

2020

State of the Association



ASIS International is deeply committed to advancing and reinvesting in the security profession. Your membership and participation in ASIS activities and events—like Global Security Exchange (GSX)—directly supports the development of education, certification, and standards and guidelines. ASIS remains dedicated to expanding and enriching knowledge sharing, best practices, and peerto-peer connections so security professionals across disciplines—and at all stages of their careers—can easily access the information and resources they need to succeed.

Vision

To be the recognized leader
advancing security worldwide.

Mission

Promoting excellence and leadership
within the security profession.

65

Year

Commitment
to Excellence

ASIS SUBJECT AREA COMMUNITIES

Banking and
Financial Services

Commercial Real Estate

Crime Prevention

Crisis Management
and Business Continuity

Critical Infrastructure

Cultural Properties

Defense and Intelligence

Diversity, Equity,
and Inclusion

Enterprise Security Risk
Management (ESRM)

Executive Protection

Extremism and
Political Instability

Fire and Life Safety

Food Defense and
Agriculture Security

Gaming and
Wagering Protection

Healthcare Security

Hospitality, Entertainment,
and Tourism Security

Human Threat Management

Information
Technology Security

Intellectual Property
Protection

Investigations

Law Enforcement Liaison

Military Liaison

Petrochemical, Chemical,
and Extractive Industry
Security

Pharmaceutical Security

Physical Security

Professional Development

Retail Asset Protection

School Safety and Security

Security Applied Sciences

Security Architecture
and Engineering

Security Services

Supply Chain and
Transportation Security

Utilities Security

Women in Security

Young Professionals



Hello, friends and colleagues. It was a unique pleasure to serve as the president of our association in a year unlike any other. Due to the COVID-19 pandemic, organizations around the globe have revolutionized the way they do business—and ASIS is no exception.

When my presidency began, I was scheduled to attend regional ASIS events on six continents. Perhaps more than anything else that would happen during my presidency, I was looking forward to meeting with our members and hearing their stories.

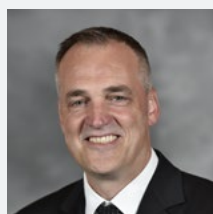
You might expect that the next chapter of this story is that I was unable to complete this goal. However, I am pleased to report that while I could not make these physical journeys, I did meet with members from across the globe: in virtual chapter and regional meetings and at Global Security Exchange Plus (GSX+)—the innovative online format for the ASIS annual event, which drew 4,600 participants from more than 80 countries.

Rather than hindering my plans, the circumstances enabled me to attend more meetings than I would have otherwise. In all, I attended over 100 regional and global meetings. ASIS International connects the dots between security professionals and the information that they need to improve their security practice, and I conclude my term as president more encouraged than ever by the power of the ASIS network.

In a year where the way we do business was fundamentally transformed, I was gratified to see our association adapt in ways that will better serve our members for years to come. ASIS launched remote proctoring for its certification exams and expanded our certification resources. Our 34 subject matter councils have become open communities within ASIS Connects, growing global participation in these groups from 1,944 professionals to 12,264.

In the throes of the COVID-19 crisis, the ASIS Foundation developed new research into the impact of the pandemic on our profession and launched new grants that enable our peers who have been financially impacted by the pandemic to retain their membership as they find their feet.

As much as I missed the opportunity to gather in person, I find that I am honored to have served as ASIS President during this transformative year. When I reflect on my career, I will cherish the time I spent aiding our Global Board of Directors as we navigated through this important part of our history.



A stylized, handwritten signature in black ink, consisting of several overlapping loops and strokes.

