



INTERNATIONAL ASSOCIATION OF  
PROFESSIONAL  
SECURITY  
CONSULTANTS®

# NEWS IAPSC

July 2011

## In This Issue

[Upcoming Events](#)  
[Marketing Tip #102](#)  
[Member Benefit Highlight](#)

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

## Welcome to Our Newest Member!

[Nathan J. Lugo-  
Montanez, CPP](#)  
**Deft Security  
Consultants, LLC**  
40 Wall St. 28th Floor  
New York, NY 10005  
Phone: 646-397-3338  
[nlugo@deftconsultants.com](mailto:nlugo@deftconsultants.com)  
[www.deftconsultants.com](http://www.deftconsultants.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  
Elliot Boxerbaum  
Jack Case  
Leslie Cole  
Ronald Heil  
Jonathan Lusher  
Kevin Murray  
Robert Owles  
Robert Schultheiss  
Robert Shellow  
Michael Silva

## A Message From The President

Dear ,



Rich Grassie, CPP  
IAPSC President

I'm pleased to announce the appointment of [Kelly Klatt, CPP](#) (Center for Security Solutions, Inc., Orlando, FL) to serve as our 2012 Annual Conference Chairman. He and his conference planning committee are already busy recruiting the best speakers and most relevant topics for our next conference in Miami (April 15-18, 2012).

Kelly will be promoting the IAPSC Annual Conference with some raffle drawings this September at the ASIS Conference in Orlando. During the **IAPSC Networking Reception** at the Orlando Peabody Hotel at 5:30 PM on Sunday, September 18, Kelly will be raffling off a \$100 conference registration discount certificate and a gift certificate for a dinner for two. Drop your business card at the door of the reception to be eligible to win of these prizes. We look forward to seeing you there!

[\[RSVP Today!\]](#)

Best regards,  
*Rich*

## Upcoming Events

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

An ASIS Annual Pre-Seminar Course Sponsored & Instructed by IAPSC  
**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

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 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!](#)

· 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.*

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

Peabody Hotel, Orlando, FL

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



**ASIS  
2011**

ASIS INTERNATIONAL 2011  
57TH ANNUAL SEMINAR AND EXHIBITS  
SEPTEMBER 19-22, 2011 | ORLANDO, FL

**Planning to attend ASIS 2011?** Volunteering at IAPSC's Membership Booth is a great opportunity to network, meet prospective new members, and help spread the word about IAPSC! Contact [acorley@iapsc.org](mailto:acorley@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)

## IAPSC Marketing Tip #102



**Is the car you drive giving clients a negative impression of you?**

Your mode of transportation can speak volumes to potential clients and is part of the way you market your business. Think about it. If you see a cleaning service

vehicle arrive in a dirty car to clean your house, what do you immediately think about the quality of the service they will provide? You probably aren't very confident that they will do a good job. The same holds true in the world of security consulting. The car your client sees you driving can convey an impression about you and about whether you are someone to be trusted. A clean, powerful, and substantial car conveys a message about your ability to keep them safe and protected. A dirty, old, weak-looking car can send the opposite message. Think about your wheels as an important part of marketing your business.

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

### IAPSC Media Services

Most IAPSC members are recognized as the leading authorities in their area of security expertise. The IAPSC makes these members available for interviews via our [Media Services Directory](#). Members who participate in this program are listed in the online directory based on their areas of expertise and may be directly contacted for interviews.

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 "Media Services" and select from the following options: Shoplifting, Employee Theft, Crimes Against Small Business Owners, Grocery Product Tampering, Supermarket Loss Prevention/Security. (*More options coming soon*).

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



### Save \$\$ on Liability Insurance

with this exclusive benefit of your IAPSC membership!

[Get Your Quote Today!](#)

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



Try it FREE today.