

International Association of Professional Security Consultants

Board of Directors Meeting

Thursday, April 14, 2022

Zoom



Board Members Present: Sean Ahrens, Manuel Avila, Lynda Buel, Mike D'Angelo, Bill Durso, Ron Heil, Wael Lahoud, Mike Silva, Jim Townzen, Vince Vittatoe, Al Zajic

Board Members Absent: Richard Morman, J. Kelly Stewart

Staff Members Present: Sarah Picciotto

I. Call to Order – Mike Silva

President Mike Silva called the meeting to order at 4:02 p.m. EST

A motion to accept the January 2022 minutes was made by Bill Durso and Mike D'Angelo second; all in favor voted to accept.

II. Treasurer's Report – Vince Vittatoe

- Kudos to the Membership Committee as we have balanced retention and applications
- Budget vs. Actual reporting is trending down on conference income, however, in June the conference numbers will populate showing activity and funds we have garnered
- Conference sponsorship is currently at \$12,000 with the goal of \$60,000+

III. Committee Reports

Conference – Al Zajic

- We'll have 10 educational sessions and two technical sessions with Platinum sponsors
- Speakers are secured and will be added to the website with the full schedule
- The mobile app is secured and sponsored by AWZ Consulting
 - Conference Committee members will complete app tests before we send them to attendees
- Currently there are 28 registrations for the main conference
- We are excited about the Awards Dinner at the Lake House, an onsite property of The Westin

Communications – Bill Durso

- A content calendar was created as a guide for conference marketing
 - Social communications have increased and we want to continue the consistent messaging and tagging on LinkedIn
- The IAPSC Newsletter has been carefully evaluated by the Communications Committee
 - We will be taking advantage of the services at ADG and will bring the e-News in-house
 - It will be a \$1,000 per month retainer for one (1)-year
 - Increase overall revenue for 100% of sales coming to IAPSC
 - We will streamline the process and layout and have more control of the content

International Association of Professional Security Consultants

Board of Directors Meeting

Thursday, April 14, 2022

Zoom



- We look to engage members with content creation – focus on collaborations, event meet-ups, presentations, and those “in the news”

CSC – Ron Heil

- The new certificate design has been approved and all CSC members will receive an updated certificate
- Bruce Braes passed the exam earlier this month
- Data analytics will grow as more exams are taken on TestInvite

Education – Mike D’Angelo for Kelly Stewart

- There are two registrants for the SSC Course. We had a great response to your request for membership promotion on LinkedIn and have continued to promote in the IAPSC Newsletter. Also, we reached out to a few local Westminster colleges with mention of all conference events to their alumni and career centers should there be interest in their network. Google Ads are being worked into the budget for this course and we reached out to Security Magazine's event calendar.
- The Forensics Workshop has 13 registrants. The Forensics Committee provided a prospects list and 49 individuals were emailed and tracked to see their engagement with the website. We'll need to consider additional opportunities to host.
- Next week there is a meeting to learn more about ISC East participation.
- We need to build the webinar schedule. Vince is trying to get the Special Interest Group leaders for the conference, and will try to mention webinar events as well - maybe you can assist with his communication to the leaders.

Membership – Mike D’Angelo

- Member Recruitment Campaign
 - IAPSC President Mike Silva authorized the incentive of free registration to the 2023 Annual IAPSC Conference for the current IAPSC member that refers the largest number of successful applicants to the Membership Committee. Please keep in mind we stay true to quality over quantity.
 - We have our first international applicant and the Membership Committee is working with IAPSC Staff and GoodHire to review necessary documents for background checks
 - Special note: “investigator” restriction for applications caused mild friction but it is a matter of integrity and holding fast to our vision/values

IV. President’s report – Mike Silva

- We are in the final stretch of reviewing the Policies and Procedure documents. Thank you again Lynda Buel for your time on the additions and for the officers for participating.

International Association of Professional Security Consultants

Board of Directors Meeting

Thursday, April 14, 2022

Zoom



V. Old/New – Mike Silva/ All

- There are two receptions still available for sponsorship at the conference
 - i. \$2,500 Welcome Reception
 - ii. \$3,000 Awards Dinner

VI. Adjournment

Jim Townzen motioned to adjourn the meeting and Bill Durso second to end the formal meeting.