

Davis 2016 Annual Meeting Remarks

January 21, 2016

Good morning and welcome.

Mr. Chairman, Board of Directors, Past Presidents, Volunteer leaders, Headquarters team, members, and guests; thank you for being here this morning, and thank you for the exceptional work you do every day on behalf of ASIS International.

I would like to take a moment to thank Dave Tyson for his extraordinary leadership this past year. Dave's work ethic is second to none and it has been inspiring watching him guide the organization. Our society is better off due to his leadership and commitment to excellence.

But Dave, your job isn't quite over. As Chairman of the Board, you have to keep me in line!

Rich Widup, our 2015 Chairman, what can I say? We started on the Board together umpteen years ago (or it seems like it). You've been a great friend and mentor, and terrific leader. We look forward to your continued involvement in other endeavors within the society.

Now, I'm looking at Tom Langer, and thinking, you're next buddy – *start winding up*. As those that have come here before me have said "the year goes by quickly".

Dick and Christina; your time is shorter than you think. Time to step into the starting blocks!

Now, it is because of the influence and mentorship of several members that I stand here before you today.

In the mid-90s, I had the good fortune to hire an ASIS member, Jim Booth, as one of my program/site security managers. Jim encouraged me; no, more like he badgered me to join ASIS. I'd been attending the annual seminars and several

other events, but had never become a member. He found great value in his membership and felt I should join and take advantage of all the society offered.

He hoped to one day chair the former Government Security Council, predecessor to the Defense and Intelligence Council, and then maybe move up to “the Board”. Sadly, he passed away unexpectedly of a brain aneurism. However, his passion for the organization and desire to make a difference through volunteer service was inspiring, and I know he would be pleased to see how far I have come within this organization.

I also owe a debt of gratitude to Cindi Conlon, a longtime friend, colleague and past-ASIS president, who encouraged me to take my first leadership role in 2003 as the Chair of the Defense & Intelligence Security Council.

While Cindi could not be here today, I want to thank her for helping guide me on what has truly been a personally and professionally rewarding path.

While I’m on this track, I want to mention and commend our recently retired CEO, Michael Stack, for his 22 years of dedicated service to ASIS International.

He was a trusted and professional leader and mentor throughout his tenure.

The establishment of the Standards and Guidelines Commission, formation of the CSO Roundtable, launch of two new board certifications, and the globalization of ASIS are among the most notable of his many valuable contributions.

And of course, thank you to the HQ staff. We couldn’t do any of this without you.

The year ahead will be a pivotal time for our organization.

It is exciting as we prepare to welcome a new leader and the energy and fresh perspective that will bring.

It is also an opportunity to assess where we are as an organization, consider potential changes, and chart a path for the future.

We know that periods of change can take us out of our comfort zone. We

must set aside the old and familiar, while stepping into the new and unknown.

Over the course of my career, I've found certain attributes essential for navigating times of transition.

Namely we must be

Positive—that is, think (new) opportunity.

Patient—set realistic timeframes and expectations; and

Proactive—hit the ground running.

It's also important to have purpose and strong leadership to guide the process, and as such, I'm pleased to stand here today and introduce you to our new CEO, Peter J. O'Neil.

Peter brings more than 20 years of experience managing and leading trade associations and professional societies. He comes to us from the American Industrial Hygiene Association, an international professional society representing 10,000 occupational and environmental health and safety professionals.

Peter is a graduate of New York's Syracuse University, with a degree in international relations and post-graduate work in public administration, knowledge management, and association management.

I know Peter is excited and up for the challenges that face the society. And, on behalf of the Board of Directors, I can say we are eager to work with him to chart a new course for the organization—one that delivers on the promises Dave Tyson challenged us to strive for last January.

Challenges like truly globalizing our society, operating in multiple languages and jurisdictions and maximizing member value.

Please join me as we welcome Peter to his first leadership meeting.

Peter, if you would, please come up and say a few words to the group.

Peter talks.....

Thank you, Peter.

I am truly honored to be your 62nd President and I commit to you today my dedication to our members, our society and our profession.

I will now take a few moments to share significant 2015 accomplishments that we, as ASIS leaders, should celebrate, as well as discuss several key strategic imperatives we hope to accomplish in 2016.

