Volume 1: September 2019

GLOBAL SECURITY EXCHANGE 8-12 SEPTEMBER 2019 MCCORMICK PLACE CHICAGO, IL

# A Sneak Peek at What's Inside:

Man flies around world for big payoff.

What Will Your Story Be? Read stories of how security

professionals have reinvented their careers, and how you can see similar results.

Hot new toys (that are real).

Opening your mind can change your strategic outcome—even if it means starting from scratch.

Meeting that someone special.

No quiz, but how much do you really know?

Have you mapped your career?





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-Michael Dye, Systems Engineer, Lockheed Martin

# Who Will You See in CHICAGO?

GSX is open to security professionals from all verticals across the public and private sector, as well as allied organizations and partners, and solution providers.

The following are attendees who come to GSX that span across all stages of their careers, from students to retired:

- Architects
- Brand protection experts
- Business continuity specialists
- Business leaders
- Chief security officers and chief information security officers
- Consultants
- Cyber/IT security professionals
- Distributors, resellers, and dealers
- End-users
- Engineers
- Enterprise security risk management executives
- Government and military professionals
- Homeland security professionals
- First responders
- Installers
- Integrators
- IoT security professionals
- Law enforcement professionals
- Loss prevention professionals
- Physical security professionals
- Security practitioners
- Specifiers
- Unmanned systems professionals

What is GSX and Why Should You Come? WELL, BECAUSE...

- It's **GLOBAL**—110+ countries represented.
- It's about **EXCHANGE**—supercharged receptions, interactive sessions, experiential programs, and knowledgeable, innovative vendors.
- It's about Security! Cyber, operational, and physical in all its forms.
- It's about YOU and where you want to take your career and your business. ASIS International is deeply committed to advancing and reinvesting in the security profession all year long. Your attendance at GSX directly supports scholarship programs and the development of education, certification, and standards and guidelines.
- It's been called the Super Bowl for security.

**G** My experience at GSX was an excellent one. This event has become our Super Bowl. From innovative products and solutions, to expert advice, career opportunities, honorable guest speakers, education, training, and networking; where else can you find this? THIS IS THE PLACE TO BE!

> – James P. Harrell III, Assistant Vice President, City National Bank

# HIGHLIGHTS

of GSX 2019

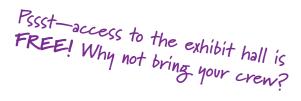
## YOU WON'T WANT TO MISS...

# An interactive learning lab right in the exhibit hall:

- Anticipate the future by attending several experiential **GSX: X-Learning** sessions designed to offer cutting edge solutions and a contextual understanding of frontier technology. Join your colleagues on the show floor to create a culture of innovation, embrace ambiguity, and leverage frontier technologies for your competitive edge.
- Take in the **GSX: D3 Xperience**—an exciting display of drones, droids, and defensive capabilities.
- Meet **550+ exhibitors** showcasing and demonstrating the latest technologies, solutions, and innovations—the best in the market from experts and partners who can help you make the right decisions for your company.

## YOUR GSX: X-LEARNING EDGE

- Develop an agile and future-focused mindset
- Create enterprise value to maintain competitive edge
- Elevate your role in security to a more strategic function
- Gain insights from multi-dimensional security expert perspectives
- Anticipate the impact of cutting-edge technologies
- Leverage innovative techniques to have the maximum impact



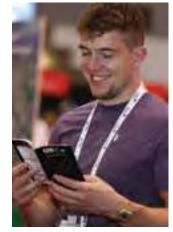
# A conference program that is unparalleled:

- **300+ peer-led education sessions** covering a vast array of relevant and compelling topics.
- 4 high-profile general session speakers—global leaders addressing trends and ideas to inspire you.
- 6 pre-conference certification review programs and intensive workshops for those who want to dig deeper and grow professionally by pursuing highly respected security certifications and specialized expertise.

#### Countless opportunities to make lasting, meaningful connections, and have fun with colleagues around the globe:

- Attend two amazing receptions to open and close the show—**Chicago on the Silver Screen** at Revel Motor Row and an 80s-themed President's Reception—**Fight for Your Right to Party**—with loads of neon, music, dancing, food, and lots of laughs with new friends.
- Enjoy the happy hours, exchanging insights during the education and X-learning sessions, bumping into new and old friends in the halls or lounges, and conversing with exhibitors.

Visit the website to get all the details at GSX.org/Story.





REGISTER TODAY >> GSX.ORG/STORY



# Making Smart Investments in Careers and Technology

Shayne Bates, CPP, Principal Consultant, Stratum Knowledge, LLC

Today, Shayne Bates, CPP is a seasoned security consultant, involved ASIS International volunteer leader, and perpetual traveler throughout the United States, but 25 years ago he was just beginning to find success in the information security field in New Zealand. He joined ASIS in the mid-1990s and was involved with the ASIS New Zealand chapter.

During the chapter study sessions for his certification preparation, Bates began to understand the role information security played in the larger security industry.

As Bates learned more about the

broader security industry and his role in it, he realized it was time to invest in himself and his goal of becoming a career security practitioner. Despite the substantial commitment involved in attending ASIS's flagship event—which included leaving his growing business for two weeks and flying across the globe to Orlando— Bates and a half dozen other New Zealanders took the leap, and he hasn't looked back since.

Bates describes carefully planning his approach to the ASIS Seminar and Exhibits—now known as GSX—including attending as many educational sessions as possible. Between sessions, Bates would walk through the exhibit hall, learning about the latest security technology offerings.

oming

"It's hard work to try to get around there and see everything that's relevant in three days—there's so much value to be discovered just by walking up and down the aisles and collecting information and taking notes," Bates explains. "I was able to see new product innovations and talk to product manufacturers firsthand. I'd make that contact, swap business cards, and have a more detailed conversation with them when I got back home to New Zealand."

After attending that first event in Orlando, Bates understood the importance of investing in himself and his career and has attended every seminar and GSX event since.

