



INTERNATIONAL
ASSOCIATION OF
PROFESSIONAL
SECURITY
CONSULTANTS



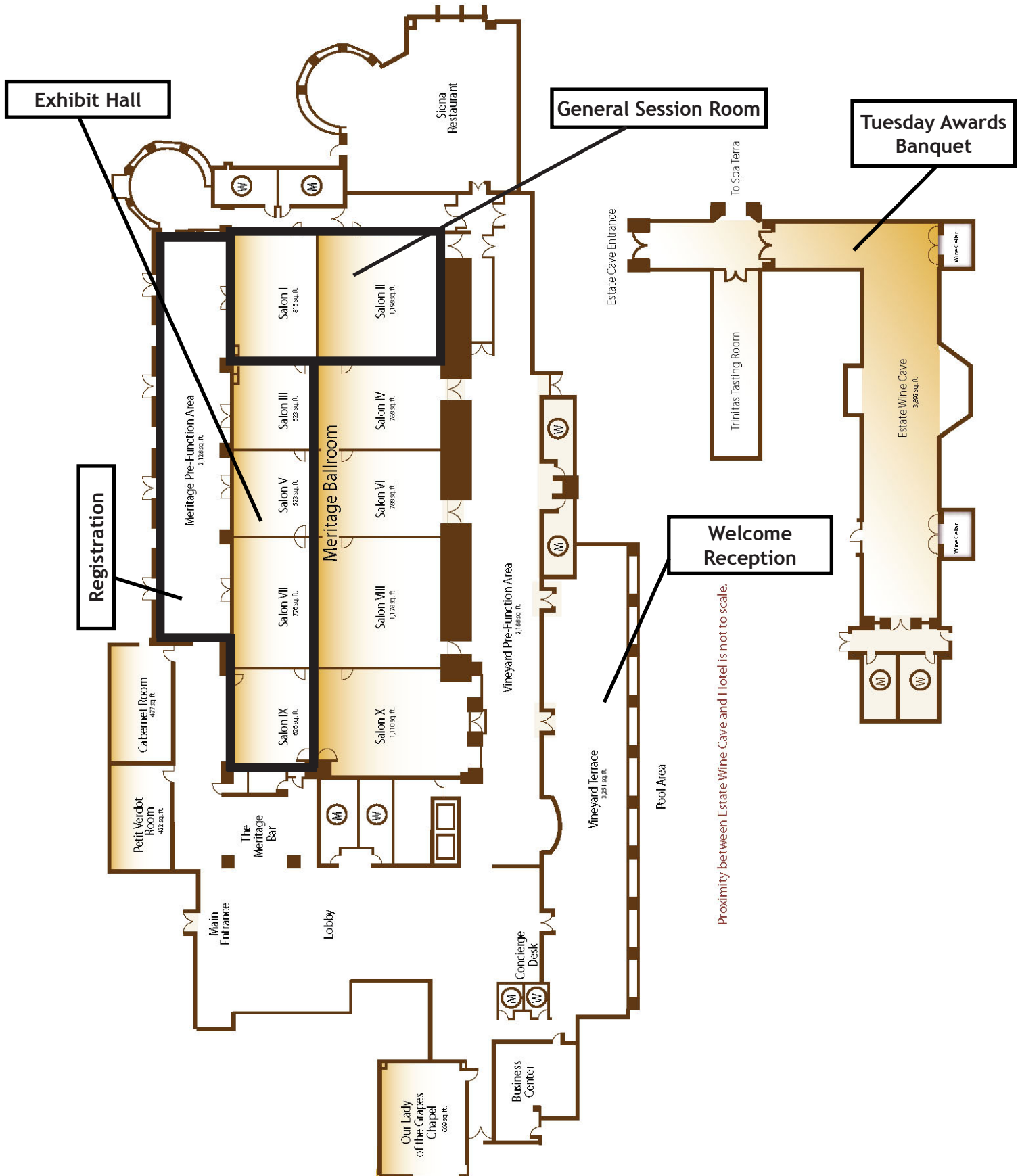
IAPSC ANNUAL CONFERENCE 2013

*Excelling in a Competitive &
Challenging Environment*

April 21-24, 2013

Meritage Resort and Spa  Napa, California





IAPSC ANNUAL CONFERENCE 2013 • SCHEDULE-AT-A-GLANCE

Time	Event/Session	Room
SUNDAY, APRIL 21		
3:30 PM - 7:00 PM	Registration Open	<i>Meritage Pre-Function Area</i>
5:30 PM - 7:00 PM	Welcome Reception <i>Sponsored by Location, Inc.</i>	<i>Vineyard Terrace</i>
MONDAY, APRIL 22		
7:30 AM - 4:30 PM	Registration Open	<i>Meritage Pre-Function Area</i>
7:30 AM - 8:30 AM	Continental Breakfast	<i>Salons III, V, VII, IX</i>
7:30 AM - 4:30 PM	Exhibit Hall Open	<i>Salons III, V, VII, IX</i>
8:30 AM - 9:30 AM	The Dark Side of Technology – Protecting Your Clients from Scams, Cons, and Hacks	<i>Salons I & II</i>
9:40 AM - 10:40 AM	Communication & Credibility	<i>Salons I & II</i>
10:40 AM - 11:15 AM	Morning Refreshment Break <i>Sponsored by ASSA ABLOY Door Security Solutions & HID Global</i>	<i>Salons III, V, VII, IX</i>
11:00 AM - 3:00 PM	Spouse Program: Cooking School with Brian Whitmer <i>Cars will depart promptly at 10:40 AM from the main resort entrance.</i>	<i>Offsite – Cedar Gables Inn</i>
11:15 AM - 12:00 PM	Forensic Security Strategies: Keeping Current on the Rules of Evidence & Vetting New Cases	<i>Salons I & II</i>
12:00 PM - 1:30 PM	Networking Lunch <i>Sponsored by Moog, Inc.</i>	<i>Salons III, V, VII, IX</i>
12:15 PM - 12:45 PM	Lunch Chat with iView Systems	<i>Salons I & II</i>
12:45 PM - 1:30 PM	Lunch Chat with PSIA	<i>Salons I & II</i>
1:30 PM - 2:15 PM	Net Generation Security Consulting	<i>Salons I & II</i>
2:25 PM - 3:15 PM	IT Security – It's Time to Stop Being Afraid	<i>Salons I & II</i>
3:15 PM - 3:45 PM	Afternoon Refreshment Break <i>Sponsored by Genetec, Inc.</i>	<i>Salons III, V, VII, IX</i>
