

Observed and Reported

Fall 2008
Volume 12, Issue 2

A PUBLICATION OF THE CALIFORNIA ASSOCIATION OF LICENSED
SECURITY AGENCIES, GUARDS AND ASSOCIATES



Navigating Dangerous Waters





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Observed and Reported

The Official Publication of the
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Fall 2008

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THE PRESIDENT'S PAGE



by CALSAGA
President
Mark Miller
of Securitas
Security Services

Fall is here. It is hard to believe, but judging by the turning of foliage, the cooler evenings and shorter days, change is definitely all around us.

Fall is an exciting time for our organization. From our Annual Conference in November, to electing a new Board of Directors to lead CALSAGA in 2009 and beyond, fall is our time of year to shine and create new opportunities.

For me, this fall marks the end of my term as President of CALSAGA. I have relished the opportunity to serve an organization and industry that I am passionate about. We have made tremendous strides in improving standards, perception and overall professionalism of the security industry.

Members will call upon a new leader of the organization this November and I am confident that whoever is chosen will continue to blaze a path of success. With your support, the possibilities are endless.

Looking ahead, our industry will face many challenges both on the regulatory and political front. To our credit, our organization has done a fantastic job over the course of the last several years in positioning ourselves to play an active role in these critical areas.

Whether meal period reform, training standard for proprietary security officers or legislation that establishes BSIS regulatory authority over employers of proprietary security, we will continue the fight in Sacramento.

That said, it will be equally, if not more important to begin to shape how our industry is viewed among consumers of security, elected officials and the public.

CALSAGA had originally planned to roll out a large marketing effort this year to shape our messages and communicate these ideas. However, due to our exten-

sive efforts on trying to secure meal period reform, a lot of what we wanted to get accomplished on that front was delayed until 2009.

I strongly feel that the marketing effort will be the next great step for our organization, if we want to continue to grow and succeed as an industry. All of us will have a role in this and I am excited about the prospects of seeing CALSAGA and our industry rise to the next level!

I hope that every CALSAGA member shares in the same hope and optimism as I do. With the current state of the economy and so much uncertainty, we understand keeping your commitment to our organization will be challenging.

Here is my pledge to you.

Your membership does make a difference. One of the greatest aspects of CALSAGA is that we are an organization made up of small, medium and large size companies, who all have a voice on the direction of our organization.

You are part of the largest, most organized statewide trade association advocating issues that matter to you. CALSAGA is your voice in California, committed to improving the security industry, while making it easier for you to run your business.

Bottom line, we need you for our continued success.

In closing, thank you again for giving me the opportunity to serve you the last three years. It has been an invaluable experience for me both personally and professionally.

Sincerely,

A handwritten signature in black ink that reads "Mark Miller". The signature is written in a cursive, slightly slanted style.

Mark Miller, CALSAGA President



Elizabeth Souther

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EDITOR'S REPORT



by Jeff Flint
Editor

I love fall. As a fan of college football and specifically, the Ohio State Buckeyes, this is an exciting time of the year. Win or lose, I am always optimistic about the new season.

I think the same about CALSAGA. We made it through another wild legislative session, recognized our first ever Legislator of the Year and continued to expand on what makes this organization so great. But it's time for a new season.

The 2008 CALSAGA Annual Conference is our kickoff. Scheduled for November 5 -8 in Santa Rosa, this year's conference, "Navigating Dangerous Waters", will examine some of the political and regulatory challenges facing the private security industry.

You can read all about the conference on page 9 of this issue. Also, I want to make sure that everyone is aware of our Annual Conference webpage specifically designed to provide as much information as possible about the conference. I encourage everyone to take a look and check back often, as staff is constantly adding new information.

You can view the conference webpage at:
www.calsaga.org/2008annualconference.htm.

As mentioned above, the legislative session finally ended. Inside, you can read all about CALSAGA efforts on meal period reform, training for proprietary security officers, and so much more. While we didn't get the results we wanted, I think we made tremendous strides.

Also inside, we caught up with one of favorite members, Gus Kontopuls from Elite Show Services in San Diego as part of our Member Profile. I think you'll enjoy learning more about Gus and the type of security services his company provides.

"we made it through another wild legislative session, recognized our first ever Legislator of the Year and continued to expand on what makes this organization so great. But it's time for a new season."

Gus has been very generous to CALSAGA over the years, donating various prizes to our Security Officer Memorial Fund, so it's with great pleasure that we feature him and his company in this issue.

Finally, Gary Kutty, President and CEO of Kutty & Associates provides us our latest installment of Advice Column on a subject that is important for all PPOs - "Marketing Your Brand - Branding Your Marketing." Gary gives some terrific insight on how to market your company on your website, printed materials, and more.