# 550+ Exhibitors and an Immersive

The GSX exhibit hall is where you'll find the hottest products on the market, knowledgeable vendors to partner with, and enjoy an experience like no other. Access is free if you register in advance!

# If it's essential to global security, you'll find it at GSX:

- Access control
- Accessories, furniture, and vehicles
- Alarm systems
- Blast mitigation and bullet resistance
- Communications equipment
- Crisis and emergency management
- Detection and deterrent technology
- Information technology and systems
- Investigation
- Legal, insurance, and regulatory
- Management and consulting
- Personnel
- Surveillance equipment
- Tracking and monitoring
- Unmanned vehicles

Search for exhibitors and view the floor plan at GSX.org/floorplan.

#### **Exhibit Hall Hours:**

Tuesday, 10 September   10:00 am – 5:30 pm
Wednesday, 11 September   10:00 am – 5:30 pm
Thursday, 12 September   10:00 am – 1:00 pm











REGISTER TODAY >>> GSX.ORG/STORY

# Explore the GSX: Disruption

The GSX Disruption District is synonymous with innovation. Come to the exhibit hall to get multi-dimensional perspectives and insights, while experiencing cutting-edge solutions firsthand.

#### **GSX: X-Learning Stages**

Visit the X-Learning stages where you can take advantage of free, experiential sessions designed to actively shape the future of the security professional.

Visit GSX.org to read session descriptions.

#### **GSX: D3 Xperience** Drones, Droids, Defense



Back by popular demand! Whether in the air, on the ground, or underwater, unmanned robotics are changing the world as we know it. See demonstrations of the latest unmanned aircraft platforms, counter UAS systems, and ground-based robots seamlessly interacting with humans. And then take a turn at piloting a drone through the "gauntlet"—our own UAV obstacle course.

#### **GSX: Startup Sector**

**New in 2019!** Looking for what's coming out of the gate and hot on the market? Visit the Startup Sector—a new area of the Disruption District dedicated to highlighting emerging companies and technologies.

#### GSX: Innovative Product Awards (IPA)



Another option to see what's hot on the

market is by visiting the IPA winners' booths. The IPA winners will be recognized as having the security industry's newest, most innovative products, services, and technology solutions. Hear from the industry's innovation experts on the X-Stage Wednesday, 11 September.

### **GSX: Pitch Competition**

**New in 2019!** Come see the Pitch Competition and join an elite group of entrepreneurs, investors, and industry leaders to watch some of the world's most exciting earlystage startups pitch their ventures.

# **BONUS!**

There are also opportunities for professional development, networking, and just plain fun:

### Career HQ

Career HQ is where you'll find FREE resume reviews, the Headshot Studio, career coaching, professional development sessions, and networking opportunities with employers and peers.



### International Lounge

Connect with peers and colleagues from around the globe to explore the trends and technologies driving the security profession. All international attendees are invited to stop by the International Lounge, where you will find private conference rooms for meetings, and a place to recharge.

#### ASIS Foundation Sharpshooter Competition



Test your shooting skills! Compete for bragging rights and prizes in the ASIS Foundation laser Sharpshooter Competition, sponsored by Smart Simulators and SB Tactical. Sign up online at GSX.org/ShotContest for an advanced slot or come by the lounge to check out the open play hours.

# GSX Schedule AT-A-GLANCE

#### SATURDAY, 7 SEPTEMBER

7:00 am – 5:00 pm Registration Open

8:00 am – 5:00 pm Certification Review Programs

#### **SUNDAY, 8 SEPTEMBER**

7:00 am – 5:00 pm Registration Open

**8:00 am – 2:00 pm** Certification Review Programs

8:00 am – 5:00 pm Pre-Conference Workshops

**4:00 – 5:30 pm** ASIS Town Hall Meeting

**7:00 – 10:00 pm** Opening Night Celebration— Chicago on the Silver Screen at Revel Motor Row

#### **MONDAY, 9 SEPTEMBER**

7:00 am – 5:30 pm Registration Open

8:30 – 10:00 am General Session

**10:30 – 11:45 am** Education Sessions

12:00 – 1:00 pm Networking Luncheon

**1:15 – 2:30 pm/3:15 pm** Education Sessions

**2:45 – 4:00 pm** Education Sessions **4:00 – 5:30 pm** Awards Reception featuring the Outstanding Security Performance Awards

5:30 – 7:00 pm Karen Marquez Honor Awards Reception Sponsored by



#### **TUESDAY, 10 SEPTEMBER**

7:00 am – 5:30 pm Registration Open

8:30 – 10:00 am General Session

**10:00 am – 5:30 pm** Exhibit Hall Open

**11:00 am – 12:15 pm** Education Sessions

**11:00 am – 2:30 pm** Bistro GSX

2:00 – 3:00 pm/4:00 pm Education Sessions

**3:30 – 4:30 pm** Education Sessions

**4:30 – 5:30 pm** ASIS Happy Hour in the Exhibit Hall

**5:30 – 7:00 pm** Women in Security and Young Professionals Happy Hour



#### WEDNESDAY, 11 SEPTEMBER

MILITARY & LAW ENFORCEMENT APPRECIATION DAY

7:00 am – 5:30 pm Registration Open

8:30 – 10:00 am General Session

10:00 am – 5:30 pm Exhibit Hall Open

**11:00 am – 12:15 pm** Education Sessions

**11:00 am – 2:30 pm** Bistro GSX

**2:15 – 3:15/4:15 pm** Education Sessions

**3:45 – 4:45 pm** Education Sessions

**7:00 – 10:00 pm** President's Reception—Fight for Your Right to Party! at Wintrust Arena (bring your 80s attire!)

#### **THURSDAY, 12 SEPTEMBER**

7:00 am – 1:00 pm Registration Open

8:30 – 10:00 am General Session

10:00 am – 1:00 pm Exhibit Hall Open

**10:00 – 11:15 am** Education Sessions in the Exhibit Hall

**11:00 am – 1:00 pm** Bistro GSX (open until 2:00 pm for exhibitors only)

**REGISTER TODAY >>> GSX.ORG/STORY** 

# General SESSION

Every year, attendees hear from global leaders who offer insider insights into some of the most important issues facing security management professionals worldwide and the latest technologies changing our industry and our lives. Visit GSX.org to check on additional general session speakers and topics.

