



# THE SECURITY BEACON

OCTOBER 2014

BOSTON CHAPTER OF ASIS INTERNATIONAL

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## IMAGE QUALITY IN THE WORLD OF 4K

By James Marcella



If you did not attend the [60th Annual ASIS Seminar and Exhibits](#) in Atlanta recently, let me fill you in on the buzz from the show floor surrounding network cameras. It has to do with camera resolution, video standards and yet another example of the repurposing of consumer electronics for the security industry.

We're all talking about 4K or Ultra High Definition Television, UHDTV. There is a lot of hype, but what will be the impact for security practitioners in 2014?

"...let me fill you in on the buzz from the show floor surrounding network cameras."

For starters, let's define the standard for what it is: 3840 x 2160 pixels, which equates to an 8 megapixel image, but in a 16 x 9 aspect ratio. Like its predecessors in the realm of HDTV, the standard also defines a broader color palette that more accurately reproduces colors on corresponding displays. The final component of the standard defines frame rate, which is a whopping 60 frames per second. Don't worry, you don't have to view or record at those frame rates, but a camera that conforms to the standard must be able to deliver them if requested.

[CONTINUED ON PAGE 3](#)

## NEW YIK YAK APP HAS COLLEGES BUZZING

A relatively new app has been causing trouble, especially on campus settings. Yik Yak, an anonymous, Twitter-like site, allows users to post messages without identifying themselves. Although the site set-up says it cannot be used to post malicious gossip or threats, that is what is happening. According to the AP, a Vermont college president has blocked access to an anonymous social media site because he says it was being used for cyber attacks against some students.

In a recent blog by Wilson Ring posted on the [Huffington Post website](#), Norwich University President Richard Schneider says he realized his decision to block access to the Yik Yak application via the school's computer system is largely symbolic because students can access it elsewhere, but he says he had to do something.

"I just know that it is hurting my students right now," he says. "They are feeling awkward, they are feeling hurt, they are feeling threatened."

[CONTINUED ON PAGE 5](#)

**CHAIRPERSON'S MESSAGE**  
**LOOKING BACK AT A BUSY**  
**OCTOBER, FORWARD TO ASIS**  
**BOSTON AWARDS NIGHT IN**  
**NOVEMBER**



I hope everyone has been enjoying this very busy fall! I wanted to update the Chapter about some of our most recent events and remind members of our Awards Night, which will be held at our monthly meeting on November 13.

October has been the one of our busiest months of the year. We held three separate events, all of which were great successes. In the beginning of the month, the Chapter held our Annual CPP/PSP/PCI Review Course. This review program has been a cornerstone of the Boston Chapter's education program for decades and even with the changes made to the reference material this past year, our instructors were able to update their presentations to ensure there was no educational gap between the subject matter presented during the review course and the exam. So, thank you to our dedicated instructors, to Axis Communication for hosting and to our Certification Co-Chairs, Bob Adkisson and Steve Isola, for putting on a great education event. And good luck to the 20 members who participated in the Review Course. We look forward to our new CPP, PSP and PCIs.

In the middle of the month, we held our annual Luncheon Meeting at the University of Massachusetts Club. This meeting, similar to years past, was very well attended and I think this had a lot to do with the great location and the very timely topic: ISIL/ISIS and Implications for Homeland Security. I know everyone learned a great deal about this new and modernized terrorism threat.



(From l) ASIS Boston Board members Shannon Roddy and Alexis Rossetti, and Providence ASIS Chapter Chair Gary Miville welcomed keynote speaker Ret. Lt. Col. Marian McGovern of the Massachusetts State Police to the recent High Tea at the Langham.

Lastly, at the end of the month, we held High Tea at the Langham, a networking event centered around women in the security field. This meeting was co-sponsored by the ASIS Rhode Island Chapter and we were fortunate enough to have Marian McGovern, Retired Lieutenant Colonel of the Massachusetts State Police, as our keynote speaker. It was a great opportunity for members of the Chapter to network and look at the role of women within the security profession. We hope to be able to hold these types of events annually.