As always, you can find the columns that you enjoy, including Legal Corner, Under the Dome and Political Report to name a few. We truly hope you enjoy reading this as much as we enjoyed putting it together for you.

Here's to a successful fall season for CALSAGA!

Jeff Flint, Association Manager

Editor Note: *Observed & Reported* is not just CALSAGA's magazine, it is your magazine. Many of the features in CALSAGA rely on content submissions from our members. Letters to the editor, guest opinion columns, advice columns, and more, all rely on your input. Please send your ideas, thoughts, and comments to us, and we will do our best to include them in future issues.

BOARD REPORT

July 17, 2008

The Board meeting was held on July 17, 2008 in Sacramento, California. President Mark Miller thanked everyone for coming to the meeting as well as attending the Legislator of the Year reception the night before to honor Senator Abel Maldonado.

CALSAGA lobbyist, Kelly Jensen gave a legislative update on the meal and rest break reform. Jensen stated that SB 529 was well positioned, but thought it was important to get other industries involved so the Governor sees other industries will also benefit from the reform package. On SB 666, Jensen explained that CALSAGA is still working with retailers, restaurants and others on the proprietary training recommendation that came out of the BSIS Advisory Committee. On SB 1209, Jensen said that Labor had requested we amend the bill to commission a study on the need for additional security officers during a state-of emergency.

The Legislative Committee recapped the success of the Legislator of the Year reception. President Mark Miller suggested that we consider staging a larger scale event for the following year and invite local media outlets.

Region III director Gary Hormel, discussed that staff will officially launch the 2008 Annual Conference in August, with a brochure and a webpage on the CALSAGA website.

The nomination and Election committee announced that Nomination forms will be sent out to CALSAGA members who are interested in serving on the 2009 CALSAGA Board of Directors.

The BSIS Liason & Professional Standards Committee explained that a significant progress had been made on the re-vamping of the PPO exam. The new exam will definitely be more comprehensive and reflective of today's realities.

The meeting concluded with Deputy Association Manager, William Hodges, discussing that the City of Oxnard was once again proposing an ordinance that would regulate private security within their city. At the request of the Board, staff will

contact BSIS Chief Paul Johnson and encourage him to reach out to Oxnard and explain that there are already State regulations in place.

September 11, 2008

The Board meeting was held in El Segundo, California. President, Mark Miller welcomed everyone and thanked everyone for attending.

On the Legislative front, Deputy Association Manager, William Hodges discussed that the demise of SB 529 was due to several factors, including the recent Brinker court decision, which was viewed by Labor as a victory for employers, and because several large employer advocacy groups in Sacramento were opposed to the bill. Finally, while we had the support from SEIU, opposition from other entities in the Labor coalition helped derail the bill.

On AB 2498, Hodges explained that CALSAGA had sent an opposition letter to the Governor to veto the bill, and that our lobbyist and staff had met with a representative in the Governor's office to reaffirm our oppose position.

On SB 666, Association Manager, Jeff Flint explained the bill was dead for this year, and that a new bill would be introduced next year once SB 666 recommendations are finalized by BSIS. Northern Vice President, David Travers, discussed how new legislation should address concerns of smaller company members, which will help raise the professionalism of the industry.

The Board also made a motion to pass Proposition 11, which will change the way legislative districts are drawn. Gary Hormmel, Assistant Region II Director announced that CALSAGA has \$20,000 in sponsorships for the annual conference.

The Meeting ended with a discussion on the recent story about the Los Angeles Police Department wanting to take over security at movie sets.