# General John F. Kelly

U.S. Marine Corps (RET), Former White House Chief of Staff and Secretary of Homeland Security



## **GEOPOLITICS AND SECURITY**

#### Wednesday, 11 September 8:30 – 10:00 am

In a world where dictators are falling and rising, governments posture for a greater impact on the global stage, and information is the critical currency, who will emerge and where will opportunities exist? The face of security changed forever on 11 September 2001, and General Kelly, a 4-Star General, U.S. Secretary of Homeland Security, and White House Chief of Staff, has protected the United States both abroad and at home. His unique ability to provide first-hand insight into the evolving geopolitical landscape around the world is valuable when contextualizing the United States' security priorities from a historical, current, and future perspective. General Kelly will share his insightson Wednesday, 11 September during the General Session at GSX—on the trends, risks, and potential rewards amid the 'hot spots' around the globe, and the role the U.S. plays (and should play), in our nation's and world's security.

General Kelly enlisted in the Marine Corps in 1970 and went on to serve in a number of command, staff, and school assignments. During his command of SOUTHCOM, he worked closely with professionals in U.S. law enforcement, particularly the FBI and DEA, and the Department of Homeland Security, dealing with the flow of drugs, people, and other threats against the U.S. homeland. He went on to become the Secretary of Homeland Security before serving his country again as White House Chief of Staff until January 2019.

#### Military and Law Enforcement Appreciation Day

General Kelly's general session presentation will kick start Military and Law Enforcement Appreciation Day. GSX will honor members of the military and law enforcement and first responders with a full complimentary day of education sessions and access to our exhibit hall. Use the code **"THANKS"** when registering and bring your official government or military ID onsite.

#### × 10 GSX 2019 | GLOBAL SECURITY EXCHANGE

The GSX education program—led by ASIS, the Cyber Security Summit, and InfraGard subject matter experts—consists of a full curriculum of quality content in an immersive and interactive learning environment, offering insights and best practices to security professionals at every stage in their career.



# Reorienting through Certification

Ron Lander, CPP, CEO, Ultrasafe Security



Ron Lander, CPP, has been involved in the security industry ever since he started security solutions provider, Ultrasafe Security, three decades ago. Lander has built a robust career that includes membership in several security associations and

involvement in many ASIS International councils and commissions.

Before joining the security industry, Lander served as a sergeant at the Los Angeles County Sheriff's Department for more than 20 years. As he began to navigate the transition from law enforcement to the private security sector, he learned about ASIS and its security programs. The county arranged for him to attend a CPP preparation course held at the ASIS International Seminar and Exhibits—now known as Global Security Exchange (GSX).

"The event was something on my radar—I knew a lot about the security industry through my family," Lander explains. "There were just a few thousand CPPs at the time, and it was the premier certification to have in the industry."

Lander credits the ASIS course for preparing him to earn his CPP certification—as well as helping him adapt to his growing career in the security industry.

"The course helped me reorient my mental mindset from being a cop to being a security professional," Lander says. "As a cop you're reactive, but being a security professional, you have to take advantage of what you learn and become proactive, somewhat overnight. The seminar prep session helped me with that." **Certification Review** 

# **REVIEW PROGRAMS**

Saturday, 7 September | 8:00 am – 5:00 pm

Sunday, 8 September | 8:00 am – 2:00 pm

#### **CPP Certification Review**



Up to 12 CPEs

If earning the CPP is one of your career goals, you'll want to make this program part of your exam preparation. It provides an accelerated, high-level overview of the security concepts and practices assessed on the Certified Protection Professional (CPP®) examination. Learn proven test-taking tips and identify your areas of strength and weakness, so you can confidently know where to focus your study.

#### **PSP Certification Review**



PCI

Up to 11 CPEs

Intended to supplement your other certification exam preparation activities, this program provides a highlevel overview of the three key domains assessed on the Physical Security Professional (PSP®) exam. By quickly identifying your areas of strength and weakness, you'll be able to build a comprehensive, meaningful study plan that meets your needs.

#### **PCI Certification Review**



If you are pursuing the Professional Certified Investigator certification, you'll benefit from this high-level overview of the security concepts and practices assessed on the PCI® exam's three domains. Identify your areas of strength and weakness to develop a personalized study plan. The classroom experience encourages networking with your peers and board-certified instructors.

All three reviews are intended to supplement your other exam preparation activities.



## **CERTIFICATION LOUNGE**

Exclusively for ASIS-certified individuals, the Certification Lounge provides easy access and an ideal atmosphere to relax, connect with other certified professionals, get recertification tips, meet members of the Professional Certification Board, and learn about the new Associate Protection Professional (APP) Certification.

## RECERTIFICATION

Beginning January 2019, the lapsed period was shortened to three months. If you are due to recertify by 31 December 2019, you will have only until 31 March 2020 to complete the recertification requirements or your certification will expire.

### **NEW!** Associate Protection Professional (APP)



This designation provides the first "rung" in the security manager's ladder. Perfect for those with 1-4 years of security management experience. Read more at asisonline.org/certification.

# Pre-Conference WORKSHOPS

#### Sunday, 8 September | 8:00 am - 5:00 pm

### Introduction to Enterprise Security Risk Management

Based on the ESRM Guideline **7 CPEs** 

This one-day program introduces you to the basics of ESRM and how to integrate security as a true business partner to your enterprise executives. You'll acquire an overview of the ASIS Enterprise Security Risk Management Guideline, scheduled for an August release, and learn how ESRM can be applied in any type of organization. Finally, through a roleplay training exercise, learn how security leaders can successfully engage business leaders in the security risk decision process and business-based risk mitigation program development.

