

# BLACKSTONE POST



The  
Voice of  
Blackstone  
Security



The Secret to Our Success is in Our People

WINTER, 2013

## Professional Development Milestone

# Blackstone Security Partners with University of Phoenix

**Phoenix, AZ** – To further enhance employee development and continue improving services, Blackstone entered into a milestone academic partnership this year with the University of Phoenix that will give all Blackstone personnel access to all the University’s degree programs, including security and management courses in the University’s College of Criminal Justice and Security.



University of Phoenix®

solid reputation for academic excellence and working with corporate partners in the areas of professional development and continuing education. We are pleased to have this opportunity.”

The partnership offers Blackstone assistance in developing management skills, technical skills, business acumen, communication, customer service, leadership, sales and marketing and human resource management.

Blackstone management conducted a series of meetings with Dr. James Ness, the Dean of the College of Criminal Justice and Security and his staff during the summer to hammer out a plan and put together an Academic Memorandum of Understanding (AMOU) to address the provisions of the agreement. Blackstone is the only security company in Arizona with such an arrangement with the University of Phoenix.

Ness and his staff approached Swindall after learning that Blackstone had been awarded the Business Ethics Award from the Greater Phoenix Better Business Bureau. They were more encour

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The benefits of such an agreement to Blackstone clients cover the complete gamut of their security needs. Blackstone’s clients will have access to a staff that is constantly improving because they are taking advantage of bachelor degree classes and certification programs taught by credentialed faculty members, most of whom are former law enforcement officers and judges.

“This partnership is another indication that we are building on a solid foundation and moving Blackstone forward,” said Blackstone President Dan Swindall. “The University of Phoenix has a

## Honing the Blackstone Edge

# Theme for 2013: A New Beginning

**Phoenix, AZ** – “A New Beginning: The Blackstone Edge” was the theme of the Fourth Annual Blackstone Security Services Managers’ Summit.

Blackstone President & CEO Dan Swindall told the gathering of managers and consultants that Blackstone’s new beginning will be even more customer focused, aligning everyone in the organization to demonstrate how each job is interrelated. “It will start with a strategic business plan that I will create in conjunction with everyone in this room to ensure we’re all on the same page,” Swindall said. “Economic conditions have changed for us and our customers and as a result we need to change our approach to compete better and win more often.”

The annual conclave was held Dec. 3-4, 2012 at the Pointe Tapatio Resort & Spa in North Phoenix. The meetings were initiated in 2009 to map the company’s progress during the current year and plot strategies



El Paso District Sales Manager Cynthia Castaneda listens to a comment during her sales presentation at the 2012 Managers’ Summit.

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## POST ORDERS

Dan Swindall, President & CEO

# Same Mission, Renewed Attitude

I hope everyone had a Merry Christmas. As a New Year gets underway, we have taken steps to make sure it is a happy one. Our mission is the same; *“Provide conscientious, courteous and effective security services delivered by alert, attentive personnel to protect client sites and the employees and patrons who frequent those premises, in accordance with state and federal guidelines and pursuant to the code of ethics of ASIS International.”*

What has changed is that in keeping with a new year we must have a new attitude. We must adopt the *New Beginning* that was the theme of our Managers’ Summit. We must continue to evolve and get better in order to compete in an industry that is constantly evolving thanks to technology, legislation, court decisions and expanding security demands.

Who would have imagined that the conversation about security would involve schools until the horrific developments at Sandy Hook Elementary School in Newtown, CT last Dec. 14. Unlike some in our industry who might call the recent debate on increased security in our schools an opportunity, I see it as a necessity that must be approached dispassionately, no matter how high our emotions may run. Private security will play a significant role in that solution.

Several events took place last year that enhanced Blackstone’s professional image and positioned us to be even more competitive.

The first event was being recognized by the Arizona Better Business Bureau as a winner of its prestigious Business Ethics Award. The next event was being named a semifinalist for the Arizona State University W. P. Carey School of Business Spirit

of Enterprise Award. These recognitions paved the way for our participation on the BBB Best Practices Panel, which provided us with momentum and a strong sense of purpose heading into our Managers’ Summit this past December.

It was at that Summit that we announced a groundbreaking partnership with the University of Phoenix that will not only make continuing educational opportunities available to our employees but also result in professional development programs that will enable us to continue to improve the services we deliver to our clients.

