



# THE SECURITY BEACON

NOVEMBER 2013

BOSTON CHAPTER OF ASIS INTERNATIONAL

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## 2013 ASIS BOSTON CHAPTER LEADERSHIP

David Corbin, CPP  
Chairperson  
Dcorbin1@partners.org

Ashley Ditta, Vice Chairperson  
aditta@partners.org

Jim Healey, Treasurer  
jhealey@usssecurityassociates.com

Alexis Rossetti, Secretary  
arosetti@usisecurity.com



[www.asis-boston.org](http://www.asis-boston.org)

Editorial: Howard Communication Associates  
Design: MSG Design

## BOSTON HOTELS HARNESS POWER OF TWITTER FOR CRISIS COMMUNICATION



*Contributed by Michael Soper, CLSD, CAPP II*

The lessons learned following the Boston Marathon Bombings were many, but one lesson that was learned rather quickly was that Twitter was going to become the go-to platform for gathering timely and accurate information from city, state and federal officials regarding the rapidly unfolding events of that week. As such, Twitter allowed Boston's hotels to communicate reliable information to their guests and employees.

The Boston Police have been hailed for their success in using Twitter. Before the bombings, the Boston Police Twitter account had about 54,000 followers, but in just the 36 hours following the bombings, the number grew to more than 330,000 followers. The account reportedly reached nearly 49 million people during the nearly weeklong ordeal. Security directors from Boston's major hotels, along with their local, state, and federal law enforcement partners, met last month with Cheryl Fiandaca, Bureau Chief of the Boston Police Department's Public Information Office, for an in-depth review of the role of social media in crisis communications.

Fiandaca walked the audience through the progression of the events, highlighting the various critical messages that were sent. The messages not only provided vital and important breaking information, but also corrected erroneous information that was being disseminated by various news agencies. [CONTINUED ON PAGE 6](#)

## TIPS FOR TRACKING VISITORS TO YOUR BUSINESS

*By Rich Zupan*

Do you know who is in your building? Do you want or need to know? Once your building is secure with CCTV and access control, how do you track and manage visitors, contractors, and temps?

Many organizations use a paper logbook. This is a standard, tried-and-true method that has been around for a long time. It works, but its limited capabilities and drawbacks are many. For example can you read the names? Can visitors look back and see who else has been by? To find a previous name takes manual searching, sometimes through pages and pages of documents.

Other groups have migrated to visitor management programs (VMS). If you are looking at this option, consider the following questions. [CONTINUED ON PAGE 5](#)

## CHAIRPERSON'S MESSAGE

### Gratitude and good wishes for 2014



It is hard to believe that a year has nearly passed since I took on the Chairperson's position for the Chapter. It has certainly been a great run and I have learned a great deal over the course of my tenure. However, I would be remiss if I didn't thank the members of the Chapter Board who made all of our accomplishments possible through their hard work and tireless dedication. The informative meetings, new website, Day of Service, and the Security Expo are just some of the events and initiatives that our members have experienced and enjoyed as a result of the Board's work.

The biggest lesson I have learned this year is that the success of the Chapter truly depends on the support of our members, both through attending meetings and assuming volunteer

leadership positions. While this seems like a no-brainer to some, the lesson was driven home for me when I had a chance to experience as Chairperson the sheer volume of work that is carried out by so many of the Chapter's supporters.

Speaking of Chapter supporters, I want to recognize Jim Healey for being awarded the prestigious Joseph E. Ewers Award and Stephen Baker for being honored with the Sheldon E. Goodman Award at the Annual Awards Night on November 14th. These men are truly exceptional professionals who have not only made a positive impact on the Chapter, but on the security field as a whole through their dedication and mentorship.

Also, I would like to congratulate the members of 2014 Board who will begin their posts in January. They are as follows:

- Chairperson Ashley Ditta
- Vice Chairperson Alexis Rossetti
- Secretary Shannon Mills
- Treasurer Jim Healey

I wish them all the best of luck in the New Year!

In closing, thank you all very much for making this a great year for the ASIS Boston Chapter. I wish you all a safe and happy holiday season!

Sincerely yours,

David Corbin, CPP  
Chairperson, ASIS Boston

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## PROFILING: THE KEY TO UNDERSTANDING CRIMINAL BEHAVIOR

Criminal behavior profiling is used by criminal justice professionals to identify and capture criminals. Crime scene analysis, statistical evidence and psychology are combined to develop a personality type that best fits with the crime committed. Criminal behavior profiling is most often associated with the work of the Behavioral Science Unit of the Federal Bureau of Investigation (FBI).

