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OFFICERS

February 26, 2010

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Joseph R. Granger, CPP
United Space Alliance
Cape Canaveral, Florida

Dear Volunteer Leaders:

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So far 2010 has been bursting with activity for me, attending the January Volunteer Leadership meetings and my third Asia-Pacific Conference, this year in Sydney, in early February. I am so thrilled to have the opportunity to represent our organization and wish to thank each of you for your outpouring of support for our Society and to me personally at the January meeting. I continue to be amazed at the quality of thought leaders that continue, year after year, to dedicate their time and energy to our organization. All I can say is, "Thank you so much for what you do."

I, along with the Board Management Committee and the entire Board of Directors, continue to be sensitive to the challenges presented to Volunteer Leaders, especially in these difficult financial times. As a result, we have decided to work with our headquarters staff to once again conduct our June Volunteer Leadership meetings "virtually". Quite frankly, last year our virtual application allowed all to participate from their offices/homes without incurring typical travel costs, and time away from work or family, as well as providing significant cost avoidance for our organization. Headquarters staff will be communicating with their various Volunteer Leadership groups in order to schedule their meetings accordingly.

Again, I thank all the Volunteer Leaders for their dedication and accomplishments that have made ASIS International the recognized leader in *Advancing Security Worldwide!*

Sincerely,

Joseph R. ("Bob") Granger, CPP
2010 ASIS President

GOVERNMENT AFFAIRS & PUBLIC POLICY

Vice President, Jack Lichtenstein
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Staff attended a half-day program on the legislative year ahead conducted by the law firm of Kelley, Drye and Warren. One US Senator and five US Representatives provided the audience their perspectives on major issues to be engaged by Congress in 2010. No security topics appeared in any part of the presentations. The overall analysis seems to be that precious little will be accomplished legislatively this year and that campaigning for re-election will begin unusually early.

Staff attended a Congressional Quarterly/Roll Call webinar on the use of social media in building grassroots support on legislative issues.

Division staff met with Tim Weir, Chairman of the ASIS Advisory Council on Public Policy, to discuss the ACP's strategy and direction in 2010.

Headquarters staff participated in JINSA (Jewish Institute for National Security Affairs) conference call in which renowned political analyst and strategist Morrie Amitay provided his expert opinion on the 36 races being run this year for seats in the US Senate. He estimates that Republicans will have a net gain of 4 or 5 seats, leaving the Democrats a majority but denying them their "supermajority."

Division staff discussed with Wharton School staff the final status of the new module on Enterprise Risk Management in the ASIS-Wharton Security Executive Leadership Program.

Division staff attended a half-day meeting of private sector partners conducted by the US Director of National Intelligence (DNI).

Headquarters staff had a one-hour private meeting with Todd M. Keil, the new Assistant Secretary for Infrastructure Protection (IP) at the US Department of Homeland Security (DHS). Mr. Keil was appointed to his post by President Obama in December 2009. The discussion covered a wide range of ongoing efforts between ASIS and the IP staff at DHS, as well as the development of possible new initiatives.

Division staff briefed ASIS Board of Directors on political and policy issues, and conducted meetings of the ASIS Political Action Committee (ASISPAC) and the ASIS Advisory Council on Public Policy (ACPP), during the January ASIS Volunteer Leadership meetings.

STRATEGIC OPERATIONS

Vice President, Michael Gips
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The Volunteer Leadership Update is published for the information of the entire membership.

Although it is made available only to representatives of the elected and voluntary leadership of ASIS, further dissemination of the information is encouraged through whatever means best satisfies the needs of the group you represent.

During January, the CSO Roundtable added 12 new members: Gurdeep S. Bains, Accenture; Dennis P. Buckley, Becton Dickinson; David Cameron, CPP, International SOS; William Colby, CPP, Coles Express; Matt Raymond, Accenture; Robert G. Key, EnergySolutions; Daniel A. McGarvey, U.S. Air Force; James E. McNeil, Mayo Clinic; Kimmo Nurminen, Teliasonera Finland; Ty Richmond, Andrews International; Timothy J. Rigg, CPP, Progress Energy; William B. Watkins, ATCO Group. Total membership in the Roundtable at the end of January was 212, with several expired members from 2009 expected to re-join.

Strategic Operations is continuing a campaign to recruit the deputies of current members and to increase female membership among both CSOs and deputies. A LinkedIn subgroup created in November had 234 members by the end of January, up 32 from December. The group has proved to be an excellent resource for new members to join both the ASIS and CSO groups.

Staff attended the ASIS Information Assets Protection (IAP) conference in London, holding a CSO Roundtable session on information governance in an international company. The session was presented by Amanda Chandler, Global Privacy Manager, Privacy Security and Content Standards at Vodafone Group Services Limited, UK. The session was moderated by Richard Knowlton, CSO of Vodafone, a CSO Roundtable member. More than two dozen senior security executives from around Europe attended the session and the private networking lunch that followed. Staff also moderated six sessions at the IAP Conference.