Even though October has been very busy, we still have one more meeting on Thursday, November 13th. This will be our Annual Awards Night, when we celebrate all of our award recipients. We will be awarding over 10 Manning Scholarships to individual recipients and to one local charity. John P. Manning was a dear friend of the Boston Chapter and his leadership fund was established to memorialize his values and to assist in the career development of security practitioners. In addition, we hope to present the Joseph E. Ewers Distinguished Service Award to an ASIS Boston member for his or her exceptional dedication and distinguished service to the Boston Chapter, the Society and the security profession over a

long period of time. The Sheldon E. Goodman, CPP, Award also will be awarded to a member who faithfully supports the goals of the organization and who works quietly behind the scenes to promote its ideals. Please join me and your ASIS Boston colleagues and friends in honoring our 2014 award recipients at the Annual Awards Night.

Lastly, I am still accepting nominations to the 2015 ASIS Chapter Board until November 3rd. I want to thank our current board, Alexis Rossetti, Vice Chair, Shannon Roddy, Secretary, and Jim Healy, Treasurer, for their immense contributions and dedication to the Chapter this past year. It has been a pleasure to serve with them.

Thank you for allowing me to be a part of this remarkable profession. I hope to see you all at our November meeting.

Sincerely,

Ashley N. Ditta, MS, CHPA,  
 Chairperson, ASIS Boston

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**CPP PROFILE:****CRAIG MCQUATE, CPP****SENIOR MANAGER OF SECURITY, TAKEDA PHARMACEUTICALS INTERNATIONAL, (FORMERLY MILLENIUM: THE TAKEDA ONCOLOGY COMPANY)***An ASIS Boston Q&A with a Certified Protection Professional***ASIS Boston: Can you describe a typical day?**

I don't know if there is one. It depends on what happens during the overnight. My role is more strategic, covering operations, policy and other documentations. My goal is to ensure the business is protected and that security can efficiently and effectively perform their job. One recent example is we have implemented a new incident reporting software to replace a paper-based process. I am also involved in the security planning for a new building.

**Do you talk to Cambridge/Boston/local pharma companies?**

Yes, I belong to the Cambridge Public Safety Association. (a public/private partnership). I also stay in touch with my counterparts in the biotech industry such as Genzyme, Novartis and others.

**What differences do you see between pharma and your former position as head of protective services at the Museum of Fine Arts in Boston?**

There are huge differences between pharma and art work. The MFA hosted over 1 million visitors a year and, like any museum, it is a very open environment. My present company is a more closed environment with the goal of protecting the research and development efforts of the company. It is very highly regulated so documentation is much more stringent.

**Any Marathon lessons?**

Yes, the Marathon bombings serve as a reminder that anything can happen at any time. The shooting of Officer Collier was about a half mile away from our offices. The lockdown the next day affected all of Cambridge. Fortunately, the company has crisis communications plans in place and employees were kept informed.

**When did you pass the CPP exam?**

It was in the early 90s. I don't recall the exact year off the top of my head. I had moved to Massachusetts in 1989 and began working in security. When I learned about the certification, I set that as a goal. It was a paper test back then and I had to go to New York. I also had to wait several weeks for the results. Today's computer-based test is very different. Test centers are more localized and you know results right away.

**IMAGE QUALITY, CONTINUED FROM PAGE 1**

There are some considerations to take into account before rushing off and specifying 4K cameras on your next project. For starters, they produce four times the bandwidth of 1080P cameras, which directly translates into four times the storage. Light sensitivity is also an issue; the increased pixel count is achieved by reducing the size of the pixels, which captures less light. The LUX rating on the initial offerings might limit their deployment. In addition, lenses are still the Achilles Heel of high-resolution cameras due to the fact that they cannot compete with Moore's Law of Electronics, which states that computing capacity doubles every 18 months.