3:45 PM - 4:30 PM	How to Put on an Effective Webinar for Clients and Prospects	<i>Salons I & II</i>
5:00 PM - 6:00 PM	Networking Reception <i>Sponsored by TKH Security Solutions</i>	<i>Salons III, V, VII, IX</i>
Tuesday, April 23		
7:30 AM - 4:30 PM	Registration Open	<i>Meritage Pre-Function Area</i>
7:30 AM - 8:30 AM	Continental Breakfast	<i>Salons III, V, VII, IX</i>
7:30 AM - 4:30 PM	Exhibit Hall Open	<i>Salons III, V, VII, IX</i>
8:30 AM - 9:30 AM	Annual Members' Business Meeting	<i>Salons I & II</i>

9:30 AM - 10:15 AM	Assess and Significantly Improve the Effectiveness of Your Client's Security Alarm System – Proven Tools for the Security Consultant	<i>Salons I & II</i>
10:15 AM - 10:45 AM	Morning Refreshment Break <i>Sponsored by Aventura Technologies, Inc.</i>	<i>Salons III, V, VII, IX</i>
10:45 AM - 11:45 AM	Staying Ahead – Emerging Issues in Access Control	<i>Salons I & II</i>
11:45 AM - 1:00 PM	Networking Lunch <i>Sponsored by Veracity USA, Inc.</i>	<i>Salons III, V, VII, IX</i>
1:00 PM - 2:00 PM	Demystifying, Debunking, and Deploying 21st Century Video	<i>Salons I & II</i>
2:10 PM - 3:00 PM	The “R” Word – Retirement Isn’t Just About Selling Your Business for Millions or Taking Down Your Shingle	<i>Salons I & II</i>
3:00 PM - 3:30 PM	Afternoon Refreshment Break	<i>Salons III, V, VII, IX</i>
3:30 PM - 4:15 PM	What is “Real” Risk Management	<i>Salons I & II</i>
6:00 PM - 9:00 PM	Awards Banquet Dinner <i>Sponsored in part by Raytec Systems, Inc.</i>	<i>Estate Wine Cave</i>
Wednesday, April 24		
7:30 AM - 11:30 AM	Registration Open	<i>Meritage Pre-Function Area</i>
8:30 AM - 9:15 AM	Panel Discussion: Active Shooter Preparedness	<i>Salons I & II</i>
9:15 AM - 9:30 AM	Morning Refreshment Break	<i>Salons I & II</i>
9:30 AM - 10:15 AM	Thought Leadership: Using Innovation and Creativity in Your Business Model	<i>Salons I & II</i>
10:15 AM - 11:00 AM	Conference Wrap-Up	<i>Salons I & II</i>
11:00 AM	Adjournment	

