



INTERNATIONAL ASSOCIATION OF
PROFESSIONAL
SECURITY
CONSULTANTS®

NEWS IAPSC

June 2011

**Join IAPSC's
LinkedIn Network!**

**Welcome to Our
Newest Members!**

Mitchell J. Albinski
Blackhall River Security
Associates, LLC
Old Lyme, CT
Phone: 860-434-2393
mitch.albinski@gmail.com

Alan H. Brockbank, CPP
B-Secure Consulting, LLC
Morrisonville, NY
Phone: 518-593-5097
brockba@hughes.net

Samuel K. Koskei
Nation Media Group Limited
Nairobi, Kenya
Phone: +254 722 830325
sam_koskei@yahoo.co.uk

Know someone who should be
an IAPSC member?
[Let us know!](#)

IAPSC Board

President
[Richard Grassie](#)

Vice President
[Frank Pisciotta](#)

Treasurer
[Harold Gillens](#)

Secretary
[James Kelton](#)

Past President
[Norman Bates](#)

Board Members
David Aggleton
Elliot Boxerbaum
Jack Case
Leslie Cole
Ronald Heil
Jonathan Lusher
Kevin Murray
Robert Owles
Robert Schultheiss

A Message From The President

Dear ,



Rich Grassie, CPP
IAPSC President

I am very pleased to have been elected as your new President and am looking forward to a very successful year for IAPSC.

We have set an aggressive agenda for the upcoming year with the Annual Conference in Miami, web site updates, strategic plan finalization, SSC course presentation and revision plus establishing a CSC refresher course for Miami. If you're not already participating, I invite and encourage you to get involved and help make this association a model for all other professions.

If you would like to discuss how you can get more involved in IAPSC or if there is anything I can do for you, please email me directly at rich@prismsec.com.

Best regards,
Rich

IAPSC Marketing Tip #101



Would you hire me to be your security consultant?

Are potential clients getting the wrong message about you and your company?

Make sure that the photos you've got on your website or in your marketing brochure properly convey your credibility, experience, and abilities. Do they reassure the client? Or do they scare the client? Make sure your headshot doesn't look like a mug shot. It's worth the investment to get a professional photo taken and to put your best face forward. Use a photo that looks reassuring and confident. And if you use a photo of a building on your website, it should convey the strength and stability of a viable company. It's the subtle things that make that first impression that could earn you or cost you business.

Each month, IAPSC will include a marketing tip in this e-newsletter and on its website. If you have a suggestion for a tip that you'd like to share with others, send it to iapsc@iapsc.org.

Member Benefit Highlight

Robert Shellow
Michael Silva
Karim Vellani
Ken Wheatley
Ralph Witherspoon
Alan Zajic

Executive Director
[Kerry Parker](#)

Advisor
Chuck Sennewald

CSC Certification

Become a Certified Security Consultant (CSC)
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Recertification
[Apply Online](#)

Visit the IAPSC.org News and Events section for the [eNewsletter archive](#).

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

IAPSC Speaker Bureau

Only members have the opportunity to be listed in the IAPSC's [Speaker Bureau](#), an online directory of the most experienced and dynamic speakers in the security industry for conventions, corporate seminars, trade/service organization meetings and other gatherings where security is a timely topic.

To add your name to the list, follow these instructions:

Step 1: [Log in](#) to the IAPSC website.

Step 2: Click "Edit" and then "IAPSC Profile"

Step 3: Scroll down to "Speaking Topics" and "Prior Speaking Experience/Engagements" and enter your information.

Step 4: Click "Save" and you're done!

Welcome New Board Members

The annual Board of Directors and Officers election results were announced on April 18, 2011 at the [Annual Business Meeting](#) in San Diego, CA. IAPSC is pleased to welcome 5 new members to the Board: [Ronald Heil](#), [Kevin Murray](#), [Robert Owles](#), [Robert Schultheiss](#), and [Ralph Witherspoon](#). (All will serve terms from 2011-2013.)

Past President [Karim Vellani](#) was also recently appointed to fill one Board vacancy through 2012, bringing the total number of board members to 20. [Click Here](#) for the complete list of board members and past presidents.

What's New on IAPSC's Blog?

Moderated by Ken Wheatley and Karim Vellani

IAPSC Annual Meeting - Sponsors/Exhibitors

The planning committee, led by [Jack Case](#), did a fantastic job - as usual. Every year the quality and value of the meeting content exceeds expectations. Of course, the ability to provide great speakers, and impart the kind of actionable knowledge that the attendees demand, is in large measure a function of the generous support we receive from the Sponsors [...]

Visit the [IAPSC Blog](#) homepage to read more and post your comments.

2011 Annual Conference Links

PRESS RELEASE: Security Consultants' Gathering in San Diego Breaks Attendance Records

It was a record-breaking attendance and sold-out exhibit hall at the Omni Hotel in San Diego for the 2011 Annual Conference of the IAPSC. World-class experts shared the latest developments in physical and digital security, dealing with an active shooter, analyzing crime data and they provided sound advice on making connections designed to lead to new business opportunities in the field of security consulting. [\[read more\]](#)

[CLICK TO VIEW PHOTO GALLERY](#)

Log in to the Member's Library to download the following:

[Speaker Presentations](#)
[Annual Business Meeting Minutes](#)
[Sponsors/Exhibitor Contact Information](#)

Save the date...

IAPSC Annual Conference

Marriott Eden Roc • Miami Beach, FL
April 15-18, 2012

INTERNATIONAL ASSOCIATION OF
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www.IAPSC.org



2012 Conference Chair: [Kelly S. Klatt, CPP](#)



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Contact the IAPSC Representative [Jay Benzshawel](#)

International Association of Professional Security Consultants

575 Market Street, Suite 2125

San Francisco, CA 94105

Tel: 415-536-0288

Fax: 415-764-4933

iapsc@iapsc.org www.iapsc.org



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