

# Security Force Management: Functional Management in Today's Competitive Environment



EXPERIENCE, DEDICATION, AND LEADERSHIP IN SECURITY EDUCATION

*June 3-4, 2013*  
*Indianapolis, Indiana*

*Earn up to*  
*19 CPEs*

**ASIS**  
INTERNATIONAL  
Advancing Security Worldwide®

# Take your contract security program to the next level


*Ensure your program stays relevant.*

**Whether you're new** to a contract security leadership position, striving to increase your management responsibility, or have 20 years of experience as a security manager, your ability to manage a contemporary contract security force depends on your understanding of the law, management practices, technology, and best practices and procedures. This program delivers a comprehensive update on these core management requirements and also spells out what separates a great contract security agency from an average one.

**A thorough understanding of the trends and issues** affecting the management of a company and security officers is mandatory if you want to maintain a cutting-edge security company. Private security operations and officers have been powerfully impacted by the development of guidelines and standards, for example, as well as recent state and federal legislation and regulations.

**Learn best practices** for security company operations. Examine the impact of stellar security officer management and see how recent industry changes and new strategies drive a more responsive and efficient security company into the future.

*Sponsored by the ASIS Security Services Council*



Register by  
April 5 for early  
bird rates!

## YOUR RETURN ON INVESTMENT

- Equip your security company to navigate the changing landscape.
- Add cost-effective practices to your professional arsenal.
- Learn new financial and marketing strategies to improve performance.
- Gain information to assist in ensuring your safety, security, liability, and compliance with legal requirements.
- Understand the impact of current trends and recent issues.

## PROFESSIONALLY DEVELOPED FOR

- Owners, executive managers, operations managers, and business development personnel of contract security agencies
- Security, facility, and property managers responsible for oversight of contract security officers
- Security supervisors
- Managers and supervisors with guard force training responsibility
- Corporate counsel, operations, purchasing, and administrators responsible for any aspect of contract security force management including contracting, purchasing, and human resources

# PROGRAM OVERVIEW

This newly redesigned course focuses on equipping contract security professionals and end users to face and overcome the evolving challenges in contract security force management.

## Overview of the Security Industry: Past, Present, and Future

The security industry has changed dramatically. Industry trends have altered the face of the average security company. Acquisitions are at an all-time high. Discuss what has caused the dynamics to shift over the past ten to fifteen years.

## State of the Security Force: How Today's Technology Impacts Security

Review the impact on the security industry of leading-edge decision making tools and recent technological advances.

## Effective Security Officer Training

Training is a key component in improving security officer performance as well as limiting liability. Learn what a training program should include and how to effectively apply it to both new-hire and in-service training. Learn to develop effective post instructions for front line security officers. Meeting your state's minimum requirements is no longer sufficient.

## Professional Growth and Development of Mid-level Managers

What training do you offer your mid-level managers, if any? Explore the importance of a detailed personal growth and development program for this management tier—one that keeps them abreast of industry changes.

## Developing an Effective Marketing Plan and Sales Team

Some companies grow at a far faster pace than others and that's not by accident. Learn how detailed marketing and sales plans can positively impact your future growth. Review why it's important for staff and line site managers to be included in these plans.

## Financial Management for Non-financial Managers (P&L Principles)

Effective financial management—often viewed as a necessary evil for the security practitioner—is essential in today's economy! Receive valuable insight into managing the financial aspect of a contract security company.

## Limiting Professional Liability Exposure

You must stay ahead of the many legal pitfalls and challenges affecting the security and business industries. Receive invaluable information to equip your security operations in navigating the changing liability landscape.

## Legislative and Union Issue Changes and their Effect on Your Company

What prevalent legislation can impact your ability to provide services in a cost effective manner? Learn what impact unions are having on security agencies in select markets and see how they can impact pricing and affect the delivery of quality security service.

## Client Retention Principles: How to Provide Excellent Service

Quality service is the number one factor in developing long term, healthy relationships with clients. Review a variety of value added services you can offer your clients to help foster that relationship.

## Healthcare Impact on the Security Industry

The government healthcare initiative—scheduled for full implementation by 2014—will have a profound impact on the contract security industry. What will the impact be for end users? Learn how companies are dealing with the implementation as well as the decision to opt out.

## The End User's Perspective

Separate yourself from the competition! Benefit from this first hand perspective from an end user of contract security services on what it takes to be considered and ultimately selected as their supplier. Learn what they are looking for in the RFP process, initial sales meetings, your proposal, and value added services.

Program content updates will be posted at [www.asisonline.org](http://www.asisonline.org).

