The Security Beacon

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Dispelling myths about effective visitor management

By Dan Ryan

Visitor Management is a hot topic in today's security-focused climate.

Unfortunately, incidents continue to occur that force organizations to take a look at their Visitor Management and security procedures and wonder, "Are we doing enough?"

Inspired by recent events, many organizations have started to look at implementing a Visitor Management program for the first time.

> "Visitor Management solutions come in all shapes and sizes."

There appears to be a lot of misinformation out there when it comes to Visitor Management. In the interest of helping to clarify the murky Visitor Management waters, we've compiled five "myths" and the truth behind each of them.

Myth #1: All Visitor Management solutions are the same.
Truth: Visitor Management solutions are as unique as the sites that use them.

Bullying prevention in small businesses

There are no federal or state laws that prohibit workplace bullying in small businesses. Statutes currently in place to help prevent hostile work environments stem from harassment and discrimination laws and those that state an employer must keep his employees safe. To help fill in the gaps, small business owners can include a workplace bullying clause in a company's ethics guidelines and policies manual.

Anti-Discrimination Laws

The Equal Employment Opportunity (EEO) Act makes it illegal for harassment to occur in the workplace when based on a victim's race, religion, national origin, gender, age, disability, marital status or pregnancy. The U.S. Equal Employment Opportunity Commission (EEOC) states that harassment can come in the form of derogatory comments, slurs, verbal or physical misconduct, vandalism and assault. Harassment at work also is illegal if an individual's actions exacerbate an employee's disability. If harassment occurs outside of work and the actions are discriminatory, these actions may be illegal if there is a workplace link. However, the EEOC states that harassment is not illegal if it involves generic teasing, isolated incidents that are not serious or "offhand comments."

Chairperson's Message
Don't miss the 2016 Security EXPO in April

Dear Boston Chapter members,

If you were unable to attend the past two events with the ASIS Boston Chapter, you missed out. Our first meeting was a Speed Networking event, which took place in February. We started with a tour from our host, the Broad Institute, followed by an innovative networking opportunity. We had a facilitator who made this event valuable and lots of fun. Participants gained industry knowledge, established new alliances, learned about new processes, and built relationships with peers. Speed Networking is very different than any other meeting and it allowed our members to expand their professional networks immensely!

Our second event took place in March for our Young Professional members. This event took place at the Frost Ice Loft located in Faneuil Hall. This indoor bar is designed and furnished entirely of ice. This social event was limited to the first 30 members. Those who acted fast and signed up had the opportunity to network with young security professionals, meet senior security executives and practitioners and learn about ASIS Boston mentorship opportunities and ASIS education programs.

Our next event will be the Boston Chapter's New England Security EXPO taking place on Thursday, April 14, 2016. The 2016 EXPO promises to be one of the largest trade show and educational programs in our chapter's history. With more than 50 years of experience, the Boston Chapter continues to provide the highest quality educational programs and offers the most leading edge exhibits. You don't want to miss out on this great opportunity.

Please continue to check our website for upcoming events. New members are always welcome to our events, and I encourage each one of you to refer a colleague so they, too, can benefit from the ASIS membership. Please don't hesitate to contact me or any of the other 2016 Board members if you need assistance, direction or have ideas for our Chapter.
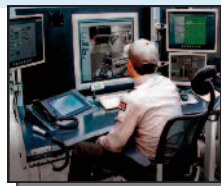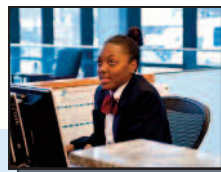
Shannon Roddy, Chairperson
ASIS Boston Chapter

Mark your Calendar!
2016 New England Security Expo

Thursday April 14, 2016

Holiday Inn Boxborough, MA

Send Us Your News!

Share your knowledge of the security industry by writing for *The Security Beacon*. Email articles and photos to **richard_zupan@identicard.com**

Joint ASIS – IAHSS meeting examines state's Opiate Crisis

Join your ASIS Boston and IAHSS Boston colleagues on Thursday, March 24, at 6 pm, for dinner and a discussion of the growing Opiate Crisis in Massachusetts. Special guest speakers include award-winning Program Director Colleen T. LaBelle, BSN, RN-BC, CARN, of the State Technical Assistance Treatment Expansion Office Based Opioid Treatment with Buprenorphine, and Boston University School of Medicine Assistant Professor of Medicine Alexander Y. Walley, MD, MSc.

Assistant Professor of Medicine Alexander Y. Walley, MD, MSc

LaBelle, who recently received the inaugural Lillian Carter Exemplary Acts in Nursing Award from *Modern Healthcare*, is a member of Governor Baker's Opioid Addiction Working Group, and Walley, who is the medical director of the Boston Public Health Commission's Opioid Treatment Program will share insights about the burgeoning need for substance abuse treatment in Massachusetts and the impact of opioid addiction on public health.