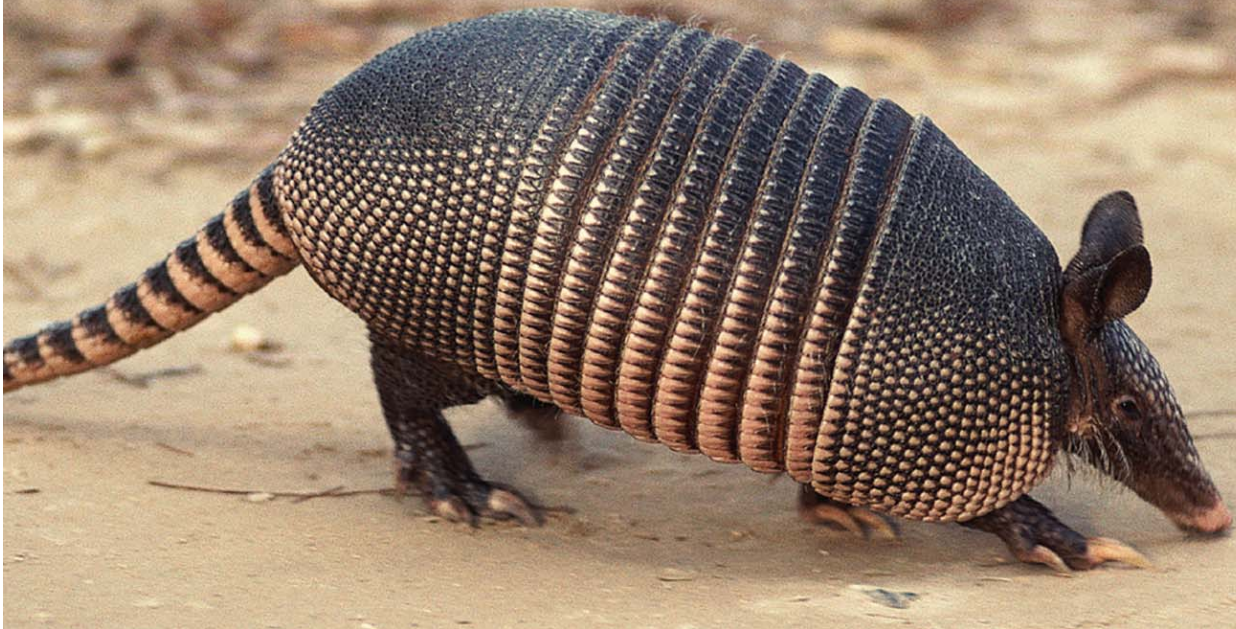


July 17, 2008
Sacramento

September 11, 2008
El Segundo

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2008 CALSAGA Annual Conference - "Navigating Dangerous Waters"

By Marycon Razo, Membership Services Assistant

Mark your calendars for the 2008 CALSAGA Annual Conference, "Navigating Dangerous Waters" from November 5-7 at the Hyatt Vineyard Creek Hotel and Spa. The Hyatt Vineyard Creek Hotel and Spa is located in beautiful Santa Rosa in Sonoma County, and is in the heart of wine country, premiere shopping and exquisite dining.

The conference is a three day event that kicks off on Wednesday, November 5 and runs through Friday November 7. The Theme "Navigating Dangerous Waters", will focus on the regulatory and political challenges facing the security industry. We have scheduled a variety of speakers that include Government Officials and leaders in the California labor industry.

Some of the speakers include, Angela Bradstreet, California Labor Commissioner, who will be presenting labor related issues facing the state; Assemblyman Ted Gaines who will update attendees on the latest from Sacramento and Steve Amitay, lobbyist of NASCO, who will be discussing what is happening in our industry in Washington, D.C.

There are a variety of speakers scheduled for both days of the conference who will speak about informative issues related to the private security industry. For a full agenda of conference presentations and events, visit our conference webpage at www.calsaga.org/2008annualconference.htm.

Special conference activities are also scheduled which include the 2nd Annual CALSAGA Golf Tournament and the 4th Annual Security Officer Memorial Fund Cocktail Reception. Conference Attendees have the option to play in the golf tournament prior to the conference on Wednesday November 5 from 11:00 a.m. to 4:30 p.m. at the Links at Bodega Harbour in beautiful

Bodega Bay. Groups will consist of four people per team and prizes will be awarded to groups coming in first, second, and third place, as well as longest drive and closest to the pin. This will be a great networking opportunity and a good way to settle in before the start of the conference.

CALSAGA's 4th Annual Security Memorial Fund (SOMF) will take place on Thursday November 6 at 6:00 p.m. SOMF is a charitable fund which provides assistance to security officers and their families when tragedy strikes.

During the reception, several local wineries will be on hand, featuring their wine as part of the CALSAGA Wine Tasting Tour of Sonoma County.

Once again, Paul Johnson, Chief of BSIS will be in attendance at the conference and will give a presentation during the general session. Representatives from the BSIS will have a booth and will be on hand to address questions and concerns regarding the industry.

There will be a variety of exhibitors and attendees are encouraged to see what they have to offer. Without question, there is a product and/or service that your company can benefit from.

CALSAGA members can register for \$199 per person and non members can register for \$249/person. CALSAGA is also offering a discount for multiple registrations from the same company - the more people from the same company sign-up, the more you can save. For

instance, if you register 3-4 CALSAGA members you will get a price of \$181/person, a savings of \$18/person.

