



The Security Blanket

ASIS - San Fernando Valley Chapter 130

Issue: July 2010

NEXT MEETING:

When:

Tuesday – July 13th,
11:30 to 13:00

Where:

Jim's Family Rest.
8950 Laurel Canyon
Sun Valley
(818) 768-0213

Topic:

**“Understanding
your options. Do
you need an
arbitrator or a
mediator?”**

Presented by:

Mark Ameli, Esq.
Candidate for Los
Angeles Superior
Court Judge

RSVP:

RSVP Online at:
Info@asis130.org
Or (818) 831-2404

2010 Chapter Officers

Chairman

Patrick “Pat” Salter, CPP
Securitas Security
Services USA, Inc.
(818) 782-6184

Vice Chairman

Mike Pirouzian, CPI/CSP
Observant Investigation
Service
(818) 243-9173

Secretary

Stephen Huss, CPP
AARO Associates Intl.
(818) 207-2276

Treasurer

William Nelson
Golden West K-9
(661) 294-8160

**Please bring a
gift for the raffle.**

Chairman's Corner

by Pat Salter, CPP



This month we celebrated Independence Day. Hot dogs, baseball, apple pie and fireworks, picnics, parades and barbecues; most of us will participate in one or more of these activities this month and this summer. But what does this all really mean?

All month, all around our country people are reflecting on the founding of our country, its greatness, and its failings. Some might even read a book or two on its founding. Some of us are descended from those who flocked here to get a new start. Contrary to what the news tells us about how we are perceived in the world, millions of people tell us with their feet, that they approve of this country and the opportunity it provides to those who seek it. Well, one might wonder, what the heck does all of this have to do with security?

During colonial times, life was perilous. Not all colonialists wanted to separate from the mother country, Britain. Communities were deeply divided between the patriots and the loyalists with at least a third of the population just wanting to stay out of the way and get on with their lives. Sound familiar. This is the timeless human condition, conflict and security, some people wanting change and others not.

Our industry in today's world tries to mitigate the loss that might occur during conflicts such as these. Times of uncertainty, civil unrest and economic turbulence lead to an increase in the need for security, security consultants and advisors. Our industry should start to see an increase in business and opportunity. It will be slow at first as companies and individuals rethink their expenditures and priorities but the need for asset protection and risk mitigation will slowly come to the forefront.

Our industry assists our public safety officials in the protection of the public at large, as they cannot not provide security and safety without the private security industry as represented by ASIS and locally by our chapter's members.

We are all busy. With that in mind I'm going to ask you, have you ever thought of volunteering to help out your local ASIS chapter? This chapter is in need of volunteer leaders. We currently need a Treasurer, as Bill Nelson had to resign because of a job conflict. This chapter will also need a new Chairman, Vice Chair and Secretary also for the coming year. Some committee chairs are also needed, such as program director, newsletter editor and web-master. Please consider volunteering, it truly is a rewarding experience. Independence does not mean freedom from responsibility.

Committee Chairs

ASIS Foundation Rep.
Position available...

CPP Certification Rep.
Stephen Huss, CPP
(818) 831-9463
aarol@earthlink.net

Legislative Rep.
Barry Bradley, Esq.
Bradley & Gmelich
(818) 243-5200
bbradley@bglawyers.com

Law Enforcement Liaison
Capt. Lief Nicolaisen
Glendale Police Dept.
(818) 548-3134

**Law Enforcement
Appreciation Liaison**
Wayne Horton
Norton Simon Museum
(626) 844-6960
whorton@nortonsimon.org

Membership
Eric Mardian
Siemens Building
Technologies, Inc.
(714) 252-1301
eric.mardian@siemens.com

Placement
Wayne Horton, CPP
Norton Simon Museum
(626) 844-6960
whorton@nortonsimon.org

Programs
Stephen Richmond
Glendale Water & Power
(818) 548-3181
srichmond@ci.glendale.ca.us

Newsletter & Webmaster
Frank Faulk, CPP
PI Resources
(818) 831-2404
Info@asis130.org

This Month...

