboration between our organizations, which collectively represent more than 100,000 practitioners worldwide.

We will continue to invest in initiatives that return significant value to each and every ASIS member and, together, we will advance security worldwide.

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**Significant Achievements in Standards and Guidelines.** Two new standards were published this year in collaboration with other organizations: a joint *ASIS/SHRM American National Standard, Workplace Violence Prevention and Intervention*, and *ASIS/BSI American National Standard, Business Continuity Management Systems: Requirements with Guidance for Use*.

ASIS stepped up its resilience activities with four standards under development, including a maturity model for the phased implementation of the ANSI/ASIS Organizational Resilience Standard. Also during the year, the ANSI/ASIS Organizational Resilience Standard was awarded Department of Homeland Security SAFETY Act certification.

ASIS contracted with the U.S. Department of Defense to create two standards to ensure the quality of private security service providers for operations in areas where the rule of law has been undermined by conflict or disaster and to support the International Code of Conduct for Private Security Service Providers.

Members receive one free download of each standard and guideline—collectively a value of over \$1,000—as a benefit of membership.

## 2012 Board of Directors Announced.

Eduard J. Emde, CPP, was appointed by the ASIS Board of Directors to be its President in 2012. Emde will be the 57th President of ASIS and is the first non-U.S. security practitioner to serve in this position. Based in the Netherlands, Emde is a consultant with BMKISS Europe. He succeeds Raymond T. O'Hara, CPP, who will become ASIS Chairman of the Board when the new term begins on January 1, 2012.

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## Strategic Partnership with (ISC)<sup>2</sup> Launched.

ASIS and (ISC)<sup>2</sup> signed a Memorandum of Understanding in 2011, which included colocating the first (ISC)<sup>2</sup> Security Congress with the ASIS Annual Seminar and Exhibits. This important collaboration provided attendees from both organizations the opportunity to network with their security counterparts. We look forward to another successful joint event at ASIS 2012 in Philadelphia.

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## Seminar Draws more than 20,000 to Orlando.

The ASIS International 57th Annual Seminar and Exhibits in Orlando exceeded all expectations, including attendance, which at more than 20,000 was up 3% over last year. Post-event survey feedback indicates the colocation with (ISC)<sup>2</sup> and the expanded educational offerings, which featured more than 200 sessions, were particularly well-received.

A significant highlight was the first-ever appearance at an ASIS Seminar by a sitting U.S. Department of Homeland Security Secretary. At the annual Law Enforcement/Military Appreciation Day Luncheon, DHS Secretary Janet Napolitano provided keynote remarks focused on the importance of private-public partnerships, and she announced that ASIS would partner with DHS on the "See Something, Say Something" campaign. Customized materials have been created and are available in the members-only section of the ASIS website.

Additional keynote speakers included Florida Governor Jeb Bush (1999-2007), Mexico President Vicente Fox (2000-2006), and aviation pioneer Burt Rutan. With the launch of a new systems integrator track, more programming for Young Professionals, and targeted sessions and events for the ASIS Women in Security group, the Seminar continues to evolve to meet the needs of all attendees.

There were more than 700 exhibitors and attendance included registrants from 104 countries.

## Global Conferences Continue to Grow.

Global conferences were held throughout the year, starting in February with the 2nd Middle East Security Conference and Exhibition in Bahrain and ending with the 5th Asia-Pacific Conference & Exhibition in Kuala Lumpur, Malaysia in December.

This year, the New York City chapter partnered with ASIS headquarters on its 21st NYC Security Expo. With about 2,000 attendees and expanded educational programming, the show was by all accounts a great success. In 2012, the Expo will increase to two days, April 25-26, and feature 18 educational sessions—all aimed at making this the largest regional security show in the northeast.

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## ASIS Executive Education Thrives.

Now entering its eighth year, the two-week *Wharton/ASIS Program for Security Executives* continues to draw the attention and praise of Fortune 1000 security executives. This two-week certificate course is taught by the same faculty who have made Wharton's MBA program one of the top ranked in the world.

ASIS executive education also had an international tone this year. June marked the premiere of *Effective Management for Security Professionals*, a four-day program held in Madrid in partnership with IE Business School, a leading international business school oriented to providing top-level training for executives.