Formal invitations for the CSO Roundtable spring conference were mailed the first week of January. Preparations for the CSO Roundtable program in Sydney in early February were finalized, and more speakers were identified for the Spring Conference in Washington, D.C.

The 2010 Advisory Board met at the ASIS Volunteer Leadership meetings in January. New members of the Advisory Board are: Brian Allen, CPP, Time Warner Cable; Chris Berg, Symantec; Richard Gunthner, MasterCard; Ed Hallen, CPP, Occidental Petroleum; Timothy Williams, CPP, Caterpillar. The new co-chairs are: Timothy T. Janes, CPP, Capital One; Timothy S. Weir, Accenture.

In January, the CSO Roundtable's working group on revenue generation set guidelines for accepting corporate sponsorships.

RESEARCH & DEVELOPMENT

Vice President, Bob Rowe
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Foundation as well as ASIS library staff assisted researchers from the Research Triangle Institute in a literature review in conjunction with a grant they are performing for the Department of Justice's Bureau of Justice Statistics.

The sixth CRISP report was printed and posted to the website for download. Written by Tim Prenzler, the report is titled 'Preventing Burglary in Commercial and Institutional Settings: A Place Management and Partnerships Approach'. A revised draft of the report on crime analysis has gone back for peer review. The first draft of a report on security policies and procedures has been sent out for peer review. A proposal for a report on insider threats was received for review.

35 matching scholarships and 8 RVP awards were made by the Foundation for 2000, adding \$25,900 to the funds raised by ASIS Chapter scholarship programs or awarded from Chapter endowed funds. Altogether, ASIS awarded \$63,275 to students and practitioners in the security field to pursue academic and professional development goals. One matching grant was made to the Northern Nevada Chapter this month.

All 30 Cross awards were claimed by ASIS members in January, making this year the fastest distribution of the awards ever. Just 9 of the winners opted for an online course – the remainder will attend classroom review courses. The majority – 12 winners – will attend the course offered prior to the Seminar in Dallas, and six of these winners come from Region 6 - which had every Chapter submit and win a Cross award this year.

The Council for Academic Programs in Colleges and Universities has selected the winners for the 2009 Student Writing Competition from 32 submitted papers on topics selected by the Council. Two of the winners attend universities outside the US, and three of the students are majoring in business.

Please be sure that chapter newsletter editors receive a copy of this information.

HTML access by other chapter officers may be requested in writing by a Chapter Chairman or RVP.

Requests may be faxed to Karen Kapp at ASIS International headquarters (703-518-1519).

EDUCATION

Vice President, Susan Melnicove
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Education programs are tracking either ahead of, or according to, expectations.

The Council Chairmen and Vice Chairmen met during the January Volunteer Leadership meetings, and CVPs and staff presented a session including best practices on topics such as newsletters, membership recruitment, business plans, workshops and Seminar sessions.

CVP Linda Fite, CPP suggested that the councils that do not have the ability to staff a booth during the Seminar may join together to form a multi-council area. This will be located somewhere in the main area at the convention center, and councils can display their brochures and discuss activities in particular and in general.

The physical security unit of the Presidential detail of the US Secret Service requested a team discount for both PSP and CPP Certification applications, study materials and review programs. They are considering using the designations as mandatory for agent level or above grades.

For the 2010 Seminar in Dallas, currently 76% of the booth space is reserved (1903 booths by 460 companies).

ASIS submitted addendum comments to the DHS PS-Prep Program regarding the development of a draft Maturity Model for the phased implementation of the ASIS organizational Resilience ANSI Standard.

Both the OR Implementation course and the ISO 28000 Leader Auditor Course were presented in South Africa for the Tsogo Sun hotels and resorts in preparation for the World Cup 2010. The Tsogo Group is the largest hotel chain in South Africa.

The joint ASIS/BSI Business Continuity Management draft ANSI Standard continues working group review and is expected to continue the process in the months ahead. The Private Security Officer Selection and Training Revised Guideline is in review with the committee. Six working groups are meeting to develop the draft ANSI Standard on workplace violence.

The IRC responded to 109 inquiries during the month. Most frequent topics included ASIS history, Security officers, certification and alarm systems. Librarians compiled 20 information packets and provided 57 other references and referrals.

The investigations sections of the POA have been reviewed and are being updated to meet the needs of the PCI exam in 2010. The Professional Investigator's Manual was approved by the PCB for the sole reference for this exam.

MARKETING

Vice President, Eileen Smith
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Impressions from public relations activity during January exceeded 14.7 million, with a publicity value of more than \$123,600. Most of the coverage was in the trade press, although other media of note was Forbes.com and Reuters, both of which picked up the press release about the new CRISP Report from the ASIS Foundation entitled, *Preventing Burglary in Commercial and Institutional Settings*.