If you register 5 or more CALSAGA members at once, you will get a price of \$151/person, a savings of \$48/person. Be sure to take advantage of these special discounts. Mail or fax in your registration form or call the CALSAGA office at 916-930-0552 to sign up.

For your convenience, a registration form has been included on page 11. Hotel reservations



can be made with The Hyatt Vineyard Creek Hotel & Spa in Santa Rosa. The hotel has a fully equipped fitness center as well as a full service spa.

"Navigating Dangerous Waters" will sure to be an informative event. If you have not already done so, please contact us immediately to register. Also contact the Hyatt Vineyard Creek Hotel and Spa to book for your hotel room.

We are looking forward to a fantastic event!

2008 CALSAGA LEGISLATIVE RECAP

Despite an all-out effort from CALSAGA staff, our lobbying team and members to secure meal break reform for our industry, once again, politics prevailed over sensible fixes to the law. As many of you know, our industry was part of a legislative deal [Senate Bill 529] that would have provided legal clarity to the contract security industry regarding on-duty meal periods.

Several factors contributed to the demise of SB 529, including the recent Brinker court decision which was viewed by Labor as a victory for employers, making labor less willing to give employers another "win." Additionally, several large employer advocacy groups in Sacramento were opposed to the bill, claiming that a more global fix was needed. Finally, while we had the support from SEIU, opposition from others entities in the Labor coalition helped derail the bill.

While we didn't get the result we wanted, the good news is that our work this year will pay off in the long run. CALSAGA held numerous

meetings with legislators, related industries and the Governor's Administration on the meal break issue. In fact, in a press conference on August 20, the Governor specifically called for reform for the security industry as an urgent need.

CALSAGA members were effective in participating in a grassroots effort by having members write letters to legislators and to the Governor urging them to support SB 529. This effort alone proves that our Association can assemble and take action when needed. CALSAGA will continue our efforts for reform in 2009 and with your continued support, we know we will eventually get there.

In other legislative efforts, CALSAGA explored legislation that would have allowed BSIS to establish a reciprocity agreement with another state[s] so that licensed security officers from those states would be allowed to work temporarily in California in the event of a state of emergency declaration by the Governor. We also

looked at legislation that would have established BSIS regulatory authority over employers of proprietary security. However, as often happens when the state is in the midst of a budget crisis, new ideas, even good ones, are delayed as the Legislature focuses on fiscal matters. We will be bringing these items back in 2009.

CALSAGA is also awaiting a final recommendation from BSIS on the proposed training curriculum for proprietary security officers that the BSIS Advisory Committee on SB 666 developed this summer. We believe at the very least, it will be a 16 hour training curriculum. Additionally, we are hopeful that the curriculum will also include the 4 hour weapons of mass destruction course to push it to 20 hours.

2008 was another successful year for our Association, as we further established ourselves in Sacramento among key elected officials and industries.



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Conference Registration

2008 CALSAGA Annual Conference

November 6 – 7, 2008

Hyatt Vineyard Creek Hotel & Spa, Santa Rosa, CA

Activities

Security Officer Memorial Fund Reception

Please specify number of people attending from your company: _____

Golf Tournament at The Links at Bodega Harbour

of CALSAGA Members: _____ x \$100/person = _____

of Non-Members: _____ x \$115/person = _____

Total \$

Please specify names of each participant from your company :

Player (1): _____ Player (2): _____

Player (3): _____ Player (4): _____

Conference Registration

Company Name: _____

Phone Number: _____

Address: _____

Contact Name & Title: _____

Contact E-mail Address: _____

# of people	CALSAGA Members (before Oct. 13)	CALSAGA Members (after Oct. 13)	Non-Members (before Oct. 13)	Non-Members (after Oct. 13)
1 to 2	\$199	\$249	\$249	\$299
3 to 4	\$181	\$231	\$231	\$281
5 +	\$151	\$201	\$201	\$251

of people _____ x Fee _____

Total \$

Attendee Name (1): _____ Attendee Name (2): _____

Attendee Name (3): _____ Attendee Name (4): _____

Attendee Name (5): _____ Attendee Name (6): _____

Vendor Booth Registration*

Please mark one choice:

CALSAGA Member: \$900

Non-Member: \$1200

Total \$

* Please note that each company that reserves a vendor booth is allowed **2 attendees** per booth purchased. Any additional attendees must pay individual registration fees and sign-up separately. Thank you.