**IAPSC MEMBERS:
Enhance your Web Presence –
Let us Show you How**

Visit one of the IAPSC staff members at the registration desk, and let them show you all of the great features of the new IAPSC website and members' only site. You'll be able to easily update your member profile, add a photo, and update your list of expertise and service areas.

Available for Purchase:

If you enjoy the session, “Communication & Credibility”, Carol Fleming, Ph.D. will be selling her book, *It's the Way You Say It Becoming Articulate, Well-spoken and Clear.*

Visit the registration desk for details.

SUNDAY, APRIL 21

- 3:30 PM - 7:00 PM Registration Open *Meritage Pre-Function Area*
- 5:30 PM - 7:00 PM Welcome Reception on the Meritage Vineyard Terrace
Sponsored by Location, Inc.

MONDAY, APRIL 22

- 7:30 AM - 4:30 PM Registration Open *Meritage Pre-Function Area*
- 7:30 AM - 8:30 AM Continental Breakfast *Salons III, V, VII, IX*
- 7:30 AM - 4:30 PM Exhibit Hall Open *Salons III, V, VII, IX*
- 8:30 AM - 9:30 AM **The Dark Side of Technology – Protecting Your Clients from Scams, Cons, and Hacks** *Salons I & II*
 Michael Menz exposes the most dangerous scams, cons and hacks. Through live demonstrations, the white and dark side of technology will be explained. From cell phones to casinos and gambling, you'll hear how easy the scams and hacks have been, and with a mix of humor, you'll understand how to avoid becoming a victim, or at least identify what your risks are and what they could cost.
Speaker: Michael Menz, *Manager, Global Cyber Security Investigations and Forensics Group, Hewlett Packard*
- 9:40 AM - 10:40 AM **Communication and Credibility** *Salons I & II*
 Nothing is more important than your Professional Credibility; it underlies everything you do. It is, and should be, the chief concern of any professional. Examine the foundations of Professionalism, Credibility and Communication to be in control of the impression you make by the way you speak. You can influence how you are perceived by the community, by juries, clients and by your colleagues with this knowledge of how communication works. Make it work for you.
Speaker: Carol Fleming, Ph.D., *The Sound of Your Voice*
- 10:40 AM - 11:15 AM **Morning Refreshment Break** *Salons III, V, VII, IX*
Sponsored by ASSA ABLOY Door Security Solutions & HID Global
- 11:00 AM - 3:00 PM **Optional: Spouse Program** *Offsite: Cedar Gables Inn*
 Tickets are still available for the 2013 Spouse Program. Participants will enjoy a cooking program at the Cedar Gables Inn with renowned Napa Valley Chef, Brian Whitmer. The fee for the class is \$155 and includes transportation. Please visit the registration desk for details.
- 11:15 AM - 12:00 PM **Forensic Security Strategies: Keeping Current on the Rules of Evidence & Vetting New Cases** *Salons I & II*
 This is a two part session on “Keeping Current on the Rules of Evidence” and, “Vetting New Cases” . This session is designed for both newcomers as well as those seasoned security experts who continue to keep their edge.
Speaker: Norman D. Bates, Esq., *President, JD Liability Consultants, Inc.*

MONDAY, APRIL 22 (CONTINUED)