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## Delivering Education in New Ways.

From traditional classroom programs to virtual events and e-Learning programs, ASIS delivered dozens of education programs in 2011 utilizing innovative formats and online tools.

The first Virtual Academic Symposium, held in August, allowed for expanded discussion time and interaction that was not possible in the past.

ASIS introduced five new e-Learning programs in 2011 on topics ranging from *Executive Protection: A Practitioners Overview* to *Truck Hijacking Response*.

Anyone who joins our association between October 2011 and September 2012 will receive a \$100 credit toward a webinar, classroom program, or global conference, including ASIS 2012. Spread the word to your colleagues!

## CSO Roundtable Grows, Expands Access for Security Execs.

The CSO Roundtable continues to grow, offering senior security executives exclusive access to policymakers and thought leaders such as U.S. Secretary of Homeland Security Janet Napolitano, who held a private Q&A session for CSO Roundtable members during the Seminar. Members also met privately with keynote speakers Jeb Bush and Vicente Fox.

In August, the CSO Roundtable moved swiftly to organize a teleconference featuring FBI and DHS officials who addressed threats related to the tenth anniversary of the 9-11 attacks. More than 300 security professionals participated in the call, an example of rapid response to an emerging issue.

In addition to offering a CSO track at ASIS global conferences, the CSO Roundtable has expanded its reach to other parts of the world. In July, it joined with the Mexico City Chapter to offer a one-day program focused on security concerns regarding doing business in Mexico, as well as addressed questions and concerns that directly impact multinational companies operating in the region. In November, the group held its 2nd Latin America Security Summit in São Paulo, Brazil. The CSO Roundtable ended the year with a European Security Forum in Prague, Czech Republic.

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## Membership Up; Six New ASIS Chapters Form.

Despite a weak global economy, total membership continues to grow. In addition, new chapters were approved in Romania, Bahrain, Saskatchewan, South Korea, Mexico, and Ghana, bringing the total number of chapters to 222.

As part of the organization's focus on the future, ASIS expanded offerings to Young Professionals in the form of a special networking group, programs geared toward their interests, and other initiatives to fully engage them at this juncture of their careers. The ASIS Women in Security group continues to attract more women who participate in educational and networking events while fostering discussion of issues particular to women in the workplace. A highlight this year was a series of seven targeted sessions at the Seminar.

Member utilization of social media tools has climbed substantially this year, particularly the ASIS LinkedIn group, which welcomed its 19,000th member in December, making it the 11th largest security-related LinkedIn site out of more than 8,000. The number of ASIS Twitter followers also is heading upward, now with more than 3,200 followers.

## Councils Consolidate, Expand Mission.

Several ASIS Councils took a fresh look at their mission and composition this year and made changes to better reflect current trends in the security industry. Members are encouraged to visit the Councils section of the website to learn more and to consider serving on one of the 29 niche groups.

The Councils had an active year in publishing, including two white papers and other documents. Four ASIS Councils collaborated on the *Utility and Smart Grid Security* white paper, which provided an overview of the Smart Grid and assessed the impact of NERC CIP Standards and NISTIR 7628. A second white paper was published by the Healthcare Security Council: *Managing Disruptive Behavior and Workplace Violence in Healthcare*. White papers are available for free download.

Newsletters on council activities are included in the monthly *Quick Links* communication to members. These have become one of the most popular features of this members-only e-update.

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## Key Publications Released or Updated, Some Now on Kindle.

As the body of knowledge in security management has evolved, so has the *Protection of Assets (POA)*, the ultimate reference for the security industry for the past 30+ years. Plans to convert the *POA* content from a four-binder format to an eight-volume set of hardcover books are well underway. Five of the eight books are now available to subscribers. In 2012 the entire set will be available for purchase. Hundreds of security subject matter experts are contributing their expertise to this one-of-a-kind resource.

The PSP Reference Set was entirely revamped this year into a set of eight essential publications for use by those who are preparing for the Physical Security Professional (PSP) certification. Also released this year for PSP candidates is the *Physical Security Professional® Study Guide, 2nd Edition*. Together, they cover all of the knowledge domains from which certification exam questions are drawn.

