

Security in 2020

Editors

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About This Work

This book presents views of security's future from a cross-section of security practitioners and observers. It is both a time capsule, presenting security professionals' current predictions on security in 2020, and a map that readers can consult as they plot a course to the future.

Contributors were asked to look ahead to 2020—a date that is near enough that the predictions have a chance of being accurate, and far enough out to make for interesting forecasts.

Some of the chapters are technical and practical, while others express personal views on the world and its future. Time will tell which views of the future were right, which were wrong, and which were never thought of but should have been.

The book is divided into two main sections. Part I: *Envisioning the Future* looks at many specific issues in security. Each is addressed through a chapter by a security practitioner with years of experience and an opinion on what the near future—one decade out—may hold. Part II presents responses to several surveys of security professionals and adult security students.

Together, the topical chapters and survey responses should provide readers with a general vision of what the future may demand from the security profession and spark ideas on how to prepare for and meet the challenges of 2020.

Peter Ohlhausen, Consulting Editor
President, Ohlhausen Research, Inc.

Preface

It has been 25 years since 1984, the eponymous year of George Orwell's terrifying novel of what the future held in store; it has been 60 years since the book's publication. *Nineteen Eighty-Four* has sold 25 million copies, is still read in high school and college, and remains the best-known example of anti-utopian literature. While Orwell did not see *Nineteen Eighty-Four* as a prophetic work, some of his concerns about the future have taken on a new urgency.

According to the *Times* of London, the average English person is recorded on camera 300 times a day. By one estimate, there are 4.2 million closed-circuit television cameras operating in England today, accumulating personal data that is filed away by the government.

Video advertising screens in shopping malls, health clubs, supermarkets, and other public areas can now be equipped with cameras that track the viewer, much as Winston Smith in *Nineteen Eighty-Four* was watched by his "telescreen." These cameras contain software that can determine the viewer's sex, approximate age, and even ethnicity.

It is increasingly common for cameras to be mounted on traffic lights, outside buildings, and in elevators to record the public's daily comings and goings. Big Brother—a character invented by Orwell—is truly watching you.

But it's not only today's technology that Orwell envisioned. Another one of his major concerns, the corruption of the language, is everywhere around us, especially in advertising, public relations, and politics. No politician, for example, admits doing

anything wrong. Instead, “mistakes were made.” The agency of the U.S. government charged with waging war is, of course, the Department of Defense, just as the agency in charge of propaganda in *Nineteen Eighty-Four* was the Ministry of Truth, which coined such slogans and terms as “two plus two equals five,” “Newspeak,” and “war is peace.” Similarly, the U.S. Strategic Air Command adopted the slogan “Peace is our profession.”

Orwell was concerned about the state of the language because he believed that its debasement would make it difficult for people to think critically and make concrete distinctions. He worried that the concept of historical truth would disappear amid the foggy thinking brought on by the language’s corruption.

We see this today in denial of the Holocaust, the belief that astronauts never landed on the moon, the popularity of vampire tales, and a wide variety of conspiracy theories. The success of such books and films as *The DaVinci Code* and its companion, *Angels and Demons*, is another example of the widespread inability to think critically and historically.

A major theme of *Nineteen Eighty-Four*, as well as other Orwell writings, was his belief that government, whether of the right or the left, was growing too powerful. This power, Orwell thought, would eventually be used not for the benefit of society but to further enhance the power of the state. Looking around the world, who is to say he wasn’t right?

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Editors' Remarks

Louis A. Tyska, CPP

The security industry has obviously progressed since the Union Pacific Railroad sought the services of the Pinkertons to engage Butch Cassidy and the Sundance Kid. The professionals of today face numerous threats to life and property. Security professionals in the 21st century are being called on to protect businesses of all sizes and types, governments large and small, and societies everywhere in the world. Concerns include terrorism, commercial and financial fraud, violence in the workplace, extortion, identity theft, robbery, piracy on the high seas, man-made and natural disasters, cybercrimes, and many more. Addressing those challenges has been made even more difficult by the global financial and economic collapse of 2008 and 2009.

We must prepare for an increase in global crime as social and civil unrest spreads around the world. Hundreds of thousands of people in many countries who trained and educated to perform specific jobs or professions suddenly find themselves unemployed. The jobs they thought they had for life are no longer. They are angry and gripped with fear. They have families to support, children to educate, and mortgages to pay. They might be of an age that makes them undesirable to employers. Industry giants that were thought to be too big and successful to get into financial trouble exist no longer. Security is imperative to recovery.

The economic turmoil, we want to believe, will right itself and pass on as it always does. National security, our jobs, our retirement accounts—all will improve. However, unexpected

conditions and events will continue to plague the world. We must prepare for any surprises, whether economic, social, or political, by providing solutions to the threats they pose. One thing the security field can be sure of is that it will have a role in providing solutions. Finally, security must look ahead and anticipate problems and issues, implement solutions to maintain a safe and secure business arena with an absence of fear, and instill confidence in the success of security's efforts to support business goals. The mindset of the security profession must change to become more forward-looking. Most importantly, the diversity of workers who support our global employers at all levels will present monumental challenges. We must be able to respond to cultural issues and develop strategic plans for addressing them.