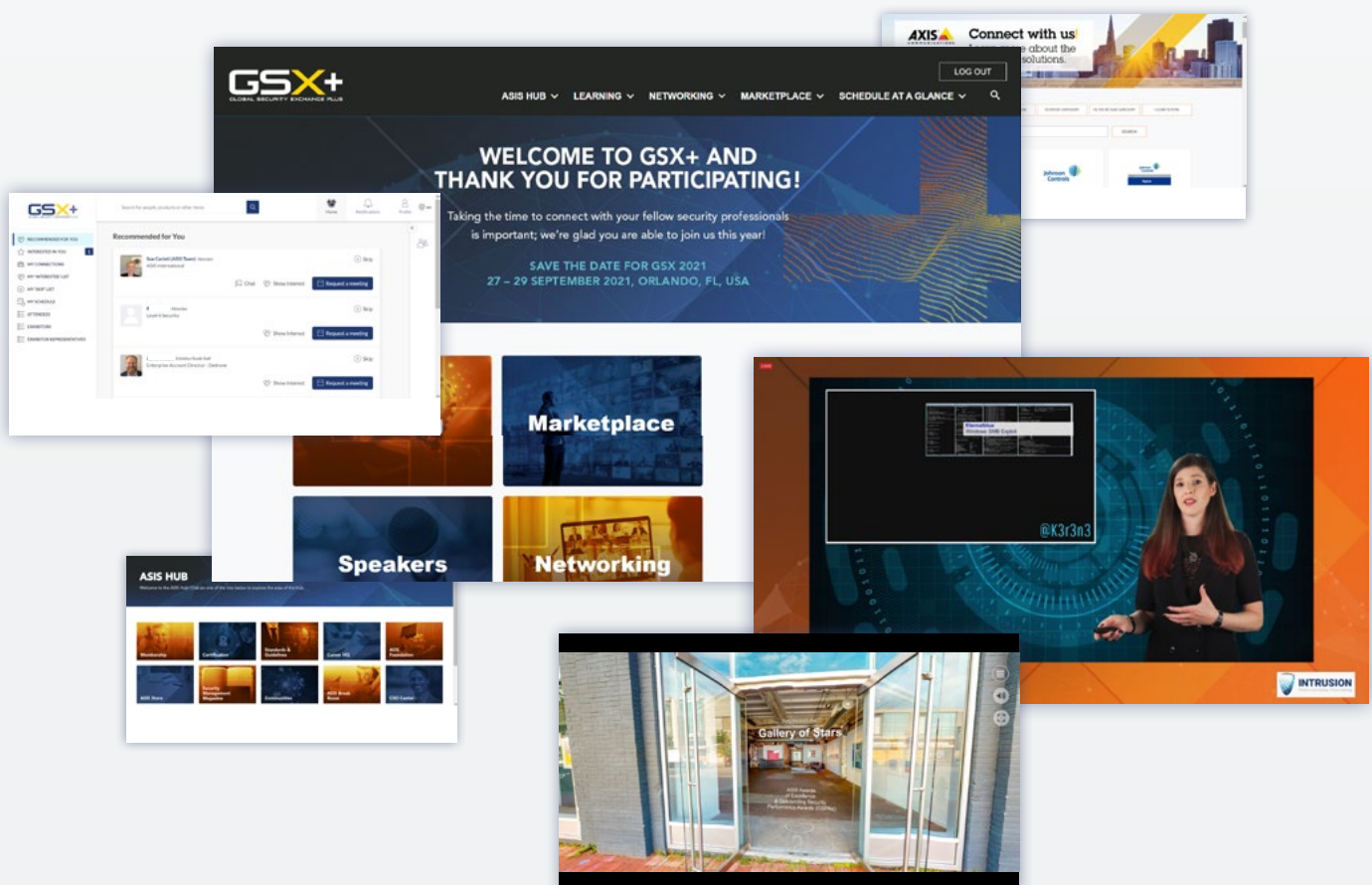
Godfried Hendriks, CPP
2020 President, ASIS International



Following months of careful evaluation of the risks associated with convening an in-person event during the COVID-19 pandemic, ASIS leadership concluded that transitioning Global Security Exchange 2020 to a digital environment was the course of action in the best interests of its members, attendees, speakers, exhibitors, and the public.

The concept was a bit daunting at first. How to take a major security conference held in a bustling convention center full of approximately 20,000 people and put it into a digital format that was enlightening, engaging, and entertaining—all in just a few months' time. But the ASIS community rose to the challenge.

The new online experience, titled Global Security Exchange Plus (GSX+), offered five days of live and on-demand education, a robust marketplace, and peer-to-peer networking for the global security community.



