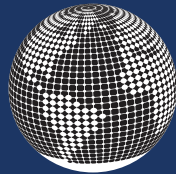

APRIL 19 – 22, 2015

IAPSC ANNUAL CONFERENCE

MERITAGE RESORT & SPA, NAPA, CA





The perfect blend of business & pleasure...

2015 brings the IAPSC Annual Conference back to Napa, CA and the Meritage Resort & Spa! Where else can you be just steps away from award winning wine, and a relaxing spa, all while taking advantage of great networking and learning opportunities!

CONFERENCE HIGHLIGHTS



Joe McDonald, Chief Security Officer, SUPERNAP

Joe McDonald is the chief security officer for SUPERNAP, responsible for personnel, physical, infrastructure, and all things security. He is a recognized expert in his profession and is sought after for his opinions regarding new products, product selection, and procedural and policy issues. Learn where operational security begins in this enlightening keynote session.

Opening Keynote Session - The Role of Compliance
Monday, April 20
8:00am - 9:00am

Joe Diliberto, Owner, Sandler Training

Joseph Diliberto's background includes executive level positions in sales and marketing with Fortune 100 and start-up companies. He's taken his expertise gained from over 30 years of professional sales, sales management, marketing, and strategic planning to bring you among the best techniques to turn your existing customers into consumers for life.

Closing Keynote Session - Keeping Your Customers for Life
Tuesday, April 21
3:45pm - 4:45pm



Today's Hot Topics!

Security Risks Involved with Ebola and Other Infectious Disease

Presented by Christian Sandrock, MD, MPH, FCCP, UC Davis School of Medicine - A leading expert in disaster preparedness for health care professionals and facilities.

Opportunities in Drone Security

Presented by Jim Hill, President and CEO, AirCover Integrated Solutions Corp. - An industry leader with an extensive military background and understanding of the innovation and application of low altitude unmanned aerial systems.

Gaining Support from Management and Corporate Security

An expert panel of independent and corporate security professionals will unlock the secrets to bridging the gap and developing strong partnerships between the corporate and independent security arenas.

IAPSC ANNUAL CONFERENCE 2015

Old Growth vs. New Growth The Future of Consulting

From the age of our client to the use of social media, so many aspects of the security industry are changing and they're changing the way in which consultants run their business. In order to keep up with the changing demand, client demographics, and business dynamics, it's important for security professionals to take a good look at the future of consulting.

From cultural site and campus security to security risks stemming from threats of infectious disease outbreaks and terrorism to building your business from your current customer base, the 2015 program is focused on helping the security professional build a foundation for future growth.

So, join your IAPSC colleagues in wine country for what will truly be a great week of networking, education, and business growth.

LEARN

Today's Hot Topics

Gaining Support from Management & Corporate Security

Retaining Customers for Life

Campus and Cultural Site Security

Using Social Media to Increase Brand Awareness

National Security & How it Affects Your Business

Security Risks in Infectious Disease

NETWORK

Meet & Learn from Fellow Members and Speakers

Interact with Leading Security Manufacturers & Service Providers

3 Networking Receptions

Awards Banquet

Welcome Dinner for New IAPSC Members

Guest & Social Activities

CONNECT & SHARE

Coffee Talks Led by IAPSC Experts

Opportunities for Partnerships & Teaming on Projects

Personal Website Consultation

Attendee Contact Directory

CONFERENCE PROGRAM

(as of 12.05.14)

SUNDAY, APRIL 19

- 12:00pm - 3:00pm Wine Tasting Tour *(optional)*
- 3:00pm - 7:00pm Registration Open & Exhibitor Set-up
- 5:30pm - 7:00pm Welcome Reception

