

YEAR ♦ AT ♦ A ♦ GLANCE

ASIS INTERNATIONAL

OCTOBER 2006–OCTOBER 2007



With an emphasis on collaboration and accomplishments in 2007, ASIS has reached new heights in several areas and has met key goals, positioning the Society well for another year of strong performance in 2008. This report provides highlights of major achievements of the year, demonstrating how ASIS and its members are continuing to advance the security management profession worldwide.

Annual Seminar and Exhibits Sets Another Record. The 2007 event in Las Vegas broke attendance records again this year with 23,708 attendees. Several new features were added including downloadable session handouts, free access to audio recordings of sessions that registrants were unable to attend, and additional pre-Seminar planning tools, enhancing the experience for attendees.

Keynote speakers Tom Peters and Dr. Henry Kissinger inspired and enlightened attendees with their compelling presentations on innovations in management and the current world stage in foreign policy and national security. Former U.S. Congressman Michael G. Oxley led a panel addressing business ethics and compliance, while motivational speaker Christopher Gardner shared his amazing story on self-empowerment, beating the odds, and breaking cycles.

Exhibitor Magazine hailed the ASIS Annual Seminar and Exhibits as one of the top five exhibitions nationwide in terms of attendee buying power, making it the only *security* event recognized on this list of major shows around the country. Also, ASIS' ranking in *Tradeshaw Week* moved into the top 100 for the first time with a ranking of 85th out of the top 200 tradeshows of 2006 in the United States.

Looking Ahead: Mark your calendar now for the ASIS 54th Annual Seminar and Exhibits in Atlanta, Georgia, September 15-18, 2008.

International Conferences Receive High Marks. February marked the first ASIS conference in the Asia-Pacific region, held in Singapore. This inaugural effort was highly successful with 315 delegates, 15 exhibitors, and an excellent program. The 6th European Security Conference also was held in Berlin and attracted nearly 500 participants from around the world.

Looking Ahead: ASIS 2nd Asia-Pacific Conference, February 11-13 in Singapore; and the 7th European Security Conference, April 13-16 in Barcelona, are scheduled.

Membership Reaches All Time High of 35,596. Membership surpassed 35,000 this year and is continuing to rise. The *Reach Out* Member-Get-a-Member campaign was introduced in January, offering a multi-tiered award structure for both individuals and chapters who recruit new members. Final results will be announced in January. Also, seven new chapters were added, bringing the total to 207. The new chapters were formed in Evansville, Indiana; Mumbai, India; Tel Aviv, Israel; Southwest Florida; Australian Capital Territory; Croatia; and Dominican Republic.

CPP Certification Celebrates 30 Years. This year marked the 30th anniversary of the Certified Protection Professional (CPP) designation. The program was introduced in 1977 and today is recognized throughout the world as the highest distinction accorded a security practitioner. All ASIS board-certified individuals were recognized at the Annual Seminar and Exhibits, including those who have earned the CPP, the Professional Certified Investigator (PCI), and the Physical Security Professional (PSP).

In addition, this year has seen a record-breaking number of applications for the CPP credential. Much of this growth is fueled by increased interest outside the United States.

More Scholarships Available. The Allan J. Cross, CPP Award, sponsored by the ASIS Foundation, has been expanded to 30 awards per year (up from 25); and applies to all Certification Review Programs (CPP, PCI, PSP, Spanish CPP, CPP Online, and PSP Online), locations, and dates. This means chapters can nominate members beginning January 1, 2008 for the entire year.

Additional Resources for Certification Exam Prep. Now it is more convenient than ever to study for the CPP and the PSP exams with the introduction this year of the Online Reviews on CD-ROM. In addition, a Spanish version of the PSP Study Guide was published this year, and development of the PCI Online Review was begun.

IRS, DHS Will Urge Certification. Both the Internal Revenue Service and the Department of Homeland Security have signed on to have significant numbers of their security personnel become ASIS board certified. The IRS has identified 85 candidates to take either the CPP or PSP exam. Along similar lines, the DHS has long recognized that its inspectors should have knowledge and certification equal to those of the security professionals whose facilities they are inspecting. Having ASIS training and certification officially accepted by these two agencies and embedded as part of the national critical infrastructure protection program is a mark of distinction for the Society.

Looking Ahead: In 2008, the PSP exam will be offered outside the U.S. in Spanish for the first time.

ASIS Now Active in Global Standards Development. ASIS entered the standards development world as an active contributor to the process of developing professional standards for the security arena worldwide. The Society has been granted liaison status by the International Standards Organization, the international body of standards development. Working at both the global and regional levels, ASIS will provide a voice for security professionals—a tremendous opportunity for members to have significant input into security-related standards that will have an ongoing impact on the profession.

All Hazards Risk Management Systems Best Practices Standard: Requirements with Guidance for Use is the first ASIS draft standard. Comments are currently under committee review.

ASIS hopes this standard will be embraced by businesses in response to language in Congress' 9-11 Implementation legislation that called for adoption of "Voluntary Preparedness Standards" by the private sector. ASIS is working with the U.S. Chamber of Commerce, the U.S. Department of Homeland Security, and other entities toward this end.

