



## CHAIRMAN'S CORNER

### Fellow ASIS Denver Mile-Hi Members:

The weather has turned colder, with snow in our forecast, which means we are heading into the final part of our chapter year for 2011. There is still more to come, but let's look at our recent chapter event and turn our attention to the election of chapter officers for 2012.

The ASIS Denver Chapter held our annual Security Officer Recognition Dinner event on October 21st, at Dave & Buster's in Westminster, with a great turnout and a tremendous speaker.

There were over 150 attendees, including over 80 security officers recognized. This was one of the largest turnouts the chapter has had in recent years! The event was a great success for all attending.

I want to recognize and congratulate the committee that put this all together: Chapter Vice-Chair Chris Read, Jeff Rauske and Jennifer Evans, Lorie Libby and Susan Cobb. These people spent many hours and a great deal of effort to make sure everything went as planned. Ryan Evans did a great job of coordinating and presenting door prizes as he roamed the show room floor and engaged everyone with his wit and humor.

We had a tremendous keynote speaker, Geoff Craighead, Vice President of Universal Protection Services, ASIS International Treasurer and author of books and articles on High-Rise Security, emergency planning and security consulting.

Geoff shared some of his many experiences and recounted his rise in the security industry with the audience as well as offering his personal advice on what efforts are needed to advance in the security industry.

We were also entertained by the comedian Ted Denson, a former



security officer with Advantage Security, and now touring the mid-west since 2008, providing great humor on having Cerebral Palsy and being a cancer survivor.

Of course, I want to congratulate all those outstanding officers that received recognition. The contributions you make to your organization and your tireless dedication to safety and security do not go unnoticed. You are the "front line" of our industry. Without your efforts and perseverance, our industry would not be as successful as it has become. THANK YOU to all who were recognized!

I have attended many officer recognition events in the past, but this one was one of the best I have ever experienced. GREAT JOB to all

who gave of their time and talents to make this a successful event!

Our year is winding down to the final chapter events for 2011. On Wednesday, November 16, the ASIS Denver Chapter will conduct our annual chapter officer elections. The meeting has been scheduled for Wednesday this month due to space and availability, at Patsy's Italian Restaurant, located at 3651 Navajo Street, Denver, CO 80203. There is ample parking at the restaurant. Meeting times are the same as all meetings: 5:30pm to 7:30pm – dinner will be served buffet style from 6:00 – 6:30pm, with chapter elections to follow.

The cutoff date for reservations is Thursday, November 10, 2011, as we have to notify Patsy's of the number of diners that will be attending. We are limited to 35 persons for the Italian buffet, however you may attend the meeting without participating in the buffet dinner. Dinner cost is \$25 per person, and you must register on the chapter website: [www.asisdenver.com](http://www.asisdenver.com) for attendance, and if you wish to have din-

ner, you must use the "Payments" link to prepay for your dinner. You will not be able to "pay at the door" as the buffet will be prepared ONLY for the number of paid reservations.

The chapter will also hold our Holiday Social Event this year for our December 20th meeting. We will once again hold our event at The Buckhorn Exchange restaurant. Last year we had a fantastic turnout where everyone experienced the great variety of wild game appetizers that the restaurant is famous for. Look for more information in our December newsletter and email announcements.

We need YOUR INVOLVEMENT in our Chapter to make it a success and beneficial to all our membership! Get involved by attending our meetings and offering suggestions as to how we can raise our Chapter to a higher level! Sign up for a committee to offer your expertise in our (YOUR) chapter organization!

I look forward to seeing you all at our next Chapter Business meeting on Wednesday, November 16, 2011 at Patsy's Italian Restaurant!

Warmest Regards,

Sam Adair, CPP, CSM, CIPM  
ASIS Mile-Hi Chapter Chairman

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- ◆ Chapter of the Year 1988, 1995 & 1997
- ◆ Newsletter of the Year 1996, 1998 & 2002
- ◆ Newsletter of the Year—Honorable Mention for 2010
- ◆ Chapter Website - Honorable Mention 2005, 2006, 2007, 2008 & 2010

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[dorothy.roth@usa.g4s.com](mailto:dorothy.roth@usa.g4s.com)



## New Mile-Hi Chapter Members

The following individuals are new members to our chapter, please add them to your membership directory.