Program Director Colleen T. LaBelle, BSN, RN-BC, CARN

The joint meeting will be held at the Crowne Plaza Boston – Woburn, 15 Middlesex Canal Park, Woburn. Cost to attend is just $35. Register today at www.asis-boston.org.

Dispelling myths, cont'd pg 1

All Visitor Management solutions have the same goal: to increase site safety by effectively processing guests. However, that doesn't mean the solutions themselves are the same. When someone new to the concept thinks of Visitor Management, complex software installations or "we don't need all that!" type programs come to mind. Truthfully, *Visitor Management solutions come in all shapes and sizes.*

Each of the examples below is a Visitor Management solution:

- Sign-in log book
- Simple handwritten guest badge
- Web visitor registration and processing
- Expiring visitor badges

See how varied they are? While the goal of, "keep people safe" applies to every installation, the solutions used to achieve that goal are diverse.

Myth #2: Visitor Management is only necessary for large organizations.

Truth: Organizations of all sizes will benefit from a secure Visitor Management program.

CPP Open Study Group

Join the ASIS Boston CPP Open Study Group held every 2nd and 4th Thursday of the month at 6:30 pm at Pinkerton, 1 Harbor St., Suite 301, Boston.

If you are interested in advancing your skills as a security professional, this program is a great place to start. No advance registration is required. Contact Ben Roberts at 617-568-8757 or **Benjamin.roberts@pinkerton.com** to learn more.

March

7-10

ASIS Certificate Program:
ASIS Assets Protection Course™:
Principles of Security (APC I)
Indianapolis, IN

9

ASIS Boston Young Professional
Networking Event
6-8 pm
Frost Ice Loft
200 State Street, Boston, MA
Register at www.asis-boston.org

11

ACFE Boston Training: Fraud –
Boston Style
Part 1: How new EMV cards affect
card skimming
Part 2: Case Study of Boston
Marathon "One Fund" Scam Artist
Moakley Courthouse, Boston, MA

16

ASIS Webinar: Como Construir un
Sistema de Informacion

20-22

2016 ACFE European Fraud
Conference, Brussels, Belgium

21-22

ACFE Training: Contract and
Procurement Fraud, New York, NY

23-24

ACFE Training: Uncovering Fraud
with Financial & Ratio Analysis
New York, NY

24

ASIS Boston / IAHSS Boston Joint
Meeting
Opiate Crisis with Panel
Crowne Plaza Boston
15 Middlesex Canal Park, Woburn
5:30 pm: Registration
6:00 pm: Dinner

30

ASIS Training: Israeli Security Best
Practices

April

1

ACFE Boston Training: From GM
ignition switches to VW emissions:
What triggers the "slippery slope" in
ethics & legalities?
Rescheduled from February 5
Moakley Courthouse
Boston, MA

6-8

15th ASIS European Security
Conference & Exhibition
London, UK

11-12

ASIS Training: Enhanced Violence
Assessment and Management
New Orleans, LA

13-14

ASIS Training: Active Shooter
New Orleans, LA

14

New England Security EXPO 2016
Holiday Inn, Boxborough, MA

20

ASIS Training: Travel Security:
Program Development

25-26

CPP, PSP, PCI Review Programs
New York, NY

27

ASIS Training: Protecting North
America's Electric Grid from Physical
Attack

27-28

26th ASIS New York City Security
Conference & Expo

29

Deadline for the Charles H. 'Sandy'
Davidson IV Memorial Scholarship
Webster University/ASIS Foundation
Scholarships

May

16-17

ASIS Training: Security Practices in a
High Rise Environment
Las Vegas, NV

18

ASIS Webinar: La Evidencia y el Testimonio
dentro de las Investigaciones Privados

18-19

ASIS Training: Security Force
Management
6:30 pm
The Westin Las Vegas Hotel
Las Vegas, NV

19

ASIS Boston May Dinner Meeting

22-24

ASIS Training: 9th Annual CSO
Roundtable Summit

22-25

IAHSS Annual Conference &
Exhibition
Charlotte, NC

23-26

ASIS Training: ASIS Assets Protection
Course™: Practical Applications
Westin Riverwalk, San Antonio, TX

25

ASIS Webinar: Soft Targets in 2015 & 2016 – Emergency Management Requirement

June

6-7

ASIS Training: Physical Security Systems Workshop
Westgate Hotel, San Diego, CA

6-8

ASIS Training: Security Design for Sustainable and Resilient Facilities
Westgate Hotel, San Diego, CA