Another step forward in ASIS publishing occurred this year: Books published by ASIS now can be purchased to read on a Kindle. The books may be downloaded wirelessly, allowing buyers to choose, purchase, and immediately start reading.

*Security Management* magazine continues to deliver the most highly relevant content in both print and online formats. From the Tucson shootings to the tsunami and nuclear accident in Japan to the killing of Osama bin Laden, the magazine kept members well-informed all year.

**Certification Brand Value Up; Salaries Increase for 5th Year.** The ASIS Certification programs—CPP, PCI, and PSP—continue to be recognized as the industry standards for knowledge and expertise in a career field that is growing in popularity.

According to the annual ASIS salary survey, U.S. security professionals realized salary increases in 2011, with annual compensation averaging \$111,000, while the median climbed to \$96,000. For ASIS board-certified CPPs, the median compensation was \$108,000, 12% higher than that for all respondents. The median for PSPs was \$102,000, which was 6% ahead. Average compensation for salaried security professionals continued to rise in 2011, marking a five-year trend.

A new initiative allows board-certified members to build on their professional development by applying their CPP or PSP certifications toward a University of Phoenix bachelor's degree specific to the security field.

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**Foundation Publishes New CRISP Report; Introduces Simeone Award.** The ASIS Foundation released *Fatigue Effects and Countermeasures in 24/7 Security Operations*—the latest of its Connecting Research in Security to Practice (CRISP) Report series. The report may be downloaded at no charge from [www.asisfoundation.org](http://www.asisfoundation.org).

This year, the Law Enforcement Liaison Council collaborated with the Foundation to launch the Matthew Simeone Award for Public-Private Partnerships. The award recognizes outstanding achievement by a private organization and a public agency that partner to address crime prevention, antiterrorism, public safety issues, and other challenges. The inaugural award was presented to NYPD Shield at the Seminar.

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**Legislative Agenda Sharpens Strategic Focus.** The ASIS legislative agenda includes developments regarding anti-piracy, chemical security, cyber security, employee background check restrictions, guns in the workplace, and data breach legislation. Also being monitored are federal actions in suspicious activity reporting, increased FBI checks on security officers, the PS-PREP Program, private sector credentialing for disaster/emergency areas, FAA rollback of the block aircraft registration request program, and updates to the SAFETY Act. In conjunction with Congressional staff, ASIS is exploring interest in hearings on the U.S. Department of Homeland Security's Protective Security Advisor Program.

## A Look Ahead: Timeframe for 2012

- ◆ Plans for the 58th Annual Seminar and Exhibits, September 10-13 in Philadelphia, are well underway.
- ◆ The *Physical Asset Protection Standard, Maturity Model for Phased Implementation of the OR Standard (SPC.4)*, and the *Private Security Company Operations (PSC.1)* ANSI standards are expected to be completed.
- ◆ The *Protection of Assets* transition to an eight-volume set will be completed.
- ◆ The ASIS website will be completely revamped to offer a more seamless experience and useful new features.

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## 2012 Global Conferences:

- ◆ 3rd Middle East Security Conference and Exhibition  
February 19-21, 2012, Dubai, UAE
- ◆ 11th European Security Conference and Exhibition  
April 15-17, 2012, London, UK
- ◆ 22nd New York City Security Conference and Expo\*  
April 25-26, 2012, New York, New York  
\*The ASIS Global Terrorism Conference, CPP & PSP Certification Reviews, and the CSO Roundtable Conference will colocate with this event.
- ◆ 6th Asia-Pacific Security Forum and Exhibition  
December 3-5, 2012 | Hong Kong, China

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## Thank you for your membership.

We appreciate your continued support and look forward to representing you and the security profession in the years ahead. The volunteer leaders of ASIS, led by President Raymond T. O'Hara, CPP, contributed countless hours to achieve the many accomplishments described in this report. We thank them for their time, energy, and expertise. We also encourage you to get involved at any level...whether it is your local chapter, a committee or council, writing for ASIS publications, or in other ways. Log in at [www.asisonline.org](http://www.asisonline.org) and visit the Member Center for details on how you can get started.

**ASIS International (ASIS)** is the preeminent organization for security professionals, with more than 37,000 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, government entities, and the 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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