



INTERNATIONAL  
ASSOCIATION OF  
PROFESSIONAL  
**SECURITY**  
CONSULTANTS

# NEWS

March 2013

## In This Issue

New Members  
CSC Designation  
New Website  
Annual Conference  
Who's Who  
Marketing Tip  
In The News  
Contact Us

## Quick Links

Website  
Membership Directory  
Member Login  
Blog

View our profile on 

## Welcome to our Newest Members!

[Laurence Mulcrone](#)  
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## Renew Your Membership

It's time to renew your IAPSC membership for 2013 and it's easy to do! Here's how:

[Renew online](#)

[Download the renewal form](#)

## The NEW IAPSC Website is Here!

INTERNATIONAL ASSOCIATION OF PROFESSIONAL SECURITY CONSULTANTS

HOME ABOUT JOIN MEMBERS EVENTS & NEWS PRESS CONTACT

FIND A CONSULTANT MEMBERS SECTION

**FIND A SECURITY CONSULTANT**

Unsolved security issues are costly. Obtain independent, honest advice and expertise.

Emergency Planning/Disaster Recovery

SEARCH NOW

Since 1984, the most widely recognized and respected organization of independent security consultants.

**EVENTS**  
April 21, 2013 (All Day)  
IAPSC 2013 Annual Conference  
Meritage Resort and Spa  
MORE

Security consultants provide security solutions for a range of disciplines and environments. Helping you navigate the evolving security landscape, each professional security consultant is skilled, ethical, and focused on the best interests of your business, organization or agency. [Learn More](#)

**NEWS**  
March 1, 2013  
IAPSC Appoints New Board Member  
February 14, 2013  
Paper on School Shootings Released by Minister Asso...

We invite you to visit the new IAPSC website where you'll find an increased focus on the "[Find a Consultant](#)" search capability, plus many other enhancements over the previous site.

Special thanks to **Kevin Murray, CPP, CISM**, who spearheaded the development of the new site.

Go to [www.iapsc.org](http://www.iapsc.org) to check it out. Once there, you can update your company profile and photo by logging in to the [Members Section](#).

### QUICK TIPS:

- To log in for the first time, click "forgot?" and enter your email address. The website will email you a link to let you into the members' only section and set your own password.
- In the keywords section of your profile, enter works (or compound words or phrases) which describe your business, separated by commas. This will help your business come up in all relevant searches.
- For the best looking photo ("avatar") for your profile, please upload a photo which will not need to be resized by the website. The required size is 250 x 250 pixels at 72 dpi.

**Questions?** Contact the IAPSC staff at [iapsc@iapsc.org](mailto:iapsc@iapsc.org) or (415) 536-0288

or Call (415) 536-0288

## Become A Certified Security Consultant

Apply to become a CSC  
[More Information](#)  
[Download an Application](#)

Recertification  
[Apply Online](#)

## Board of Directors

**President**  
[Richard Grassie](#)

**Vice President**  
[Frank Pisciotta, CSC](#)

**Treasurer**  
[Harold Gillens](#)

**Secretary**  
[James Kelton](#)

**Past President**  
[Norman Bates](#)

**Directors**  
David Aggleton, CSC  
Curtis Baillie, CSC  
Elliot Boxerbaum, CSC  
Jack Case  
Jim Clark  
Leslie Cole  
Gerald Forstater  
Ronald Heil, CSC  
Kelly Klatt  
Mark Lex  
Kevin Murray  
Robert Schultheiss, CSC  
Michael Silva  
Ralph Witherspoon, CSC  
Alan Zajic

**Executive Director**  
[Kerry Parker](#)

**Adviser & Founder**  
Chuck Sennewald, CSC

Visit the [IAPSC eNewsletter archive](#) to view previous issues

*Have a topic or news story that you think should be featured in the next newsletter?*  
[Let us know!](#)

## There's Still Time to Register...



**IAPSC** INTERNATIONAL ASSOCIATION OF PROFESSIONAL SECURITY CONSULTANTS

**IAPSC ANNUAL CONFERENCE 2013**  
THE LARGEST AND MOST EXCLUSIVE GATHERING OF TOP SECURITY CONSULTANTS  
**April 21-24, 2013 | Meritage Resort & Spa | Napa, CA**

*Enjoy yourself in Wine Country!  
It's the perfect blend of business and pleasure.*

**LEARN** about industry trends and techniques to enhance your business from experts in the field.

**ENJOY** all that Napa has to offer including wine tasting, cooking school, the wine train, shopping downtown, world class spas and so much more!

[Visit the conference website for details](#)

**Register Now**

## Who's Who in IAPSC

**Meet Laurence P. Mulcrone, IAPSC's Newest Member.**



Mr. Mulcrone is a Principal at [REM Management Services, Inc.](#)

Previously, as the Chief of Staff for the Metropolitan Pier and Exposition Authority, which manages McCormick Place and Navy Pier, Mr. Mulcrone directed all corporate responsibilities including Security and Safety, Human Resources, Budget/Finance, Construction/Development, Government /External Relations, Workforce and Business Diversity, Marketing and Communications,

Research/Strategic Planning, and Information Services.

He also assisted the Chief Executive Officer by coordinating activities of the General Council, the General Managers of McCormick Place and Navy Pier, and provided administrative assistance to the MPEA Board of Directors.

[Read more of his bio.](#)

[View his member profile on the IAPSC Website.](#)

## Revolutionary Marketing Strategy

### [A Revolutionary Marketing Strategy: Answer Customers' Questions](#)

*An article from the New York Times by Mark Cohen on February 27, 2013*

An installer of fiberglass pools uses an unconventional marketing approach to save his company and start a new venture.

Could this strategy be used for your firm too? [Learn more >](#)

## In The News

### [IAPSC Appoints New Board Member](#)



IAPSC member [Gerald Forstater, PE, CSI, CBIE](#) of [Professional Systems Engineering, LLC](#) was recently appointed to a position on the IAPSC Board of Directors by the IAPSC President, Richard Grassie, CPP.

Gerald "Dutch" Forstater, developed strong consulting expertise in the integration of operational practices of security, fire protection, and communications for large government agencies, as well as manufacturing, transportation, and healthcare enterprises. [Read more >](#)

### [Paper on School Shootings Released by Minieri Associates](#)

[Michael Minieri, CPP](#), Principal Security Consultant with Minieri Associates, a global independent security consulting and engineering firm, has authored a paper titled "SCHOOL SHOOTINGS : A Reality Check on Campus Security". The document is available on the company's website. [Read more >](#)

## Contact Us

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Try it FREE today.