

# ASIS International AGM President's Speech

---

January 2015

Good morning and welcome everyone.

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 extraordinary work you do every day, on behalf of ASIS International. Your service is deeply appreciated by all who benefit from your efforts.

With that as a backdrop, I would like to take a moment to thank our 2014 President and current Chairman of the Board, Rich Widup, CPP, for his leadership this past year, which he did though both the personal and professional challenges he experienced and he did so with unflappable poise. I was extremely fortunate to have worked closely with Rich on several significant issues, and I can attest that he is a consummate professional. ASIS has truly benefitted from his talents and skills. Thank you, Rich, for your leadership, guidance and commitment!

Ironically, it is because of the influence and mentorship of a number of Past Presidents that I stand here before you today. Over a decade ago, I had the fortune of meeting and working with past President's Spivey, Williams & O'Hara, and while I have benefited from the advice of many past Presidents these three were each instrumental, in their own way, of helping me develop both as a security professional and an ASIS International volunteer.

Jeff was instrumental in helping me grow my connections and sphere of influence, Tim, in convincing me to get more involved and providing executive level council, and Ray in a steady encouraging voice throughout the years. I am eternally grateful for their support and guidance over the years. Thank You. To all past presidents, board members, and volunteer leaders, I say the tradition of developing, encouraging and mentoring members or volunteers is some of the lifeblood of volunteerism in general and more specifically, this society. By your enduring commitment to our society, you have endowed us with the financial strength, sense of vision and more importantly the heritage of making a difference in our profession; my thanks to each of you for bringing us to this point in our journey.

For over 60 years we have routinely passed leadership of the society on to a new leader. But we continue to understand the stability; endurance, strength and success of our society are based on our undying volunteer and headquarters' leadership teams collectively working for the ideals of the Society.

I am honored to be your 61st President and I commit to you today my vigorous dedication to our members, our society and our profession. The excitement of making a positive difference in our

profession awaits each of us this year and to our President-Elect Dave Davis, CPP, I say its only 12 short months until you're up here and I suspect that will come faster than you expect.

I would challenge every one of you to engage to make 2015 a year of growth and optimism; your society needs you, your ideas and your energy!

I want to thank you for your membership in 2014 across our

- 51 Regions with
- A member in 138 Countries and
- A Chapter in 72 countries resulting in
- 234 Chapters with 95 non-U.S. Chapters
  - most recently, the ASIS Board of Directors approved, and Chartered the Madagascar Chapter

The value of an ASIS membership has increased substantially over the years. In 2014, it rose again with the publication of several groundbreaking research reports and standards, the implementation of two new certificate programs in executive protection and assets protection, and a major revamp of print and digital formats of Security Management magazine. In addition, the Wharton/ASIS Program for Security Executives was redesigned to be shorter and more affordable, and a new online graduate certificate program through American Military University (AMU) was launched. This year, we also introduced a new membership class for retirees, a lower-cost method for accessing all ASIS webinars for one price (\$99), and a new website feature, Security Spotlight, to help you find resources on specific topics.

Three new research reports were published this year by ASIS and the ASIS Foundation, providing unprecedented amounts of industry-specific data and strategic information for members to use in day-to-day operations as well as in security industry forecasting and planning.

- A comprehensive study of the security industry, "[The United States Security Industry: Size and Scope, Insights, Trends, and Data](#)",
- A major metrics research report and security metrics tool were released in June by the ASIS Foundation
- *The ASIS Foundation partnered with University of Phoenix to publish "[Security Industry Survey of Risks and Professional Competencies](#)",* a report to help evaluate professional competencies and identify emerging risks that may impact careers.

Security Management rolled out a full color app featuring all of the content from the award-winning print magazine plus extras and is available for free download on the iTunes App Store or Google Play.

The PCB rolled out Digital credentials for ASIS board certifications which replaced the paper certificates issued to newly certified professionals and those recertifying.

