



2021



***State of
the Association***

A LETTER FROM THE 2021 PRESIDENT

As we wrap up 2021, I want to take a moment to celebrate what we accomplished together. In my role as president of this truly important organization this year, I have had a unique vantage point from which to see and experience the significant role our association continues to play in advancing the security profession around the world.

Over this past year, I have spoken with thousands of members who shared their ASIS membership stories with me. Time and time again, I heard of how the ASIS network, as well as the education, insights and networking opportunities provided to members, helped global security professionals navigate an increasingly complex and demanding security landscape.

This year proved yet again that as security professionals, we are stronger together. As a member for more than 20 years, I have never been prouder of my fellow members and this organization. I have seen first-hand the value of ASIS membership during these most trying of times.

Our resilient community did not simply rest on our laurels or lick our wounds when the going got tough. We moved forward, arming our global network of 34,000 members with the valuable resources and connections they need to improve their security practice and fortify their teams' standing within the organization.

This year, we revised the Protection of Assets (POA), the six-volume collection that for almost half a century has served as the security management profession's premier reference set. This set, as well as the new Essentials of Enterprise Security Risk Management (ESRM) certificate course and revisions to the Business Continuity Management Guideline and Information Asset Protection Guideline, arms professionals with tried-and-true best practices to ensure organizational success.

On the heels of an all-digital event in 2020, ASIS member volunteers along and HQ staff delivered a strong return to in-person global meetings with the hybrid Global Security Exchange (GSX) 2021. Attendance exceeded our projections, and we're looking forward to grow this new but familiar GSX in 2022.

ASIS International accomplished much, much more than this in 2021, but I'll let this report do the rest of the talking. It's been my honor and privilege to serve as your president in 2021. I'd like to thank you for your support of, and participation in, many of the programs and initiatives mentioned in this report. Together, we are strengthening the protection of people, property, and assets in communities around the world.



A handwritten signature in black ink, appearing to read 'J. Petruzzi, Jr.' with a stylized flourish at the end.

John A. Petruzzi, Jr., CPP

2021 President, ASIS International Global Board of Directors



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 2021

- Bajio (Mexico)
- Chandigarh (India)
- Kolkata (India)
- Montgomery Chapter and Mobile Bay Chapter merged into South Alabama Chapter

34,000
members
worldwide

248 chapters
in **87** countries

36 subject area
communities

155 countries
with members



SUBJECT AREA COMMUNITIES

[ASIS Subject Area Communities](#) allow members to connect around the globe on their specific security topic of interest. Join to ask questions, share resources, and build professional relationships all while ensuring you're informed on latest issues and trends surrounding your fields of interest.

Over 7,300 ASIS members throughout the world engaged with at least one of our Subject Area Communities in 2021.

Banking and Financial Services	Information Technology Security
Cannabis Security	Intellectual Property Protection
Commercial Real Estate	Investigations
Crime Prevention	Law Enforcement Liaison
Crisis Management and Business Continuity	Military Liaison
Critical Infrastructure	Petrochemical, Chemical, and Extractive Industry Security
Cultural Properties	Pharmaceutical Security
Defense and Intelligence	Physical Security
Diversity, Equity, and Inclusion	Professional Development
Enterprise Security Risk Management (ESRM)	Retail Asset Protection
Executive Protection	School Safety and Security
Extremism and Political Instability	Security Applied Sciences
Fire and Life Safety	Security Architecture and Engineering
Food Defense and Agriculture Security	Security Services
Gaming and Wagering Protection	Supply Chain and Transportation Security
Healthcare Security	Utilities Security
Hospitality, Entertainment, and Tourism Security	Women in Security
Human Threat Management	Young Professionals



GLOBAL SECURITY EXCHANGE (GSX)

When the COVID-19 pandemic prevented an in-person Global Security Exchange (GSX) in 2020, ASIS introduced the fully online Global Security Exchange Plus (GSX+). In 2021, GSX went hybrid.

With security professionals meeting—safely—in-person in Orlando, FL, USA and enjoying GSX learning and networking from anywhere via the GSX digital platform, ASIS accomplished its goal of making GSX available globally for all professionals, regardless of whether they were ready to travel.



Save the Date!

Security demands staying a step ahead. Attending Global Security Exchange (GSX) yearly ensures your organization never falls behind. Be there 12-14 September 2022 when the worldwide security industry reconvenes in Atlanta, GA, USA to stay informed, connected, and prepared for what's next.