MONDAY, APRIL 20

- 7:00am - 5:00pm Registration Open
- 7:00am - 8:00am Continental Breakfast
- 8:00am - 9:00am** **Opening Keynote - The Role of Compliance**
Compliance metrics are too often arbitrary, allowing for flexibility in interpretation, while lacking real direction for security managers. Joe McDonald will discuss how using the role of compliance in promoting a value of security is both a driving force and a starting point in determining a level of operational security.
Speaker: Joe McDonald, CPP, PSP, CMAS, CSO, SUPERNAP, a Switch Company
- 9:00am - 10:00am** **Protecting Our National Treasures...Requiring Top Notch Protection, and Then Some!**
The protection for museums, libraries, zoos, historic sites, and other cultural properties draws upon the full range of security resources. While protecting valuable collections, we must also protect the people who manage them, those who visit, and those who provide services. Public institutions require daily awareness for potential threats, including fire, theft, crowd control, and more. We'll discuss the best practices in protection operations, from prevention to emergency response, with attention to recent incidents and events.
Speaker: Steve P. Layne, CPP, CIPM, CIPI, Principal & CEO, Layne Consultants International and Founding Director, International Association of Cultural Property Protection (IACPP)
- 10:00am - 10:30am Refreshment Break
- 10:00am - 5:00pm Exhibit Hall Open
- 10:30am - 11:30am** **Technical Security Panel - CCTV and Video Management**
- 11:30am - 12:30pm** **Terrorism and National Security - How It Affects US Business**
International terrorism and threats to national security, whether physical or cyber, is an ongoing concern in today's environment and can significantly impact your client's business. This session will discuss how to develop threat and vulnerability assessments to identify potential threats, and prepare security measures and emergency response plans.
Speaker: Jeffrey A. Slotnick, PSP, CPP, CSO, OR3M and Past Chairman, ASIS International Physical Security Council
- 12:30pm - 1:30pm Networking Lunch

MONDAY, APRIL 20

- 1:30pm – 2:30pm** **Security Risks Involved with Ebola and Other Infectious Disease**
Emerging infectious diseases can be highly contagious and create societal fear and panic. Recent outbreaks of Ebola virus and influenza have highlighted the unique security concerns at a facility and community level, ranging from the immediate need to protect assets (e.g. treatment) and contain disease spread through the longer-term horizon of allocation of scarce resources and the ethical treatment of individuals. Security of both treatment staff, hospital and health care facilities, and the general public is a grave concern and the expanding challenges of limited resources, highly contagious individuals, and restricted access by health officials can undermine even the best security and safety planning. This presentation will outline the unique security triggers and challenges during an outbreak of highly infectious diseases in both a resource limited (developing) and resource rich (developed) environment.
Speaker: Christian Sandrock, MD, MPH, FCCP, Associate Professor of Medicine, Medical Director, Intensive Care Unit, Division of Infectious Diseases, Division of Pulmonary and Critical Care, UC Davis School of Medicine
- 2:30pm – 2:45pm Refreshment Break
- 2:45pm – 3:45pm** **Technical Security Panel - Access Control**
- 3:45pm – 4:45pm** **Panel Discussion: Gaining Support from Management and Corporate Security**
What are the key considerations in gaining support from today's corporate security executives? What traditional and non-traditional security services and solutions can an independent consultant bring to an organization? What are the proven practices used by organizations to fully utilize, implement, and justify the use of independent security consultants? These and other questions will be answered by three of today's most influential leaders in the security profession.
Panelists: Mark S. Lex, Emeritus Faculty, Security Executive Council (moderator) and Ken Wheatley MA, CPP, Founder and Principal Consultant, Royal Security Group
- 4:45pm – 6:00pm Wine Tasting Reception
- 6:30pm – 8:30pm New Members Dinner *(by invitation only)*
- 6:30pm – 8:30pm Group Dinner *(optional)*
A series of group dinners will be arranged for those interested. Sign-up sheets will be available on site. Get to know your IAPSC colleagues, meet new partners, and enjoy the unique Napa cuisine!

TUESDAY, APRIL 21

- 7:00am – 5:00pm Registration Open
- 7:00am – 8:00am Continental Breakfast
- 8:00am – 8:30am** **Annual Members' Business Meeting**

TUESDAY, APRIL 21

8:30am – 9:30am **Technical / Sponsor Presentation**

9:00am – 4:30pm **One-On-One Website Consultations with Dave Stevens**
Sit down with **Dave Stevens of Stevens & Stevens, LLC** to review your website and discuss how to optimize it for increased traffic, user efficiency, and enhanced branding. *(available appointment times to be announced)*

9:30am – 10:00am Refreshment Break

9:30am – 3:45pm Exhibit Hall Open

10:00am – 11:00am **Security Consulting Challenges for Two-Year Institutions: Providing a Framework for Effective Security Assessment Engagements**
Two-year institutions across the United States have very unique security challenges, ranging from multiple campus sites, law enforcement jurisdictions and competing funding priorities. This session will detail the unique security concerns and challenges of two-year institutions and provide a framework and methodology for a comprehensive and effective security assessment to help you more effectively land and execute engagements.
Speaker: Lee Struble, *President, WSM Trainers & Consultants*

