



INTERNATIONAL
ASSOCIATION OF
PROFESSIONAL
SECURITY
CONSULTANTS

**REGISTER
TODAY!**



34TH IAPSC ANNUAL CONFERENCE
OCEANS OF OPPORTUNITY
APRIL 29-MAY 1, 2018
KONA KAI RESORT | SAN DIEGO, CA

THE FOREMOST GATHERING OF TOP SECURITY CONSULTANTS

FEATURED SESSIONS

Building Your Brand Online
Take the Shot – Top Gun Strategies for
Accelerating Productivity and Profit
Becoming an Expert Witness
Winning the Business
So You Want to be a Security Consultant –
Landmines & Pitfalls
Cybersecurity
Advanced Intensive CPTED Review

...and a special presentation by
*Captain John Pelletier, Las Vegas
Metropolitan Police Department on the
Mandalay Bay Hotel*

SPECIAL EVENTS

**Successful Security Consulting
Pre-Conference Workshop**
Sunday, April 29 | 8:00 AM - 5:00 PM
*Security consulting 101 for those new
to the field.*

Site Tour:
General Atomics Aeronautical Systems, Inc.
Tuesday, May 1 | 1:00 PM - 5:00 PM
*Go behind the scenes of the makers of the
Predator Drone!*

Developed for those who are interested in becoming security consultants, the **Successful Security Consulting (SSC)** is a one-day intensive program produced in joint collaboration with **ASIS International (ASIS)**. The course is designed to show you how to develop, market and deliver security consultant services and how to avoid the costly mistakes that can sabotage your and your clients' success.



Registration for this pre-conference course is required and is separate from the IAPSC Conference. Participants are invited to attend the SSC Welcome Reception on **Saturday, April 28 at 5:30 PM - 6:30 PM.**

PRE-CONFERENCE SCHEDULE OF EVENTS | Sunday, April 29

7:00 AM – 8:00 AM	Registration
8:00 AM – 8:10 AM	SESSION 1 – Successful Security Consulting: Introduction and Overview Alan Brockbank, CPP, CSC President & Principal Consultant, B – Secure Consulting; and Michael A. Silva, CPP, Principal, Silva Consultants.
8:10 AM – 9:00 AM	SESSION 2 – The Business of Security Consulting: From Consulting 101 to Becoming a Certified Security Consultant Lynda L. Buel CPP, CFE, CSC, CPTED Practitioner, CEO, SRMC, LLC
9:00 AM – 10:00 AM	SESSION 3 – Executing and Completing a Management Consulting Assignment Ron Heil, CPP, CSC, CHS, Senior Security Advisor, Business Protection Specialists, Inc.
10:00 AM – 10:15 AM	Morning Refreshment Break
10:15 AM – 11:15 AM	SESSION 4 – Extended Management Consulting Services: Designing and Implementing Integrated Management and Technical Solutions Ken George, PE, CPP, President, Caprock Consulting Group.
11:15 PM – 12:15 PM	SESSION 5 – Preparing a Responsive, High-Impact Consultant's Report Michael A. Silva, CPP, Principal, Silva Consultants
12:15 PM – 1:00 PM	Lunch
1:00 PM – 2:15 PM	SESSION 6 – Marketing Consulting Services and Teaming Ken Wheatley MA, CPP, Founder and Principal Consultant, Royal Security Group LLC.
2:15 PM – 3:15 PM	SESSION 7 – The Financial and Administrative Aspects of Security Consulting David Aggleton, CPP, CSC, President & Principal Consultant, Aggleton & Associates, Inc.
3:15 PM – 3:30 PM	Afternoon Refreshment Break
3:30 PM – 4:30 PM	SESSION 8 – The Business of Expert Witnessing Al Zajic, CPP, CSP, ICPS AWZ Consulting
4:30 PM – 5:00 PM	SESSION 9 – The IAPSC Organization and Benefits, Course Summary
5:30 PM – 7:00 PM	IAPSC Annual Conference Welcome Reception

SUNDAY, APRIL 29

- 7:00 AM – 5:00 PM** **Successful Security Consulting (SSC)**
Pre-registration is required for this course and is separate from Conference registration. Breakfast, lunch and refreshments provided for participants.
- 2:00 PM – 5:30 PM IAPSC Board of Directors Meeting
- 2:00 PM – 5:30 PM** **Conference Registration Open**
- 2:00 PM – 5:30 PM Exhibitor Set-up
- 5:30 PM – 7:00 PM** **Welcome Reception**
Guests welcome; guest fee applies.

