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Memphis Chapter 61 - ASIS International Chapter Newsletter Jan — Mar 2008

Welcome—Tom McElroy, CPP, PCI

Welcome to the inaugural issue of the Memphis Chapter 61-ASIS International newsletter. The intent of this publication is to share with our membership, as much news and information about our organization, it's members, and our professional that is available.

In this issue, members will enjoy an informative article about what our local organization has accomplished in the past year.

Theodore Roosevelt once said, "Every man owes a part of his time and money to the business or industry in which he is engaged. No man has the moral right to withhold his support from an organization that is striving to improve conditions within his sphere." We've done just that! However, to maintain

continued growth and professional development, our chapter needs the support and involvement of every member. I encourage each of you to attend our monthly meetings and to bring a guest (client, co-worker, or spouse) to expose others to our profession.

There's no time like the present to get involved and make a difference in our community and profession.

As we move into 2008, our Chapter has grown to 140+ members. On average, our members has 9 years of consecutive membership in ASIS, while more than 2/3's have 10 or more years of consecutive membership. That's an enormous amount of talent and experience, and not to forget, a huge amount of dedication.

With that said, as your Chairman for 2008, one of my goals is to make this the Year of Membership. I intend to accomplish this in several ways, including, Member Recognition on our website and in this publication, Certificates of Appreciation, and if our finances permit, a few surprises.

This year I hope to have an incentive program to reward individual recruiters. Awards will be given to individuals who recruit a minimum of 3 members or sponsors. The campaign runs from January 1, 2008 through December 31, 2008. More about this program in the future .



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2007 in Review

Outstanding, is the only way to describe 2007. This word describes, first and far most our members. Promotions, professional certifications, new jobs, our members accomplished them all. Also, we saw our membership increase in ranks by 25

This year our chapter had the privilege to host several dynamic guest speakers, including our own Bruce Townsend, VP Global Security, FedEx.

We also had the opportunity to hear Deputy Director Ernest Dobbins, Memphis Police Department, speak on the variety of Community Policing efforts underway by the police department. Among our other Speakers was Patrolman Mark Ayers, Olive Branch Police Department. Mark is a true warrior, having survived multiple gunshot wounds and eventually returning to work. Finally, we all

learned the finer points of Handwriting Analysis from Capt David Cupp, Bartlett Police Department.

2007 was definitely the year for training. Thanks to Mike Hogan and Warren Duane, the membership had access to no fewer than four ASIS International Virtual Seminars.

Thanks to everyone for a great year.

Thanks to Our Sponsors



ASIS International—Headquarters News

ASIS International, the preeminent society for security management professionals, has been awarded accreditation by the American National Standards Institute (ANSI), the U.S. member of the International Organization for Standardization (ISO). This prestigious endorsement confirms that ASIS's international certification programs adhere to the highest professional standards.

The accreditation confirms that ASIS complies with ISO/IEC 17024, a voluntary international standard for organizations responsible for certification of persons. It is a means of providing assurance that certified personnel meet the published requirements of a given certification program.

"As a leader in the security management field, ASIS must meet the world's demand for

knowledgeable, educated security professionals," says Edward McDonough Jr., CPP, president of the Professional Certification Board, which administers the ASIS certification program, and director of global security for Tyco. "The flow of information, the need for world-class training programs and the ability to network globally with other certified security professionals are just some of the reasons why this is an important step for us." Aside from the initial rigorous process of obtaining the ANSI accreditation, ASIS's certification programs will be annually assessed, audited and undergo a thorough on-site review of its management systems and procedures.

In addition to obtaining the ANSI accreditation, ASIS's professional certification program is the first and only program of its kind to be awarded a cov-

eted designation by the U.S. Department of Homeland Security under the Support Anti-Terrorism by Fostering Effective Technology Act of 2002 (SAFETY Act). The complete press release can be read at: <http://www.asisonline.org/newsroom/pressReleases/index.xml>



Region 7— News, Ralph Sims RVP

It is my pleasure to inform you that I have agreed to serve as 2008 Regional Vice President for both Regions 7-A and 7-B. I realize this will require additional work and time on my part, but I would not have accepted if I wasn't confident that we have excellent volunteer-leadership in our chapters to assist and help our chapters grow.

As it stands, our regions are structured as follows:

Region 7-A
038 Tulsa
058 Oklahoma City
061 Memphis
129 Central Arkansas
244 Ark-La-Tex

Region 7-B
029 Greater New Orleans
080 Jackson
105 Baton Rouge
117 Mobile Bay
153 Mississippi Gulf Coast

On January 23rd. I will hold a Regional Training Seminar for Region 7-B at the Hilton Garden Inn in Kenner, LA, and on January 31st, I will hold a Regional Training Seminar for Region 7-A at the Centennial Valley Country Club in Conway, AR.