11:00am – 12:00pm **Effective Place Management**
This session will discuss the factors that could make a specific area more vulnerable to security risk than a neighboring location, how to identify those risks, and what clients and consultants can do to mitigate those risks.
Speaker: John M. White, CPP, CHPA, *President & CEO, Protection Management, LLC*

12:00pm – 1:30pm Networking Lunch

1:30pm – 2:30pm **Using Social Media to Increase Brand Awareness & Customer Retention**
The rules and reality of social media are constantly changing. What were once simple, free tools have become complicated marketing vehicles that require a rigorous cost-benefit analysis and strategy. Join us for the latest social media information and recommendations so you can cost-effectively increase your brand awareness and customer retention.
Speaker: Dave Stevens, *Stevens & Stevens, LLC*

2:30pm – 3:30pm **Technical / Sponsor Presentation**

3:30pm – 3:45pm Refreshment Break

3:45pm – 4:45pm **Closing Keynote: Keeping Your Customers for Life**
Most business owners will tell us that they understand the need to have a balanced strategy designed to both maintain current clients, while finding new ones. Yet, most owners have done little to alter their current strategies to significantly grow their business. In this session, we'll discuss new approaches to client management and accelerating the acquisition of new clients in this challenging competitive marketplace.
Speaker: Joe Diliberto, *Owner, Sandler Training*

6:00pm – 9:00pm **Awards Banquet Dinner**

WEDNESDAY, APRIL 22

7:30am – 11:00am Registration Open

7:30am – 8:30am Continental Breakfast

8:30am – 9:30am Coffee Talks

Transitioning from the Public to the Private Sector with Mitchell Fenton, CPP, Baltusrol Golf Club

Transitioning from one position to another already possesses its own challenges, but transitioning from the public sector of Law Enforcement to the private sector in security can present a number of other unique obstacles. Sit down with Mitch Fenton to understand the nuances and challenges and how to overcome them for success.

Security Tools and Technology: How to Keep Up? with Rene Rieder, CPP, PSP, CHS-IV, Arup

As the security industry is improving and migrating at rates only seen in the IT industry, how do we as security design and engineering professionals keep up with the changes in technology, vetting fact from fiction. And are the tools we are using in our design development processes keeping up with these changes.

Casino Consulting & Forensics with Alan W. Zajic, CPP, CSP, AWZ Consulting

Casino Consulting and Forensics: Gaming facilities are unique in numerous ways and are quite different in security and surveillance applications than traditional environments. This round table discussion will cover consulting in the gaming environments, regulatory considerations and expert work in casino related litigation.

How to Get Business with Frank Pisciotta, MPA, CSC, Business Protection Specialists, Inc.

This interactive session will provide attendees with an opportunity to ask questions of a ~25 year seasoned consultant about different methods for marketing, sales and getting business. Learn about tactics that might work for you to increase your annual sales and overall quality of projects.

9:30am – 9:45 am Break

9:45am - 10:45am Opportunities in Drone Security

Despite the current controversy involving drones, their use as a future security application is inevitable. What are the advantages and pitfalls of drone use for commercial security purposes? What's trending and how can security consultants employ the use of drones in master security planning? How is local, state, and federal government viewing the use of drones? This session will answer these questions and more to provide the security consultant with the facts about drone application in today's security market. Speaker: Jim Hill, President and CEO, *AirCover Integrated Solutions Corp.*

11:00am Conference Adjourns

Be sure to stay until the end! Certificates will be handed out and winners of the registration prizes and other gifts will be selected at the end of the conference. *Participants must be present to win.*

NEED TO KNOW

REGISTRATION

To register for the conference, complete the registration form enclosed or go to www.regonline.com/iapsc2015 to register online. Registration fees are highlighted on the enclosed registration form.

REGISTER EARLY!!