GLOBAL SECURITY EXCHANGE (GSX+)



4,500
Registrants from
82
Countries



88
Exhibitors



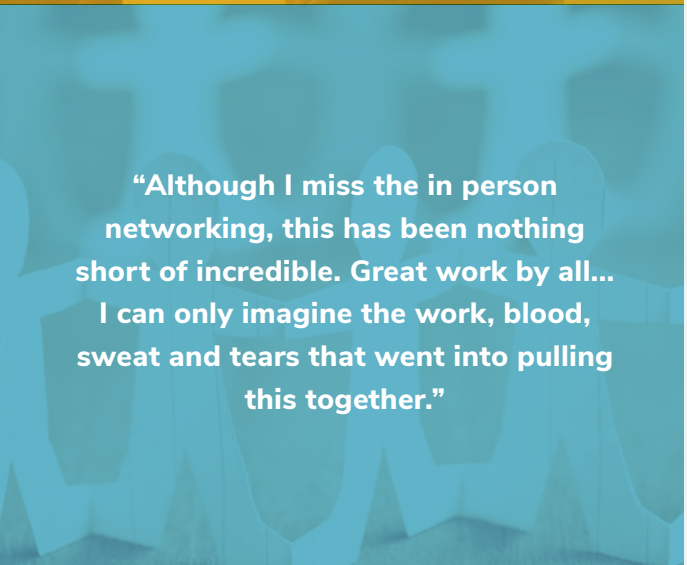
130
Sessions



5
Subject matter
Tracks



"I sense this is the overwhelming response based on comments the in various chats, and happy hours sessions. Well done is an understatement for what I have experienced and honestly thought was almost impossible to pull off...It seems as though GSX+ is REAL PLUS!"



"Although I miss the in person networking, this has been nothing short of incredible. Great work by all... I can only imagine the work, blood, sweat and tears that went into pulling this together."

Source: GSX+ 2020 post-show registration report and overall show metrics

GSX

GLOBAL SECURITY EXCHANGE

27-29 SEPTEMBER 2021

ASIS is actively planning a variety of virtual and live scenarios for Global Security Exchange (GSX) 2021. To ensure the safety of all participants, ASIS will follow global, national, and regional public health guidelines.

Regardless of the format that GSX assumes for 2021, it will remain a destination pivotal to the global security community to showcase knowledge, products and services.

Visit GSX.org for the latest information on GSX 2021.



ASIS MEMBERSHIP

Founded in 1955, ASIS is the leading association advancing security worldwide, promoting excellence and leadership within the profession and deeply committed to advancing and reinvesting in the industry. ASIS remains dedicated to expanding and enriching knowledge sharing, best practices and peer-to-peer connections so security professionals across disciplines—and at all stages of their careers—can easily access the information and resources they need to succeed. We are a member-driven organization dedicated to further developing the profession and offering a variety of membership options to ensure accessibility for everyone, regardless of income level and/or location.

New Chapters in 2020

Honduras

Kumasi (Ghana)

Takoradi (Ghana)

Portugal

Ahmedabad (India)

Chennai (India)

Pune (India)

Texas Gulf Chapter
merged into
the San Antonio chapter

34,000
members
worldwide

252
chapters in
87
countries

158
countries with
members

35
Subject Area
Communities

Source: ASIS membership data as of 31 December 2020

COVID-19 RESPONSE

ASIS moved quickly from the start of the COVID-19 pandemic to ensure that its members were prepared to combat the spread of the virus in their organizations and to tackle related challenges as the global society moved toward its new normal.