Collaboration between the ASIS CSO Roundtable and American Military University (AMU) has resulted in a new 100% online certificate program that is the first of its kind. The Business Essentials for the Security Executive program is designed to provide critically needed business and management education and training to a rapidly growing group of senior security professionals and those aspiring to chief security officer roles. As well, CSO Roundtable Summits explored Business Opportunities in Miami, El Paso, Juarez, Mexico and New Delhi, India

In 2014, ASIS Councils continued in their extraordinary efforts in helping to produce educational webinars and classroom programs. Councils also published dozens of newsletters and four white papers. ASIS Women in Security had a very busy year and I am very pleased to announce that the Woman in Security initiative has been approved for full council status

For 238 years, in the United States, and for a millennia or two in the rest of the world, leadership has defined us as a species.

Whether it has been to move forward or hold fast, take risk or defend, migrate to a new land or build new foundations where we are, the winds of change have been among us, success was deemed by the ability to evolve. While change is truly constant in the global village we all live in today, the change we experience every day, one of the increased velocity of business demands, the unprecedented impact of cyber technology on our personal and business lives, and the complexity and reach of the threats that face us and our organizations today, accentuates the value of collaboration and education.

The velocity of business is being driven by the need to seek and expand into new markets, deal with the impacts of mergers and acquisitions, and the impact of continued resource rationalization on our budgets.

The Impact of cyber technology cannot be understated: Cloud computing, big data, security analytics, the internet of things, even drones in the air in our day to day life, all underscores the new reality of advanced technology impacting our world. These business and technology changes continue to drive ever increasing complexity for security professionals in protecting the assets of companies.

I believe this signals a new operating paradigm where security professionals even 5 years from now will have no choice but to understand the basics of cyber security, not technically, but tactically, where they can apply risk management principles, a little of the Cyber lingo and can ask the right questions, to ensure traditional security systems are protected and enterprise security risk management principles are considered. The US department of labor indicated this year that by 2020 66% of Cyber Security roles will go unfilled: the ground is evolving directly under our feet and we must evolve with the shift. This will create an unprecedented opportunity for those in our ranks who never considered a role involving the technology but have the courage to use the resources around them to learn new skills and develop their personal and professional capabilities to fill an expanded role inside the companies of the future.

## My Top 10 thoughts for Security professionals

1. Two hundred and twenty million tons of old computers and other technology devices are trashed in the United States each year. – *Has the data on them been wiped and properly deleted?*
2. On average, technology users carry 2.9 devices on them at all times – *do we have any idea what company data is on these devices and if its secure*
3. There are 350 million Snapchat messages sent every day – *I wonder how many are economic espionage or data leakage?*
4. There are 500 apps added each day to the Windows Phone Store – *How many of them are introducing new risks to your company or key suppliers? What about data leakage?*
5. Over half of internet traffic in 2014 was from bots, (robot controlled computers that call be programmed to attack and steal) according to Incapsula's 2014 Bot Traffic Report. – *Where will these lead and what will this mean for business in the future?*
6. Facebook uploads are 500x the NYSE every single day! – *What are the Brand Risks?*
7. As of April 2014, the average company has data in 759 cloud services – 80% of employees admit to using non-approved cloud systems for company data – *How do you do investigations or company with e-discovery like this?*
8. By 2016 on our current trajectory, 54% of devices moving data will be wireless – *Are our company secrets secure?*
9. By 2017 ½ of global employers will require employees to use their own mobile devices – *what happens when they lose them or leave the company?*
10. By 2020, there will be 30 billion in-home IP connected devices – *what is the potential impact to company data or company systems?*
11. **Bonus** – Security Analytics – All the data in one place is easier to steal or breach privacy rules – IBM Watson – *Video Analytics for facial Recognition could create privacy risks*

Deloitte consulting said this year that if business sells goods to end consumers in North America and wants to grow appreciably, you will need to go into e-commerce in a much more substantial way– let's think about the impacts to businesses today about going more online – what pressures does that drive with further use of the Cloud, social networking, mobile sales and payments – not to mention the attractiveness of all of this to those who would seek to plunder those profits and raid those companies intellectual property and information on their customers.

But it clearly is no longer all about the North America market anymore; McKinsey consulting predicts that by 2020 55% of Global GDP will come from Brazil, Russia, India, and China. It is predicted that many companies will move their HQ to the developing world from the developed. While I cannot predict what that will mean for the industry, I can tell you that the most senior roles for large corporations are almost

always located at the corporate HQ, so those of who are CSO's or who aspire to be CSO's should take heed, and maybe learn a second language.