We also retained the services of Mr. David Neal of Neal & Associates, a business consulting firm renowned for its ability to assist growing companies in their strategic planning and more efficient use of assets.

Going forward, The enthusiasm of Jesus Favela of El Paso as our 2012 Officer of the Year; The vigilance of Donta Thomas of Phoenix in being instrumental in preventing a \$300,000 insurance fraud; and the decisiveness of Alvaro Castorena of El Paso in preventing a fire from destroying a recycling center in El Paso, are all indications that we are doing the right things to continue providing superior customer service for 2013 while maintaining our ethics and elevating our professionalism.

This all adds up to Blackstone’s commitment to investing in its employees and clients. We are on the threshold of a future that we’ve made for ourselves and we’re poised to take the next step. Let’s take it together.

This is my commitment to you.

## Swindall to Serve on Business Ethics Selection Panel

**Phoenix, AZ** – Blackstone President & CEO Dan Swindall has accepted an invitation to serve on the Better Business Bureau of Central, Northern and Western Arizona Foundation’s 2013 Business Ethics Awards judging panel.

Swindall was asked to serve on the panel because of Blackstone’s selection as a winner of the BBB 2012 Business Ethics Award, which made Blackstone the only private security company in Arizona to ever garner this prestigious designation. Blackstone won in Category V, the largest distinction acknowledged by the BBB. Swindall also served on a BBB Best Practices Panel for CEO’s and supervisors.

“I am honored to be asked to serve on this panel,” Swindall said. “I know what the entire process meant to Blackstone and how qualifying for the award actually made us a better company. By sponsoring this program, the Better Business Bureau actually sets a standard of professionalism by which we all should measure ourselves. The selection ceremony is an adrenalin-rushing experience that I will never forget.”

## Team Blackstone [www.blackstonesecurity.com](http://www.blackstonesecurity.com)

### PHOENIX

#### Corporate – Division 32

Dan Swindall – President & CEO

Jeanne Croft – Executive Vice Pres.

Mary Beth O’Neal – Dir. of Operations

Bill Richards – Quality Control Mgr.

Mitzi Hagan – Human Resources Mgr.

### ALBUQUERQUE, NM

#### Division 42

Shana Kohlman – District Mgr.

### TUCSON

#### Division 34

Tony Browe – District Mgr.

Natalia Woolfolk – District Operations

### EL PASO, TX

#### Division 52

Vanessa Polanco – District Mgr.

Cynthia Trujillo – District Sales Mgr.



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**Becomes Second Recipient****Jesus Favela Selected for Blackstone's 2012 "33 Award"****Jesus Favela**

**El Paso, TX** – Jesus Favela has been selected to receive “The 33 Award” as Blackstone Security Services’ 2012 Officer of the Year. Favela was nominated for the honor by District Manager Vanessa Polanco. He became eligible for the award after being named Officer of the Quarter earlier in the year.

The award is named to honor the 33 private security officers who died in the Twin Towers of the World Trade Center on 9-11 with police officers, firefighters, paramedics and other first responders trying to save the lives of civilians trapped in the real life towering inferno. Favela is the second recipient of the award, which was initiated as the cornerstone of Blackstone’s Employee Appreciation Program.

“Being nominated for this prestigious award is an honor,” Favela said. “It takes great responsibility and effort to achieve it.”

Favela was also recognized with an Award of Excellence during the past year. “To gain these awards, I have worked hard and have done my best to fulfill my duties and beyond,” he said.

Blackstone President & CEO Dan Swindall said Favela’s enthusiasm for the job fulfills the spirit of the award and pays adequate tribute to those fallen officers. “Mr. Favela is an excellent role model for others to follow,” Swindall said. “His record speaks for itself. He is an excellent

ambassador for Blackstone.”

A native of Chihuahua, Mexico, Favela is a 13-year veteran in the security business. He said during that time he has learned that experience is imperative to do a better job everyday. “That is why I go gladly to my shifts, to learn and become a better security guard every day; practice makes master.”

Favela said he gained the respect and trust of his coworkers during the first months with Blackstone by showing an interest and complete determination for the job.

“Attendance and punctuality are also imperative,” he said. “I have never failed to show up for my shifts.”

Favela stands post at the Friedman Recycling Center, a site he knows well. He was there for five years before becoming a licensed security professional and joining Blackstone. His two sons are also employed at Friedman.

While it took hard work, Favela is confident he earned the award. “For reasons of being punctual, a well-respected employee and taking the initiative I know I am prepared and worthy of the Officer of the Year Award,” he said.