### INFRAGARD EDUCATION TRACK

InfraGard, a GSX co-location partner, is a partnership between the FBI and members of the private sector. The InfraGard program provides a vehicle for seamless publicprivate collaboration with government that expedites the timely exchange of information and promotes mutual learning opportunities relevant to the protection of Critical Infrastructure. InfraGard's membership includes business executives, entrepreneurs, military and government officials, computer professionals, academia, and state and local law enforcement; each dedicated to contributing industry specific insight and advancing national security.

View GSX.org/Story to see a list of education sessions that will be available during GSX.

# The Courage to Lead—A Strategic Enabler

7 CPEs

The persistent introduction of emerging technology solutions across all dimensions of the security industry has begun to create a false narrative that humans and the interpersonal skills required to adeptly lead them—are of increasingly lesser importance. Nothing could be further from the truth. As the security industry evolves toward highly integrated enterprise models, the skills required to effectively lead, collaborate, and innovate, mandate ongoing development of such leadership attributes.

Through facilitated exercises using different leadership development frameworks, participants will learn methods for improving critical interpersonal skills and derive insights to create breakthroughs for advancing their personal brand.

# Successful Security Consulting

#### 7 CPEs

This popular, one-day course is designed to show you how to develop, market, and deliver security consultant services—from establishing your practice and finding clients to executing security management and technical aspects of consulting. Identify the costly mistakes that can sabotage your business and learn how to avoid them.

Sponsored by



# ASIS Board Certified Professionals—

# EARN UP TO 30 CPEs

GSX is the best place to earn CPE credits to help you maintain your CPP, PCI, PSP, and APP credentials. If you are attending a pre-conference program or certification review, add up to another 12 CPEs.

#### All-Access Pass: 23 CPEs

• 15 CPEs for attending sessions +8 CPEs for visiting the exhibit hall

#### **One-Day Pass:**

- Monday: 5 CPEs for attending sessions
- **Tuesday or Wednesday:** 7 CPEs (4 for attending sessions +3 for visiting the exhibit hall)
- **Thursday:** 4 CPEs (2 for attending sessions +2 for visiting the exhibit hall)

**Expo-Only Pass: 8 CPEs** 

**Pre-Conference: 7-12 CPEs** 

Exhibitors: 9 CPEs +1 CPE per session attended

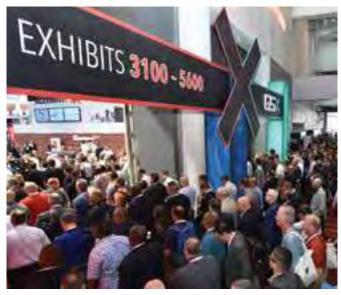
#### **Global Access LIVE!: 13 CPEs**

**Note:** You must submit a copy of your badge as proof of attendance.









# Where Oppo How Exchanges

OPPILINGE

# How Exchanges Can Pivot Your Strategies

Jonathon Harris, CPP, PSP, Senior Security Consultant, Guidepost Solutions

# **Inities** Abound

ESULT

When Jonathon Harris, CPP, PSP, now a senior security consultant at Guidepost Solutions, arrived in Dallas in the fall of 2017 to attend what is now the newly rebranded GSX, he was eager to see what the event had to offer. Harris has been a member of ASIS since 2009 and attended his first seminar the previous year in Orlando. Little did he know, though, that his approach to risk management—and entire career trajectory—would drastically change within a matter of days.

Harris and his former colleague attended a multi-hour business continuity tabletop exercise on enterprise security risk management (ESRM), a security management philosophy that had recently become an organizational priority for ASIS. Harris says he was vaguely familiar with the concept of ESRM, but the presenters at GSX kicked off the session with a detailed explanation of the approach and laid the foundation for the rest of the exercise.

"My colleague and I were in the midst of kicking off a refresh within our global security organization of our business continuity and emergency response planning," Harris explains. "We were redoing procedures and taking a new approach, so it was timely to attend this session."

The exercise involved breaking into small groups and conducting a tabletop exercise on a security incident, including roleplaying in different security and nonsecurity positions to better understand the importance of proactively interacting with stakeholders throughout the organization, Harris notes.

The most powerful part of the session took place when each of the dozen small groups debriefed on how they approached the same scenario, he says.

"Everyone got all this feedback, and hearing how people would approach it or what they would have done differently to prepare for this incident—that synthesizing of 40 security professionals in a single room at a single time talking about this one scenario and approach, it all really started to click," Harris says.

The impact of the session continued to grow during dinner that evening, when Harris and his colleague rehashed the lessons of the day and started discussing how they could implement an ESRM approach in their own organization.

"That's the journey we went through in those 12 hours—going through the exercise, hearing this information, distilling it down, and learning how to translate our objectives into business language, which then generated the spark for how we decided to pivot our approach to security to adding value to the organization," Harris says. By the end of dinner that night, Harris and his colleague called their organization's senior analyst, who was about to deploy the business continuity and emergency response plan they had built before attending GSX, and told him to put it on hold.

"We apologized profusely for all the work he'd done, because we were going to scrap it and start over, kind of," Harris laughs. "A lot of the stuff we had previously come up with would be reused, but we reframed and rebranded it to involve other stakeholders within the organization."

The ESRM session made a lasting impact on Harris and his organization, but GSX still had more to offer. Harris also participated in a CPP preparation course that he says was the catalyst for his success in earning the certification. And later that week in Dallas, he attended a customer appreciation event and met the president of a security organization he admired—which led to him being hired by the organization months later. Even more recently, connections Harris made at GSX with fellow members of the ASIS Young Professionals council brought him to his current organization.