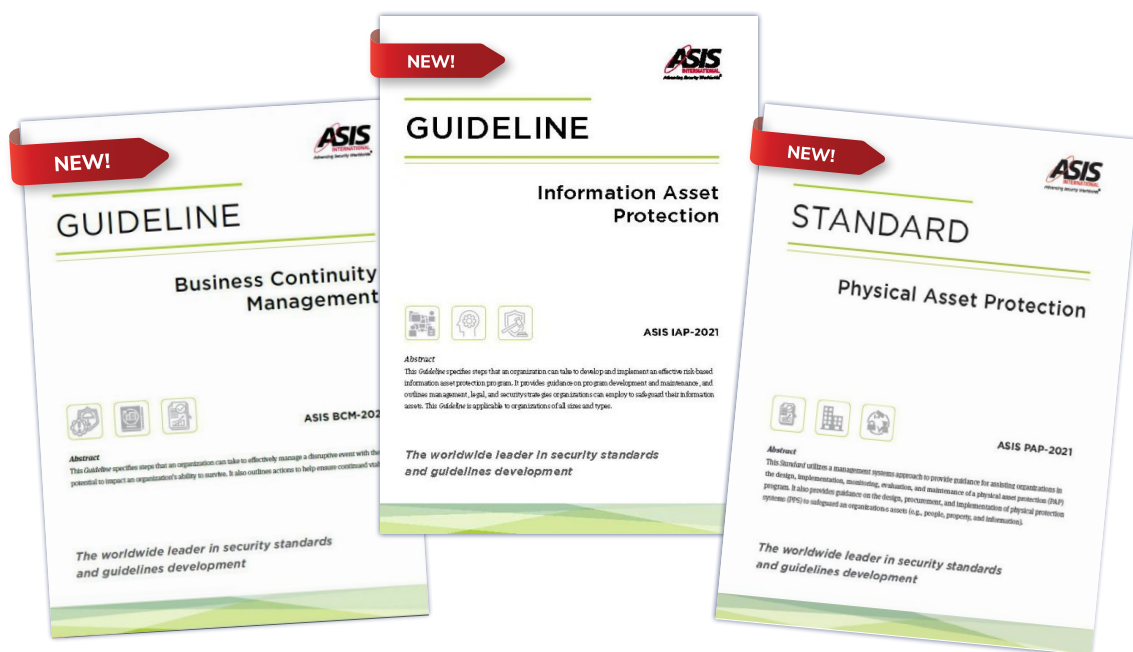
Visit GSX.org to learn more about GSX 2022.



STANDARDS & 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 2021, ASIS published revisions to two guidelines and one standard:



**Business Continuity
Management Guideline**

**Information Asset
Protection Guideline**

**Physical Asset
Protection Standard**



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

**ISO/TC 262:
RISK MANAGEMENT**

**ISO/TC 292:
SECURITY AND RESILIENCE**



CERTIFICATION

ASIS offers four [internationally renowned certifications](#) that provide the opportunity for security professionals to gain a competitive edge in the marketplace and enhance career earnings potential. Our four certifications validate security management expertise-at all career levels—and are globally recognized and valued by both peers and industry executives alike.

APP
337

CPP
8,256

PCI
949

PSP
2,289

Total: 11,831

as of 31 December 2021

ASIS International
2021 State of the Association



ASIS LEARNING

ASIS utilizes its global network of security leaders to create vital security reference sets and online offerings that help professionals strengthen their organizations, advance their knowledge, and continue their professional development.

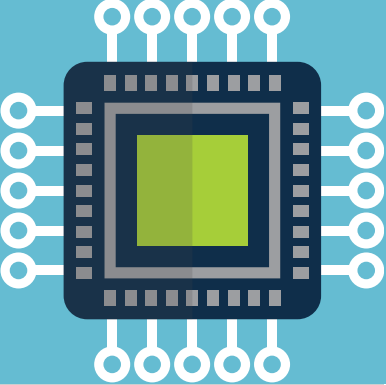
In 2021, ASIS Learning made the following valuable strides for our members:

Published a revision of the six-volume Protection of Assets (POA), recognized for almost half a century as the security management profession's premier reference set.

Created new Essentials of Enterprise Security Risk Management (ESRM) certificate course and digital certification study flash cards, accessible anywhere.