Grand Total: \$

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Positive Court Rulings For Employers Dealing With Wage & Hour Issues

By Barry A. Bradley, Esq
Bradley & Gmelich

California employers can enjoy a modest sigh of relief, thanks to a pair of recent court decisions in the ever-growing wage and hour controversies. Recently, you read about one of them in a CALSAGA e-mail blast, *Brinker Restaurant Corp. v. Superior Court (Hohnbaum)* (July 2008) 165 Cal. App. 4th 25. That case reversed the certification of a class in a suit brought by restaurant employees, shaking the foundation of these class action claims. In another decision, *Advanced Tech Security Services, Inc. v. Superior Court* (June 2008) 163 Cal. App. 4th 700, the appellate court addressed the issue of combining overtime pay with holiday premium pay, ruling in favor, once again, for the employer.

The Class Action Ruling:

The *Brinker* Court, in sum, ruled on multiple issues in a class action lawsuit: “[W]e conclude that (1) while employers cannot impede, discourage or dissuade employees from taking rest periods, they need only provide, not ensure, rest periods are taken; (2) employers need only authorize and permit rest periods every four hours or major fraction thereof and they need not, where impracticable, be in the middle of each work period; (3) employers are not required to provide a meal period for every five consecutive hours worked; (4) while employers cannot impede, discourage or dissuade employees from taking meal periods, they need only provide them and not ensure they are taken; and (5) while employers cannot coerce, require or compel employees to work off the clock, they can only be held liable for employees working off the clock if they knew or should have known they were doing so.”

The Court continued with regard to class certification, “We further conclude that because the

rest and meal breaks need only be ‘made available’ and not ‘ensured,’ individual issues predominate and, based upon the evidence presented to the trial court, they are not amenable to class treatment.”

Finally, the Court held that individual issues predominated over common issues with respect to the class action’s off-the-clock claims. The Court therefore granted defendants’ petition and reversed the trial court order granting class certification.

[A word of caution: The plaintiffs’ bar is seeking review of the *Brinker* decision from the California Supreme Court. If review is granted, the case cannot be relied upon until it is concluded, which could take a very long time! Stay tuned!]

No Overtime Pay:

In *Advanced-Tech*, a security guard sued her employer for failure to pay overtime compensation pursuant to Labor Code sections 510, 1194, & 1198. Although the employer paid the security guard a premium rate of one and one-half times her regular rate of pay for work on designated holidays, the security guard argued that she was entitled to time and one-half on the holidays and that if she worked in excess of 40 hours in the same week, she was entitled to additional overtime payments. The trial court denied the employer’s motion for summary adjudication.

The Court of Appeal reversed and issued a writ of mandate directing the superior court to vacate its order denying the employer’s motion for summary adjudication as to the security guard’s cause of action for failure to pay overtime compensation and enter a new and different order granting the employer’s summary adjudica-

tion motion. The court concluded that Lab. Code, § 510, subd. (a), did not require the employer to compensate the security guard at a rate higher than one and one-half times the regular rate of pay. The employer was entitled to credit

the time-and-one-half premium pay on holidays against otherwise earned overtime. The security guard was paid one and one-half times her regular rate of pay for each hour she worked over eight hours in one day and for her work over 40 hours during the two weeks she also worked on a holiday. The employer paid the security guard in compliance with the plain language of § 510, subd. (a).

LESSON:

To help your lawyers defend against wage and hour claims and suits, continue to fully comply with all wage and hour laws. As employers, you still have the obligation to keep good time records. Remember my mantra: Document it! Document it! Document it!

.....
Barry A. Bradley is the managing partner of Bradley & Gmelich where he heads up the firm’s Private Security Litigation Team and their Employment Litigation Team. A former Deputy District Attorney, Barry’s practice concentrates on defending cases involving negligent security, wrongful termination, as well as assisting clients in avoiding liability through proactive, preventative measures. Barry is the CALSAGA Legal Advisor. The firm acts as general counsel for many security companies in California. bbradley@



UNDER THE DOME

On August 29, CALSAGA sent Governor Arnold Schwarzenegger a veto request on AB 2498 by Assemblywoman Lori Saldana (D-San Diego). AB 2498 would have required certain private organizations offering firearm training to obtain proof, prior to providing the training, that a person seeking to obtain the training is eligible to possess a firearm.

While we appreciate the intent of the author, CALSAGA argued that the State already requires armed security officers to have a background check before buying a firearm and another background check to obtain a license to carry a firearm on duty.

Under the proposed bill, every firearms student would have had to go through a firearm eligibility check before taking the firearm training, regardless of whether the student owns or intends to own a firearm for work.

CALSAGA believed that requirement was an unnecessary hurdle put in the way of hard working, security officers, and only further delays their entry into the work force/and or delays their advancement within a career in security.