"My career trajectory and journey have been highly solidified and developed through not just ASIS as an entity, but through GSX," Harris says. "It's hard to quantify the amount of value I've received out of the three I've attended, and it's well worth the ticket price for what you can get out of a single event. It's impacted my career, professional capability, and me personally, so I'm greatly appreciative for what I've received."



Jonathon Harris, CPP, PSP, Senior Security Consultant, Guidepost Solutions

# Conference Education **PROGRAM**

### YOUR GUIDE FOR KEEPING ON TRACK:





#### VIEW ALL SESSION DESCRIPTIONS AND SPEAKER INFORMATION >> GSX.ORG/MYPLANNER

## MONDAY, 9 SEPTEMBER

## 10:30 - 11:45 AM





#### 2:45 – 4:00 PM The Importance of Cross-Functional Business ESRM **Departmental Collaboration** Owain Morris, CPP; Otto Sloane, CPP Aurora, IL Case Study: Response, Aftermath, and Recovery How Technology Affects Today's Greg Benson; Mike Fagel; Dr. Jennifer Hesterman; Security Officers Chief Kristen Ziman Mark Folmer, CPP; Eddie Sorrells, CPP, PCI, PSP **Critical Infrastructure Security: Managing Risk** Mall of America's Security Approach to an through Collaboration **Evolving Threat Landscape** Brian Harrell Ashly Helser, CPP; William Bernhjelm Cyber Threats to Expect in 2020 Implementing a Successful Business J. Keith Flannigan; Ron Lander, CPP; David Morgan; **Continuity Program** Werner Preining, CPP Jamie Sanderson-Reid, CPP; Malcolm Reid, CPP Aviation Lessons on Using Advanced The Role of Chinese Intelligence in Security Technology **Economic Espionage** Bill McAteer; Shayne Bates, CPP; Richard L. Duncan, CPP; Joshua Jackson; **Stephen Preston** Andrew Velasquez; Donald Zoufal, CPP **Characteristics and Value Metrics of a Mature Defending Executives in Their Private Corporate ESRM Program** Cyber Space **Toby Houchens** Chris Gore **Online and Social Media Investigations: Go TUESDAY, 10 SEPTEMBER Beyond the Big Sites** Edward Ajaeb 11:00 AM - 12:15 PM Managing Four Generations in the Workforce **Applying Business Continuity Standards** Maria Dominguez, CPP; Brittany Galli (ISO 22301) in Manufacturing Katherine Chadwick-Johnson; Brian Zawada Executing an Effective Insider Threat Program Leonard Moss, CPP Searching the Dark Web: Protecting Brand, **Reputation, and Assets** Cynthia Hetherington The Illinois' School & Campus Safety

"Fantastic show. Got to see and meet vendors of all sizes. Will be back."

> –Grant Connelly, Loss Prevention Manager, TSC Stores LP

Program—A Winning Model

Michael Crane, CPP; Mike Chamness; Kevin Eack

# 12

What Data Protection Laws and Regulations Mean for Security Professionals

Tony Pelli



# Steps to a New Security Operations Center at the Memphis International Airport

Sean Ahrens, CPP; Jarrett Morgan



#### Safety Act and the MGM Lawsuit Brian Finch



#### Balancing Culture Against Control Paul Caruso; Keith Moser

6

#### Using Profiles and Root Causes to Create Effective Insider Threat Tripwires

Frank Pisciotta; Val LeTellier; Jeff Sieben, CPP; James Summers



### **Drones: The Next Generation Threat**

Jeff Parisse; Ryan Schonfeld



#### Lockdown: When Seconds Count Jeff Lane; Paul Timm, PSP



#### Prevent Workplace Violence Through Security Screening

Dave Beeman, CPP



#### The Art of Termination

Stan Partlow, CPP



Nathan Monshin

#### Is Empowering Local Management the Next Step in the Security Industry?

Savard Jean-Francois, CPP; Dennis Quiles, CPP

### The Emerging Cannabis Industry: Pitfalls, Opportunities, and Pain Points

Tim Sutton, CPP

### YOUR GUIDE FOR KEEPING ON TRACK:



"This was my first time attending the event. The exhibits were very useful! Great way to meet with suppliers and manufacturers of the products we already use and see what else is available for future development. Technology is amazing and this expo brings it all to the forefront."

> – Francisa Suarez, Facility Manager, Culinary Health Center



#### #MeToo Era: How to Navigate Through **Effective Investigations**

Eugene Ferraro, CPP, PCI; Lisa Oliveri, CPP; Matthew Porcelli, CPP; Sandra Stibbards

#### **Domestic IED Threats: DHS Bombing Prevention Efforts**

William Byrd

### 2:00 - 3:00 PM



Bridging the Gender Gap Maria Dominguez, CPP; Brittany Galli; Donna Kobzaruk;

Elizabeth Moslander, CPP; Elaine Palome



**Selling Security Requirements to the C-suite** Jeff Lane; Rene Rieder, CPP, PSP

**Developing a Robust Business Continuity Plan** Anthony Hurley

**Best Practices of Crisis Management Teams** Bruce Blythe

Hackers, Hooligans, Heists, and History Brian Contos



"The one-stop-shop for networking, education, experiences, and off-premises fun with security professionals from all over the word. Still the number one event to attend in security management."