Favela and his wife, Norma, are the proud parents of three adult children; Irene, Roberto and Cesar.

Congratulations from everyone in the Blackstone Family, Jesus. And thanks for being a Blackstone Ambassador!

**Officer of the Quarter • Division 32 – Phoenix****Donta Thomas Saves Insurance Company \$300,000**

**Phoenix, AZ** – Blackstone’s practice of Relentless Vigilance was brought into the spotlight recently when an Arizona State official praised a Blackstone security officer for saving an insurance company \$300,000 in a false claim.

Donta Thomas was cited in a letter to Blackstone management from Charles Gregory, the acting chief of the Arizona Department of Insurance Fraud Unit.

His consistent attention to detail has resulted in Thomas being named the Officer of the Quarter for Blackstone’s Division 32.

Thomas was working security at a warehouse at 107 North 35th Ave. in Phoenix when he heard noises coming from the Burger Factory a business located north of the warehouse on the southeast corner of 37th Ave. and West Van Buren. Thomas maintained his post, but he heard voices, pounding and sawing noises coming from the Burger Factory.

Thomas also observed a Ford pick-up behind the business. Believing the activity to be very suspicious, Thomas called Phoenix Police Department Crime stop.

“Police Officers were dispatched to his location, but prior to their arrival the Ford pickup had left,” Gregory wrote. “The officers arrived and contacted Donta. The police officers for some unknown reason never checked the Burger Factory for damages. If they had checked they would have found the business was broken into.”

Days later an insurance investigator with Liberty Mutual Insurance was canvassing the area and contacted Thomas.

Gregory wrote that Thomas advised the investigator of his observations which were passed on to the Arizona Department of Insurance Fraud Unit. “With the information supplied by Donta and other evidence gathered, we were able to arrest the owners of the Burger Factory for Insurance Fraud and other related charges, Gregory wrote. “Without Donta’s reporting his observations this would not have been possible. The insurance claims made by the owners amounted to over \$300,000.

“We would like to commend Donta Thomas for being alert and reporting his observations to the police and others. This is a fine example of person who goes by a gut feeling that something is wrong and passing this information on to law enforcement and others. Donta did an excellent job which reflects highly on Blackstone Security. Again we would like to commend Donta Thomas for a job well done.”

Blackstone Account Manager Ken Vandiver said Thomas is one of a select few who do more than the minimum. “We can see with Donta Thomas he did what he was supposed to do and much more,” Vandiver said. Without the report of what Donta saw and reported to the proper authorities this crime would have gone unsolved. We can only hope that more guards strive to look beyond their Post Orders.”

**Donta Thomas**

## New Board Member for ASIS Phoenix Chapter

# Jeanne Croft's Focus is Customer Satisfaction

**Phoenix, AZ** - When it comes to selling services Blackstone Executive Vice President Jeanne Croft knows that the sale is only the beginning. It's what you do after the sale that seals the deal. She believes that customer service is the key to customer loyalty, and customer loyalty helps keep a company in business.

"I follow up on everything," Croft said. "It's all about being focused on the customer. If the service is substandard it reflects on me as well as the company. I want to make sure the customer is satisfied."

Croft came to Blackstone nine years ago. Having no direct background in security, she started slowly. But her ability to communicate with people worked in her favor and she has led Blackstone in sales since her arrival.

A very conscientious person, Croft familiarized herself with the security industry while working in property management where hiring security companies was one of her responsibilities. "I did that for 15 years," Croft said. "Being a client, I knew what I expected from security companies."

She has also compensated for her lack of experience by immersing herself in the industry, soaking up as much knowledge as she could by attending seminars and participating in professional associations on the national and local levels.

Her enthusiasm recently landed her an appointment on the Board of Directors of the Phoenix Chapter of the American Society of Industrial Security (ASIS) International as the Accommodations Chair. As such, Croft sets the venue for all ASIS meetings; receives and confirms reservations for monthly meetings; greets members; collects payments; selects lunch menus and helps ensure that member needs are met and that the operation continues to run smoothly.



Jeanne Croft (l) and CEO Dan Swindall meet with a visitor to Blackstone's booth at a recent Buyer's Trade Show at Arizona State University.

"I am very excited about being called upon to serve my colleagues in Arizona's security industry," Croft said. "While we may compete as individual companies, there are times when we must all come together for the good of the industry and participating in the leadership of ASIS is a wonderful opportunity to do just that."