Information Asset Protection Guideline Finalized. This guideline is designed to help organizations develop and implement a policy and comprehensive risk-based strategy to protect their intellectual property, proprietary information, and other intangible assets. The guideline is available for free download on the ASIS Web site.

Looking Ahead: Members are encouraged to get involved in both the standards and guidelines processes by reviewing drafts, submitting comments during the comment periods, and participating in guidelines and standards committee meetings.

New Benefits for CSO Roundtable. The CSO Roundtable, a blue-ribbon organization of top security executives at Fortune 1000 corporations and other significant organizations, underwent a major reorientation. Roundtable members began to receive a range of new benefits, including a monthly e-newsletter and special CSO-only sessions at the Annual Seminar. They will soon receive even more, including access to a protected Web site filled with policies, procedures, articles, best practices, and other invaluable materials.

Looking Ahead: A CSO Roundtable educational program is in the works for Spring 2008.

Department of Justice Awards Grant. The ASIS Foundation received a \$110,000 grant to develop and disseminate Business Watch crime prevention programs. The objective is to raise awareness of crime prevention strategies in the workplace, as well as increase and strengthen the number of Business Watch programs in the United States using private security professionals as the conduit for implementation into business communities. The outreach will be supported by the ASIS infrastructure of Chapters and Councils.

This latest award brings the total Federal grant funding to the Foundation since 2002 to over half a million dollars.

Virtual Forums Offered Free. Thanks to the support of the ASIS Foundation, two Virtual Forums were offered for free to the first 50 registrants and subsequent registrants benefited from significantly reduced fees. The two forums, *Stalking in the Workplace* and *Advancing Victim's Rights and Services Among the Private Security Profession*, also are available for free download from the Foundation section of the Web site.

Salary Survey Results Released. Ever wonder how your salary and compensation measure up to that of your colleagues? Members found the answers this year in the *ASIS U.S. Security Salaries Survey Results: 2007*. This resource, updated regularly by ASIS, allows readers to search by industry, geography, education, size of company, and other factors that influence earnings.

New Report on Trends in Information Loss. For the 11th time, the ASIS Information Asset Protection Council has conducted vital research among U.S. corporations to determine the nature and scope of information losses, such as trade secrets and other proprietary data. This free report, *Trends in Proprietary Information Loss Survey Report*, is available at www.asisonline.org.

ASIS Partners with Microsoft. ASIS and Microsoft have forged a unique partnership to raise awareness of security and IT resources in each other's respective fields. As part of this arrangement, Microsoft will provide content and speakers for four Webcasts to be broadcast to ASIS members; provide a direct link from the ASIS Web site to the full array of free IT security guidance and other Webcasts offered by Microsoft; promote ASIS certification programs and education; and author a series of contributions to the "Technofile" column of *Security Management*.

Looking Ahead: Watch for announcements about the special Webcasts developed exclusively for ASIS members.

AGOBA Study. In 2007, the ASIS Global Organization and Business Assessment (AGOBA) study was completed. The first part of the study presented comprehensive analyses of external issues and trends, arriving at likely future conditions that will be faced by security professionals. A second phase of the study offered recommendations on how ASIS can position itself to provide maximum value to its members in the future.

AESRM Makes Additional Progress. The Alliance for Enterprise Security Risk Management (AESRM), a partnership of ISACA and ASIS International, commissioned research on enterprise risk management. According to the study, only 19% of companies surveyed said their companies had a robust process in place for identifying when risk tolerance approached or exceeded defined limits. Further, many risk reduction initiatives are not coordinated or integrated across all risk areas. A special session at the ASIS Annual Seminar discussed the results of this study, the value of security convergence, and the use of risk councils in the context of enterprise risk management, as well as barriers and enablers for success. A report of the survey is available for free download at www.aesrm.org.

Other Accomplishments in 2007:

- ◆ The ASIS Web site and *securitymanagement.com* were both upgraded with sleek new looks and easier access/readability.
- ◆ New offerings such as the *Critical Infrastructure Resource Guide*, developed by the ASIS Critical Infrastructure Working Group, were made available free on the Web site.
- ◆ The first-ever ASISPAC fundraising dinner for contributors and invited Members of Congress was held in September in conjunction with the Annual Seminar and Exhibits. The ASISPAC makes contributions to political candidates who support legislation favorable to the security profession.

Thank You for Your Support

Whether you are an active volunteer in a leadership role or simply a loyal member, your membership is helping to advance the profession and for that we are grateful. Our sincere thanks to the many dedicated volunteers, led by Steve D. Chupa, CPP, president, and Jeff M. Spivey, CPP, PSP, chairman of the board, who have given their valuable time and talent throughout the year. We would not have been able to achieve the results listed in this report without their involvement.

Each member has something to offer the profession and we encourage you to become involved at whatever level you can. We pledge to do our best to continue delivering the highest possible value for your dues investment and to representing you and the security profession on the world stage.



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