MONDAY, APRIL 30

- 7:00 AM – 5:00 PM Conference Registration Open
- 7:00 AM – 8:00 AM Continental Breakfast
- 7:00 AM – 5:00 PM Exhibit Hall Open
- 8:00 AM – 8:15 AM** **Welcome Remarks**
Featuring: Alan Brockbank, President & Principal Consultant, B-Secure Consulting, LLC and IAPSC President; and Rene Rieder Jr, CMAS, CHS-IV, PSP, CPP, Associate Principal, Arup, and 2017 Conference Chair
- 8:15 AM – 9:15 AM** **Keynote – Building Your Brand Online**
Speaker: Lee Mills, Founder, Beyond-Clicks
Your personal and business brand are the keys to your success. In this session, Lee Mills will discuss how to stand out, how to get the phone to ring, and how to have a strong “call to action” that attracts new business.
- 9:15 AM – 9:30 AM Sponsor Talk
- 9:30 AM – 3:00 PM Spouse Tour
Check back for details.
- 9:30 AM – 10:30 AM** **Winning the Business – A Panel Discussion**
A select panel of consultants will review and dissect a potential client RFP and discuss how they would respond to the RFP, what information they would put in their proposal and what information they think could potentially win the business.
- 10:30 AM – 10:45 AM Sponsor Talk
- 10:45 AM – 11:00 AM Morning Refreshment Break
- 11:00 AM – 11:30 AM** **New Member Orientation**
Featuring: Lynda Buel CPP, CFE, CSC, CPTED Practitioner, CEO, SRMC, LLC
30-minute presentation on what new members can get out of their IAPSC membership. Current members and non-members welcome.

MONDAY, APRIL 30 *(continued)*

11:30 AM – 11:45 AM Sponsor Talk

11:45 AM – 1:00 PM Networking Lunch

1:00 PM – 2:00 PM CONCURRENT SESSIONS

SECURITY
MANAGEMENT

Future Trends in the Security Technology Industry

An interactive roundtable discussion focused on current trends and indicators of what's on the horizon as predicted by leading consultants -- all to help you prepare for business that's in your future.

FORENSIC

Threat Assessment in the Private Sector: Application of the IAPSC Forensic Methodology Threat Assessment Section Outside of Litigation

Speaker: Karim Vellani, CPP, CSC, Threat Analysis Gorup, LLC

2:00 PM – 2:15 PM Afternoon Refreshment Break

2:15 PM – 3:15 PM CONCURRENT SESSIONS

DESIGN &
ENGINEERING

Cybersecurity

During this discussion roundtable, participants will discuss how the two domains interact and how security consultants need to have a clear Cyber 101 education, know where the touch points are, and then try and find ways to add value.

Moderator:

Michael Bacon, CPP, CISSP, SPHR, SHRM-SCP, Managing Partner, Rezolvrizk

SECURITY
MANAGEMENT

Advanced Intensive CPTED Review of How to Incorporate CPTED Methodology and Approaches to Conducting Security Risk Assessments

(2:15 PM – 3:15 PM)

This session will address the subtle but important differences between CPTED and Security Design practices. A review will be presented of CPTED approaches and strategies and give examples of actual CPTED case studies in the field and expert testimony on premises security negligence cases that were centered on CPTED issues.

Speaker: Randy Atlas, Ph.D., FAIA, CPP, President, Atlas Safety & Security Design

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3:15 PM – 4:15 PM

Selling to the C-Suite

Speaker: J Kelly Stewart, MBA, CHS-IV, CAS, CFC, Newcastle Consulting, LLC
You have completed your risk assessment, developed a set of functional requirements, completed a preliminary design and completed your financial analysis, what's next? Often the biggest obstacle with a security program is the final approval of the C-Suite. During this session, we will explore and identify how to develop business case objectives for the security project. We will discuss the key items which should be included. And we will define how a cost-benefit analysis will help support your business case objective.

4:15 PM – 4:30 PM

Sponsor Talk

4:30 PM – 5:00 PM

IAPSC Annual Business Meeting

Non-members are welcome to attend; however, may not vote.