1. The **ASIS Disease Outbreak Security Resources** page provides helpful guidance related to a several pandemic-related issues:

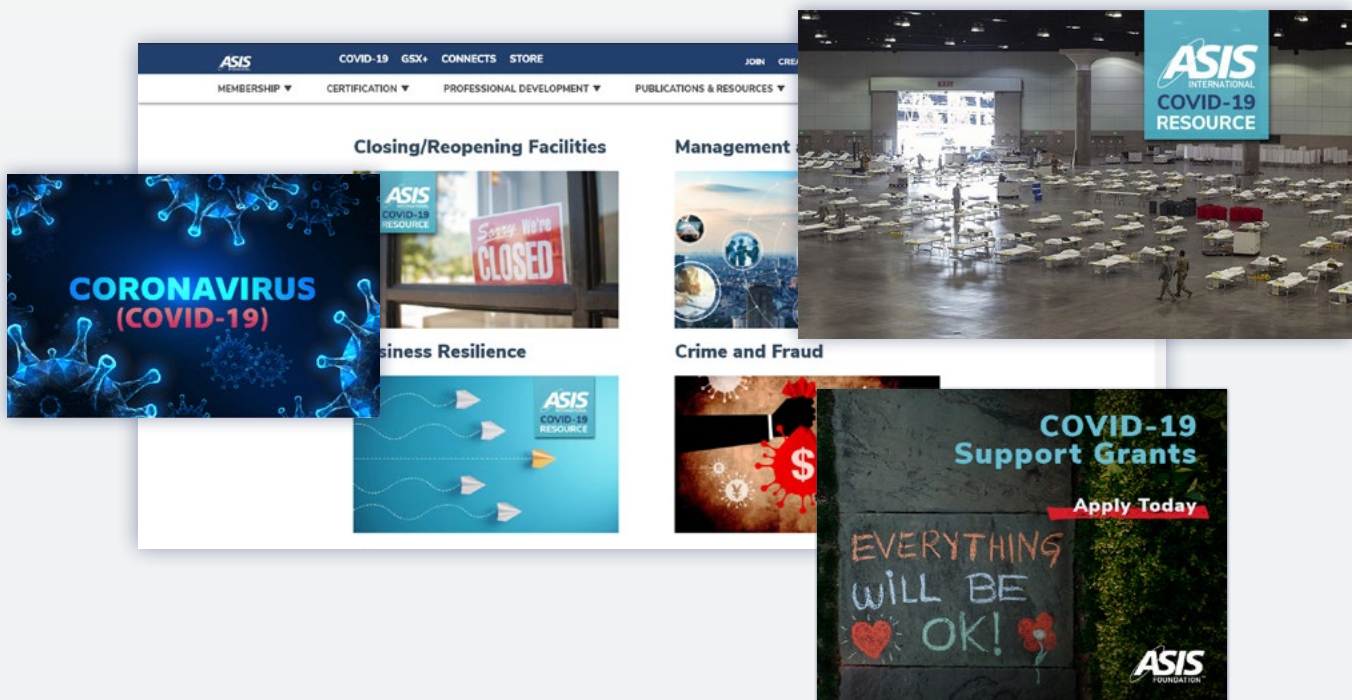
- Closing/Reopening Facilities
- Management and Leadership
- Business Resilience
- Crime and Fraud

These and other important resources can be accessed at asisonline.org/COVID19.

2. The ASIS Foundation approved up to \$100,000 in **COVID-19 Support Grants**—offering membership renewal or a complimentary online certification study program to security professionals who have been negatively impacted by the pandemic. By the end of 2020, the Foundation provided 83 grants to individuals from 19 countries.

3. ASIS introduced remote testing for its certification exams, allowing deserving professionals to achieve the gold standard of security certification from the comfort of their own home or office.

4. ASIS education programs—and even Global Security Exchange (GSX)—went digital in 2020, delivering the vital professional development that security professionals around the globe need to excel in their careers.



ASIS STANDARDS AND GUIDELINES

In its role as a Standards Developing Organization, ASIS International develops standards and guidelines to serve the needs of security practitioners in today's global environment. Through the expertise of its members, ASIS plays a pivotal role to influence security standards worldwide.

In 2020, ASIS published two standards; one new standard and a revision to a previously published standard.



**Security
Awareness Standard**



**Workplace Violence and Active Assailant -
Prevention, Intervention, and Response Standard**

ASIS serves a key liaison role on two International Organization for Standardization (ISO) technical committees



ISO/TC 292:
SECURITY AND RESILIENCE

ISO/TC 262:
RISK MANAGEMENT

ASIS CERTIFICATIONS

In late 2020 the Professional Certification Board (PCB) voted to reduce the requirements for years of experience needed to apply for all four ASIS certifications, recognizing that the security management industry has matured greatly since the program was launched 40+ years ago. The rigor and benefits of earning a certification remain unchanged, but these updates make certification more accessible to qualified security professionals.

