

**August 2011**

## In This Issue

[Member Happenings](#)  
[Marketing Tip #103](#)  
[Member Benefit Highlight](#)  
[Upcoming Events](#)  
[Northeast Seminar](#)

[Join IAPSC's  
LinkedIn Network!](#)

## Welcome to Our Newest Members!

[Jerry Forstater, PE, CSI,  
CET, CBIE](#)

**Professional Systems  
Engineering, LLC**  
1010 Church Road  
Lansdale, PA 19446  
Phone: 215-661-1600 x107

[jif@profsyseng.com](mailto:jif@profsyseng.com)

[Kevin Schaller, MA](#)  
**Resiliency Partners, LLC**  
380 Genoa Lane  
Minden, NV 89423  
Phone: 775.450.1820  
[resiliencypartners@gmail.com](mailto:resiliencypartners@gmail.com)

*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

## A Message From The President

Dear ,



Rich Grassie, CPP  
IAPSC President

I hope everyone is having an enjoyable Summer. I can assure you your new board has been very busy moving the IAPSC agenda along since April.

It has been just a little over three months since our successful Annual Conference in San Diego. **Jack Case** and his conference committee members posted record attendance and revenues.

We look forward to **Kelly Klatt** and his 2102 conference committee raising the bar again in Miami. Thanks to those who attended the conference and we do hope that those members unable to attend this year will be in Miami. It is shaping up to be a tremendous conference and the Miami Beach Eden Roc is one of those memorable venues. Kelly and his Committee have already established a draft agenda and Miami will continue the Annual Conference successes we've enjoyed thus far. [\[read more\]](#)

Best regards,  
*Rich*

## Member Happenings

- [John Strauchs, CPP](#) will be speaking on "PLC Vulnerabilities in Correctional Facilities" at Def Con 19, the world's longest running and largest underground hacking conference, on August 7 in Las Vegas, NV. Strauchs was also featured in the Wired Magazine article entitled "[Researchers Say Vulnerabilities Could Let Hackers Spring Prisoners From Cells](#)".
- [Jonathan Lusher, ICCPA](#) wrote to [Parking Today](#) magazine stating his opinion on parking garage security. It was written in response to a previous article, [Parking vs. Pop Culture](#), which took the position that parking garages get a bad rap for security.

## IAPSC Marketing Tip #103

### Grow Your Business Using Social Media

According to Jennifer Beever CMC, a top-rated speaker at IAPSC's 2011 Annual Conference, 95% of companies are now recruiting using LinkedIn -- that's 8 times more than in 2009.

Beever recommends paying close attention to your on-line presence and

Elliot Boxerbaum  
Jack Case  
Leslie Cole  
Ronald Heil  
Jonathan Lusher  
Kevin Murray  
Robert Owles  
Robert Schultheiss  
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)  
[More Information](#)  
[Download an Application](#)

Recertification  
[Apply Online](#)

## 2011 Annual Conference

April 17-20, 2011  
San Diego, CA

[CLICK TO VIEW PHOTO GALLERY](#)

Log in to the [IAPSC.org Members Only](#) section to view:

[Speaker Presentations](#)

[Annual Business Meeting](#)

[Sponsors/Exhibitors](#)

[Press Release](#)

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

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

devoting time in your day to improving it. This is how marketing happens today. LinkedIn is the social networking website that is most commonly used by business people as a way of connecting and it's where potential clients will find you. She said that security consultants who want to grow their client list should be spending at least 30 minutes a day on LinkedIn updating their personal status, searching and connecting, posting articles, adding contacts, etc. And don't forget to post a photo of yourself on LinkedIn, "not including your photo on your LinkedIn page is akin to walking into a room with a bag over your head," she said.



To view Jennifer Beever's full presentation, entitled "The Dynamics of Marketing Leverage", go to the [IAPSC.org Members Only](#) section.

If you have a suggestion for a marketing tip that you'd like to share in the next eNewsletter, send it to [iapsc@iapsc.org](mailto:iapsc@iapsc.org)

## Member Benefit Highlight: CSC

**Did you know that as a current IAPSC member, you're also automatically qualified to become a CSC?** You're even eligible for a discounted application fee!

IAPSC's Certified Security Consultant (CSC) designation was created for professional, independent security consultants to demonstrate the depth of their knowledge, professional objectivity, skills as a security consultant, and level of integrity. Earning your certification consists of meeting the [qualifications](#) and an internet-based 100-question multiple choice [examination](#) which includes consulting practices, security management, and business ethics. [\[read more\]](#)



**To Apply:** Download and submit the [Member Application](#) and fee to the IAPSC Office. Once your application is processed, you'll receive instructions via email and will have two years to study for and complete the exam.

## Upcoming Events

### **[The Successful Security Consultant \(SSC\)](#)**

An ASIS Annual Pre-Seminar Course Instructed by IAPSC members  
**Sunday, September 18, 2011, 8:00AM - 5:00PM**  
Peabody Hotel, Orlando, FL

Launch a new security consultant practice or jump-start an existing one - this popular, one-day intensive program will show you how! Learn from a faculty of seasoned consultants how to avoid the expensive mistakes that can sabotage your success. The program is filled with practical information that will save you time, money, and frustration. Take home a comprehensive workbook of sample proposals and reports that give you a clear advantage when competing for a security consulting assignment.

#### **SESSION TOPICS INCLUDE**

- The Business of Security Consulting: 101 to PhD to CSC
- Defining & Marketing Your Services
- Developing & Submitting Winning Proposals
- Completing the Consulting Assignment

- Conducting Security Audits & Assessments
- The Business of Expert Witnessing
- Preparing A Responsive, High-Impact Consultant's Report
- Project Teaming & Business Planning
- Back-of-the-House Mechanics

**REGISTER TODAY**

[www.asis2011.org](http://www.asis2011.org)

**IAPSC Networking Reception**

*An opportunity to meet and network with your fellow IAPSC members and security consultants.*

**Sunday, September 18, 2011, 5:30PM - 7:00PM**

Peabody Hotel, Orlando, FL

Please RSVP to [iapsc@iapsc.org](mailto:iapsc@iapsc.org)



**IAPSC Membership Booth at ASIS 2011**

*Volunteer at the booth for an opportunity to meet and network with prospective members and help to spread the word about IAPSC!*

**Monday, September 19, 2011 - Wednesday, September 21, 2011**

Orange County Convention Center, Orlando, FL

[Download the volunteer shift schedule & claim your time slot today!](#)

**\*\*NEW EVENT\*\***

**IAPSC Northeast Regional Seminar**

**Tuesday, October 11, 2011, 9:00AM - 5:00PM**

Sony Corporation of America, New York, NY

[View the preliminary seminar schedule](#)

**SESSION TOPICS INCLUDE**

- Marketing Discussion: Defining your Product & Your Audience
- Computer & Data Security for your Consulting Practice
- Hitching up a Team: Marketing & Managing the Horsepower
- Expert Services
- New Trends in System Design & Implementaton
- Visitor Management
- Bleeding Edge Technology

*Have ideas for additional topics? There's still time to get them added.*

Contact [Dave Aggleton, CPP, CSC](#)

**REGISTRATION COMING SOON**

Visit [IAPSC.org](http://IAPSC.org) for details.



Save the date...

# IAPSC Annual Conference

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

INTERNATIONAL ASSOCIATION OF  
**PROFESSIONAL  
SECURITY  
CONSULTANTS**

[www.IAPSC.org](http://www.IAPSC.org)

**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](mailto:iapsc@iapsc.org) [www.iapsc.org](http://www.iapsc.org)



Try it FREE today.