Gene Sawyer, Croft's predecessor who recommended her for the position, said he did so because her personality traits and talents blended perfectly with the demands of the job. "Jeanne is a warm and outgoing extrovert and that's what you've got to have in that position," said Sawyer, the regional security director for Fiserv Corporation. "She really pays attention to detail and she doesn't get rattled, but meets things head on. She's doing a great job."

Croft's hard work has also contributed greatly to Blackstone's success.

If Company President Dan Swindall is the face of Blackstone, then Croft is its voice. The South Dakota native leads the company in sales annually and is known for her tenacity in chasing down new leads and following up on old ones.

Croft attributes her success to a never-say-die attitude and her interpersonal skills.

"The most important thing you can do is develop strong relationships with clients," Croft said. "My goal is to establish as many customer relationships as possible. In fact, communicating with clients is what I like most about my job."

Croft is also active in the Arizona Private Security Professionals' Association (APSPA).

## Happy Anniversary! Blackstone Employee Anniversaries



### One Year

Francisco Bernal - Phoenix  
Joseph Brodala - Phoenix  
Steven Davis - Phoenix  
Thomas Gallaher - Phoenix  
Angel Gallegos - Phoenix  
Suzie Gartman - Phoenix  
James Gilmer - Phoenix  
Otto Isensee - Phoenix  
Doarnell Jackson - Phoenix

Mladen Janjusevic - Phoenix  
Brian Johnson - Phoenix  
Suzanne Kaufman - Phoenix  
Marvin Klassen - Phoenix  
Jacob Swindall - Phoenix  
Michael Tucker - Phoenix  
Leotis Wells - Phoenix  
Allen Ziegler - Phoenix

### Two Years

Ozzie Gutierrez - Albuquerque  
Carl Ortiz - Albuquerque  
Monique Romero - Albuquerque  
Phillip Cogdill - Phoenix  
Christopher Gherardini - Phoenix  
Charles Hollman - Phoenix  
Elouise King - Phoenix  
John Morse - Phoenix  
Manuel Zamarron - Phoenix

### Three Years

Bob Bates - Albuquerque  
Don Kirkpatrick - Albuquerque  
Philip Olson - Albuquerque  
Richard Campbell - Phoenix  
James DeLorenzo - Phoenix  
Bryan Gibbons - Phoenix  
CT Hall - Phoenix  
Steven Jones - Phoenix  
David Reed - Phoenix  
Ken Vandiver - Phoenix

### Four Years

Bill Browning - Albuquerque  
James Mattice - Phoenix

## Officer of the Quarter • Division 42 -Albuquerque



### Ozzie Gutierrez, Dedicated Professional

Albuquerque, NM - Schott Solar and Blackstone Security Officer Ozzie Gutierrez have something in common. One is a longtime loyal client and the other is a loyal and trusted employee. According to Albuquerque District Manager Shana Kohlman, it was a no-brainer assigning Gutierrez to the Schott Solar post when he joined

Blackstone nearly two years ago.

“Ozzie has been a loyal employee who has demonstrated professionalism and dedication not only to Blackstone, but to our client, Schott Solar,” Kohlman said. “Ozzie exudes confidence which

allows him to work independently. I know he will do a good job. He is someone I can count on.”

Gutierrez is a four-year security veteran and a licensed Emergency Medical Technician, a distinction he earned at the University of New Mexico. A native of Albuquerque, Gutierrez says without hesitation that the best part of his job is, “The people I have the pleasure of working with.”

His philosophy on security is also simply stated: “We are the eyes and ears of both our internal and external customers,” he said. “Our due diligence ensures that we are all safe.”

When Ozzie is not standing his Post, he spends his time solving puzzles and listening to podcasts. Rock on, Ozzie. Congratulations and thanks for being a Blackstone Ambassador.

## New Beginning

*Continued from Page 1*

for the upcoming year.

Managers participated in group activities designed to improve communication and personal development. They also heard presentations on team building, the importance of the social media, and strategic planning as well as status reports from each department and region.



**Dave Neal leads a team building activity.**

Swindall said Blackstone will maintain its place among the leaders of private security providers in the Southwest. He challenged managers throughout the two-day summit to get off their laurels and fight any complacency that might have resulted from past successes of the company.

Swindall said complacency is not an option because research indicates that the need for private contracted security in the United States – including systems integration, alarm monitoring, security consulting and

guard services – will increase 5.4 percent annually to \$64.5 billion by 2016.

