

**KUTY & ASSOCIATES, LLC**

SECURITY MANAGEMENT, MARKETING & SALES CONSULTING

&



TEAM SOFTWARE, INC.

PRESENTS

## Changing Times, Changing Strategies for Increased Growth

*What it takes to position your company for maximized service delivery and profit.*

**Wednesday, November 5, 2008**

**Hyatt Vineyard Creek Hotel & Spa – CALSAGA Annual Conference Hotel**

170 Railroad Street  
Santa Rosa, CA  
(707) 284-1234

*Do you have a strategic marketing plan and sales strategies for growth? Do you have the right employees in place to help grow your company? Are your operational strategies fundamentally sound for building a strong financial position? Are you aware of how technology can affect your bottom line?*

**If you answered “no” to any of these questions, then “Changing Times” is a must attend seminar!** You will learn how to develop effective marketing tactics to strengthen your organization. You will also learn how to strengthen the financial position of your company by utilizing technology. In addition, you will gain insight on the key issues facing our industry. This all-inclusive seminar is a great opportunity to get you on track with a road map to success for 2008 and beyond!



## SPEAKERS

### *Leaders in the Contract Security Profession*

#### **Gary H. Kutty, CEO Kutty Associates, LLC.**

Gary is a nationally recognized management, marketing and sales consultant providing growth strategies, support and training for the contract security profession. A 30 year veteran of the contract security industry, he is also an accomplished lecturer and has published numerous articles in publications, such as Security Management, PI Magazine, NCISS Report and Services magazines, to name a few.

#### **Shirley Pierini, CPP, PCI, Chief Security Officer Kendall-Jackson Family Enterprises**

Shirley has more than 35 years in law enforcement and is a well recognized security executive worldwide. She served as manager of Executive Protection for Bank of America, owned her own security consulting business for more than 8 years and now enjoys teaching security management courses in addition to her current position. She served as President of ASIS International in 2004 and as Chairman of the Board 2005. She appeared on CNN following 9/11 and continues to serve as an expert in security management.

#### **Dennis Hamilton, President, Hamilton Innovative**

Dennis specializes in web site and newsletter marketing for the contract security and private investigative professions.

With keen insight that stems from 20 years in field service support, sales and marketing, corporate education/training, management and web development technologies, Dennis will provide the simplified keys you need to make the web work for you.

#### **Ty Richmond, CPP, CFE, President and Chief Operating Officer at Andrews International**

Andrews International is a Los Angeles based security and risk mitigation services firm; and one of the fifth largest private security companies in the country in revenue. Ty has operational and financial accountability for the firm's \$210 million portfolio of core services delivered across the public and private sector. Prior to Andrews International, Mr. Richmond held executive management positions at Agilent Technologies, where he was responsible for seven corporate functions across sixteen Asian countries. Mr. Richmond is also a frequent speaker/lecturer and has been quoted by leading print publications such as the Dallas Morning News, Los Angeles Times, Security Management and the Security Director's Magazine.

### **Seminar Sponsors**

#### **TEAM Software, Inc.**

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#### **Building Service Contractors Association International**

Chicago, IL • [www.bscai.org](http://www.bscai.org)



## AGENDA

8:00 – 8:30 A.M.	Registration & Continental Breakfast
8:30 – 9:45	<b>Marketing &amp; Sales Concepts – Managing Your Business for Growth</b>
9:45 – 10:00	Break
10:00 – 11:00	<b>So, You Want to be My Security Contractor? What Security Managers Expect from Contractors</b>
11:00 – 11:15	Break
11:15– 12:15	<b>Building a Web Site to Work for You...Not Against You</b>
12:15 – 1:30	Networking Lunch Served On Site
1:30 – 2:45	<b>Security Efficiency &amp; Effectiveness – Selling a “Solution” vs. Pure Man Hours</b>
2:45 – 3:00	Break
3:00 – 4:00	<b>Hire Slow – Fire Fast – The Secrets of Effective Hiring Techniques for Key Personnel</b>
4:00 – 4:30	Q & A with Speaker Panel

## Discussion Topics

- Effective customer retention & relationship techniques
- What end users expect from their security contractors
- How to get your company on the “short bid” list
- How your web site can work for you
- Building a stronger bottom line through sound customer solution based concepts
- How to effectively hire key sales personnel

## To Register

A value at \$149.00: To reserve a spot at this seminar, please call TEAM Software at 1-800-500-4499 or visit [www.teamfinancial.com](http://www.teamfinancial.com), click on News & Events, then click on “Changing Times, Changing Strategies Seminar”. Please complete the online form. You will receive a reply via e-mail to confirm your registration.