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**CHAIRMAN'S CORNER - FEBRUARY, 2006
SAN FERNANDO VALLEY
AMERICAN SOCIETY FOR INDUSTRIAL SECURITY**

In February, our chapter hosted a chilling presentation by Det. Andy Alegria on "The Most Dangerous Gang in America" MS 13!

Filled with graphic descriptions of violence and how this gang has infiltrated the main blood stream of our working society, Det. Alegria's presentation was very compelling.

We are indebted to Det. Alegria for sharing with us his very personal experience with this gang.

Because this presentation was so enriched with facts and information, we've devoted a separate article that sums up Det. Alegria's demonstration to our chapter.

HOW EXCITING IS THIS!

The last few weeks we've been discussing more creative ways that we can serve you the membership and develop a niche for bringing in revenue to your chapter.

Dating back to almost the beginning of the chapter, we had a printable newspaper, which was supported by local advertising. Naturally, with the evolution of email and the rising cost of printing and postage, we abandoned this practice about a year and a half ago, and it wasn't until last year when we actually had some sort of continuity of delivering our messages through the net.

With the collaboration of Dylan Anderson our Webmaster and Pat Salter our newsletter editor, we believe we have a program that will inspire all of you.

Dylan has been running statistics on our Website, which discloses a continual rise in the amount of activity we are experiencing.

We are extremely encouraged for basically, the website in less than a year old however, every month there is an increase in activity.



Our current average is approximately 120 new (virgin) visitors each month to our website, and as an example, the hits from Dec. to Jan more than doubled from 3,000 to over 6600 (120%).

HOW EXCITING IS THIS (continued)

With all this said, we are excited to announce a new program for our chapter.

Your new program pertains to the addition of Banner advertising on the website.

The **banner** represents a predefined space on every web page to display the sponsor ads. The banner would appear on every page of the site. It would be the responsibility of the advertising sponsor to provide the graphic banner in the exact dimensions (in pixels) specified in the examples below. The banner would have to be provided as a "jpeg" or a "gif" file format.

To simplify this, your company banner would be shown over a course of x amount of seconds on each of our web pages. If an individual has a need for your business, or would like to know more about your company, they will click on your banner, and it will take them to a page (possibly your home page) as well as your point of contact such as your sales representative.

With your banner exposed on a continual basis, you'll also be presenting your company in a very positive and subliminal way.

We have some logistical decisions to make however; we are in excellent hands with Dylan as our Web Master.

For those of you that have visited our site, I'm sure you'll agree, he has developed a wonderful site for us to be proud of.

The cost for this wonderful way to expose your business will be set at an introductory annual fee of \$300. That's \$25.00 a month, \$5.76 a week or .03 an hour to have your company's name in front of a captured audience that deals directly with your niche of business.

For those of you ready to participate, we have application forms located on the website that you can fill out and send in.



By enlisting in this program, you'll be positioning your company in such way to attract more business and you'll be supporting this wonderful chapter.

OUR PROGRAM IN MARCH

Our survey last year returned a consensus that many of you wanted to be refreshed on Workplace Violence.

The Daily News reported (February 9) that workplace violence and credible threats in LA County has jumped an amazingly **20-Fold!**

If the presentation by Ann Phelps and Patrick Prince isn't timely enough, I'm not sure what other subject would qualify in its stead.

Patrick Prince is not a stranger to this chapter having presented this topical subject a few times over the past decade.

Patrick and Ann (Prince & Phelps) are very energetic speakers and draw upon their personal experiences to demonstrate just how critical it is to manage your employees before and after their termination.

The recent killings at the Goleta Post Office is a true testimony just how critical it is to safeguard your business and manage a departed employee. Two years after this individual was let go, she came back to seek revenge on her former co-workers.

We had a very nice turnout in February however, I was extremely disenchanted with the amount of reservations that were made and for some reason or another, they did not show up.

I can certainly understand last minute emergencies crop up however; you must take responsibility and let your chapter know. This is a perfect example of an individual thinking well, they won't miss just my RSVP, nothing could be more wrong when that amount tabulates to fifteen (15) individuals. Keep in mind, your chapter is responsible for those meals; we had to pay for each one.



March will be another very exciting and informative meeting, please make your reservation, and fulfill your commitment. Personally, I could think of better things to do than get up at 0330 hours to fulfill my part; how about Dave Dalton, leaving San Diego at 0410 hours and driving all the way up to make the meeting! That is dedication?

So, bring a friend, a business partner, fellow employee or especially in this case, someone from your HR Department! Don't deny them this wonderful opportunity to receive awe-inspiring information for the price of a breakfast.

For more information on MS 13 and news from our chapter, please visit our website at: <http://www.asischapter130sfv.org/>

Your comments and views are always appreciated!

Respectfully,

Craig Chamberlain
SFV-ASIS Chairman