- 12:00 PM - 1:30 PM** **Networking Lunch** *Salons III, V, VII, IX*
Sponsored by Moog, Inc.
- 12:15 PM - 12:45 PM** **Lunch Chat with iView Systems** *Salons I & II*
Join iView systems for an intimate chat session to discuss their services, and real-world applications and benefits.
Speaker: Tony Day, *Senior Account Executive, iView Systems*
Moderator: Alan Zajic, *CPP, CSP, AWZ Consulting*
- 1:00 PM - 1:30 PM** **Lunch Chat with Physical Security Interoperability Alliance** *Salons I & II*
The Physical Security Interoperability Alliance (PSIA) has developed seven specifications to support interoperability between different types of security products, including video, storage, access control, analytics, and intrusion. PSIA joins IAPSC for this brief introduction to the initiatives it has developed, relative to the standardization of platforms across the security industry.
- 1:30 PM - 2:15 PM** **Next Generation Security Consulting** *Salons I & II*
Aligning board-level risk and business unit mitigation strategy, and building strategic brand alliances, are “proven practices” that every next generation leader should know. This session will explore cross-functional, unified risk oversight, as well as return-on-investment capable approaches for board-level risk mitigation and organizational resilience.
Speakers: Francis D’Addario, *CPP, CFE, Emeritus Faculty, Strategic Influence and Innovation, Security Executive Council and Principal at Crime Prevention Associates* and Mark S. Lex, *Emeritus Faculty, Security Executive Council*
- 2:25 PM - 3:15 PM** **IT Security – It’s Time to Stop Being Afraid** *Salons I & II*
IT Security is an element of our world that has been responsible for many solutions, while creating new problems that didn’t exist before. We need to embrace IT security, understand it, and work with it.
Speaker: Ray Coulombe, *CSI, CDT, Founder and Managing Director, Security Specifiers*
- 3:15 PM - 3:45 PM** **Afternoon Refreshment Break** *Salons III, V, VII, IX*
Sponsored by Genetec, Inc.
- 3:45 PM - 4:30 PM** **How to Put on an Effective Webinar for Clients and Prospects** *Salons I & II*
Yes you can do this. Its technical, it relies on technology and, it relies on the audience’s ability to use it as much as yours. But, it is an effective way to reach your target audience, communicate your message, and promote your services; all for little cost and from the comfort of your floppy slippers.
Speaker: Kristin Bodiford, *Ph.D., Principal, Community Strengths*
- 5:00 PM - 6:00 PM** **Networking Reception** *Salons III, V, VII, IX*
Sponsored by TKH Security Solutions

7:30 AM - 4:30 PM	Registration Open	<i>Meritage Pre-Function Area</i>
7:30 AM - 8:30 AM	Continental Breakfast	<i>Salons III, V, VII, IX</i>
7:30 AM - 4:30 PM	Exhibit Hall Open	<i>Salons III, V, VII, IX</i>
8:30 AM - 9:30 AM	<p>Annual Members' Business Meeting <i>Salons I & II</i></p> <p>IAPSC members are invited to attend this annual meeting, which includes the election of the Board and reports on the status of the association. In addition, there will be important industry-related updates. Non-members may attend, but may not vote at the meeting.</p>	
9:30 AM - 10:15 AM	<p>Assess and Significantly Improve the Effectiveness of Your Client's Security Alarm System – Proven Tools for the Security Consultant <i>Salons I & II</i></p> <p>Help your clients achieve enhanced alarm system performance through alarm management practices. This session will provide recommendations for assessing security alarm systems and review tools and best practices that can be utilized to improve the performance and maintain a highly effective security alarm system.</p> <p><u>Speaker:</u> Alan H. Brockbank, CPP, CSC, <i>President and Principal Consultant, B-Secure Consulting, LLC</i></p>	
10:15 AM - 10:45 AM	<p>Morning Refreshment Break</p> <p><i>Sponsored by Aventura Technologies, Inc.</i></p>	<i>Salons III, V, VII, IX</i>
10:45 AM - 11:45 AM	<p>Staying Ahead – Emerging Issues in Access Control <i>Salons I & II</i></p> <p>A panel made up of design consultants and manufacturers will present and discuss emerging access control issues that may be raised by a client or required based upon unique engagement needs. Understanding emerging issues such as cloud implementation, integration, planning for system end of life, bring your own device (BYOD), near field communication (NFC), PoE and “edge” door controllers may make the difference in you being retained for an engagement or some other consultant. Join us in the debate and discussion to keep up with the latest developments in access control.</p> <p><u>Speakers:</u> Edie Alexander, <i>Sales Director, Automatic Systems</i>; David W. Barnard, <i>Director of Dealer Development, RS2 Technologies, LLC</i>; John Carter, <i>Kaba ADS Americas</i>; and Kim Kornmaier, <i>Design Program Leader, Honeywell International, Inc.</i></p> <p><u>Moderators:</u> Ray Coulombe, CSI, CDT, <i>Founder and Managing Director, Security Specifiers</i> and Frank Pisciotta, MPA, CSC, <i>President, Business Protection Specialists, Inc.</i></p>	
11:45 AM - 1:00 PM	<p>Networking Lunch</p> <p><i>Sponsored by Veracity USA, Inc.</i></p>	<i>Salons III, V, VII, IX</i>