I am pleased to announce ASIS membership now spans

- 51 regions with
- A member in 140 countries and
- A chapter in 73 countries resulting in
- 236 chapters with 97 located outside the United States
 - Most recently, the ASIS Board of Directors approved and chartered the Southeast Georgia Chapter; the Puebla-Surreste, Mexico Chapter; the Bahamas Chapter; and the Bengaluru, India Chapter.

In 2015, we published two new ANSI standards --Investigations and Risk Assessment. These publications provided industry-recognized best practices and based on member feedback and downloads, significantly added to membership ROI.

Going forward, in 2016, work will begin on two new standards: *Private Security Officer Selection and Training* as well as *Security and Resilience in Organizations and their Supply Chains*.

ASIS and the National Fire Protection Association, another standards developing organization, have recognized the need to collectively address the discipline intersections of security, safety, and fire safety management to mitigate the consequences of active shooter incidents. This past Tuesday, a joint ASIS and NFPA meeting brought stakeholders together to begin this important work.

In addition, we are in talks with ISACA and (ISC)² to develop a guidance standard aimed at increasing the understanding of how cyber, physical, and information security work together in the day-to-day management of organizations. An MOU

is currently in the final stages.

This past year saw expanded education offerings.

We launched new online leadership courses and Standards competency exams.

We increased the number of certificate programs and exams, delivered more webinars than ever before, and launched a dramatically redesigned Wharton/ASIS Program for Security Executives. Of particular note, in December we held our first global conference in Mainland China. I attended this sold-out event and can attest to the energy and excitement of all involved.

It was at this time last year when Dave committed to making more of our content truly global and in 2016, we'll start realizing that vision by offering 12 webinars specifically for members in Europe, the Middle East, and Asia Pacific, as well as three Spanish language webinars.

We also now have five standards translated into Spanish, as well as the POA and Professional Investigators Manual. In 2016, the IE Business School in Madrid will offer its executive education program in both English and Spanish.

Looking ahead, this June we'll convene security education, research and training professionals for two days of work sessions focused on the future of security education. It's important that ASIS has taken the lead to bring together the many disparate efforts and we welcome the participation of all interested individuals.

In 2015, we increased exhibitor value at Seminar by participating in the U.S. Department of Commerce International Buyers Program, which allowed exhibitors to meet one-on-one with delegations of nearly 200 pre-screened buyers, as well as specialists from key regions throughout the world.

ASIS plans to partner with the Department of Commerce in 2016 and to expand future offerings.

In 2016, we will host the first Outstanding Security Performance Awards, known as the OSPAs, in North America. Previously held in Norway, Australia, and Germany, the OSPAs recognize outstanding individual, team and organizational

performance in the security sector. This new awards dinner will take place Sept 14 in conjunction with ASIS 2016 in Orlando.

The ASIS Foundation achieved a significant milestone this year with the adoption of the Enterprise Security Competency Model by the U.S. Department of Labor. The acceptance and publishing of the model will help educate employers and job seekers about the opportunities available across our profession, as well as the necessary skillsets and competencies.

In 2015, Foundation security education awards and scholarships were valued at an astonishing \$485,000 with 127 direct beneficiaries.

The CSO Roundtable saw its membership expand to nearly 400 members from 30 countries.

In addition to hosting more than a dozen in-person and online events, the Roundtable launched new offerings including CSO Nexus, which provides confidential peer-to-peer advice.

Also, the CSO Roundtable spearheaded an MOU with OSAC this past year, which has already resulted in sharing speakers at education sessions, co-locating events, and providing resources to security professionals around the globe. We expect even more collaboration in the year ahead.

In 2015, ASIS Councils continued their extraordinary efforts on behalf of the society. They produced dozens of newsletters, white papers and recommended best practices. They sponsored webinars, classroom programs, and seminar workshops. They provided subject matter expertise to media and government agencies.

Three new Councils were launched and Women in Security and Young Professionals were elevated to full Council status. Efforts to increase global representation were stepped up in 2015 and will remain a priority in the year ahead.

Speaking from personal experience, my time on the Defense and Intelligence Security Council was integral to my professional success, as well as instrumental

in moving me up the volunteer leadership path. I encourage you to go back to your regions and promote participation in these important industry groups.

Our certifications realized an important milestone this year with A-C-E, the major coordinating body for U.S. higher education institutions, recommending college credit for ASIS board certifications.

Global participation in our certifications continues to grow. This past year 41% of all newly certified professionals were from outside the United States.