CPP[®]

7,797

PCI[®]

840

PSP[®]

2,127

APP

258

Total
Certificants

11,022

As of 31 December 2020



Supported by generous donations from ASIS members, chapters, and organizations, your ASIS Foundation makes a difference in the security industry and communities we serve through research, grants, and scholarships for security professionals.



Beginning at GSX+ 2020, donors of \$25 or more were recognized with a new Foundation digital honor badge

Created COVID-19 Support Grants to assist members with renewing their ASIS membership or pursuing certification; awarded 83 grants in 2020 to members in 20 countries.

Shared best practices on security's response to COVID-19 with a series of global case studies on "Resilience and Recovery After COVID-19."

In 2020, the Foundation awarded:

- **134 Certification Accelerator Scholarships to members in 49 countries**
- **45 grants and scholarships to support certification and chapter education**

Released the first report in a new Digital Transformation Series 'Blockchain: A Guide for Security Professionals' and funded three new research projects for release in 2021, including a major study on "The State of Security Management".



As part of ASIS International, the CSO Center is dedicated to assisting security executives in career development and elevating the status of security professionals in the C-suite and beyond. The CSO Center provides opportunities and resources for CSOs to network, collaborate, and learn in-person, and virtually with colleagues from around the world.

The CSO Center boasts nearly 400 members from 30 countries over 6 continents

Launched several new programs and member benefits including twice monthly CSO Center Huddles, a new resource library, and a new monthly newsletter.

Enjoyed exclusive programming at GSX+, including private discussions with notable guests including former Colombian President Juan Manuel Santos, Retired General Stanley McChrystal, and best selling author Max Brooks.

Saw 200+ attendees gather online to share ideas during the summer's CSO Center Summit Virtual Series.

Changed governance structure from a CSO Center Advisory Council to the CSO Center Board, where the Past President will now serve concurrently on the ASIS Global Board of Directors to represent the CSO Center membership.

SECURITY MANAGEMENT

A premier benefit for members of ASIS International, *Security Management* makes vital security information understandable to a general business audience—both in print and online—to help ASIS International advance security worldwide.

The *Security Management Highlights* podcast, featuring host Chuck Harold, delivers monthly interviews with security professional experts and information on the most critical industry topics.



Magazine of the Year
First Place Winner
American Society of Business
Publication Editors (ASBPE)



Magazine of the Year
First Place Winner
Niche Media



Overall Art Direction
Honorable Mention
Folio: Eddie and Ozzie
Publishing Awards



Best Overall Content
ASBPE Regional Bronze

**Best Regular
Department**
ASBPE Regional Silver

Best News Analysis
ASBPE Regional Gold,
National Bronze

**APEX 2020 Award of
Excellence**
Magazines, Journals &
Tabloids, Writing
November 2019 Issue

**APEX 2020 Award of
Excellence**
Writing - Regular
Departments & Columns
National Security

Overall Magazine Design
ASBPE Regional Gold,
National Gold

Overall Website Design
ASBPE Regional Silver,
National Silver

Table of Contents
ASBPE Regional Gold,
National Gold

Cover Illustration
ASBPE Regional Silver,
National Silver

**Opening Spread
Illustration**
ASBPE Regional Bronze

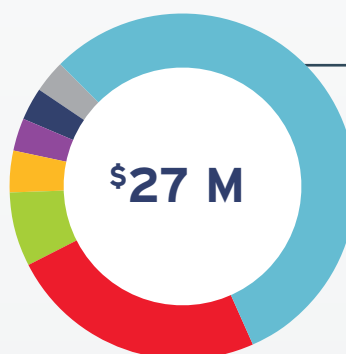
**Opening Spread
Typographic**
ASBPE Regional Silver,
National Silver

