

ANN Y. TRINCA, CPP, PCI, PSP

Vice President, SecTek, Inc., Reston, VA, 1999-present



Experience:

Began career in the security profession in 1999 at SecTek, a guard services company, with progressive management experience including Proposal/Communications Manager, General Counsel, and Vice President, with present responsibilities including corporate compliance, training and professional development.

Education:

BA with Honors, University of California at Davis 1982
JD, George Washington University Law School, Washington DC 1986
Crisis Leadership in Higher Education, Harvard Executive Education Program, Boston 2013
Other security certifications: CPOI, CPO, CSSM (IFPO); CIPI, CIPM-II (IFCPP)

ASIS Activities:

Member since 2013. Professional Certification Board: CPP Job Analysis Task Force 2014; PCB Director 2015-present, including CPP Designation Committee, PCI Designation Committee, Quality Management Committee Chair, Strategic Planning Committee, and New Member Mentor
62nd Annual Seminar Speaker 2016
Women in Federal Law Enforcement Speaker 2015
Women in Security Council 2013-2016: Strategic Alliance Committee Chair; Certification Committee Chair

Professional Affiliations:

District of Columbia Bar 1989-present
Pennsylvania Bar 1987-present
Virginia Department of Criminal Justice Services, Private Security Services Advisory Board 2014-2016
International Foundation for Protection Officers 2013-present
Women in Federal Law Enforcement 2014-present

Based on the ASIS International Strategic Plan what three goals do you feel are the most critical to the Society over the next three years and why?

Strategic Objective: Global Network: Membership Goals.

Given ASIS International's recent financial challenges, immediate priority should be placed on increasing membership by implementing changes that can be accomplished with relative ease. Opportunities for enterprise membership can be an attractive and cost conscious option for organizations wishing to provide professional development opportunities for their employees. From an individual membership perspective, opportunities for multiple-year memberships are also appealing, saving time and money for



both members and ASIS. Additionally, a coordinated effort should be made at the chapter level to entice membership at its earliest stages at local community and four-year colleges via an aggressive campaign to increase name recognition of ASIS and its certifications.

Strategic Objective: Professional Competency: Foundation Certification Goal.

The current experience requirement for the CPP (7 to 9 years), PSP (4 to 6 years), and PCI (5 years) is likely to discourage many security practitioners wishing to obtain a professional designation. Given the strong interest in ASIS's professional certifications, which is supported by data analytics, priority should be placed on creating opportunities for earlier certification. Of these certifications, priority for a foundation certification should be placed on the CPP, rather than the two specialty certifications. Because of the large investment of resources it would take to launch any new certification, the foundation certification must first be supported by a thoughtful needs analysis. If in fact the data supports proceeding with a foundational certification, and if ASIS has determined it has the requisite resources to develop and implement the new certification, then efforts should be made to capture this new market of potential certificants. In the meantime, continued steady efforts should be made to promote ASIS's existing certificate programs as a logical pathway towards achieving certification.

Strategic Objective: Knowledge and Learning: E-learning

Complementing ASIS certification goals are the organization's knowledge and learning objectives. Immediate priority should be placed on taking inventory of ASIS's existing vast content of information, then communicating to members the form of that information i.e. webinar, book, etc., and how to access that information. Understanding what currently exists, and in what form, will help to inform where limited resources should be directed. Going forward, an investment in improved e-learning options recognizes that many professionals and organizations, no matter how well intentioned, are faced with tightening budgets from travel and education. Having relevant and timely content, delivering that content in the most cost-effective manner, and providing tangible proof of successful completion of a class/program will incentivize participation in ASIS's programs.

Please describe your specific view of the role of a member of the Board of Directors.

A member of the ASIS Board of Directors has multiple responsibilities. First, to understand the organization, including its immediate and long range challenges; second, to understand the interests of its membership, who must find value in ASIS membership and programs to justify payment of its membership, seminar, and certification fees; and third, to believe in the potential of ASIS International to become identified as the preeminent organization representing security professionals (e.g. comparable to the American Bar Association, American Medical Association, etc.). A board member must be able to maintain a bird's eye perspective and to continually be mindful of the organization's strategic direction, and yet must also be willing to address the details and be pragmatic about what can and should be accomplished. Thus, a board member must be visionary, strategic, and ultimately motivated by an underlying desire to professionalize the industry.

What professional efforts and accomplishments within ASIS and outside (not simply roles you have held) make you deserving of this candidacy?



In addition to the privilege of working with an outstanding group of security professionals, serving on the ASIS WIS (Women in Security) Council for three years afforded me the opportunity to make several specific contributions to the council. First, the opportunity to draft committee charters outlining the strategic purpose and direction of the Strategic Alliance Committee and Certification Committee; second, the opportunity to develop and solidify WIS's strategic alliances; and third, the opportunity to be a consistent contributor to WIS's quarterly newsletter, taking full advantage of this communication tool to promote the value of ASIS certifications. I was honored to receive the council's Karen Marquez Honor last year, in part, for these contributions. My leadership roles in WIS also resulted in opportunities to speak at two national conferences, including last year's 62nd ASIS Annual Seminar, Session 3302, Topic: "Key Success Factors for Women in Security" and WIFLE's 16th Annual Leadership Training, Topic: "Importance of Certification." At each event, I was pleased to be able to share my insight on the importance of ASIS membership and certifications, particularly for women who are underrepresented in higher management positions. I am also grateful to have had the opportunity to contribute to several security texts, including "Women in the Security Profession: A Practical Guide for Career Development", published by Butterworth-Heinemann/Elsevier; "Security Supervision and Management, Theory and Practice of Asset Protection, 4th Edition", published by Butterworth-Heinemann/Elsevier; and "Physical Security Principles", published by ASIS International.

Equally rewarding has been my experience serving on the ASIS Professional Certification Board. Experiencing first-hand the inner workings of the entire exam development process has been humbling and has instilled in me a firm commitment to maintaining the integrity of ASIS certifications. Unlike the bar exam, security professionals have many choices when it comes to certifications. With the availability of so many different competing certifications, ASIS is faced with a great challenge in solidifying its claim that its certifications matter to the security professional and industry. Having insight into ASIS certifications and several others can offer a valuable perspective.

Outside of ASIS accomplishments, I am grateful for my years serving in troop leadership roles with the Boy Scouts of America, volunteering at several organizations serving children and adults with disabilities, raising a large family, and building a successful business.