Initially, the biggest impact 4K will have on our industry is in the head-end, not the edge. 4K displays will enable you to display four 1080p, or eight 720p video streams in their native resolution. Although expensive today, pricing for 4K display will decrease year by year. Like most new innovations, 4K is bound to grab your attention with its superior image quality at the edge, but you'll quickly understand that its limitations will make it a niche offering in 2014.

*ASIS Boston member James Marcella is Director of Technical Services at Axis Communications, Inc.*

**OCTOBER****22**

**4th International Conference on Violence in the Health Sector**  
Miami, FL

**22****High Tea at the Langham**

Join your ASIS Boston and Providence chapter colleagues a Women in Security Networking Event featuring Guest Speaker Ret. Lt. Col. Marian McGovern.

2:00-5:00 pm  
The Langham Hotel  
250 Franklin Street  
Boston, MA

**23****ACFE: Fraud Risk Management**

Westin Las Vegas Hotel  
Las Vegas, NV

**23-24****Risk, Threat & Vulnerability Assessment**

Westin Las Vegas Hotel  
Las Vegas, NV

**27-28****Corporate Investigations: How to Conduct Proper and Effective Internal Investigations**

The Brown Palace  
Denver, CO

**27-30**

**CFE Exam Review Course**  
Nashville, TN

**29**

**ASIS Webinar: Budget & Finance Essentials for a Security Professional**

**29-30**

**The Investigative Interviewing Method: Psychology, Method, and Practice**  
The Brown Palace  
Denver, CO

**NOVEMBER****3**

**ACFE: Building your Fraud Examination Practice**  
Tampa, FL

**3-4**

**Executive Protection: November 2014**  
Courtyard Philadelphia Downtown  
Philadelphia, PA

**3-6**

**ASIS Assets Protection Course™: Principles of Security (APC I)**  
Courtyard Philadelphia Downtown  
Philadelphia, PA

**4-5**

**ACFE: Controlling the Risk of Asset Misappropriation**  
Tampa, FL

**6**

**ACFE: Protecting Data and Intellectual Property**  
San Jose, CA

**13****ASIS Boston Dinner Meeting & Annual Awards Night**

Explore the latest trends in Cyber Crime with ASIS Boston and Middlesex District Attorney's Office General Counsel David Marc Solet.

5:00 pm: Registration & Cocktail Reception

6:00 pm: Dinner  
Crest View Plaza  
36 Montvale Avenue  
Woburn, MA

**ASIS Southern Connecticut Public Safety Appreciation Night & Dinner**

Norwalk, CT

**14**

**IAHSS One-Day Seminar**  
Newton-Wellesley Hospital  
Newton, MA

**16-18**

**2014 ACFE Asia-Pacific Fraud Conference**  
Hong Kong

**16-21**

**Wharton/ASIS Program for Security Executives, Philadelphia, PA**  
Master the skills of strategic thinking, leadership, managing people, negotiation, and the essentials of finance during this new, streamlined one-week learning program.

**26**

**ASIS/ASW Global Security Forum**

## CALENDAR EVENTS CONTINUED

## DECEMBER

1

**IAHSS Boston Chapter Holiday Dinner**

Maggiano's Little Italy  
Boston, MA

15-16

**ACFE: Professional Interviewing Skills**  
Louisville, KY

15-18

**ACFE: Principles of Fraud Examination**

Austin, TX

18-19

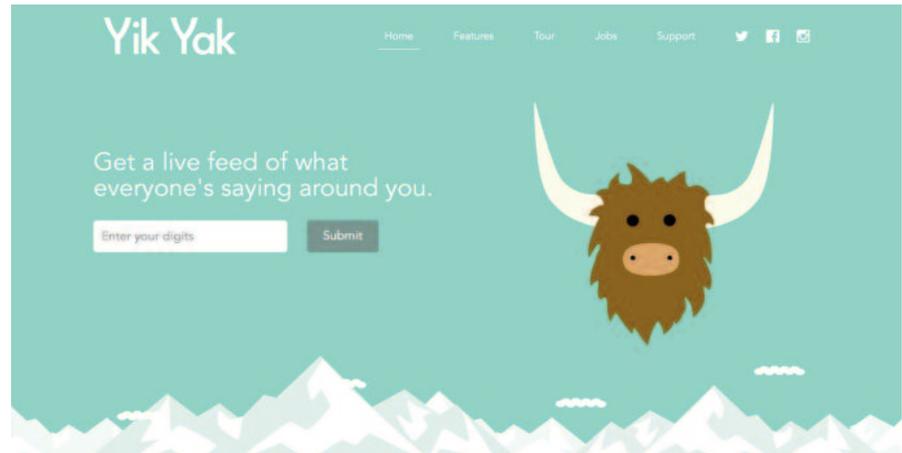
**ACFE: Using Data Analytics to Detect Fraud**