On September 30, Governor Schwarzenegger vetoed the bill. Due to the 85 day budget stalemate, and the over 900 legislative bills he had to sift through, the word out of the Capitol

was that the Governor was only signing legislation that is considered critical to California.

Technically, the Governor had until midnight on September 30 to sign bills or veto bills or they automatically become law.

CALSAGA is pleased with the veto and will continue to monitor future legislation surrounding this issue.



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HISTORY LOG

Motorola's Workhorse

By Darin Williams, Select Patrol Agency

In 1962 Motorola introduced the premiere model of what would become the most prolific two-way radio series in the decades to follow. The HT200 Handie-Talkie was a fully transistorized two-way that delivered a full two watts of transmit power and one half watt of audio.

Though large in size by today's standards, the HT200 was considerably smaller than its second world war predecessor, the shoe-box sized SCR-536. However, despite its smaller dimensions, the HT200 was constructed of a thick high-impact plastic casing and a full metal back. The unit had a solid feel which led to its nick name "the brick".

In 1969, the HT200 was succeeded by the more powerful HT220, and thousands of these units were used by law enforcement and security organizations well into the 1990's.



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CALSAGA MEMBER PROFILE

Gus Kontopuls Elite Show Services, Inc.

Observed & Reported recently caught up with Gus Kontopuls, Chairman of Elite Show Services, Inc in San Diego.

Observed & Reported: How long have you been working in the security industry?

Gus Kontopuls: I have been involved in the security industry for over thirty years. I was approached while playing football in college and was asked if I wanted to work as a “bouncer” for a concert. I said “yes” and the rest is history!

O & R: In your opinion, how has the role of security evolved over the years?

GK: It has definitely become more guest services oriented. When I started in the late 70’s, it was strictly on the event side of the industry and event security companies were looking for the biggest guys out there to work their concerts and special events. There was a saying that we were “hiring guys that could lift a ton but not spell it”. Now, being heavily involved in the commercial and industrial side of the industry as well, we want officers that can not only spell the word “ton” but effectively communicate with guests, both in verbal and non-verbal ways. We have found over the years that having employees with good communication skills benefits our company and its clients in countless ways.

O & R: How did you get involved with CALSAGA?

GK: Prior to forming Elite, I was involved in many national and international industry trade associations. Once I formed Elite, I wanted to get more involved at the state and local level, did my research and found that CALSAGA was definitely the organization to join.

O & R: Has your organization benefited from CALSAGA and if so, it what ways?

GK: Elite has benefited in many ways but the one thing

that comes to mind first is the information provided about vendors. Meeting and subsequently doing business with these vendors has saved my company huge amounts of money and allowed us to improve our level of service to our clients. Individually, I believe my membership in CALSAGA played a role in my being selected to sit on the B.S.I.S. Advisory Board a few years back.

O & R: We understand your business deals with major NFL games. Is it pretty difficult to keep fans under control?

GK: Every game is different and these games even vary from season to season depending on the circumstances (time of year, day or night game, standings, etc.). In the past, working the San Diego Chargers vs. Oakland Raiders game was the one thing I dreaded most every year. One year, we actually had a Raiders game scheduled as a night game on Halloween (my birthday)! Fortunately, I have a great client in the San Diego Chargers and we have worked closely with them, the N.F.L. and the San Diego Police Department to develop policies and procedures that have made these games much safer for fans, participants, players and our employees.

O & R: Since football season just started, have there been any major changes in game and event security?

GK: Every season requires a little bit of adjustments based on a variety of issues. We constantly strive to keep current with our operations to make sure we are providing services that maintain the safest environment possible. That being said, we have made no major changes since the beginning of the 2008 football season.

O & R: What issues or topics would you like to see CALSAGA address or get involved with this year and next?

Continued on page 23



Gus Kontopuls, Elite Show Services, Inc.

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Marketing Your Brand - Branding Your Marketing

By Gary Kutty, Kutty & Associates

Positioning your company for future growth is essential in today's business climate. The competitiveness of the contract security industry has never been more aggressive than it is today. When you add in a struggling economy, a presidential election and the uncertainty of future economic growth of the country it mixes a cocktail that does not bode well for growth in the immediate future--unless you are working towards developing a marketing strategy to set you apart from your competition.

Despite the current economic down trend we are still in an industry that is almost "recession proof." Most recent figures indicate that the contract security industry accounts for 38 billion dollars of the total 157 billion dollars spent yearly on security services and products. The industry has also grown at an average rate of 7% or more since 9/11. Also take into consideration that contract security utilizes the largest amount of employees and is positioned for long term growth for those companies who elect to become "well oiled marketing machines." In retrospect, during times of economic duress, crime typically increases, creating more of a need for the private sector to help protect the business community.