Be one of the **first 15 full conference registrants** and you'll be entered to win one of the following prizes*:

One (1) complimentary bottle of renowned wine from Napa, CA

One (1) complimentary room night during your stay at the Meritage Resort & Spa**

Complimentary registration for the 2016 conference in Charleston, SC***

Registration is open to security consultants only. Representatives of service providers, vendors, and manufacturers may apply for sponsorship to participate in the conference. For more information, please contact IAPSC at iapsc@iapsc.org or 415-369-9625. Please note sponsorship is subject to approval by the Technical Standards Committee.

**The drawing will take place on Wednesday, April 22, 2015. Participants must be present to win.*

***Applies to your stay at the resort during the 2015 conference, and must not exceed the IAPSC discounted rate.*

****Only current IAPSC Members as of the date of the 2015 conference will be eligible.*

LODGING INFORMATION

Discounted room rates have been arranged at the conference hotel:

Meritage Resort & Spa
875 Bordeaux Way
Napa, CA 94558

Room Rate: \$199/night, plus a \$20/night resort fee

To reserve your rooms, call 1 (707) 251-1900. Ask for In-House Reservations. Then reference **Group Code: GRPIAPSC2.**

IMPORTANT: Only a limited number of rooms are available during shoulder dates (Friday, April 17 and Saturday, April 18) and can only be booked based on availability. If you are requesting dates outside the official room block (April 18-22), you may be subject to the current prevailing rates for those nights.

Cut-Off Date: All reservations must be made no later than **Friday, March 27, 2015** to guarantee the discounted rate (unless sold out prior to this date). Any reservations made after that date are subject to availability and is at the discretion of the hotel.

GUEST PROGRAM

IAPSC will be arranging a wine tasting tour for those interested on Sunday, April 19, from 12pm - 3pm. Additional guest activities will be arranged for Monday, April 20 and Tuesday, April 22, so stay tuned!

CANCELLATION POLICY

Cancellation notification must be made in writing by **March 16, 2015**. If you wish to cancel your registration, please email us at iapsc@iapsc.org. If your cancellation request is received by March 16, 2015, your payment will be refunded less a \$75.00 administrative fee. Refunds will not be issued for cancellation requests received after March 16, 2015.

IAPSC ANNUAL CONFERENCE 2015 | REGISTRATION FORM

APRIL 19-22, 2015 | MERITAGE RESORT & SPA, NAPA, CA

ATTENDEE INFORMATION

Name (as it should appear on badge): _____

Organization: _____

Address: _____

City: _____ State/Province/Country: _____ Zip Code: _____

Phone: _____ Email: _____

REGISTRATION INFORMATION

Full conference registration includes access to all sessions, the exhibit hall, all social events as well as all other meals and refreshments provided by IAPSC. Note: Single Day registration only permits access to the registered days' activities. **Please circle the appropriate registration option below:**

REGISTRATION TYPE	EARLY BIRD (on or before 12/31)	REGULAR (on or before 3/2)	ADVANCE (on or after 3/3)
IAPSC/ASIS/ASC Member	\$545	\$595	\$695
New IAPSC Member	\$0	\$0	\$0
Meritorious Life Member	\$0	\$0	\$0
Non-Member	\$645	\$695	\$795
Single Day (Monday)	\$375	\$375	\$375
Single Day (Tuesday)	\$375	\$375	\$375
Guest Ticket Permits access to all evening social events, including the Awards Banquet. The guest ticket does not allow access to sessions, the exhibit hall, or day-time meal functions.	\$100	\$100	\$100
TOTAL AMOUNT DUE			

Full Conference Registrants, please indicate below the social events you will be attending:

Sunday Night Welcome Reception: Yes No

Monday Wine Tasting Reception: Yes No

Tuesday Night Awards Banquet: Yes No

Guest Ticket Information

If you purchased a Guest Ticket(s) or registered for a Guest Program(s), please list your guest(s) here:

PAYMENT INFORMATION

Check (enclosed, payable to IAPSC) Visa MasterCard AMEX Discover

Name on Card: _____

Card Number: _____ Expiration Date: _____

Signature: _____



INTERNATIONAL
ASSOCIATION OF
PROFESSIONAL
SECURITY
CONSULTANTS

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San Francisco, CA 94105

ABOUT IAPSC

The International Association of Professional Security Consultants, Inc. (IAPSC) is the most respected and widely recognized consulting association in the security industry. Each IAPSC team member is a recognized professional in their area of expertise and has a proven track record. Prospective members can be confident that membership in the organization will enhance their professional image and respect in the field.