July 4th
&
Summer
Vacations

Unwrapping the Terror of Terrorism

by Ben Sheppard - May 26, 2010 – The Risk Communicator – www.SARMA.org

One objective of terrorism is, as the name clearly implies, to cause terror. The recent failed car bombing incident in New York City is a reminder that attackers seek not just to kill and maim but to bring terror to the streets.

But to what degree is the terror generated by terrorism an effective tool of political coercion? Addressing this requires a detailed understanding of the effects of terrorism, the amount of societal resilience, and the status of measures that augment societal resilience.

Disorientation of the targeted populace is often a main objective of terrorist organizations. In the extreme, a climate of fear caused by terrorism could lead to a closure of society wherein the mere threat of further violence triggers social upheaval and a failure of confidence in the government's ability to maintain public order. Achieving disorientation requires terrorists to instill a fear of uncertainty about the location and timing of the next, inevitable, attack. Even when the populace is not prone to panic, a common consequence of disorientation is avoidance behavior to reduce the perceived risk of succumbing to another attack.

Avoidance behavior can be divided into two categories. The first contains behaviors that have benign effects on the well-being of individuals but have consequences for the local and national economy. This includes, for instance, individuals being less willing to commute to areas previously attacked or refusing to use transportation systems previously targeted. For example, following the 2005 London bombings there were 30 million fewer journeys than expected on the London Underground for that year.

The second category is adverse changes in behaviors and attitudes that are detrimental to the well being of individuals and those around them. During the 2001 anthrax attacks, many Americans needlessly sought prescriptions for antibiotics. While taking unnecessary antibiotics may have alleviated psychological stress in some, the practice may also have contributed to ongoing concerns about antibiotic resistance.

Understanding how societal factors influence disorientation and avoidance behavior requires turning to the field of risk analysis.

Risk Perception

Risk perception helps shed light on how societies respond to the threat of terrorism and the level of disorientation that may occur as a result. It aims to understand why individuals perceive certain risks and activities to be more or less risky than statistics suggest. This in turn provides a basis for improving dialogue with the public (i.e., risk communication) prior to, during and after an attack. Where the perception of risk is greater than the actual risk, individuals tend to overreact despite evidence and reassurances by experts that a particular risk is minimal or unlikely.

Risk Communication

Risk communication is critical to reduce avoidance behaviors, as it can reduce fear and anxiety and elicit desired behavioral responses. For example, after a business or shopping district has been decontaminated and declared safe following a chemical or radiological attack, risk communication could tackle the challenge of workers, customers and businesses believing the perceived risk of re-entering the area may be too great despite assurances of being safe to do so. Government leaders and spokespeople need to have an understanding of the fundamentals of risk communication and of demographic challenges.

Tip of the Month

*Our Tip is
courtesy of the
SANS Institute*

Pass this on to all employees!

"What you ask people walking around inside your company offices without a valid identity card: 'May I help you?' Security comes before a false sense of social etiquette. If you see someone anywhere on your office premises whom you don't know, and who doesn't have a valid ID, go ahead and ask the question. You can't be too alert."

Remember

Please bring a gift for the raffle.

Unwrapping the Terror of Terrorism... *Continued:*

Social Amplification of Risk

The social amplification of risk framework recognizes the importance of how social institutions and structures process and respond to risk. The extent of behavioral changes in response to a terrorist threat can be exacerbated -- or reduced -- by how authorities and institutions behave. The effectiveness and capacity of first responders in treating the injured, the ability to provide protection from further attacks, and the effectiveness of communication are just some examples that can influence people's threat perception. For instance, the slow and inadequate emergency services response to the 1995 sarin attack on Tokyo's metro system served to heighten fear and anxiety among those who had been contaminated. At some stations commuters had to flag down cars to ferry the injured to hospital. At one hospital, 80 percent of victims arrived in non-medical vehicles.