Analyzing how you currently market your business is the initial step in determining just how successful you will be in obtaining the percent of market share you desire in your service areas. There is absolutely no question that the foremost marketing tool is an aggressive sales campaign or what I refer to as having "feet on the street." Why do the top five security agencies in the U.S. enjoy the market share that they do? A simple answer: they all have sales people aggressively working their markets to network and massage those known users of security services who may be with the competition. As well as prospecting for and developing new qualified leads they can begin to network for future business. This is how the larger companies continue to enforce their brand name in the markets they serve.

Interestingly, if you asked the average American to name 10 security companies they would be hard pressed to come up with more than two or three names at the most. Even an

average seasoned veteran end user of security services most likely would only be able to name a few of the most recognizable companies and maybe a few of the regional or local ones who have been networking with them in the past.

Just having a sales department alone will not automatically increase your business. Many companies find they go through three to four sales people before they find the right one. Secondly, the sales curve for contract security is slow so it takes months before even an aggressive salesperson can start to fill up the pipeline with prospects, let alone produce meaningful sales. Therefore, your sales person is only a single component of what should be your overall marketing strategy.

Trade shows, advertisements in carefully selected publications and active association involvement are also key components to developing your brand in your service areas. A basic marketing principal is to keep your brand name consistent and actively in front of clients and prospects alike. For example, I believe that web sites have become the "new first impression." Can prospects easily locate your web site through a Google search, does your site scream out your core competencies on the home page, is it easy to navigate and represent your company's branding across the board? Building more emotional capital with your brand is paramount for future growth.

Branding consists of creating a specific and unique identify through logo, color schemes and layout of all the documents you produce which include your web site, e-blasts, business cards, letterhead and PowerPoint presentations to name a few. You should carefully review and strictly monitor all correspondence and/or ancillary marketing and sales support documents to insure they are consistent with your branding. It cannot be overemphasized that branding your marketing material is equally as important as marketing your brand as essentially they are one and the same. The litmus test that I recommend is to take a look at your web site and marketing material as if you were looking at it for the first time.

Continued on page 20.

ADVICE COLUMN CONTINUED

Marketing Your Brand - Branding Your Marketing Continued

Then, carefully review web sites of what you consider to be the top five competitors in your market.

When looking at it from an end user's perspective or pretending to see it for the first time how impressed were you with how your web site and marketing material stacked up to your competition? When it comes to branding, bigger is not always better. Quality is the key to anything you produce that represents your brand. Remember, the key is to build your brand consistently in your marketplace in an effort to increase business.

Your brand must be reviewed on a routine basis and considered a work in progress. Now may be time to consider "re-branding" your company, particularly if you are unsatisfied with your current effort or feel it is inferior to that of your competitors. A key element to remain cognizant of is that it is more important to consider how your brand is perceived by potential buyers of your service than how you may perceive the brand.

All too often owners build a branding scheme that is strictly developed to their personal taste, with no consideration as to how the brand may be perceived by potential buyers. Again, take a look at how the most successful companies are branding themselves in your markets; they just may be on to something.

One might suggest that branding is all fluff and a nonessential element in growing their company. Obviously, we beg to differ. The old adage "perception is reality" particularly holds true in this instance. Today's potential customers are very educated consumers. The majority of research today is performed over the internet; so much of what one will learn about your company will come from that source.

If everyone in the company is on the same page by creat-

ing and fulfilling company brand recognition, the more easily the company will be recognized in the market place which ultimately will help drive future sales. Don't be left in "technological limbo." Branding your business and creating recognition is a survival tool, not a luxury.

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Gary is President & CEO of Kutzy & Associates, LLC which provides management, marketing and sales consulting to the private security industry. For more information visit www.kutzyassociates.com.

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"Advice Column" is a feature in *Observed & Reported* which offers advice from members on all issues pertaining to private security. If you have a question you would like to submit to our advice column, send it to info@calsaga.org.

California finally passes a budget, uncertainty remains on Prop 11

After 85 days, the California budget finally passed, but many are saying that the structure of the California Legislature is the problem to the overdue budget.

Democratic legislators blame the 2/3 majority necessary to pass any budget and the Republicans unwillingness to raise taxes as the sticking point, while Republicans blame their colleagues on the other side of the aisle for not being more flexible on agreeing to budgetary cuts.

Regardless of the reasons, the nearly three month delay in getting a budget done was the longest in California history.

Once again, the California November ballot will be flooded with various propositions covering a myriad of issues. One of the more interesting ballot initiatives is Proposition 11, which would create a 14 member independent citizens commission to redraw state legislative district lines based on strict non-partisan rules.