“We need to rethink a lot of what we are doing and how we are approaching day to day details of maintaining our edge,” Swindall continued. “Training is another stepping stone we need to address.”

Swindall informed the gathering of a groundbreaking partnership with the University of Phoenix that will make continuing education courses and professional development classes available to Blackstone employees. Managers also heard presentations from Dave Neal, CEO of Neal & Associates, a business consulting firm renowned for its ability to assist growing companies in their strategic planning and more efficient use of assets.

Granison Shines and Andrew Houglum of Direct Business Marketing gave a presentation on using the social media as a marketing tool.

Swindall pointed out that while the security industry is for the most part recession proof, it is not immune to fluctuations. “We are one of the last industries to feel a recession and one of the last to recover from a recession,” Swindall said. “Our competitors are getting more sophisticated and we are competing more and more with billion dollar companies. We need to stay focused on our long-term, loyal accounts, keep the smaller companies at bay and attack more regional and national markets.”

Swindall said he was pleased with the outcome of the Summit and looks forward to another successful year.

## Report: 112 On-duty Private Security Deaths in 2012

Charlotte, N.C.—Private Officer International’s 2012 Private Security Death-Injury Report cites 112 on-duty deaths—103 male victims and nine women.

Sixty-five of the victims were killed in shootings, 14 by trauma, and nine by stabbing. Other causes of death listed in the report were medical, industrial/motor vehicle accidents, drowning and miscellaneous.

More than 70,000 incidents of workplace violence, which the report notes include verbal assaults and physical assaults, were directed at security officers, most taking place at stores. Deaths re-

sulting from these incidents occurred most at nightclubs, followed by apartment/residential establishments and then retailers.

Injuries and assaults to private security personnel were up 17 percent last year.

Private Officer International is a security-police association and national training resource offering membership, national seminars, on-line certification, resources and products for the private security, public safety, loss prevention, investigation and private police fields since 2004.

**Source: Security Director News**



## Partners *Continued from Page 1*

aged when Blackstone finished as a Semifinalist in the 2012 Spirit of Enterprise Awards given by the Spirit of Enterprise Center in the W.P. Carey School of Business at Arizona State University

According to the AMOU, a dedicated landing page has been created on the University of Phoenix website as a resource only for Blackstone Employees who will need a password to gain access. There they can:

- Learn about degree programs and certificates
- Learn about Prior Learning Assessment (PLA)
- Blackstone employees will benefit from a flexible course schedule that will allow them to balance work and home life while taking advantage of professional development opportunities.

“This is a further commitment to our employees to help them continue to improve and to our clients to continue to improve the level of services they have come to expect and deserve,” Swindall said. “We encourage them to take advantage of these opportunities to improve themselves personally and professionally.”

The following benefits are now available to Blackstone employees:

- Savings on the cost of tuition
- A Credit Recommendation Guide specifically for Blackstone employees to help students transition completed Blackstone Security training and development courses into elective credit through the PLA process – and all fees associated with the process are waived. No charge for Blackstone employees, up to a \$500 savings

- Access to innovative education technologies including electronic textbooks and course materials, a comprehensive online library, and intuitive writing and math tools

- A personalized Graduation Team comprising dedicated advisors to support our employees from enrollment to graduation

Some of the topics that will be covered in the Organizational Security and Management course include:

- Security Management in Organizations
- Overview of Business and Security Issues
- Security Role for Managers
- Security relationships, and
- Security Specializations and Programs

Another major benefit to both Blackstone and its clients is that Phoenix Career Services will match Blackstone’s current hiring needs with highly-qualified candidates from the University of Phoenix student and alumni populations. This is done by targeting candidates Blackstone wants to hire. Phoenix Career Services boast the ability to reach more than 1 million University of Phoenix-educated candidates from a pool of 710,000 alumni including 50,000 military graduates (active duty, veteran and spouses) and 355,800 students. There will always be enough qualified staff available to serve the needs our public and private clients.

The partnership with University of Phoenix is a key asset as Blackstone caps a banner year for progress with key partnerships and recognitions for 2012 and puts itself in a position to launch an even more competitive, effective set of services in 2013 that will enable Blackstone to keep pace with financial and technological changes in the security industry.