The World Future Society recently forecast the following for the next 25 years:

- The threat of another cold war with China, Russia, or both could replace terrorism as the chief foreign policy concern of the United States.
- Counterfeiting of currency will proliferate, driving the move toward a cashless society.
- The earth is on the verge of a significant extinction event. The 21st century could witness a biodiversity collapse. Incorporating communities' economic interests into conservation plans will be essential to species protection.
- In the 21st century, water will become as valuable as oil was in the 20th century.

Lawrence J. Fennelly, CPO, CSS, CHS-III

From now until 2015, forward-looking security practitioners should begin to build the programs they will need if they are to

address the challenges of 2020. It is a time to get one's house in order, gaining the necessary funding for upgraded security systems and practices and then implementing those improvements. By 2015, those forward-looking security practitioners should be managing their improved programs and keeping staff up-to-date through training.

One way to envision the future is to assume you have been given \$500,000. How would you spend it? What equipment would you purchase? What changes would you make? Would you do something wholly new? If you ever have such an opportunity, you should think creatively.

Fortunately, you may not need \$500,000. Not every security improvement is expensive, nor should every developed program need an expanded budget.

Security managers should start by brainstorming with fellow employees, encouraging the expression of new ideas. It may even pay to create a contest titled "How to Improve Security Within Our Complex." A great, affordable idea may surface.

To address the problems of the future, we must manage our visions. We must work to create positive solutions, implement those solutions, and show their benefits to our organizations.

Mark H. Beaudry, CPP

The greatest security challenges in the future will occur in three areas: standards and guidelines, emerging technology, and security education.

First, the growth of security standards will cause the profession to follow defined processes globally. Some standards will be easily implemented and adhered to, yet others will be difficult and cumbersome. The need for compliance auditors and gatekeepers of such standards will emerge as the critical backbone of professional standardization.

Second, emerging technology will greatly affect both the security profession and society. Major developments will occur in robotics, nanotechnology, video analytics, automation, data storage, intelligence sharing systems, communications and social networking, and voice commands. Security technology will need to grow fast to stay ahead of technological risks, such as cybercrime and identity theft.

Third, the security profession has matured into its own academic discipline and will need academia to consider establishing programs to meet the security profession's demand, from associate degrees to doctorates, comparable to degrees in peer disciplines like sociology and criminal justice. Along with higher education comes the need for both research and teaching in the discipline of security management. That stage will require security professionals to obtain their PhD so they can teach and conduct research in the security discipline. Many global corporations will also have a demand for educated security professionals at all levels to prevent business disruptions and maintain competitiveness in our fast-paced global supply chain environment. Finally, we must strike a balance between maintaining our professional security positions while simultaneously looking forward to ensure that those coming into the profession have guidance and the proper education to meet the demands. We can only accomplish this through continued education, certification, mentoring, research, and writing on the progress of this wonderful field of security.

Dedication

In loving memory of my son Kevin Andrew, who passed from this world on January 21, 2008. He was son, brother, husband, father, and coach, loved by many, missed by all whose lives he crossed paths with. The community at Wheeling Jesuit University was made better by his enthusiasm, spirit, energy, loyalty, and love.

Louis A. Tyska

I dedicate this book to my grandson Coleman Joseph Fennelly, who has successfully fought cancer at the early age of 18 months. When I told my mother about his arrival and his name, she said he will always be strong for the name means strength.

Lawrence J. Fennelly

I thank the many students in my security and criminal justice classes who have helped me shape courses and my teaching style. I also thank the scholars and security professionals who have encouraged my writing and teaching: Larry Fennelly, Joe Nelson, Skip Brandt, Mike Art, Bonnie Michelman, Scott Fishman, Tom Chuda, Steve Saravara, Patti Gavin, and Marcel Beausoleil. Special thanks, of course, to my loving wife and friend Susan and my beautiful children Jordan, Christofer, and Ilisabeth. Also, I thank Sal and Grace, Lou and Rita, Drew and Kathy, Adam, Sal III, Sue, Linda, Craig, Lisa, and Billy.

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Councils

The **ASIS Commercial Real Estate Council** provides a credible and progressive source of information and leadership regarding security, life safety, and emergency preparedness issues affecting the commercial real estate industry.

The **ASIS Crime/Loss Prevention Council** establishes and sustains relationships for the purpose of preventing crime and encourages the exchange of effective security concepts and other information between law enforcement, private security, and ASIS.

The **ASIS Insurance Fraud Council** provides information, education, and guidance on insurance fraud. It also encourages Society membership by those industry practitioners actively engaged in the investigation and detection of insurance fraud.

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