ASIS ADMINISTRATION/BUDGET

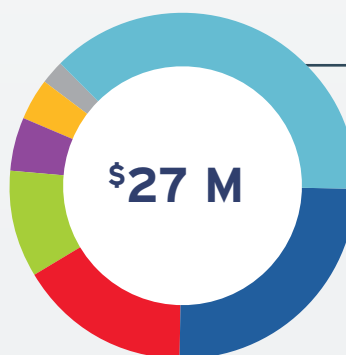
Financial Governance and Oversight

Safeguarding the assets, reputation, and financial integrity of ASIS is a top priority. We have two separate Board Committees who work closely with the CEO and CFO in ensuring an adequate level of oversight of our financial resources. The Budget, Finance, and Audit Committee oversees the annual external audit, Internal Revenue Service filings (IRS form 990), and annual budget. The annual budget is approved by the full Board prior to the start of the fiscal year. The Investment Committee also works closely with the CEO, CFO, and team of investment advisors to set the investment policy, strategy and monitoring of ASIS' investment fund. As of 30 June 2020, our investment portfolio totaled \$16.4 million. For the FY20 fiscal year, ASIS has received a clean audit opinion.

		June 30, 2020
Assets		
Cash and cash equivalents	\$	\$1,888,563
Investments		16,394,941
Accounts Receivable		206,802
Due from Affiliate		9,161
Prepaid Expenses		937,022
Inventory and other assets		618,259
Investments held for deferred compensation		1,030,753
Property and equipment		5,972,693
Total Assets	\$	27,039,556
Liabilities and Net Assets		
Liabilities:		
Accounts payable and accrued expenses	\$	\$2,660,450
Deferred revenue		8,342,070
Due to affiliate		1,030,753
Deferred compensation		2,456,189
Post-retirement benefit obligation		144,339
Total Liabilities	\$	\$14,633,801
Net Assets:		
Without donor restrictions		12,405,755
Total Net Assets		12,405,755
Total Liabilities and Net Assets	\$	\$27,039,556



FY20 Revenue



FY20 Expenses

JohnsonLambert, LLP performed the consolidated audit for ASIS International and Affiliates for the 12 months ended June 30, 2020. The above Statement of Financial position is an excerpt taken from that report in order to show the balances for ASIS International, without the affiliates.

Hello, my ASIS peers. I am John Petruzzi, CPP, and I have the honor and privilege of serving as your ASIS International Global Board President in 2021.

I would like to thank our immediate past President, Godfried Hendriks, for his leadership in 2020—standing at the helm through a global pandemic the likes of which none of us had ever seen. 2020 was a defining year for this organization and our global membership. I believe ASIS emerges stronger from this challenge, and stronger from Godfried's leadership.

As President in 2021, I want to build off his foundation and stretch even further the limits of our global sharing, learning, and mentoring. As security professionals, we are all united in the goal of keeping people safe. We are not competitors—we are collaborators. And this collaboration is at the heart of ASIS International.

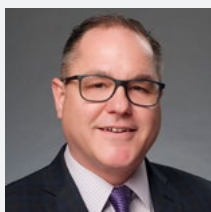
By leveraging virtual environments for meetings, engagement, education, and communication, ASIS has accelerated and enhanced not only the volume but the quality of information that we are pushing out as an association.

There are three priorities that I want our association to focus on in 2021:

- We have had digital transformation on our strategic priorities for the last few years. Now, we are hitting the accelerator full to the floor, continuing that digital transformation.
- For global governance, we had to pause briefly because of COVID-19, but we are now poised to stand up regional boards that allow us to better serve members at the local, regional, and global members.
- We are pursuing new avenues of security resources and content that are available globally, both virtually and on-demand. The gap that we are trying to plug in 2021 is on-demand learning—the ability for someone to go into the various buckets of disciplines—physical security, investigations, business continuity and resilience, executive protection, information security—and literally have a 100-level course through a 400-level course, depending on how much you need (or desire) to learn about a certain topic for your role and goals.

I've often said that I owe much of my professional success to the power of the ASIS family. From my personal experience, however much effort you put into your involvement with ASIS, you will more than likely reap twice the reward.

Thank you for your partnership with ASIS International. I'm looking forward to working with you.



John Petruzzi, CPP
2021 President, ASIS International