The CALSAGA Board of Directors took a support position.

A recent poll conducted by the well-respected Public Policy Institute showed that there is more undecided voters on this particular proposition than any other proposition on the ballot. According to the poll, 39 percent are in favor, 36 percent oppose and 25 percent are undecided.

Many political pundits in Sacramento have argued for years that the gerrymandered districts have contributed to continual late budgets and party-line votes on legislation.

Nobody quite knows which way California will go on this, but without question, if it passes, it could potentially shake up Sacramento in future years.

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Securitas USA Receives Prestigious Awards from ASIS International

On September 30, Securitas Security Services USA announced that it received a Special Recognition Award from ASIS International at the recent ASIS International Summit on September 15 - 18 in Atlanta.

Specifically, the award was presented to Securitas USA for its role in promoting the advancement of ASIS International's certification programs among its management and clients.

Also, Securitas USA was presented with the E.J. Criscouli, Jr. Volunteer Leadership Award to Securitas USA's Stamford, CT Project Manager, Charles E. Kriewald, for his volunteer work in the Southern Connecticut ASIS International chapter. The award is named in honor of E. J. Criscouli, Jr., former president of ASIS International, who strongly believes that the chapters represent the strength of the organization.

New Life Church security officer receives award

On September 30, the Colorado Springs Police Department awarded Jeanne Assam with the "Citizen Appreciation Award" for her decisive and courageous response in a time of crisis.

On the afternoon of December 9, 2007, a lone armed gunman started firing at people, killing two, in the parking lot of New Life Church. Assam was working as a volunteer security guard. She shot at the gunman, injuring him.

AlliedBarton Vice President Appointed Member of the BOMA International Foundation Board

On August 20, AlliedBarton Security Services, the industry's premier provider of highly trained security personnel, announced the Building Owners and Managers Association's (BOMA) appointment of Michael Coleman to the BOMA International Foundation board. Coleman, AlliedBarton's

Vice President of Marketing for Commercial Real Estate, is the first Associate Member to be appointed to the Foundation board.

The installation of this eight-person board, comprised of some of BOMA's high-level leadership officials, occurred at the Board of Governors meeting in Denver in July 2008.

CALSAGA attends 54th Annual ASIS International Seminar and Exhibits Conference

In conjunction with the National Association of Security Companies (NASCO), CALSAGA attended the 54th Annual American Society for Industrial Security (ASIS) International Seminar and Exhibits Conference in Atlanta on September 15 - 18. The conference brought together security professionals from across the world to discuss various domestic and global issues facing the security industry.

Some of the featured speakers at the conference included Tom Brokaw, one of the most trusted and respected figures in broadcast journalism and political consultants James Carville and Mary Matalin. Other key speakers were on hand to educate and provide solutions to attendees on emerging topics of universal concern.

CALSAGA spent much of the conference networking with those familiar with our Association, as well as reaching out to the security firms and vendors who were unfamiliar with CALSAGA. Needless to say, our hard work produced several leads in attracting new members to the Association, which is important as our organization continues to grow and do more.

The 2009 ASIS International Seminar and Exhibits Conference will be held in Anaheim on September 21-24, 2009. CALSAGA is working to make a big splash at the 2009 conference by sponsoring an exhibit booth, as well as participating on the program.

Member Profile on Gus Kontopuls, continued from page 16

GK: I believe that every company has different needs and in my experience, CALSAGA has an excellent track record of meeting the needs of all its members.

O & R: The CALSAGA 2008 Annual Conference is approaching. Will you be attending? What have you enjoyed at past conferences and what are you looking forward to the most at this year's?

GK: I am going to be attending the 2008 Conference. I am looking forward to catching up with old friends, seeing what vendors are participating and seeing what new products are out there. I also enjoy the opportunity to meet the staff of BSIS and other governmental agencies.

O & R: When you are not working, what do you like to do in your spare time?

GK: Spare time – what's that? Seriously, I enjoy travel (much of my family lives in Greece and I try to visit them annually), palm trees, martial arts and poker.

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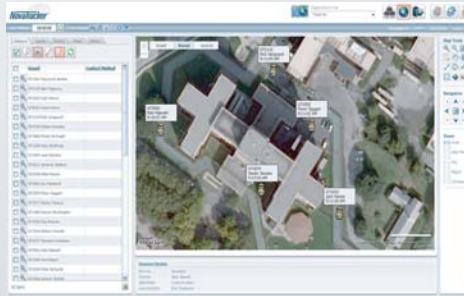
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