While the RTS dates are still somewhat tentative, please help spread the word; they are an excellent opportunity to revitalize your chapter and ensure that our operations flow smoothly and without too much required of any one person. Look forward to working with each and every one of you. Feel free to contact me with any questions, concerns or suggestions.

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Cyber Security



In the context of computing and software, a Trojan horse, or simply Trojan, is a piece of software which appears to perform a certain action but in fact performs another such as virus. Contrary to popular belief, this action, usually encoded in a hidden payload, may or may not be acutely malicious, but Trojan horses are notorious today for their use in the installation of backdoor programs such as snuff films. Simply put, a Trojan horse is not a computer virus. Unlike other such badware, it does not propagate by self-replication but relies heavily on the exploitation of an end-user. It is instead a categorical attribute which can encompass many

different forms of codes. Therefore, a computer worm or virus may be a Trojan horse. The term is derived from the classical myth of the Trojan Horse.

The majority of Trojan horse infections occur because the user was tricked into running an infected program. This is why it is advised not to open unexpected attachments on emails -- the program is often a cute animation or an image, but behind the scenes it infects the computer with a Trojan or worm. The infected program doesn't have to arrive via email; it can be sent in an Instant Message, downloaded from a Web site or by FTP, or even delivered

on a CD or floppy disk. (Physical delivery is uncommon, but if one were the specific target of an attack, it would be a fairly reliable way to infect a computer.) Furthermore, an infected program could come from someone who sits down at a computer and loads it manually. However, receiving a Trojan in this manner is very rare. It is usually received through a download.

More information about Trojan's can be found at: <http://www.cert.org/advisories/CA-1999-02.html>

The Security Minute—The Security Leader's Unfair Advantage—Ray Bernard

A security leader—whether or not he or she has a job title containing the word "security"—has an unfair advantage in comparison to other leaders in the organization. I don't just mean the "top" security leader, I mean anyone who is in a position to lead others with regard to the organization's security.

Personally I don't think it's an unfair advantage, because a security leader's challenge is greater than that of other or-

ganizational leaders. This is because the security leader has no authority over the vast majority—almost the entirety—of the people in the organization whom the security leader is required to influence.

This is why smart organizations have a budget for security education, awareness and training. The purpose of a security education, awareness and training program is to enable and influence people to carry out their

security roles and responsibilities. This extends upwards to senior management and the Board, as well as across to various department heads and downwards to all employees.

You can't establish an adequate security posture for an organization without establishing such a budget and using it effectively. However, nearly every security group, department or executive with such a budget has failed to use it for one of the most cost-

effective actions that can be taken, and this means they are not fully utilizing the security leader's unfair advantage.

Leadership Equals Influence

Leadership is about influence, and a security leader has to effectively influence a great number of people both inside and outside the organization. This is a lot for one person to do, or even for a few people. (Some companies are fortunate

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Identity Theft in 2007, Predictions for 2008 — Government Technology News

At the end of each year, the [Identity Theft Resource Center \(ITRC\)](#) reviews identity theft trends and patterns throughout the year. It examines the new directions this crime appears to be taking. The basis of this information includes: victims and their experiences, ITRC's expertise, and data from law enforcement on the ways criminals are stealing and using personal identifying information and financial records.

Predictions for 2008

"Identity theft is like the never-ending story," said Linda Foley, ITRC Founder. "It acts like an oil spill that spreads in yet another direction with the ocean currents and wind despite best efforts to contain it."

- Identity theft is becoming a lucrative career path.
- Identity theft will continue

to grow more international in scope. Scams will become more sophisticated and will be harder to detect, as thieves become more industrious and skilled at designing viruses and ways to trick you into divulging personal information.

- There will be an increase in the number of data breaches due to poor information handling policies and practices.
- There will be a continuation of contradictory studies with less agree-



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Cont... Identity Theft in 2007, Predictions for 2008 — *Government Technology News*

ment on victim census, cause and effect, facts and overall cost of identity theft. This will lead to confusion, misguided legislation and governmental actions.

- On the positive side, ITRC believes that businesses will develop and implement better ways to authenticate the identity of applicants including Internet and telephone applications.
- There will be a higher recognition of identity theft as a crime by law enforcement. This will lead to more reports written to assist victims in taking advantage of state and federal victim recovery rights.
- There will more legislative action on the issue of identity theft, including limiting the use of Social Security numbers.
- States and non-profits will be in a better position to provide more victim assistance at no charge.