*Welcome to our Chapter*

Jennifer I Walden, Regis Student Member

2500 S. York Street, Apt 413

Denver, CO 80210

Email: [jiwalden221@yahoo.com](mailto:jiwalden221@yahoo.com)

Derek M. Richter, 1<sup>st</sup> Lieutenant, Colorado National Guard

PO Box 958

Brighton, CO 80601

Email: [info@derekrichter.com](mailto:info@derekrichter.com)

Peter Haug

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Aurora, CO 80016

Email: [phaug@ameritech.net](mailto:phaug@ameritech.net) or [peter@kapapdenver.com](mailto:peter@kapapdenver.com)

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## Article of the Month

### Corporate Spies and Protecting Proprietary Information

Secret bank accounts in Swiss banks; foreign governments; selling of top secret information and the hint of international intrigue – all combined for what could be a Hollywood thriller, except that it is all based on recent news stories.

The Wall Street Journal and Bloomberg business news reported on the developing story of corporate espionage at Renault, the French automaker. Three of the company executives are being charged with corporate espionage after reportedly selling information on Renault's electric car. According to one article, Renault has invested over \$5 billion in developing electric car technology.

So far, the details are sketchy about what exactly happened. Reports indicate that a Chinese company may have made payments into the bank accounts of at least two of the executives. And to add to the damages, the French government is the largest shareholder of Renault bringing this to more of a spy operation between two governments than two competitors looking for an edge.

What lessons can be learned? And I know what you are thinking...my company doesn't deal in high-tech products; no one would care about what we do. Wrong. Virtually every business and organization has information that, in the wrong hands, could impact their competitiveness or damage their corporate reputation.

Let's take a look at another big news story this week. In Arizona, there was the shooting that left 6 people dead and several, including a congresswoman, injured. In the aftermath, three hospital employees where the victims were being treated were fired for unauthorized access to patient health information (PHI). It does not appear that anything was actually released, but this is a clear example of another type of proprietary information. The information may have been accessed out of sheer curiosity or it could be that some news agency might have been willing to pay for a 'scoop' on a patient's condition. This is a risk anytime a hospital has a VIP patient or even a deceased victim. Think of all the media attention around Michael Jackson's death and the money that might have been paid for exclusive photos of his body.

Here are two very different industries and two very real examples of proprietary information and the potential damages.

And what if your business or company provides a service or product that is seen as a commodity...there is no value in any company information at all, right? In this type of case, your proprietary information may be even more valuable. As a 'commodity' price may be one of your strongest competitive edges, especially when bidding for a contract renewal or for new business. If you went into a sales presentation and knew exactly what your competitor was going to present and exactly what their price model was, wouldn't you be able to adjust your bid to guarantee winning the business? Along these lines, wage information, benefits to employees, training topics and costs, manufacturing techniques and vendor information can all become valuable items to know about competitors.

To prevent the loss of the information, a full risk assessment should be done. Identifying all critical information is part of that, followed by identifying how that information is exposed and what threats can take advantage of the exposure.

The easy way to look at risk, is this: risk is what you face when a threat exploits a vulnerability to put a critical asset in jeopardy.

The real challenge comes with protecting information. There are so many different ways to access and steal it, as we saw not long ago with the Wikileaks scandal. The tricky part is that for the information to be of value, the employees of an organization have to have access to it. The executives in the Renault case were responsible for upper level management positions, including heading up new product development. This story will be worth watching to learn more about how the theft was uncovered, leading to a five-month long investigation.

In the case of the hospital in Arizona, it is very likely that the hospital's IT department had some measures in place to see who was accessing electronic medical records. Since this was a high-profile incident, I imagine that more attention was given to tracking access to any related victims. As soon as any employee other than those that "needed to know" accessed the information, the IT department quickly checked on whose credentials or log in had been used to close that avenue of potential loss.

So what were those lessons learned? Spy-proof your business with these four steps:

1. Identify critical information – think about what your competitors would want to know about you and what you want to know about their business
2. Review how that information could be vulnerable. Look at how it is stored, electronically and hard copies. Is it on a server or specific PC that could be stolen? Could the data be emailed off your network?
3. Evaluate the potential threats – usually, in these cases, employees. Do key employees face regular background checks or screening? Consider looking at credit issues as well. Don't assume that because an employee is higher in the organization that they are more trustworthy. In the Renault case, the theft occurred at the executive level, not the mail room employee. Think past criminal intent – employee carelessness with data or falling for social engineering (obtaining info by false pretenses) are other possible threats.
4. Take action to minimize the risk from the threats. This sounds obvious, but is probably the biggest mistake that companies make. A nice risk or security assessment may be done and all the documentation completed, but no follow up action is taken. It is not in the budget, or no one is given the responsibility or worse, no one cares enough until after an incident happens.

Remember your proprietary information, no matter what form or what industry, will be of value to someone – the only question will be if it stays your valuable information or will you give it to your competitors for free?

**Eric Smith CPP**

**Follow Eric's blog @  
([businesskarate.blogspot.com](http://businesskarate.blogspot.com)).**



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# Mile Highlights

Dear Fellow Member:

As you know, ASIS International (ASIS) is the largest organization for security professionals, with more than 35,000 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, governmental 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.