Enacted a new structure where beginning in 2022, ASIS members can access all ASIS webinars for free.

Migrated all learning offerings to a centralized location in the online ASIS Store.



ASIS FOUNDATION

The [ASIS Foundation](#) helps security professionals achieve their career goals with certification scholarships, practical research, member hardship grants, and more. Your Foundation is supported by generous donations from ASIS members, chapters, and organizations.

In 2021, the ASIS Foundation:

Was recognized with a **Communitas Award for Excellence in Community Service** for its COVID-19 Hardship Grants program, which awarded more than 120 support grants to ASIS members who had been personally impacted by the effects of the pandemic.

Released **two new research reports** in the Digital Transformation Series to help security professionals stay current on emerging technologies: [Using Social Media to Gather Security Intelligence & Artificial Intelligence in Security: Opportunities and Implications.](#)

Provided aid to ASIS members seeking certification by awarding **122 Certification Accelerator scholarships** to members in 39 countries, **21 grants to ASIS Chapters for Certification Starter Kits** that help Chapters lead their own certification study groups, and **46 other certification scholarships.**

Hosted a new virtual Fitness Challenge to engage security professionals around the world. 134 participants, 5 sponsors, and 20 teams competing, and collectively traveled nearly 28,000 km (more than 17,000 miles!) The event **raised \$27,790** for the ASIS Foundation.



CSO CENTER

As part of ASIS International, the [CSO Center for Leadership & Development](#) is committed to improving the safety and security of the global community by strengthening professional networks, providing resources and thought leadership, and by providing executive development to current and future senior security leaders. The CSO Center provides opportunities and resources for chief security officers CSOs to network, collaborate, and learn with colleagues from around the world.



The CSO Center boasts nearly 400 members from 27 countries across six continents.

The CSO Huddles, a twice monthly roundtable, saw over **30%** of its members attend at least once, and **44%** of those attendees have attended at least **5 sessions**. Topics of these sessions ranged from COVID response, change management, ethics, agility, and leadership development.

The foundational governance of the CSO Center was updated to create **new opportunities for member engagement, involvement, and feedback**—and clarified membership qualifications led to **43 new members**.

The CSO Center saw more than **250 attendees** for its virtual events, including **150 CSOs sharing insights** during the CSO Center Leadership Series.

Nearly **150 CSOs gathered** at GSX, with an in-person CSO Center member lounge and **exclusive in-person and virtual programming**.



SECURITY MANAGEMENT MAGAZINE

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

Every year, *Security Management* produces hundreds of in-depth articles, daily online exclusive content, monthly podcasts, timely newsletters, and regular Security Snapshot videos to help highlight the outstanding work of security professionals and examine the challenges that they face in their careers, their sectors, and their futures.



Magazine of the Year
National Honorable Mention
American Society of Business
Publication Editors (ASBPE)



Overall Art Direction
Winner
Eddie and Ozzie
Publishing Awards

Best Single Issue, Writing

Winner
APEX Awards for Publication Excellence

Trade Show/Conference Coverage

GSX Daily
ASBPE Regional Gold

Overall awards section: Technical and Technology Writing

Winner
APEX Awards for Publication Excellence

Overall Magazine Design

ASBPE National Gold, Regional Gold

Overall Headline Writing

ASBPE National Silver, Regional Bronze

Website Design

ASBPE National Silver, Regional Silver

Feature Article

ASBPE National Bronze, Regional Silver

Front Cover Design, Special Issue or Supplement

ASBPE National Bronze, Regional Silver

Single Topic Coverage by a Team

Pandemic Response
ASBPE National Bronze, Regional Silver

Online Feature Article Design

ASBPE National Bronze, Regional Silver

Best Regular Department

Cybersecurity
ASBPE Regional Bronze

Opening Page/Spread: Photo Illustration

ASBPE Regional Silver

ASIS ADMINISTRATION & BUDGET

Assets

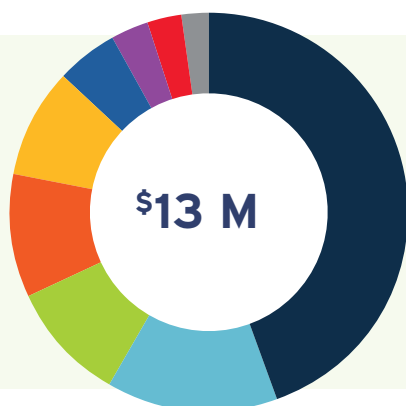
Cash and cash equivalents	\$	3,096,553
Investments		17,585,182
Accounts Receivable		691,437
Prepaid Expenses		850,196
Inventory and other assets		494,182
Investments held for deferred compensation		1,067,250
Property and equipment		5,375,095
Total Assets	\$	29,159,895