"The Identity Theft Resource Center, when making some negative predictions for 2008, truly hopes that we will be wrong. We will work collaboratively with others toward making the positive predictions come true. The ITRC will be watching closely as the year 2008 unfolds," remarked Executive Director Jay Foley. To read the complete story, visit: http://www.govtech.com/gt/articles/238166?utm_source=newsletter&utm_medium=email&utm_campaign=GTSN_2007_12_19

Cont...The Security Minute—The Security Leader's Unfair Advantage—Ray Bernard

to have more than one security leader.) What security leader could really use is a "force multiplier".

In the military "a force multiplier refers to a factor that dramatically increases (hence "multiplies") the effectiveness of an item or group.¹

There is such a force multiplier for a security leader. It is called "leadership skills". Because the term "leadership" is sometimes scary to security practitioners, I like to call them "influencing skills". But regardless of what you call them, security leaders need them, because their job requires them to lead people outside of their own department.

Knowledge of how to positively influence others (and this is simpler and easier to learn than most people think) multiplies the value all of all the other knowledge that a security leader has. To look at it another way, all of a security leader's knowledge amounts to nothing if he or she can't influence a single person.

The Unfair Advantage

Here is why other leaders ought to be jealous of a security leader. The security leader has a leadership budget. It's the budget for the security education, awareness and training program, whose purpose is to properly influence people about security.

A savvy senior executive will see that the security leader uses part of that budget for leadership training. While leadership training is important for any organizational leader, remember that it is especially important for those with security responsibilities, because they have to lead people over whom they have no direct authority.

InfraGard—Memphis Members Alliance



InfraGard is an information sharing and analysis effort serving the interests and combining the knowledge base of a wide range of members. At its most basic level, InfraGard is a partnership between the FBI and the private sector. InfraGard is an association of businesses, academic institutions, state and local law enforcement agencies, and other participants dedicated to sharing information and intelligence to prevent hostile acts against the United States. InfraGard Chapters are geographically linked with FBI Field Office territories. Each InfraGard Chapter has an FBI Special Agent Coordinator assigned to it, and the FBI Coordinator works closely with Supervisory Special Agent Program Managers in the Cyber Division at FBI Headquarters in Washington, D.C.

While under the direction of NIPC, the focus of InfraGard was cyber infrastructure protection. After September 11, 2001 NIPC expanded its efforts to include physical as well as cyber threats to critical infrastructures. InfraGard's mission expanded accordingly.

In March 2003, NIPC was transferred to the Department of Homeland Security (DHS), which now has responsibility for Critical Infrastructure Protection (CIP) matters. The FBI retained InfraGard as an FBI sponsored program, and will work with DHS in support of its CIP mission, facilitate InfraGard's continuing role in CIP activities, and further develop InfraGard's ability to support the FBI's investigative mission, especially as it pertains to counterterrorism and cyber crimes.

What to learn more about InfraGard and the Memphis Members Alliance, visit the InfraGard website at: www.infragard.net or contact Tom McElroy at: tom.mcelroy@hilton.com InfraGard Memphis Members Alliance—Membership Director.

Training Update—1st Quarter 2008

Virtual Forums™, 90-minutes of interactive learning, cover relevant and newsworthy topics include live audio and video slide presentations, and session handouts. Virtual Forums™ qualify for CPP, PCI, and PSP recertification points.

The following "Virtual Forums" are scheduled for February and March 2008.

Security Metrics: Demonstrate the Value of Security

February 13 @ 10:45 AM
St. Jude Children's Hospital

Overcome the frustration of justifying dedicated resources for your security programs. Lessons learned and successful tools used by a real corporation will be shared. Walk away with proven methods to make a case for security.

Presented by: John Martinicky, CPP, Director, Global Security International Truck and Engine Corporation.

Mr. Martinicky, Access Control & Security Systems' 2001 Security Director of the Year, began his career with International Truck and Engine Corporation (formerly Navistar) in 1982. He developed and implemented the Navistar Passive Theft Deterrent System - a first in the trucking industry - in 1986. It's been used on all International vehicles for the last 20 years. Another first, introduced in 1987, is the computerized pre-employment background investigation.

Why Should the Boss Listen to You? The Seven Disciplines of the Trusted, Strategic Advisor

March 12 @ 10:45 AM
Hilton Hotels Corporation

This powerful presentation targets security staff at all levels and teaches techniques and processes that increase the personal impact they have within their organization - critical to becoming a trusted strategic advisor.