## Fast Facts

### Registration Hours

#### Sunday

5:00-6:00 pm

#### Monday

7:00-8:00 am

### Program Hours

#### Monday-Tuesday

8:00 am-5:15 pm

### Registration Fees

The fees include a networking reception, daily refreshment breaks and continental breakfast. *Hotel costs are not included.*

	Early Bird 4/5/13	After 4/5/13
Member	\$ 825	\$ 925
Nonmember	\$1,125	\$1,225

### Hotel Information

Be sure to mention ASIS when requesting the special room rate of \$129 single/double (plus tax). This price will be honored until the room block is full or **May 10, 2013**.

Embassy Suites Indianapolis  
Downtown  
110 West Washington Street  
Indianapolis, IN 46204  
+1.317. 236.1800

## Program Chair

### Gary H. Kutry

*Vice Chair, Security Services Council  
Kutry & Associates, LLC*

## Instructors

### Ralph Brislin

Security Consultant

### Bruce Brownyard

*Member, Security Services Council  
Brownyard Programs*

### Steve Bucklin

*Member, Security Services Council*

### Michael Crane

IPC

### John Jordan III

*Member, Security Services Council  
Diamond Detective Agency*

### Bill Leap

Titan Security Services

### Chuck McCormick

ESCO Communications, Inc.

### Jim Miller

NiSource

### Robert Perry

Robert H. Perry & Associates

### Vince Ruffolo

*Member, Security Services Council*

### Chris Thornton

Universal Protection Service

*Updates will be posted online.*



### Team Discounts

10% off when three to five attendees register from the same organization; 15% for six or more. For details, email [asis@asisonline.org](mailto:asis@asisonline.org).

## HOW TO REGISTER

### Web

[www.asisonline.org](http://www.asisonline.org)

### Phone

+1.703.519.6200

A downloadable registration form is available from Member Services.

## ▶▶ Relevant Standards and Guidelines

- Management System for Quality of Private Security Company Operations - Requirements with Guidance (2012)
- Pre-employment Background Screening Guideline (2009)
- Private Security Officer Selection and Training Guideline (2010)

**Note:** ASIS members are entitled to one free download of each Standard and Guideline.

## ▶▶ Upcoming Events

### MARCH

- 4-5 **CSO Roundtable 6th Annual Spring Conference**  
Chicago, IL
- 11-14 **ASIS Assets Protection Course™ Principals of Security**  
Denver, CO
- 20 **Security Responds to International Disasters**  
Webinar
- 27 **Security and Emergency Preparedness 2013**  
Webinar

### APRIL

- 8-9 **Enhanced Violence Assessment and Management**  
Boston, MA
- 10-11 **Active Shooter**  
Boston, MA
- 14-16 **12th European Security Conference and Exhibition**  
Gothenburg, Sweden
- 17 **Check Your Identification at the Door: An Access Control Imperative**  
Webinar

### MAY

- 6-7 **CPP and PSP Reviews**  
New York, NY USA
- 8-9 **23rd New York City Security Conference and Expo**  
New York, NY USA
- 13-16 **ASIS Assets Protection Course™ Practical Applications**  
Tucson, AZ
- 15 **Workplace Violence Within the Healthcare Industry**  
Webinar

### JUNE

- 3-4 **Facility Security Design**  
Indianapolis, IN
- 4-7 **Effective Management for Security Professionals**  
Madrid, Spain
- 10-13 **ASIS Assets Protection Course™ Functional Management**  
Chicago, IL
- 19 **Social Media and Cloud Computing Threats to Privacy, Security and Liberty**  
Webinar

View full calendar at [www.asisonline.org/profdev.html](http://www.asisonline.org/profdev.html).

Programming, schedule, locations, and pricing are subject to change.

## About ASIS International

ASIS International (ASIS) is the preeminent organization for security professionals, with 38,000 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.

# Security Force Management: Functional Management in Today's Competitive Environment

June 3-4, 2013

*Indianapolis, Indiana*

## ASIS Delivers Distinctive Security Education

Leading security practitioners, who face the same challenges you face, develop and deliver distinctive ASIS programs. They address real-world security issues through personal experiences and by applying theories, proven and tested by leading security professionals. Your colleagues highly rate ASIS programs for providing best practices and the newest strategies for mitigating ever-changing security threats... today's implementation for tomorrow's security.

For more information, visit [www.asisonline.org](http://www.asisonline.org)



1625 Prince Street  
Alexandria, VA 22314-2818  
USA

Non-Profit  
US Postage  
**PAID**  
ASIS

Save \$100!  
Register by  
April 5.