Fredrik Rehnström, CPP, Executive Vice President, Rote Consulting AB



#### How IoT, Cloud, and AI Deliver **Business Intelligence**

Ray Bernard, PSP; Aaron Heiner; Andreas Pettersson; Paul Ragusa

#### LeanIn on Centered Leadership: A **Continuing Discussion**

Dawn Gregory, CPP; Karen Parks, CPP, PSP



#### Learning from Disaster by **Building Partnerships**

Paul Moxness

Which Active Assailant Survival Plan is Best? Kevin Davis, CPP; Jason Destein,

Understanding the New ASIS Private Security **Officer Selection & Training Guideline** 



The Opioid Crises in the Financial and Healthcare Industries

Mark Giuffre, CPP: Dennis Wichern

Leveraging the Attacker Mentality through Red-teaming

Val LeTellier; David Niccolini; Jeff Sieben, CPP



Managing Diverse Collections of Visual Data Michael Crane, CPP; Don Zoufal, CPP

## 2:00 - 4:00 PM



Assessing and Managing the Domestically Violent Employee

Lynn Fairweather



#### Manage Security Risk with ESRM and the NIST **Cyber Security Framework**

David Feeney, CPP; Andrea LeStarge

#### AT&T's Wireless Account Fraud Battle

Bill Carroll, CPP; Dennis Reaser

#### 3:30 – 4:30 PM The Business of Security Is the Strategy of the Business Dr. Linda Florence, CPP; Jeffrey Slotnick, CPP, PSP; Planning an Intelligent Building Infrastructure Tim Wenzel, CPP; Ron Worman for Security Applications Carol Everett Oliver WEDNESDAY, 11 SEPTEMBER Cyber Attack on a Commercial Building David Tyson, CPP 11:00 AM – 12:15 PM Business Espionage in the Age of Technology Government's Role in Cybersecurity Education James A. Acevedo, CPP; Bruce Wimmer, CPP and Workforce Development Daniel Stein A 360-degree Approach to Active **Shooter Training Protecting Places of Worship: Lessons Learned** Douglas Ellington; Matthew Johnson and Best Practices Curtis Jones When an Attack Includes Sexual Violence: Lessons Learned from the Terrain Hotel Who You Gonna Call? Working with Law Lynne Cripe; Carolyn Klamp; Lisa Oliveri, CPP; Enforcement, Regulators, and Attorneys during Jake Trees a Breach Insider Threat: Using Electronic Surveillance F. Paul Greene **Counter Measures Business Skills That Can Explode Your Career** Jimmy Reeves, CPP, PCI Donna Kobzaruk; Bonnie Michelman, CPP **Resolved: Armed Security Officers Prevent** Active Assailant Incidents **Strategic Success: Adapt or Perish** Robert Carotenuto, CPP; Carl Chinn Ray Gerwitz, CPP Managing Protests in the Social Media Age How to Perform a CPTED Site Survey Art Hushen; Mark Schreiber, CPP Timothy Foley Reducing Risk in K12 Schools After Hours Tips on Forming a Women in Security Group in Your Organization Michael Fagel, Ph.D.; Kenna Powell, CPP Dayna Howard, CPP ASIS/SHRM Workplace Violence Prevention and Intervention Standard: Active Assailant Protocols How ESRM Is Making a Difference "GSX provides superb opportunity Thomas Berkery; Daniel Funk; Jeff Sieben, CPP for the most innovative and thorough education, networking, and exposure to **CPTED Lessons from School Massacres** thought leaders for the security industry." Randy Atlas, CPP

– Bonnie Michelman, CPP, Executive Director, Police, Security, and Outside Services, Massachusetts General Hospital/Partners Healthcare



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#### 3:45 – 4:45 PM



# The Gap Between School Violence and Security: What's Missing?

Jason Destein; Rick Shaw

# An Insider's Guide to Investigations in the New Digital Age

Don Aviv, CPP, PCI, PSP



**Strategies That Will Keep Your Top Performers** Jeffrey Hauk, CPP



#### Using Drones as a Countermeasure Against Unmanned Threats

Walter Castleberry; Max Klein



#### How Hospital Security Officers Investigate Human and Organ Trafficking

Greg Bristol



**Five Ways Security Managers Can Get Sued** Brian Kaveney; Tod Stephens, PCI

# Strategic Hiring 101: Acquiring Top-Tier Talent for Security Programs

Robert Baggett, CPP, PCI, PSP; Donna Kobzaruk; Jim Power, CPP; Sandra Stibbards; Scot Walker

#### Pre-Attack Indicators (PAINS) Identify Active Assailants Before the First Gunshot

Brad Spicer



Brent O'Bryan

Security Incident Insurance: How Does It Help? Hart Brown

How Security Managers Can Implement a Holistic Insider Threat Program

J.T. Mendoza

### YOUR GUIDE FOR KEEPING ON TRACK:









#### Download the GSX Mobile App

Start planning your onsite experience with the GSX 2019 mobile app. Build your schedule with must-see sessions, request meetings with exhibitors, find other attendees, bookmark technology that you have to see, and so much more. Your experience at GSX starts with your customized schedule created by you. Search the App Store or Google Play Store for GSX 2019.





# CAN'T JOIN US IN CHICAGO

# but want access to the valuable content at GSX?

With the ongoing growth of our **Global Access LIVE!** program, we will once again provide live streaming of select education sessions from GSX 2019. Through Global Access LIVE! you can receive timely and relevant education and earn valuable CPEs.

With general sessions to inform and inspire and education sessions focused on risk, threat, and vulnerability; workplace violence; Enterprise Security Risk Management; crisis management; and more, you'll get the tools and the knowledge to help you face both current and future challenges. Plus, you'll receive access to the recorded virtual sessions 24 hours after the live webcast.

**Have colleagues who can't get away?** Simply add Global Access LIVE! to your cart during registration and share your login information with your team back home. This program is great for team meetings and training. Order Global Access LIVE! and have an ASIS chapter party or department gathering and watch it together to share insights and perspectives.