Terrorism is a psychological mind game. Understanding how citizens frame risk and act on their perceptions leads to enhanced resilience. If we do not know how the public responds to terrorism in the first place, developing an effective response will be altogether more difficult.

Ben Sheppard is the author of The Psychology of Strategic Terrorism: Government and Public Responses, published by Routledge (2009) and available in paperback. He is an Adjunct Fellow of the Potomac Institute for Policy Studies, Professorial Lecturer at George Washington University, and a Senior Associate at the Institute for Alternative Futures.

June meeting: See what you missed!!!

"Video and audio enhancement that converts existing security equipment into high resolution".

Presented by Doug Carner, CPP/CSP-III. The presentation provided a lot of information to all of the attendees for each of them to readdress their existing CCTV systems and identify areas that can increase the potential of obtaining usable images in the event it becomes necessary to identify a subject or other identifying information.

Every month has something to offer, please make your reservation now for the next meeting!

Legislative Update: H.R. 19: To require employers to conduct eligibility verification

Introduced on March 6, 2009, by Ken Calvert (R, CA-44), H.R. 19 directs the Secretary of Homeland Security to provide for permanent nationwide implementation of the Basic Pilot employment eligibility verification system, also known as E-Verify.

The bill would require entities hiring individuals for employment in the United States to participate in E-Verify. It would phase in compliance requirements over a seven-year period according to the number of persons employed by the entity, and would establish sanctions for noncompliance.

H.R. 19 has been referred jointly to the House Judiciary and House Education and Labor Committees.

Up coming
Speakers &
Events...

**August
meeting**

Aug. 10th, 2010

Speaker:
TBD

Topic:
TBD

**Up Coming
ASIS Training:**

Topic:
Organizational
Resilience:
Implementing and
Auditing the
ASIS American
National Standard

When:
Sept. 13-15, 2010

Where:
San Diego, CA.

[More Info \(link\)](#)

**Get your seat
now!**

Remember

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gift for the raffle.**

30th Anniversary Dinner Event

Celebrating the San Fernando Valley Chapter 130 and all of
the people that helped along the way!

The Event has been rescheduled for October
16th! Add it to your calendar.

The San Fernando Valley Chapter 130 was Chartered on June 26th, 1980 and held
the first official meeting in July of that year.

There is a substantial amount of logistics involved to make this a memorable
event for the entire membership. We are in desperate need of a few more
volunteers to assist with all of the necessary, pre-event arrangements.

We are trying to promote an evening that does celebrate our thirty years of
serving our profession and community and is going to be attractive to our entire
membership and their significant others.

There will be invitations sent to everyone that held a board position since the
beginning. If you can assist with the invitations, please contact Pat Salter, CPP.

Naturally, this will also be our big event of the year. We will be offering some
limited advertising and the option to buy entire tables for the dinner. Anyone that
would like to either get involved or donate, please contact Pat Salter, CPP.

Committee positions ... are available now!

The chapter has a host of committees that are always in need of members. Jump on
board in a committee that you believe you can make a difference.

“The reward of membership is discovered by involvement!”

The more involved you become in the Chapter, the more the Chapter and ASIS
become significant in your professional security life. The Chapter is staffed and
managed by its volunteer members. All of the committees have room for one or two
more, so the choice is yours.

- What would you like to do to get involved?
- Are there any changes you believe would make the Chapter a better resource?
- Do you like to write articles?
- Are you a person who knows a lot of different speakers?

There are many choices... come join a committee!

We are always looking for speakers with "hot" topics.

Please make your recommendations to Pat Salter at pat.salter@securitasinc.com

Or call him at (818) 782-6184

In The Region III

Now available in the calendar section of the website is a "2010 Region III Calendar", which provides information for all of the Chapters in the Region.