More than 200 official ASIS Chapter organizations worldwide are available for you to network and interact with colleagues and other security practitioners in a local setting. Chapters are active in sponsoring local and regional seminars, focusing on local professional issues, and providing social activities for members.

Facts about ASIS:

[ASIS Certifications](#): ASIS administers three certifications programs. The Certified Protection Professional (CPP™) designation indicates board certification in security management, and is recognized worldwide as the highest recognition accorded a security practitioner. Two technical certifications have been added recently: the Physical Security Professional (PSP™) and the Professional Certified Investigator (PCI™).

[Membership benefits](#) include:

- Award-winning monthly magazine, [Security Management](#)
- Networking with security practitioners throughout the world
- More than 30 quality [educational programs and conferences](#) annually
- Volunteer leadership and professional development opportunities
- Access to world-class security resources.

[Chapter Membership benefits](#) Member savings on educational programs, review courses, preparation materials, and publications.

[Advocacy](#): ASIS represents the interests of the security management profession to business, the media, government entities, and the public.

So, take a moment, renew your local membership for 2011, you may attain a copy of this year's application on our website, for your convenience, you may also pay using the PayPal system. I look forward to seeing you at our next business meeting.

Check our Website: [www.asisdenver.com](http://www.asisdenver.com) for updates and new events.

Sincerely,

Vincent C. Wincelowicz

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## NEWSLETTER SUBMISSIONS

### Sponsors

If you would like to sponsor a future meeting please contact Sam Adair. Sponsorship of a meeting consist of refreshments and you will receive recognition at the meeting and in the newsletter.



## Editor's Note:



As the editor of the Mile-Hi Chapter's Newsletter, I welcome any submissions that are security related. Any submission must be e-mailed to me by the end of each month in order for it to be considered for the following month. All submissions are subject to be reviewed by the board prior to publishing.

Please email submissions to [bhodge@co-security-svcs.com](mailto:bhodge@co-security-svcs.com).



The ASIS Denver Mile Hi Chapter "Summer Tour"

# Mile Highlights

## Upcoming Chapter Events

### Chapter Elections.

**November 16, 2011** (change from Tuesday to Wednesday due to meeting room availability)

Patsy's Italian Restaurant - \$25.00 dinner cost per attendee - Chapter Officer Elections

5:30 to 7:30

### Chapter Holiday Social event

**December 20, 2011** - The Buckhorn Exchange

5:30 to 7:00pm



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# Mile Highlights

Employment  
Postings

Do you have a position you are looking to fill? Why not post them to our newsletter ?

### Volunteer Your Time

Your chapter could use your help! We are looking for members who are willing to donate a little of their time for the good of the chapter. There are various committees that could use you time. This is not a huge commitment, just an hour or so a month could really help better the organization. For more information on what committees are available, speak to one of the chapter officers.

## Upcoming Meeting

Date: November 16, 2011

Time: 5:30-7:30 PM

Speaker: Chapter Elections

Location: Patsy's Italian Restaurant  
3651 Navajo Street  
Denver, Colorado 80203

Cost: \$25.00



### Mentorship

**Are you interested in becoming a mentor? You can make a positive difference in someone's career choice by volunteering a few hours a month to a student. If you are interested, contact Vincent Wincelowicz. [Vwincelowicz@jwu.edu](mailto:Vwincelowicz@jwu.edu)**

## Board Certifications in Security

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Events of the past decade have led to a fundamental shift in the security landscape, resulting in an ever-increasing demand for heightened security to protect people, facilities, assets and data on a global scale. Today, more than ever before, organizations place a high degree of importance on hiring, contracting with, and promoting credentialed security practitioners.

The independent Professional Certification Board (PCB) oversees ASIS certifications. Please take a moment to [read a special message from the PCB President](#).

ASIS administers the following certification programs:



**Certified Protection Professional (CPP®)** - This certification designates individuals who have demonstrated competency in all areas constituting management.



**Physical Security Professional (PSP®)** - The PSP® designation is the certification for those whose primary responsibility is to conduct threat surveys, design integrated security systems that include equipment, procedures and people, or install, operate and maintain those systems.



**Professional Certified Investigator (PCI®)** - Holders of the PCI® certification have demonstrated education and/or experience in the fields of case management, evidence collection, and case presentation.

Explore the core knowledge domains and assess your eligibility as you discover the rewards of ASIS board certification in this [interactive, multimedia presentation](#).

Learn more about the benefits of certification, membership, and education for [military](#) and [law enforcement](#) professionals.