### Changing regulation

2014 saw the enhancement of the Russian legislation known as SORM or System of Operative-Investigative Measures that allows much greater visibility to private companies e-mail and business traffic as well as individual's mobile device communications.

EU Privacy continues to evolve and grow and has reached a crescendo pace so that it is now highly likely privacy will emerge as a new player significant in the USA, outside of the healthcare and breach concerns of today.

While business resilience, Ebola, Bird flu and intensifying weather patterns all made their mark on the world in 2014, 2015 shows no signs of changing other than to remind us that change is constant.

But, there is good news, ASIS International is strong....shepherded expertly by staff and volunteers through a global financial crisis, hurricanes , and a volcano eruption, ASIS events and education continue to deliver the highest quality in security training and know how on a global basis.

We have a Board of directors that is second to none and I am proud to work beside them at every opportunity. Our volunteer leadership is fully engaged and gives us a robust platform from which to operate and expand.

Given the aging population of the world, our Young Professionals organization will give us strength for years to come. Standards' and guidelines continue to be a beacon to the world of our expertise and resources as security professionals. The PCB ensures that we remain stalwart in our commitment to ensure integrity and focus on differentiating ASIS certified practitioners as proven competency in their field.

Our Regional Advisory councils continue to expand and will endeavor to provide us with local insight and advice in continuing our globalization mission.

During 2015 you will hear me speak directly about three things quite a bit, Globalization of our society, continued focus on expanding our reach in the world of Cyber security and growing membership by enhancing membership value, not that what we do every day isn't just as important, but just as professionals must evolve, so must ASIS to keep pace and lead.

1. Globalization of our society and building our capability to truly globalize our programs will create significant member value and interest for new potential members. US President John F. Kennedy once committed to putting a man on the moon within the decade with no plan in place to get there; I believe we should be so bold. I believe we should commit that within a decade this society operates globally, in multiple languages, I believe webinars and training programs should be able to be delivered in major global geographies, not just replayed there. I believe membership in our high potential growth countries should rival the USA.

2. It is difficult for anyone to deny the rapid evolution of the cyber threat landscape, especially those charged with defending any type of information technology within it. Threats have become more sophisticated, and threat actors more organized, focused, and determined. Attack capabilities are more destructive and more commoditized, with an entire ecosystem and marketplace making complex exploitation tactics available to the otherwise unskilled. We should continue to expand our Cyber partnerships worldwide where this makes sense and continue to grow our Cyber education and resources for our members to prepare them for the jobs of today and the opportunities of tomorrow.
  
3. Thirdly, we should have relentless focus on growing membership by focusing on member value and expanding our vision for the future. We must grow to evolve, we all benefit from a broader understanding of the world and growing our population of members will benefit us all.

These will be hard challenges to solve for, but if we work together on what is most important, and dare to dream a little, I believe anything is possible.

In 2015.

I have announced a Presidential commission to study “High Potential Growth” opportunity regions for the society and report back this year with specific outcomes in mind. This commission will be led by Board member John Petruzzi, CPP and I know with his dedication and focus; we will get great insight on future opportunities.

I will have quite a bit of travel this year with major conferences:

**2015 Global Conferences:**

6th Middle East Security Conference & Exhibition  
February 15-17, 2015, Dubai, UAE

14<sup>th</sup> European Security Conference & Exhibition  
March 29-31, 2015, Frankfurt, Germany

25<sup>th</sup> New York City Security Conference & Expo  
April 22-23, 2015, New York City, NY USA

61<sup>st</sup> Annual Seminar and exhibits  
September 28-Oct 1, 2015, Anaheim, CA

Also, I have planned trip to Cape Town, South Africa, Dublin, Ireland, Vancouver and Ottawa, in Canada Mexico City and our Asia Pacific conference.

My friends and colleagues

I thank you for this great opportunity to lead our society, and thank all that have come before me in this prestigious capacity and given so much of their time and expertise. I thank our Board of Directors and all our volunteer leaders for what you do every day.

-End