If you leave the valley and have time, you may wish to drop in on a meeting or event of another Chapter. It is a real nice way to network.

Also, keep an eye on the calendar to see what other speakers and topics will be in the area.

Remember

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Summer is upon us! What is your idea for the summer?

In years past, this Chapter has gone dark for the summer. This year we have decided to follow the example of some other Chapters in continuing our meeting through the summer to keep up the momentum of attendance.

If you have the opportunity to attend a meeting during the summer, what type of program would you make an effort to come see? Please let our Chairman know with a phone call or an email.

Thank you! Have a great summer!

Events and Education...

Check out the Chapter website and the national website for the latest list of Events and Educational opportunities available. www.asis130.org and www.asisonline.org

Upcoming ASIS Webinars: (only \$99.00 or less each)

- Communication for Women: Discover the Dynamic Leader in You– July 15th
- Conducting a Gaps Analysis– July 19th (only \$50.00)
- Developing a Strategic Mindset: How to Become a Trusted Strategic Advisor– July 28th

Famous Quotes

"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young." - Henry Ford

"Tact is the knack of making a point without making an enemy." - Sir Isaac Newton

"Tomorrow is often the busiest day of the year." - Spanish Proverb

Linked In - Get connected now! By Doug Carner, CPP/CHS, Vice Chair

Our on-line forum (<http://www.linkedin.com/groups?gid=2386100>) is only a few months old. We have over 75 members and are growing every day. About half the members had not known that our chapter existed. My hope is that this forum will encourage many of these people to attend our monthly meeting and join the chapter.

Please continue to invite your colleagues and peers to join our group so they too can share their products, services, knowledge and talents with the entire group. The more members we have, the more we all will benefit from the networking potential. (If you have not joined yet, follow the link above.)

Thank you for helping to build a professional security network.

CALL For Speakers

Our Speakers offer their time and expertise because they have been asked.

If you have recently heard a Speaker at another venue that you believe would be of a benefit to our members, please ask them if they would like to address our group.

If they offer their expertise, please forward the information to Info@asis130.org

We are always looking for Speakers with topic related to our industry.

Thank you...

Send to:
Info@asis130.org.

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Welcome Aboard...

As professionals, we cherish new members because they bring new information and new ideas with them as they begin networking with each of us.

Please welcome our newest chapter members.

- Michael Feldman, West Coast Regional Sales Mgr., Integrated Security Corp., *Valencia*
- Eric Taylor, CEO, Allied Risk Management, Inc., *Lancaster*

...Welcome aboard!

ASIS 2010: The ONE Destination for Your Security Solutions – Dallas, Oct 12 – 15 – 56th Annual Seminar & Exhibits

The biggest names, the best education, the greatest networking opportunities, and security solutions you can trust. All right here at the ONE EVENT designed to meet all your security needs — ASIS 2010. Download the [Seminar Preview](#).

If your focus is security for your business, organization, community, or nation—in the public or private sector—ASIS 2010 has the solutions you need to meet your security challenges today and tomorrow.

- **The education program is unmatched.** Advance your knowledge and career, choose from 180+ peer-vetted sessions covering topics of interest across the security spectrum.
- **See the latest products and services at the optimal buying time**—as the economy turns and budgets open up.
- **Networking opportunities abound.** Forge mutually beneficial partnerships, share ideas, and reconnect with your peers on the move.



Join more than 20,000 colleagues from around the globe at the security industry's most comprehensive education and networking event—and the leading show dedicated to security. [Register today!](#)

CALL For Papers

If you have some information that you would like to share with the chapter, please send your article, notes or just an email with your idea to the newsletter editor.

We are always looking for information related to our industry.

Thank you...

Send to:
Info@asis130.org

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ASIS Foundation...Do you know a student?

Student Writing Competition: 2010 International Call for Presentations

Sponsored by the ASIS Council on Academic Programs in Universities and Colleges and funded by the ASIS Foundation, the ASIS International Student Writing Competition rewards students who conduct research, engage in thoughtful deliberation, and write an academic paper between 3,000 and 6,000 words on an issue relevant to the security and assets protection profession.