- 1:00 PM - 2:00 PM** **Demystifying, Debunking, and Deploying
21st Century Video** *Salons I & II*
After an introduction clarifying the major differences in analog, hybrid, and high definition IP video, manufacturers will be challenged by association members to address the issues of why and when video is used - for prevention, post-identification, and prosecution.
Speakers: Marcus Cervantes, *Bosch Security Systems*; James Connor, *Samsung*; Kristen Seguin, *National Sales Manager - USA and Canada, Raytec Systems, Inc.*; Stephen Jones, *Veracity USA, Inc.*; Brad Thomas, *Strategic Account Manager for Enterprise and Critical Infrastructure, Verint Systems*; and Ayal Vogel, *OnSSI*
Moderator: Gerald “Dutch” Forstater, PE, CSI, CBIE, *CEO and Chief Engineer, Professional Systems Engineering, LLC*
- 2:10 PM - 3:00 PM** **The “R” Word – Retirement Isn’t Just About
Selling Your Business for Millions or Taking
Down Your Shingle*** *Salons I & II*
This session goes beyond the obvious and examines the options available leave this profession gracefully, financially fit, with your ego intact, and a sense of purpose for the next chapter in your life.
Speaker: John Keefe, *Vice President, Wealth Management Associates*

**Be sure to stay through the afternoon break where John Keefe will be available for one-on-one discussions related to your retirement and business.*
- 3:00 PM - 3:30 PM** **Afternoon Refreshment Break** *Salons III, V, VII, IX*
- 3:30 PM - 4:15 PM** **What is “Real” Risk Management** *Salons I & II*
The phrase “risk management” gets thrown around quite a bit, but what is “real” risk management? Everything you do in your organization involves a level of risk. This session will explain how to recognize the real risks you face and give you some thoughts on how to prioritize these risks and how to mobilize.
Speakers: Kelly S. Klatt, CPP, *CEO, Center for Security Solutions, Inc.* and Robert Shellow, Ph.D., *CSC, Principal, IMAR Services, LLC*
- 6:00 PM - 9:00 PM** **Awards Banquet Dinner** *Estate Wine Cave*
Sponsored in part by Raytec Systems, Inc.

Enjoy a relaxing evening with your IAPSC colleagues and delicious wine from the Trinitas Cellars in the beautiful Meritage Estate Wine Cave, while we bestow our highest honors to IAPSC colleagues who have made significant contributions to our professional community.

7:30 AM - 11:30 AM	Registration Open	<i>Meritage Pre-Function Area</i>
7:30 AM - 8:30 AM	Continental Breakfast	<i>Salons III, V, VII, IX</i>
8:30 AM - 9:15 AM	Panel Discussion: Active Shooter Preparedness As mass shooting incidents become more publicly prominent in the wake of recent events in Connecticut, Colorado, and Utah, you can expect the security professional will often be the first individual contacted for guidance. Will you be prepared to respond when that call is made? This session will cover best practices in dealing with active shooter cases, how organizations and their employees should be prepared, and how being prepared can help save lives. <u>Speakers:</u> Alan H. Brockbank, CPP, CSC, <i>President and Principal Consultant, B-Secure Consulting, LLC</i> ; James H. Clark, CPP, <i>Managing Partner, Clark Security Group, LLC</i> ; and Alan Zajic, CPP, CSP, <i>AWZ Consulting</i>	<i>Salons I & II</i>
9:15 AM - 9:30 AM	Morning Refreshment Break	<i>Meritage Pre-Function Area</i>
9:30 AM - 10:15 AM	Thought Leadership: Using Innovation and Creativity in Your Business Model This is as much about staying at the cutting edge of knowledge in our industry as it is finding innovative ways to solve problems. There are some basic elements of security that are tried and true. There are others that need to be tested, questioned, kicked, prodded, and otherwise provoked to see if they are really working. <u>Speaker:</u> Ken Wheatley, MA, CPP, <i>Sr. Vice President, Sony Electronics, Inc.</i>	<i>Salons I & II</i>
10:15 AM - 11:00 AM	Conference Wrap-Up	<i>Salons I & II</i>
11:00 AM	Adjournment	