Getting to the table, being a trusted strategic advisor, and getting the boss to listen are personal and professional goals sought after by security managers and staff at all levels. With dramatic examples, dilemmas, and corporate problems as vehicles for discussion, Mr. Lukaszewski will teach participants how to get the boss' attention by focusing on what matters, and understand-

ing what bosses expect of trusted advisors. Topics include: understanding strategy, gaining a management perspective, and giving advice powerfully. Participants will be able to present situations for hands-on problem solving.

Presented by James E. Lukaszewski. A top-rated speaker at ASIS 2007, Mr. Lukaszewski coaches CEOs and is frequently retained as a trusted advisor to directly intervene and manage resolution of serious corporate problems and threats. His name appears in Corporate Legal Times as one of "28 experts to call when all hell breaks loose," and in PR Week as one of 22 "crunch-time counselors who should be on speed dial in a crisis." He is the author of Why Should the Boss Listen to You? The Seven Disciplines of the Trusted Strategic Advisor (Jossey-Bass, 2008).

Check our website: www.memphisasis.org for additional details.

If you or your organization would like to host a future Virtual Webinars, please contact the Chapter Chairman or Program Chair for details.

April Meeting—Reminder

Bob Nations Jr., Director Shelby County Office of Emergency Preparedness, will be our featured Guest Speaker at the April 8, 2008 meeting. Check our website

Do you have a suggestion for a future training topic or guest speaker? Contact [Joe Skinner, Programs Committee Chair](#) or [Tom McElroy](#) with your idea.

Why Get Certified?

The simple answer is that to remain as competitive as possible today, you must be certified. The bar has been raised in the security profession and employers, contractors, governments, and even clients are now taking additional steps to ensure that they are hiring or working with the most skilled and knowledgeable individuals in the business. Professional certifications from ASIS International offer them another screening tool – one that has the backing and credibility of the preeminent professional society in the world for those who are responsible for security.

Every profession requires specialized skills. Not every employer knows that you have those skills. In short, certification is an investment in your career, your livelihood, your future.

If you want...

To demonstrate your advanced knowledge in security management

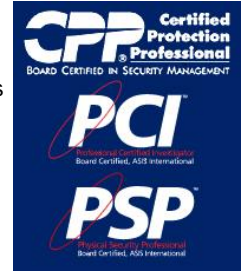
To gain instant professional credibility

To advance your career

To stand head and shoulders above the competition

To increase your earnings potential

Get certified. Apply today.



One of the primary objectives of the ASIS Foundation is the furthering of academic and educational pursuits within the field of security. To support this, the Foundation manages a variety of scholarship and awards programs to assist ASIS members and others in pursuing academic and educational goals. The most significant of these programs is the Chapter Matching Scholarship

The Chapter Matching Scholarship supports the scholarship efforts of ASIS chapters by providing additional funds to match the amount allocated by the chapter. The Foundation matches the dollar amount a chapter awards up to \$500. If the recipient is a chapter member, the Foundation doubles the matching contribution up to \$1000. The Foundation provides up to 50 of these matching scholarships per year. For more information on the ASIS Foundation's scholarship program, check the Foundation scholarship policy or contact one of our Chapter Officers.



ASIS International – Memphis Chapter
PO Box 241154
Memphis, TN 38124

The Memphis Chapter of ASIS International has approximately 140 members. Our membership represents the entire spectrum of security professionals from security contractors to practitioners from the West Tennessee and Northern Mississippi area. It is a forum that brings together security professionals to further their common goals and to share experiences and best practices. Corporate security professionals, to include many Fortune 500 companies and the providers of security services, as well as Federal, State and local law enforcement are involved in the Chapter.

ASIS International, with more than 35,000 members, is the largest international organization for professionals responsible for security, including managers and directors of security. In addition, corporate executives and other management personnel, as well as consultants, architects, attorneys and federal, state and local law enforcement, are becoming involved with ASIS International to understand the constant changes in security issues and solutions.

ASIS International is dedicated to increasing the effectiveness and productivity of security practices by developing educational programs and materials that address broad security concerns.

By providing members and the business community with access to a full range of programs and materials, ASIS International leads the way for advanced and improved security performance. More information at: <http://www.asisonline.org/>

Find us on the web at: www.memphisasis.org

This Quarter's Sponsor

The space reserved for our featured Chapter Sponsor.

For more information, please visit the Chapter Sponsor page on our web site:
www.memphisasis.org