Thanks to those members who spoke to the press this month, including Joseph R. (Bob) Granger, CPP; Oksana Farber; Jim Litchko; Chris Richardson, CPP; Sean Ahrens, CPP; and Jeff Spivey, CPP, PSP. Topics of interest included the new ASIS President, Bob Granger; transitioning from the military into law enforcement; and high-tech industrial espionage.

A group of interested volunteers met during the January Volunteer Leadership meeting to determine next steps on forming a Young Professionals group within the membership. A survey will be sent in late February to members between the ages of 21 and 40. Many good suggestions have been made about the interests and needs of young professionals; the survey is intended to prioritize those suggestions and determine the initial activities of the group.

Congratulations to the Chapters and individuals who won awards in the Reach Out! Member-Get-a-Member 2009 campaign. Klas Nilsson, CPP, PCI, PSP, of the Sweden Chapter led the way in the individual category, recruiting 40 new members, followed by Petri Kelo of Finland, with 32. The two Chapters with the highest net number of new members were Sweden with 89 and Dubai with 66. Those Chapters with the greatest net percentage gain were Mumbai, at 40%, and Guatemala, with 34%. Congratulations to all the members who contributed to the recruitment effort.

The Reach Out! Campaign for 2010 is underway. This year's program ends on September 30, so there still is plenty of time to join the competition and do your part in introducing your colleagues to the Society. One incentive to help entice new members is that everyone who joins between October 1, 2009 and December 31, 2010 is entitled to a \$100 credit toward an ASIS classroom program or international conference held in 2010, or the ASIS International Seminar and Exhibits in Dallas, October 12-15.

PUBLISHING

Vice President, Denny White
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In January, the department completed the February 2010 issue of *Security Management* with 94 pages.

In January, Security Management Daily continued updates from significant security news stories.

Security Management Online activity for January served 27,525 unique visitors, who accessed the site an average of 1.2 times during the month, for a total of 34,202 visits, and for each visit they looked at an average of 2.4 site pages for 2.16 minutes.

The European Bureau coordinated with European volunteers and produced articles for the January edition of *EuroDynamics*. The link to this edition was posted on www.asisonline.org and www.asisonline.eu.

The following elected and voluntary leaders have access to this information via the ASIS website address given below:

Board of Directors,
Professional Certification Board, Senior Regional Vice Presidents, Regional Vice Presidents, Assistant Regional Vice Presidents, Council Chairmen, Council Vice Chairmen, Council Members, Chapter Chairmen, Chapter Vice Chairmen, and Past Presidents.

FINANCE & ADMINISTRATION

Vice President, Jim Evans
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The 2010 Member-Get-a-Member (MGM) Campaign has generated a total of 86 prospective members through the efforts of 61 member sponsors. A total of 81 new members joined to date. Year-end results for the 2009 Member-Get-a-Member campaign awards have been posted under the "Reach out Campaign" tab on the website. Individual members and chapters are encouraged to view these lists to verify if a prize was awarded. To redeem an award, send a request to regionsandchapters@asisonline.org.

ASIS recognized the following Chapter anniversaries in January: Smoky Mountain Chapter - 45th; Middle East Chapter - 35th; Akron-Canton Chapter 30th; and Mexico West Chapter - 5th.

Chapter officers are reminded to remit the 2010 Chapter Questionnaire following chapter elections. The questionnaire is found under the "chapters" section of the website, and should be submitted to Regions and Chapters as soon as possible. Chapter Board and Committee Officers are not officially recognized until the questionnaire has been remitted to: regionsandchapters@asisonline.org.

Staff received and resolved 193 RVP Group/Chapter requests. The Region and Chapter Resource Guide was finalized and distribution to all 2010 Volunteer Leaders. This guide was designed for Regional and Chapter officers to enhance Chapter productivity and effectiveness.

The 2009 Awards Committee, chaired by Jim Princehorn, CPP, presided over the ASIS International Awards judgments during the January leadership meetings. All 2009 award winners and honorable mentions for the I.B. Hale Chapter of the Year and Newsletter of the Year and Website of the Year may be found on the ASIS International homepage under "Society News."

Two regional awards were presented by the Board of Directors during the January Volunteer Leadership meetings. The 2009 Regional Vice President of the Year was awarded to Gary L. Davis, CPP for Region 10A. The Senior Regional Vice President of the Year was awarded to Lee Cloney, CPP for Group III (Regions 4A & 4B.) Twenty-one certificates of appreciation were also presented by SRVP Co-Chairmen Lee Cloney, CPP and Godfried Hendriks, CPP to a diverse group of SRVPs and RVPs for their overall support and accomplishments in 2009.

We are pleased to announce the inception of two new ASIS International Chapters approved by the ASIS Board of Directors, the Northwest Arkansas and the Nairobi, Kenya Chapters. The ASIS Board of Directors also approved the dissolution of the Texas Panhandle Chapter.