### History

Criminal behavioral profiling dates back to the 1800s, when it was used unsuccessfully in the pursuit of "Jack the Ripper," who murdered several women in England. It was most notably championed by FBI agents Robert Ressler and John Douglas in 1976, when they conducted extensive interviews with dozens of serial killers. By studying these interviews and compiling criminal histories, Ressler and Douglas developed the foundation of criminal profiling that is still in use today. Psychology has greatly contributed to the art of criminal profiling and many psychologists now specialize in investigative psychology. The FBI's Behavioral Science Unit now trains agents to develop criminal profiles.

### Significance

Before the inception of behavior analysis, criminal investigators relied on physical evidence alone to capture criminals. The work of Ressler and Douglas opened the doors to advanced techniques in compiling evidence and developing theories based on the psychological aspects of violent crime, patterns of criminal behavior, the socioeconomic background of criminals, motives and crime scene evidence



that may have otherwise been ignored. Criminal profiling allows investigators to put themselves in the shoes of offenders in order to gain a better understanding of their psychological state of mind when they committed their crimes.

### Features

Among elements of criminal behavioral profiling are crime scene analysis, including the forensic examination of blood stains and wounds that are present on the victim, crime organization, victimology, level of violence, evidence or lack of evidence of sexual assault, and criminal behavior after the crime has been committed. Together, these features help investigators develop a working theory of why the motive for the crime, the manner in which the crime was committed, and when and where the perpetrator might commit another crime.

### Misconceptions

The major misconception about criminal profiling is that it is an exact science. Countless movies and television

shows depict criminal investigators who nearly always are able to identify the perpetrator. The reality, however, is that even after decades of research and application of profiling methods, there is no way to scientifically pin down patterns of criminal behavior.

### Future of Criminal Behavioral Profiling

Advances in technology have improved law enforcement agencies' ability to capture violent offenders. This new technology, combined with developments in the field of psychology, is likely to further improve the science of criminal profiling. Because more and more law enforcement officials are studying criminology and psychology at the college level, officials will be better prepared to understand criminal behavior and successfully capture offenders.

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Boston, MA

**3 - 5****7th Asia-Pacific Security Forum & Exhibition**

Conrad Macao Cotai Central  
Macau, China

**4**

**ASIS Int'l. Webinars: Impact of ACA on the Contract Security Industry**  
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**Webinar: Hiring Practices in the Security Industry****9 - 10****Executive Protection**

Hilton Alexandria Old Town

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Axis Communications  
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For information, contact Mark H. Beaudry, PhD, CPP,  
[mhbeaudr@us.ibm.com](mailto:mhbeaudr@us.ibm.com) or  
978-899-3704.

**FEBRUARY 2014****16-18**

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**25 - 25**

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## TIPS FOR TRACKING VISITORS, CONTINUED FROM PAGE 1



• **Do you need a stand-alone or networked solution?** If you are planning to have centralized reporting for more than one lobby or building, you will want to consider networking your program. Many programs can be upgraded and expanded to your needs.

- **Will you purchase a software system or lease it month-to-month via web-based solutions?** Web-based solutions offer less strain on your IT department but more on your budget in the long run.
- **What are the rules or policies needed at each site?** Do they vary from time to time or place to place?
- **Will data need to be partitioned between each site?** Will data such as watch lists need to be shared between sites?
- **Will you be photographing your visitors?** Will you be saving photos? If you will, you will need to plan on approximately 30K per record for storage. You may want to set a policy on how long the images are kept.
- **What type of badge will be used?** Paper or plastic? Expiring or non-expiring? Most common is the paper adhesive label. One drawback is that paper labels often end up on your floors, walls and ceilings and are hard to remove. Non-adhesive labels prevent this problem, but may require a clip or lanyard. If your visitors inadvertently leave with the badge, you will need to reorder more frequently than planned.

*Rich Zupan chairs the ASIS Boston Awards Committee and is a district sales manager for Identicard Systems, Inc.*





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#### CRISIS COMMUNICATION, CONTINUED FROM PAGE 1

“We did ourselves a lot of good by doing that,” Fiandaca said. “It wasn’t necessary to say, ‘These folks are wrong.’ It was necessary to say, ‘This information is right,’ and provide the media and public with correct information.”

#### A model program

“We have emerged from this crisis in a better position to care for our guests and employees in the hospitality and tourism sector,” emphasizes Michael Soper, chairman of Boston’s Hotel Security Association (ILSSA Boston). “We are now tasked with assisting our hotel members in setting up Twitter accounts and teaching them how to best use Twitter in times of crisis,” he said. “We will follow the Boston Police model because it has proven effective. ILSSA Boston’s intent is to have every hotel in the city equipped with an official Twitter account, and to educate guests to follow the hotel’s official Twitter feed in

times of crisis or emergency. It is our hope that hotels across the country will follow our lead.”