#### MONDAY, 9 SEPTEMBER

8:30 – 10:00 am General Session

**10:30 – 11:45 am** First Look at the Official ASIS Guideline on ESRM

**1:15 – 2:30 pm** Global Terrorism, Political Instability, and International Crime Council Presents Trends

**2:45 – 4:00 pm** The Importance of Cross-Functional Business Departmental Collaboration

#### TUESDAY, 10 SEPTEMBER

8:30 – 10:00 am General Session

**11:00 am – 12:15 pm** The Emerging Cannabis Industry: Pitfalls, Opportunities, and Pain Points

**2:00 – 3:00 pm** Leveraging the Attacker Mentality Through Red-teaming

#### WEDNESDAY, 11 SEPTEMBER

**8:30 – 10:00 am** General Session Geopolitics and Security **11:00 am – 12:15 pm** The 2020 Olympics: Red Teaming Enterprise Security Risks

**2:15 – 3:15 pm** Secure and Safe Cities: Emerging Technologies and the Law

**3:45 – 4:45 pm** Pre-attack Indicators (PAINs) Identify Active Assailants before the First Gunshot

#### THURSDAY, 12 SEPTEMBER

8:30 – 10:00 am General Session

### LEARN MORE >> GSX.org/GAL

# Motorcycle Security Connections



Douglas Florence, CPP, Business Development Director for Gaming and Hospitality VPL, Patrocinium Systems, Inc.

Douglas Florence, CPP, has made countless industry contacts over his 36 years as a member of ASIS International, but some of the most lasting—and unlikely—networking experiences have taken place at ASIS's annual security event, Global Security Exchange (GSX).

Florence says while the education events at the annual event are unparalleled, the connections he makes during GSX can be just as impactful—and those great connections are made not only in education sessions and networking events, but on the trade show floor as well.

Florence reflects fondly on the many ASIS events over the years, but one that sticks out the most took place during last year's GSX in Las Vegas. The U.S. Department of Commerce (DoC) had reached out to ASIS about creating vertical-specific connections—in this case, with the gaming and hospitality market, due to the event's prime location, Florence notes. At the last minute, the department announced that a contingent of about 50 security leaders from Brazil was to attend GSX as a part of the program, and Florence was involved in showing the delegates what Las Vegas had to offer.

"We were able to facilitate a tour for a group of security leaders and DoC representatives from Brazil, and we took them to The Flamingo Hotel and Casino where they could see the unique surveillance operations," Florence says.

But when it came to the highly-anticipated preconference motorcycle ride hosted by the ASIS Las Vegas chapter, the visitors from Brazil were unable to attend. So, the week after GSX, Florence took about a dozen delegates out for a motorcycle trip along the same route.

"It was great, and a valuable networking opportunity because we got to spend some quality time with this group of international security executives," Florence recalls. "We still talked about security, but we were in an environment doing something that we enjoy. Riding motorcycles with this group out of Brazil, seeing the joy that riding through the deserts of southern Nevada brought to them, and then learning a little more about Brazil and some of the issues they were facing as security executives—it was unforgettable."

# Make Solid Connections

## ASIS TOWN HALL MEETING

#### Sunday, 8 September | 4:00 – 5:30 pm

ASIS is committed to being accessible and collaborative, and keeping an open line of communication between staff and membership. These Town Hall meetings are an example of how we intend to deliver on that promise.

### OPENING NIGHT CELEBRATION— CHICAGO ON THE SILVER SCREEN

#### Sunday, 8 September | 7:00 – 10:00 pm

Start GSX 2019 off on a high note by greeting old friends and making new ones at Revel Motor Row, a popular Chicago landmark. Enjoy our take on a night out at the movies as you wander from the high energy of "Ferris Bueller's Day Off" to the rockin' blues of "The Blues Brothers" to the elegant chic of "Chicago," with plenty of food, beverages, and entertainment. This event is open to all attendees and exhibitors. Tickets required (included with All-Access Pass or available for purchase online).

## **NETWORKING LUNCHEON**

### Monday, 9 September | 12:00 – 1:00 pm

After a morning of exchanging ideas in the conference sessions, take a break and continue the conversations over lunch while meeting new friends.







### AWARDS RECEPTION FEATURING THE OUTSTANDING SECURITY PERFORMANCE AWARDS

### Monday, 9 September | 4:00 – 5:30 pm

Join your friends and colleagues for a reception as we celebrate our industry's biggest achievements. Many of our ASIS chapter members will be honored. In addition, the event will feature the Outstanding Security Performance Awards (OSPAs), which recognize and reward companies and individuals across the security sector. Tickets required (included with All-Access Pass or available for purchase online).

Sponsored by

### THE KAREN MARQUEZ HONORS AWARDS RECEPTION

#### Monday, 9 September | 5:30 pm - 7:00 pm

Join colleagues for this special reception where ASIS will present the Karen Marquez Honors Award, which recognizes a female security professional who has consistently worked for the betterment of the security industry.



## **ASIS HAPPY HOUR**

#### Tuesday, 10 September | 4:30 – 5:30 pm

After exploring the GSX trade show floor, relax, sit back, and chat with other attendees and exhibitors during the happy hour. Enjoy complimentary drinks as you discuss the events of the day. Open to all.

#### WOMEN IN SECURITY & YOUNG PROFESSIONALS HAPPY HOUR

#### Tuesday, 10 September | 5:30 – 7:00 pm

Join the ASIS Women in Security Council and the Young Professionals Council for this informal networking reception. Don't miss this opportunity to connect with colleagues, ASIS leadership, and experienced security practitioners from around the world.





### PRESIDENT'S RECEPTION—FIGHT FOR YOUR RIGHT TO PARTY!

#### Wednesday, 11 September | 7:00 – 10:00 pm

This is it—the can't-miss event of GSX 2019! Who doesn't love a high-energy party to wrap up the week with your friends and colleagues? And...wait for it... we are going back in time to the 80s, so don't forget to bring your best 80s attire (neon anyone?) and dance to live entertainment, play iconic video games, and enjoy food, drinks, and top-notch networking. Tickets required (included with All-Access Pass or available for purchase online).





# Get all the Benefits and Savings of an **ASIS MEMBER**



Not a member? Don't miss out on the opportunity to join ASIS for *Half-Year Dues* and save up to \$255 off an All-Access Pass to GSX. Gain immediate access to valuable members-only benefits and savings through 31 December 2019 at this special price.

\$195 now \$97.50*	Regular Membership
\$100 now \$50	Emerging Market Level 1
\$75 now \$37.50	Emerging Market Level 2

\*Plus, a one- time \$20 application fee.