Information regarding this competition is available online at the ASIS International website or our Chapter website under Education.

**WWW.ASIS130.ORG - Our Chapter Website
&
The Security Blanket - Our Chapter Newsletter**

The Chapter's website and newsletter are the primary means of communication to all of the chapter members and many others in the security community in southern California. Both the website and newsletter have been nominated for their contribution to the Society and have been recognized for such.

We are looking for someone to begin working with the existing web master/editor to take over the role next year. If you want to really contribute to the growth of this chapter, please contact Pat Salter, CPP or Frank Faulk, CPP to see how you can get involved!

Placement...

Our group represents a diverse collection of talents spanning a wide range of experience, skills and certifications. Sometimes it can be quite challenging for our members to find a career position that utilizes all of their talents. As the group's Placement officer, I can be of tremendous assistance matching positions to your career goals.

Our most recent job posting seems to be an exciting opportunity for the right person. If you are looking, checkout the website on a regular basis, it is updated as things change.

Please contact me with your questions or special needs. All communications are kept in the strictest confidence and privacy.

Please call your Placement Chairman – Wayne Horton, CPP at (626) 844-6960 or e-mail at whorton@nortonsimon.org

IT IS NOW Time to Think About Getting Involved!

Every year the Chapter needs to have a nucleus of volunteers to fill the various positions, both on the Board and the Committees.

If you believe you have a little time to offer to the Chapter and wish to add your influence to how this Chapter serves the membership, take a look at your plate and see if you can step up!

Joke of the month

At recent trade talks the American representative offered to sell sophisticated American telephone technology to the Russians.

American: In the United States, anyone can pick up any phone and dial 9-1-1. This will record the call and connect them with the police.

Russian: In Russia we don't require that you dial anything.

NEWS ARTICLES FROM ASIS THAT NEED TO BE SEEN!

[Workplace Snooping and Data Theft on the Rise](#)

Network World (07/07/10) Nguyen, Anh

[Agent Shares Lesson From Terror Attack](#)

Miami Herald (07/08/10) Weaver, Jay

[Planning Ahead Can Minimize Data Breach Risks](#)

National Underwriter (Property & Casualty - Risk & Benefits Management Edition) (06/25/10) McDonald, Caroline

Menu selection for next meeting...

Please choose from one of the entrée selections below when you make your reservation. If your diet does not include entrée's from the selection, please let us know and we can make accommodations. When you send in your RSVP, please indicate BEEF, CHICKEN or FISH for yourself and your guest(s).

HOMEMADE MEATLOAF DINNER (**BEEF**)

Homemade meat loaf with mashed potatoes and gravy. Dinner includes fresh garden vegetables and a salad.

CILANTRO (**CHICKEN**)

Tender breast of chicken, marinated and sautéed in cilantro butter sauce and served with rice, refried beans, Pico de gallo, fresh guacamole and tortillas.

BLACKENED TILAPIA FILET (**FISH**)

Tender Tilapia filet, Blackened and pan-fried, then topped with a lemon-olive oil sauce and served with garden vegetables and rice pilaf. Plus a dinner salad.

Sorry, the cost of our luncheons will increase...

We are one of the few organizations that have our luncheon for only \$20.00. We cannot keep this rate any longer due to the increased menu costs and our limited average number of attendees.

Beginning with our September meeting, **the new lunch cost will be \$25.00.** Everyone on the board has tried to mitigate this for the past few years, sorry, now it **must** be done.

In our ongoing effort to provide a good meal selection, good parking, some degree of privacy and a convenient location, we are meeting at:

Jim's Family Restaurant
8950 Laurel Canyon Blvd.
Sun Valley

...the corner of Sheldon & Laurel Canyon, just off I-5 at Sheldon...