Twitter itself recently announced an official program called Twitter Alerts. Building on previous crisis response efforts, Twitter is rolling out a feature that will let vetted agencies broadcast messages in a crisis. The program lets users sign up for emergency messages from agencies like FEMA or the Red Cross as well as local departments like the Boston Police. Once you “follow” an organization’s alerts, it can send you push notifications and text messages in the event of an emergency.

Twitter will deliver tweets marked as Alerts by approved organizations through the traditional timeline feed and via SMS to a user’s cellphone. In addition, users who have the Twitter app for iPhone or Android, will receive a push notification with the alert information.

Boston hosts more than 12 million visitors each year, and attempting to collect personal data from each guest and linking that information to commercially available mass notification systems

would be an insurmountable task. Twitter offers a simple, free platform where guests can opt-in and out of Twitter alerts by a single tap on a screen. Twitter has over 550 million users, and an estimated 135,000 new users join each day. It’s as mainstream as you can get these days, and by all indications, Twitter is positioning itself to be the most widely-used platform for worldwide crisis communications.

“It’s about guest and employee safety,” Soper explains. “At the end of the day, Twitter will become one of our best tools for communication with our target audience... our guests and employees. They will know where to turn for timely, reliable, and critical information that has the potential to personally impact their stay in Boston. The lessons learned from the tragedy of the Boston Marathon bombings this past April will only make us safer and stronger, and much better prepared for the next time trouble finds our city.”

*Michael J. Soper, CLSD, CAPP II, is the Chairman and Law Enforcement Liaison of the Boston Chapter of the International Lodging Safety and Security Association (ILSSA). He has more than 26 years of experience in security and law enforcement.*

**ASIS BOOK REVIEW**  
**PHANTOM MENACE**  
**OR LOOMING DANGER?**  
**A NEW FRAMEWORK FOR**  
**ASSESSING BIOWEAPONS**  
**THREATS**

*Reviewed by Mark H. Beaudry, PhD, CPP*

This very timely and critical book by Kathleen M. Vogel, an associate professor of Science & Technology Studies in the Judith Reppy Institute for Peace and Conflict Studies, exposes the true bioweapons issues facing American interests in today's global society. An expert in the production of knowledge on technical security policy issues, Vogel provides a straightforward analysis of the intelligence community's bioweapons assessments conducted in Iraq, as well as insight into the detailed internal conflict surrounding the CIA analysis of the Iraqi informant code-name "CURVEBALL." In addition, the shortcomings of the intelligence community's organizational practices are highlighted as seriously flawed intelligence assessments provided to customers in the US government. Vogel suggests revamping the intelligence community's analysis methodology.

**Challenging but worthwhile**

This book examines how it came to be that our intelligence community could blatantly spread unvetted information, and is recommended to anyone interested in this and related issues, ie. security professionals, students, historians, scientists, military intelligence personnel. Throughout the book, Vogel does



an excellent task of documenting the failures of the CIA's verification, oversight and the intelligence analysis of the mobile biological weapons in Iraq. There are a few chapters that are not easy reads but they are very informative and worth the time and effort they require. Even though this book is not really about chemical warfare, it is very much about nerve agents and the development of the poliovirus as well as its use, storage, and disposal.

Readers will find the information in this book is very factual. The book is also well organized with content understandable to the security professional. Information in the early chapters make the more complex concepts found in later chapters comprehensible. According to the author, the US faces unique problems regarding nerve agent factors. In this book, the author presents a well-conceived argument for revamping the intelligence community's methodologies specific to intelligence assessments and how in-

formants are vetted. Finally, reading this work will be an eye opener for security professionals unfamiliar with the step-by-step process and issues that merit consideration when attempting to create nerve agents.

*Contributor Mark H. Beaudry, PhD, CPP, is a longtime ASIS Boston member and a member of the ASIS International Crime Prevention and Loss Prevention Council.*

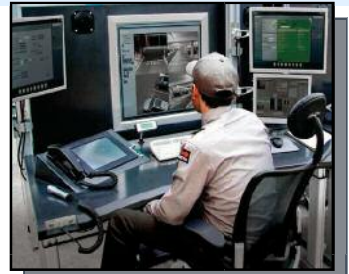
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**LATELY?**

Write a review of a book you've read about security or a related subject and submit it to *The Security Beacon* for an upcoming issue. Book reviews should be 250-350 words in length. Questions? Email ASIS Boston Communication Committee member **Rich Zupan**.



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