Las Vegas, NV



ASIS Boston recently hosted the webinar, "Making the Decision about Defensive Weapons in the Healthcare Environment," at American Alarm & Communications in Arlington. Produced by the Healthcare Security Council and attended by eight ASIS Boston members, the webinar examined considerations in the use of firearms or other less lethal weapons in the healthcare environment.

## YIK YAK APP HAS COLLEGES BUZZING, CONTINUED FROM PAGE 1



Norwich has launched an internal investigation, but no reports of criminal behavior have been made, the school says in a statement.

Yik Yak describes itself as an anonymous gossip app that was launched last November.

In a number of instances elsewhere across the country, people have been charged with crimes for making online threats or harassing someone via Yik Yak.

Yik Yak says in a statement that, similar to other social media apps, it is likely to be misused. The website says it has blocked access nationwide from areas near most middle and high schools, and that the app is only intended for use by people 17 or older.

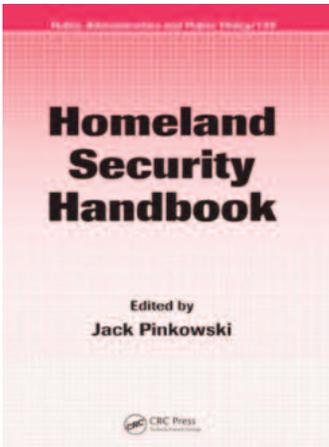
"Additionally, the app monitors conversations and posts, and any negative or harmful behavior can result in the respective user being blocked, or altogether banned from future use," the statement says. "Yik Yak also finds that as more users sign up and start using the app, communities begin to self-regulate in a positive way."

Yik Yak was one of a number of new anonymous social media apps that have become popular in the last year, says Sameer Hinduja, a professor in the School of Criminology and Criminal Justice at Florida Atlantic University and the co-director of the Cyberbullying Research Center.

"People were using it to say very cruel and malicious and even threatening and humiliating things," Hinduja says.

That's what prompted Yik Yak to block its use from areas within about 1.5 miles of middle schools and high schools, but not colleges, Hinduja says.

"The app owners were very clear they did not want to provide the same sort of geo-fencing and blocking around colleges because it's a little bit less of a vulnerable population, we're dealing with what we hope would be considered adults," he says.



**ASIS BOOK REVIEW**  
**HOMELAND SECURITY**  
**HANDBOOK**

By Jack Pinkowski, PhD

Reviewed by Mark H. Beaudry, PhD, CPP

Author Jack Pinkowski has provided an introduction to homeland security that covers a broad range of relevant material for anyone interested in the subject. As an overview, some areas of interest

include valuable information on how agencies across the US interact with each other and about their mission and roles in supporting the law enforcement, intelligence, defense, and private sectors facing threats in today's society. The book also focuses on terrorism and its relationship to the US security endeavor.

An associate professor of Public Administration at Nova Southeastern University, Pinkowski provides an extensive discussion on the topic of complex intergovernmental collaborations. Many of the topics are repeated in other books on homeland security, however Pinkowski provides a deep dive into aspects of considerable importance such as transportation security, public health, and the future of homeland security.

This text provides a 602-page overview of the evolving field of American homeland security. Chapter by chapter, it covers so much material that the reader

gets a complete understanding of the foreseeable future of homeland security. The overarching perspective from *Homeland Security Handbook* offers a good presentation for those within the security profession as well as those students and academics interested in national security.