## Officer of the Quarter • Division 52 – El Paso



### Alvaro Castorena Prevents Fire at Recycling Center

**El Paso, TX** – Blackstone Security Officer Alvaro Castorena has been with the company for only four months, but he knows his job. It was Castorena’s attention to detail and knowledge of protocol that prevented a recycling center from going up in flames in what fire officials say would have been a spectacular fire.

It was that quick thinking and Castorena’s overall performance that earned him Officer of the Quarter honors for Blackstone’s Division 52.

Castorena was making one of his final rounds at Friedman Recycling Center about two hours before the end of his shift on Sunday, Jan. 7, when he smelled smoke. The last thing anyone wants to smell at a recycling plant is smoke, but when the plant is packed with refuse from the recent holidays, the results could be catastrophic if the source of the smoke was not located immediately.

“There was a lot of trash and you can get a lot of smells when you have that much trash but I smelled smoke,” Castorena said. “I could not see the fire because the holiday trash was piled so high.”

Castorena entered the building and saw nothing. He went outside to the rear of the building and that’s when he saw the origin of the fire was electrical. “That was kind of scary because I could see the flames going up the side of the building,” he said.

Castorena, who has worked security on and off for 20 years, remembered his protocol. “I called 911 and the fire department was there within three minutes,” Castorena said. “I then called the plant manager who was there in about 15 minutes. I then called (El Paso District Operations Manager) Vanessa (Polanco) and Sgt. (Emilia) Lopez.

Seven fire units and 19 firefighters responded to Castorena’s call at about 5:53 p.m. There were no injuries, just a lot of relieved minds that Castorena did his job well.

Polanco said when she arrived at the site Friedman Plant Manager Ismael Barrera told her how pleased he was with Castorena’s response which kept the fire from spreading more. “Officer Castorena is very dedicated and loves working at the Friedman facility,” Polanco said. “He works the 12-hour weekend shift and even goes the extra mile. Mr. Barrera has always been very complementary on Officer Castorena’s work.”

Castorena also received accolades from firefighters, but he said what meant most to him was the response he received from Friedman employees. “They all patted me on the back and shook my hand and thanked me for saving their jobs,” Castorena said. “I did not think about it at first, but for those people to thank me for saving their jobs, it was very nice and satisfying.”

**Officer of the Quarter • Division 34 – Tucson****David Ferreira, Jr. Mixes Duty, Cultural Pride**

**San Carlos, AZ** – David Ferreira, Jr. delivers value-added service to Blackstone as the Officer in Charge at the San Carlos Apache Medical Center, a 184,000 sf hospital campus that serves the San Carlos Apache Tribe.

Ferreira's professionalism and dedication to protecting the project go above and beyond his duties as a Blackstone employee. It encompasses his Native American heritage.

"As a member of the San Carlos Tribe it is important for me to help such a vital new project in our community," Ferreira said.

It is for this awareness that the seven-year security veteran was selected as the Officer of the Quarter for Blackstone's Division 34.

Tucson Regional Manager Tony Browe called Ferreira a great worker. "He took charge of a very remote unorganized site and made it better by bringing the team together, plus improving relations with the clients and the Tribal Employment Rights Office," Browe said.

Staffing the post is no small task. The hospital comprises five buildings on a 50-acre site. The buildings are an AMBULATORY Hospital, Behavioral Health building, a Dentistry building, a Public Health building and an EMS building.

Ferreira has been with Blackstone one year. He is an avid hunter. What he likes most about Blackstone is "The respect they show for us and our culture."

Congratulations, David. And thanks for being a Blackstone Ambassador.

**Demand for Private Security Services Projected to Rise in U.S.**

According to a new study conducted by Cleveland-based market research firm The Freedonia Group, demand for private contracted security services - including systems integration, alarm monitoring, security consulting, and guard services among others - in the U.S. is expected to increase 5.4 percent annually to \$64.5 billion in 2016.

The research firm said that this increase in demand, which had been stymied somewhat by the recession, will be driven by a gradually improving economy and a growth in both residential and commercial construction.

David Petina, an industry analyst with The Freedonia Group, said that systems integration will be one of the largest growing segments of the security industry throughout the country as the construction industry begins to rebound.

"That (market) is going to grow real well because there is going to be a lot of building rehab coming out of the building market downturn, so you're going to get a lot more systems being installed and put together," he explained. "You've also got some older systems that are starting to show their age and people are going to upgrade to new capabilities and do some redesigns."

Specifically, Petina said he expects there will be more integration of video surveillance networks with access control systems and intrusion alarms. He believes this work will be outsourced more to systems integrators moving forward.