5:00 PM – 5:15 PM

Sponsor Talk

6:30 PM – 8:00 PM

Awards Reception & Dinner

Guests welcome; guest fee applies.

TUESDAY, MAY 1

7:00 AM – 4:00 PM

Conference Registration Open

7:00 AM – 8:00 AM

Continental Breakfast

7:00 AM – 1:00 PM

Exhibit Hall Open (*tear-down begins at 1:00 PM*)

8:00 AM – 9:00 AM

Mandalay Bay Hotel Security

Speaker: Capt. John Pelletier, Las Vegas Metropolitan Police Department
A Discussion of the Mandalay Bay shooting from the perspective of the LVMPD Captain.

9:00 AM – 9:15 AM

Sponsor Talk

9:15 AM – 10:15 AM

Member Speed Dating

The strength of a successful organization is the connections members have and the understanding where partnerships can be developed. During this session participants will be introduced and encouraged to rotate after a brief time together. Come prepared with your best elevator pitch and practice on your fellow industry colleagues.

10:15 AM – 10:30 AM

Sponsor Talk

10:30 AM – 10:45 AM

Morning Refreshment Break

10:45 AM – 11:00 AM

Sponsor Talk

TUESDAY, MAY 1 *(continued)*

11:00 AM – 12:00 PM

So You Want to be a Security Consultant – Landmines & Pitfalls

Speakers: Randy Atlas, Ph.D., FAIA, CPP, President, Atlas Safety & Security Design; and W. Douglas Fitzgerald, CPP, CHS-III, CFE, President & CEO, Fitzgerald Technology

The session will be an intensive discussion on the challenges of doing security consulting and how to rise to the task. One of the most difficult problems is clients that do not put out a clear and defined scope of work, yet expect a bid price on unclear objectives. We will discuss challenges of negotiating a clear and enforceable contract so you can earn the money, and hopefully not chase your fee. We will discuss the challenges of unrealistic required insurances often requested of the consultant. We will discuss when you need to partner on a team, or partner with other consultants to meet the scope of work. This will be a highly informative and participatory session that addresses face on the difficulties of being an independent security consultant.

12:00 PM – 1:00 PM

Keynote Networking Luncheon:

Take the Shot – Top Gun Strategies for Accelerating Productivity, Profit, and Peace of Mind

Speaker: Ed Rush, Speaker, #1 Best Selling Author, and Decorated Marine Corps F/A-18 Pilot

Ed Rush will discuss real-world, actionable strategies to get more done, get more deals, and deliver with more precision.

1:00 PM – 3:15 PM

CONCURRENT SESSIONS

Facility Site Tour – General Atomics Aeronautical Systems, Inc.

(1:00 PM - 5:00 PM)

General Atomics (“GA”) and its affiliated companies constitute one of the world’s leading resources for high-technology systems ranging from the nuclear fuel cycle to electromagnetic systems, remotely operated surveillance aircraft, airborne sensors, and advanced electronic, wireless and laser technologies. Conference attendees will have the opportunity to meet the makers of the **PREDATOR DRONE** and go behind the scenes of their San Diego facility.

Transportation will be provided. Bus will depart promptly at 1:15 PM

DESIGN &
ENGINEERING

Guard Force Management Standard of Care

(1:15 PM - 2:15 PM)

Speakers: Steven T Baker, CPP, PSP, PCI, VTI Associates and Alan W. Zajic, CPP, CSP, ICPS, AWZ Consulting

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Preparing a Responsive, High-Impact Consultant's Report (2:20PM - 3:15 PM)

Michael A. Silva, CPP, Principal, Silva Consultants

3:15 PM

Meeting Adjourns

6:00 PM

Optional Group Dinners *(for those staying one more night)*

HOW TO REGISTER

Register one of two ways:

1. Online: www.regonline.com/iapsc2018
2. By Phone: 415-536-0288

WHERE TO STAY

The IAPSC has arranged for a block of hotel rooms at the **Kona Kai Resort**, 1551 Shelter Island Drive, San Diego, CA, at a discounted rate of **\$195/night, plus a \$10/night resort fee**.

Attendees have two options to book their rooms:

1. Online: <https://goo.gl/254x9T>
2. Phone: Call the reservations department at 1-800-566-2524 and mention you are with the "Intl Assn of Profession Security Consult."

CONTACT IAPSC

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