Finally, the book is well written and informative as well as comprehensive and interesting. The ample appendices provide a wealth of reference and background material, and each chapter ends with a summary and quiz that make it a natural choice for academic courses.

*ASIS Boston member Mark H. Beaudry, PhD, CPP, served as a Marine Security Guard on Embassy duty from 1977-1980, during the Iran hostage incident. He is also Chairman of the ASIS International Leadership Management and Practices Council.*

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CPP PROFILE, CONTINUED FROM  
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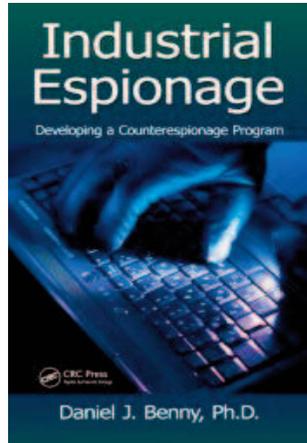
### I understand you have been involved in the ASIS Mentoring program?

I was involved with the early development of the program when I served on the Business Practices Council, now called the Leadership and Management Practices Council. I served as a mentor in our chapter this year. It was a very fulfilling experience. My protégé and I meshed well, and I was able to help him through some challenges he was facing at work. This year's experience made me a firm believer in the program and I would encourage more experienced folks, especially CPPs, to become volunteer mentors. I have been asked to lead the Boston chapter program next year. Mark Beaudry has established an excellent program and I look forward to continuing his work.

### How has CPP certification affected your career?

Becoming and staying certified demonstrates a commitment to the profession. The requirements for re-certification ensure that I stay current in industry education, technology and happenings.

*Craig McQuate, CPP, brings more than 18 years of experience in security management to his role as Senior Manager of Security for Takeda Pharmaceuticals International in Cambridge.*



### ASIS BOOK REVIEW INDUSTRIAL ESPIONAGE: DEVELOPING A COUNTERESPIONAGE PROGRAM

By Daniel J. Benny, PhD, CPP, PCI, CFE, CCO

Reviewed by Mark H. Beaudry, PhD, CPP

This book is for those beginners who want to learn about the techniques and processes needed to protect intellectual property. The author provides a high level overview of how spies conduct their operations and go about their day-to-day business using espionage tradecraft. While it introduces espionage work to the layman, this book will also help the reader develop an intuitive sensitivity for intellectual property theft.

Ultimately, if it prevents even one corporate secret from being stolen, this book is worth the price. It is a very good text for security studies, and will enable criminal justice students to understand the business of industrial espionage. Each page provides insights into the dangers of espionage tricks and tactics. It also stresses vigilance and counter-measures that all security professionals need to know.

At the same time, it is critical for all employees to be unaware of the tactics used for espionage and employees must

be educated in the ways in which they may be targeted without even knowing it. One technique used is to explain for example how spies from various countries might typically try to recruit employees working in different industries, such as taxi drivers, hotel and restaurant workers, airport and railway personnel, high-tech company employees, café workers, and many others.

The content is applicable for both domestic and international corporations. In fact, all security professionals that have responsibility for the security of intellectual property should become familiar with the criminal elements that may collaborate with criminal organizations around us every day as well as international espionage scenarios.

A licensed private investigator, security consultant, and prolific author, Benny provides an adequate amount of information for security professionals who realize that espionage is a real threat to their corporate intellectual property. *Industrial Espionage: Developing a Counterespionage Program* presents valuable insight into the world of espionage and is a very easy read. This book consists of an entertaining review of industrial spying, plus an examination of the magnitude of the problem of securing intellectual property. Finally, this book can be used by any organization to create a baseline program to counter espionage on a global scale.

*ASIS Boston member Mark H. Beaudry, PhD, CPP, served as a Marine Security Guard on Embassy duty from 1977-1980, during the Iran hostage incident. He is also Chairman of the ASIS International Leadership Management and Practices Council.*