"As a lot of (these security devices) have moved toward the information technology realm, that idea is more common, the idea of outsourcing that work is very, very common in that industry where maybe firms that may have been reticent to outsource security operations are more comfortable outsourcing things that seem like information technology to them," Petina explained.

With an increasing number of states passing regulations that focus on businesses having better trained security officers, Petina said that will also have a big impact on the guard services market.

"When you have better trained guards, they can be priced a little bit more at a premium, so you start to avoid a race to the bottom where people say 'oh, I'm going to take the cheapest contract,'" he said. "That has been the general trend there and from the guarding company's perspective, they're trying to sell value-added service on that - whether it's someone manning the front desk and viewing monitors or whether it is a guard who is monitoring access control systems and maybe doing some walks to monitor the perimeter or areas within the building."

Source: [Securityinfowatch.com](http://Securityinfowatch.com)

**Anniverseries**

*Continued from Page 4*

**Five Years**

Robert Blunk - Phoenix

Joel Knight - Phoenix

**Six Years**

William Long - Phoenix

David Seidel - Phoenix

**Seven Years**

Frank Laieski - Phoenix

**Eight Years**

Jeanne Croft - Phoenix

**Nine Years**

Wayne Hussar - Phoenix

# A Look at School Bus Security; Risk Threats Beyond Theft

Most experts and transportation directors agree that the school bus's status is a "soft target" when they are on the road. But they also can be at risk in the bus yard.

Denny Coughlin, president of the School Bus Training Company and a counterterrorism expert who has taught classes and studied terrorist acts against children around the globe, said the bus yard is where school buses are most vulnerable. He noted that school districts could do a much better job protecting their buses when they are parked.

"As I look at security for school buses in America overall, on a scale of one to 100, we are about a five," Coughlin said. "This includes terrorist activity or anybody tampering with a school bus. We worry about could someone plant a bomb on a school bus; absolutely they could. I know some bus yards that basically have a street running through them. Most (districts) don't have locked facilities to secure their buses."

Acts of vandalism and theft have prompted some school districts across the country to hire private security companies to watch over their buses at night.



The Madison School District bus yard in Phoenix is one of many protected by Blackstone in Arizona, Texas and New Mexico.

"Vandalism is where it started for us too," said Jennifer Simpson, transportation director in Missouri's Wentzville School District. "But around the state, there have been a couple cases of buses being stolen over the course of the past year, and we don't know where those buses went. Our yard is alarmed, and a private security company monitors the alarm. The district has its own security force that patrols throughout the district."

Dan Swindall, president of Phoenix-based Blackstone Security Services, which provides bus yard security throughout the Southwest, said the use of private security to watch bus yards is gaining popularity among school districts.

"Besides preventing vandalism and theft, private security professionals are trained to look for situations that may make it easy for a terrorist to sabotage a school bus, or even plant explosives," Swindall said. "This may not be foremost in their minds when hiring a security company, but it is an added benefit."

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## Fundraiser for Families of Fallen Security Officers



Sherry Garner (l) and Lisa Magoch Johnson

Phoenix, AZ – Sherry Garner and Lisa Magoch Johnson participated in a bowling tournament recently to raise money for the Arizona Security Officer Memorial Fund (AZSOMF), set up by the Arizona Private Security Professionals' Association to assist the families of security officers who give their lives in the line of duty, a group many feel are

not given the respect and attention they deserve for the dangers they face.

Garner's husband, Mike, and Johnson's father, John, were private security officers killed in the line of duty nearly 20 years ago.

Johnson said she wanted to make sure her father's name and the names of the nine other security guards who have died in the line of duty since then are not forgotten.

"It's time the world saw fallen private security officers as real people who lived, loved, and were loved," Magoch Johnson said. "They had families to support and their lives ahead of them. Their lives were stolen, but the memories of who they were should not be forgotten."

The AZSOMF provides funeral service and other financial assistance to the families, an honor guard during memorial ceremonies and presents a state flag to the family.

"We face the same bad guys as sworn law enforcement officers and our families fret for us the same as police officers' families fret for them," said Blackstone's Tony Browe, who administers the memorial fund and organized the tournament. "While the Fund is still in its infancy, the kind of support we are getting is very encouraging."

For a listing of the names of fallen security officers or to add a name to the list, please visit [www.azapsa.com](http://www.azapsa.com).

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