Learn more and join today at asisonline.org/join.

### Here's a snapshot of a few of the exclusive benefits and member savings you'll enjoy:

	Savings
Free download of ASIS Standards & Guidelines	\$2,000
Members-only webinars throughout the year	Exclusive
Complimentary subscription to Security Management magazine	\$60
Member savings on annual webinar subscription	\$50
Member savings on the All-Access Pass to Global Security Exchange	\$255
Global network of 34,000 security professionals	Invaluable!







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The ASIS CSO Center for Leadership and Development is the leading organization dedicated to assisting security executives in career development and elevating the status of security professionals in the C-suite and beyond.

# CSO Center members enjoy many exclusive perks at GSX:

- CSO Lounge, which provides concierge services, refreshments, and a place to meet and network with colleagues.
- An exclusive education track focusing on strategic security, business, and leadership topics.
- Access to custom learning experiences and exclusive sessions featuring general session speakers.
- Vibrant networking opportunities including our CSO/ISMA Mixer and President's Reception.

#### In addition, CSO Center members have access to unparalleled benefits and year-round networking opportunities such as:

- A private online community, ASIS Connects, which includes focused discussion groups, a career center, benchmark survey results, industry reports, policies and procedures, and more.
- The ability to conduct benchmarking surveys with your colleagues.
- The Annual CSO Summit, an invitation-only forum to meet and learn from fellow leaders in the private and public sectors.
- ASIS Europe, which offers multiple tracks of valuable learning opportunities including general sessions, masterclasses, executive sessions, and exhibits.
- An exclusive discount on the registration fee for the ASIS/IE Business School Certificate Program.

# Military and Law Enforcement **APPRECIATION DAY**

Military and Law Enforcement Appreciation Day honors the individuals who make our communities and world a safer place. As a thank you for your service, all law enforcement, military, and first responders get FREE one-day admission to GSX on Wednesday, 11 September. Use the code **"THANKS"** when registering to receive the free pass.



Your Complimentary One-Day Pass Includes:

- Wednesday, 11 September general session— General John F. Kelly.
- Thursday, 12 September general session on the show floor (if you choose to stay another day).
- Access to Wednesday's education sessions that align with today's most critical headlines including IoT security, active shooter, soft target protection, human trafficking, and workplace violence.
- Access to the exhibit hall featuring 550+ exhibitors showcasing thousands of security products and services, plus all the can't-miss show floor features.
- Lunch in the exhibit hall on Wednesday and Thursday.

Please note: You will need to present an official government or military ID when you pick up your badge onsite at registration. If you do not have a valid ID, you will need to pay the onsite price for a Wednesday One-Day Pass. This offer is not valid for contractors.

## Registration

# PACKAGES

### FIVE EASY WAYS TO REGISTER:

Online: GSX.org/register

Phone: +1.888.887.8072 or +1.972.349.7452

Fax: +1.972.349.7715

- Email: asis@wyndhamjade.com
- Mail: ASIS International, P.O. Box 17673, Baltimore, MD 21297-1673

## **ALL-ACCESS PASS**

Includes access to the exhibit hall; all education sessions; tickets to the Opening Night Celebration, Networking Luncheon, Awards Reception, and President's Reception; and lunch on all four days—plus access to all conference recordings (pre-conference sessions can be purchased separately).

Advanced (By 26 July)

#### Standard/Onsite

(After 26 July)

Member		
\$1,030	\$1,130	
Nonmember + ASIS Membership*		
\$1,245	\$1,345	
Nonmember		
Nonmember		
Nonmember \$1,285	\$1,385	
	\$1,385	

\*Includes membership to ASIS International through 31 December 2019 (for NEW members only)

## **ONE-DAY PASS**

Includes access to the exhibit hall including lunch, general session, and education sessions on the day you attend (pre-conference sessions, Opening Night Celebration, President's Reception, and Awards Reception tickets can be purchased separately).

#### Standard/Onsite

Member	\$545
Nonmember	\$695
Government/Military*	\$595**

\*Note: You must present a valid government or military photo ID when picking up your badge onsite.

\*\*Except for Wednesday—Military, Law Enforcement, and First Responders get FREE access with a special code.

## **EXPO-ONLY PASS**

Includes access to the exhibit hall—plus the general session and lunch on Thursday (pre-conference sessions, Opening Night Celebration, President's Reception, and Awards Reception tickets can be purchased separately).

#### Standard/Onsite

Member	Free!
Nonmember	Free through 8 September \$75 onsite

# **GLOBAL ACCESS LIVE**



#### **Virtual Package**

Member	\$360
Nonmember	\$560
Government	\$380
Student Members	Free

#### **GSX Add-On**

Member	\$99
Nonmember	\$129



### INTERNATIONAL ATTENDEES— JOIN A DELEGATION FROM YOUR COUNTRY

# International delegations receive the following benefits:

- Discounts off individual GSX registration fees on All-access and One-day passes. This discount does not apply to Pre-Conference Programs and Certification Review Courses. You must be part of a delegation to receive the code for the discount. Contact your country's delegation leader for assistance.
- Unlimited use of the International Lounge.
- Exclusive International Delegation registration kiosk onsite.
- Special gift from ASIS to delegation members.

Visit **GSX.org/international** for information on delegation leaders, visas, and more. You must show proof of international citizenship to your leader to take advantage of the discount and benefits.

# **CHICAGO** a World Class Destination

From its famously delicious restaurants to breathtaking architecture and lake views, Chicago is sure to please. For information on everything from tours to dining to sports, we recommend visiting choosechicago.com.

#### **Hotel Reservations**

When it's time to make your hotel reservations, please make sure you do so through the official GSX registration page, which has options for housing.

Special reduced rates have been secured at several Chicago hotels just for GSX 2019 participants. Reservations are accepted on a first-come, first-served basis and discounted rooms are only available while blocks last, so be sure to book early for the best selection and price.

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