A fact underscored at Seminar where one third of the new triple-certified practitioners recognized were from Nigeria.

The new CPP exam launches March 1. With the elimination of the legal aspects domain, test takers worldwide will now all be administered the same exam.

Security Management launched a revamped Podcast series that emphasizes the “story behind the story” as well as member interviews. The magazine has ramped up its social media efforts on Twitter and Facebook, and has begun leading discussions in the ASIS LinkedIn Group.

Now, as we begin this New Year and prepare for Peter to formally take the helm, it’s an opportune time to recalibrate our efforts and our path forward.

As a global association, we know our members perceive member value in different contexts and ASIS must expand its delivery capabilities to ensure we are offering *what* members need through channels that make it easy to engage with us.

Being a member of ASIS is important and we should offer new ways to engage those security professionals who can’t take advantage of membership as we offer it today.

Technology options abound for the delivery and distribution of ASIS content and investments need to be made, where appropriate, to leverage these services in order to ensure all members realize the full value of membership no matter what time zone they may be in or in which country they reside.

The increasing globalization of businesses means members need 24/7 access to information and that it must be in a clear, easily digestible format. In addition, the Amazon effect cannot be ignored. Our members want a seamless, customer-service oriented experience.

What we have done in the past will not sustain us in the future. Our capabilities, performance levels, member satisfaction levels, and continuing growth in strategic partner value-creation, must evolve to advance, to borrow a phrase from last year's seminar.

Last year, Dave spoke about the challenges we face and how we must engage in a new way. This year, under the skilled guidance of our new CEO, we will take the first step in that direction.

Yesterday the volunteer leaders, senior ASIS Headquarters staff, and the Board of Directors gathered for a strategic planning session to

- examine how we can be more responsive to members and regional needs;
- better align ourselves with the global reality of our market; and
- grow the society and realize the success that comes when everyone is pulling in the same direction.

This was an important meeting. And going forward, we will continue this collaborative effort and harness the collective wisdom of our global membership.

The challenges facing us today require a broader security mindset.

The threat environment is more complicated than ever before.

One example is that the impact of cyber and advanced technologies will only increase in scope and impact.

From virtual currencies and the Internet of Things to 3D printing and drones, security professionals are required to apply risk management principles more widely than ever before to ensure enterprises are protected.

They will need access to security best practices, expert instruction, trusted and vetted content.

As well as advice, guidance, and support from their peers.

They will need ASIS International and the wealth of resources only we can provide.

For 2016, my plan is to continue to execute the top priorities laid out in Dave's remarks last year and reiterated in the Presidential Commission on High Potential Growth Opportunities.

Specifically, we will continue efforts to bring about

1. Full globalization of our society. We will continue recruitment efforts and expanding services for members outside the United States. In addition, we will explore ways to strengthen the regional advisory boards to ensure our programs and services meet member needs across the globe.
2. Expanding our cyber security reach. Threats actors are more organized, focused, and determined than ever. We must continue to seek meaningful partnerships with related groups, as well as provide the education and information our members need to address these risks.
3. Strengthen member value and expand our vision for the future by further research based upon last year's Global Growth Strategies study.

In 2016, I will launch two presidential commissions—

First, we're going to do a deep dive into the society's IT system and website. We will review the security roadmap for the protection of ASIS assets—wherever they might be—as well as member data protection.

We need to identify where we are and determine where we are going, and how to get there efficiently and securely—without sacrificing the member experience.

The focus of the second commission has been addressed a time or two in prior administrations. I'm speaking of ESRM—Enterprise Security Risk Management.

In past years, the CSO Roundtable worked with ESRM experts—senior security executives from some of the world's largest organizations—and developed white

papers that helped define the process. The Commission will use this work, as well as others in the field, to provide recommendations for how ASIS can leverage this important management process to promote integrated security policies, as well as infuse ESRM into our offerings.

Our basic organizational premise has not changed—our dedication to increasing the effectiveness and productivity of security professionals worldwide.

With the direction of the Society under a new CEO, a committed Board, and an energized HQ staff, there will be course corrections and changes in the future. However, with a sustained effort, I believe we have a bright future ahead.

In closing, I would like to thank all of you once again for the trust you have placed in me and for your dedication and hard work on behalf of ASIS International.

We have a proud heritage of educating generations of security leaders. I am excited for what the future holds and what we will continue to accomplish together.

Thank you.