## Upcoming ASIS International Seminars

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**Simeone Award Goes to NYPD SHIELD**

The ASIS International Foundation, Inc. and the ASIS Law Enforcement Liaison Council (LELC) have announced NYPD SHIELD as the winner of the first annual Matthew Simeone Award for Public-Private Partnership Excellence. A public-private partnership based on information sharing, NYPD SHIELD is an umbrella program for a series of current and future New York City Police Department (NYPD) initiatives that pertain to private sector security and counterterrorism. NYPD SHIELD is a central destination where private sector security managers can obtain information and engage NYPD resources. It also seeks information from private-sector partners to assist in keeping New York City safe.

The LELC Matthew Simeone Award Selection Committee, which is composed of a group of subject matter experts, reviewed numerous applications from across the country seeking a partnership program that provided evidence of excellence in the advocacy, development, implementation, and practice of public-private cooperation for public safety. NYPD SHIELD established an excellent model among the winners by demonstrating an innovative approach to successful problem resolution, effective executive leadership, and a willingness of all partners to share information about terrorism and other threats with



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# Mile Highlights

# Treasurer's Report

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Advertising			300	1200	340			300				
August Shoot-Out										570		
Business Dinner	550	450						340				
Carry Over	1534	1467.23	1397.23	2238.55	3648.55	4238.55	3633.66	3433.66	3375.41	1975.41	2446.41	2145.41
CPP Review Books			175									
Dues	35	210	420	210				35				
LEO Recognition Event												
PSP Review Course												
Seminar					1480							
Shoot-Out Sponsors									400			
SO Recognition Night											936	5184.00
Webinar												
<b>Total:</b>	<b>2119</b>	<b>2127.23</b>	<b>2292.23</b>	<b>3648.55</b>	<b>5468.55</b>	<b>4238.55</b>	<b>3633.66</b>	<b>4108.66</b>	<b>3775.41</b>	<b>2545.41</b>	<b>3382.41</b>	
Expenses:	Nov. 10	Dec. 10	Jan. 11	Feb. 11	Mar. 11	Apr. 11	May.11	June. 11	Jul. 11	Aug. 11	Sept. 11	Oct. 11
ASIS Webinar												
August Shoot Out												
Awards					714	81.59						
Business Dinner	608.77	720					200	720			421.62	
Comp. Bus. Dinner												
Comp. Membership												
CPP Review Books					150							
Internet												185.87
Office Supplies			53.68		29							
Overpayment												
Postage	43	10			72			13.25				
Printing					265							
PSP Study Guides												
SO Recognition									1800			6363.30
<b>Total:</b>	<b>651.77</b>	<b>730</b>	<b>53.68</b>	<b>0</b>	<b>1230</b>	<b>604.89</b>	<b>200</b>	<b>733.25</b>	<b>1800</b>		<b>21.62</b>	<b>6549.17</b>
<b>Balance</b>	<b>1467.23</b>	<b>1397.23</b>	<b>2238.55</b>	<b>3648.55</b>	<b>4238.55</b>	<b>3633.66</b>	<b>3433.66</b>	<b>3375.41</b>	<b>1975.41</b>	<b>2545.41</b>	<b>2960.79</b>	<b>780.27</b>

# Denver Mile High Chapter ASIS International

Check One

† 2011 Chapter Dues.....\$35.00  
† 2011 Student Dues.....\$5.00

Please complete the following:

ASIS National Membership Number: \_\_\_\_\_ (A copy of your application for national membership must be submitted in lieu of a membership number.)

Name: \_\_\_\_\_

First MI Last Designation

Title/Position: \_\_\_\_\_

Company: \_\_\_\_\_

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ASIS membership is required to be a chapter member. Memberships are individual and non transferable. Payment of membership dues is deductible for most members under Section 162 of the Internal Revenue Code as an ordinary and necessary business expense.

I hereby authorize the Denver Mile High Chapter, ASIS International to print any information as listed above in the chapter's Membership Directory for 2011.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

## Chapter Officers Chapter Officers

Chairperson:

Sam Adair CPP, CSM, CIPM  
Denver Public Schools  
[Sam\\_adair@dpsk12.org](mailto:Sam_adair@dpsk12.org)

Vice-Chairperson:

Christian Read CPP  
Advantage Security Inc.  
[Cread@advantagesecurityinc.com](mailto:Cread@advantagesecurityinc.com)

Secretary:

Michael Eaton  
Johnson & Wales University

Treasurer:

Vincent Wincelowicz PHD  
Regis University  
[vwincel@msn.com](mailto:vwincel@msn.com)

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To submit an article for the newsletter e-mail Billy Hodge at  
[bhodge@co-security-svcs.com](mailto:bhodge@co-security-svcs.com)

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