Liabilities

Accounts payable and accrued expenses	\$	1,931,804
Deferred revenue		9,284,343
Deferred compensation		1,067,250
Line of Credit		3,478,477
Post-retirement benefit obligation		144,339
Paycheck Protection Program Loan Payable		2,038,990
Total Liabilities	\$	17,945,203

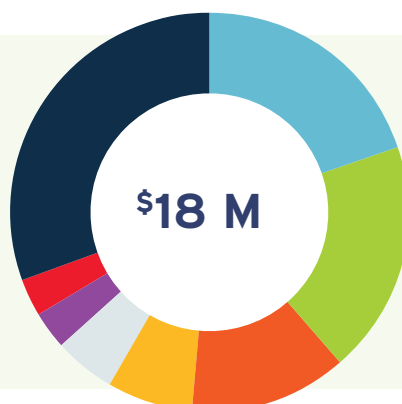
Net Assets

Without donor restrictions	\$	10,666,145
With donor restrictions		548,547
Total Net Assets		11,214,692
Total Liabilities and Net Assets	\$	29,159,895



FY21 REVENUE

44% Membership	8% Product Sales
14% Conferences	5% Education
10% Publishing	4% Contribution
10% Certification	3% Rental Operations
	3% Investment Income



FY21 EXPENSE

20% Conferences
19% Membership
13% Publishing
7% Certification
5% Education
3% Product Sales
3% Awards, Scholarships & Research
31% General & Administrative

JohnsonLambert, LLP performed the consolidated audit for ASIS International and Affiliates for the 12 months ending June 30, 2021. 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.

A LETTER FROM THE 2022 PRESIDENT

Hello, my fellow ASIS Members. I am Malcolm Smith, CPP, and I have the honor and privilege of serving as your ASIS International Global Board President in 2022.

I would like to thank our immediate past President, John A. Petruzzi, Jr., CPP, for his leadership in 2021—leading us through arguably one of the most challenging times in our association's history. The pandemic has showcased the important role ASIS plays in the lives of 34,000 members across the globe, offering valuable education, networking, news and information on the latest trends, and above all, a sense of community.

The agility our association has shown in adapting to change during the pandemic has been remarkable. I plan to build off this approach of agile leadership in the coming year. As a former military officer, I know all too well the role agility plays in surviving and thriving.

When I think of ASIS, I immediately recall the Zulu term ubuntu, meaning “humanity” and sometimes translated as “I am because we are” or “I am because you are.” The camaraderie, collaboration, and inclusiveness ASIS members have shown me over the years has changed not only my career, but my life as well. ASIS and its members are the embodiment of ubuntu.

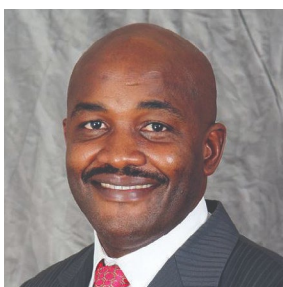
As your President, I will work tirelessly to further progress our association's efforts and outcomes in a number of areas, including:

Financial Resilience: My number one priority, our association's financial future is something the Global Board of Directors has addressed head on and will continue to do so in 2022. We made incredible strides at reducing operating costs without sacrificing the value of membership.

Global Inclusion: Thanks to the work begun in 2019 by former President Godfried Hendriks, CPP, we laid the foundation for our Global Board of Directors to seat our first two [Regional Boards in North America and Europe](#), and we will continue to view the organization through a global lens...always!

Diversity Equity Inclusion (DE&I): Leadership development is inextricably linked to DE&I efforts. Since 2016, DE&I has been woven into everything we do, and I will look for new and effective ways to further develop our association's approach towards DE&I efforts in the near-term, with long-term positive effects.

The security profession impacts everyone on the planet. I am proud to work alongside you in our shared goal of protecting people, property, and other assets. Thank you for your partnership with ASIS International. I'm looking forward to working with you in 2022.



Malcolm C. Smith, CPP

2022 President, ASIS International Global Board of Directors