7-8

ASIS Training: Open Space Forum for Security Education, Research & Training (SERT) Professionals
The Georgetown University Hotel & Conference Ctr., Washington, DC

8

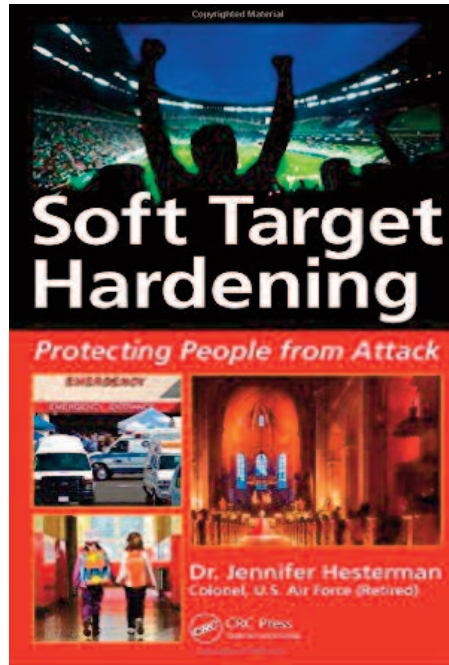ASIS Webinar: How to Prevent Crime, Violence & Crisis using Social Media Technology

9

ASIS Boston Public Safety Luncheon
The Lantana, Randolph, MA

10

IAHSS June Breakfast Meeting
St. Elizabeth's Medical Center
Brighton, MA

20

ASIS Boston Golf Tournament
Shotgun: 8:30am
Blackstone National Golf Course
Sutton, MA

ASIS Book Review: Soft Target Hardening: Protecting People from Attack

by Dr. Jennifer Hesterman
Reviewed by Mark H. Beaudry, PhD, CPP

In her best-selling book, *Soft Target Hardening: Protecting People from Attack,* award-winning author Jennifer Hesterman provides an overview of the attractiveness of soft target threats presented by foreign and domestic terror organizations. A retired U.S. Air Force colonel and counterterrorism expert, the author brilliantly walks readers through the psychology of the terrorist and his or her soft target planning in order to provide a general understanding of the tactics that motivate terrorists to use such methods.

Today's security practitioner will learn from the methodologies being used by terrorists to circumvent current security measures or exploit the places that lack them. Hesterman's work, named the 2014 ASIS Book of the Year, is well-researched and cites clear examples of the threats to security at churches, schools and recreational venues. It should be required reading for all those engaged in the security profession and law enforcement.

The author discusses various emerging soft target challenges, such as insider threats, kidnapping, and use of human shields, and includes an evaluation of the use of weapons of mass destruction against civilians and corporations. Hesterman also examines the vulnerability of soft targets and what to do in the critical moment when a target has come under attack.

Book reviewer Mark H. Beaudry, PhD, CPP, contributes frequently to The Security Beacon. He is chairman of the ASIS International Leadership Management and Practices Council and a member of the ASIS Crime Prevention and Loss Prevention Council.

Read any good books 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 **richard_zupan@identicard.com** .

ASIS Boston takes the Broad view of networking at February meeting

By Rich Zupan

ASIS Boston members ventured into two new arenas last month when the first-ever ASIS Boston Speed Networking Event was conducted at the renowned Broad Institute in Cambridge.

Based on the concept of making business connections in an accelerated format, the Speed Networking Event was held in Cambridge at the headquarters of the biomedical and genomic research center founded by philanthropists Eli and Edythe Broad. Guests were treated to a tour of the facilities and learned about the Institute's "green initiatives" as part of the evening's program. A big thanks to the Broad Institute and our Broad contact, Mark Mattar, for hosting the Boston Chapter.

> Guests...learned about the Institute's "green initiatives" as part of the evening's program.

ASIS Boston members also were invited to meet and exchange business cards and ideas using the popular format known as "speed networking." Chapter Chair Shannon Roddy and longtime chapter friend Bonnie Michelman kept the pace moving with a series of conversation starters for guests to pose to their new business contacts, such as:

- What keeps you up at night related to your job?
- What frustrates you most about your job?
- What do you like most about your job?
- If you were not in security what would you be doing? .

Interacting with each new contact in a short period of time allowed the participants to share great energy and enthusiasm. Only a lack of additional time prevented the participants from chatting all night.

Although we sometimes think we know the people we see and run into at the monthly meetings, the success of the recent Speed Networking program revealed a new and different side to many of our fellow security professionals. It was a breath of fresh air and should be repeated soon.

ASIS Boston Awards and Newsletter Committee Chair Rich Zupan is district sales manager at Identicard, a division of Brady Security Group. He was awarded the 2014 Sheldon E. Goodman Award for supporting the goals of the organization.

Occupational Safety and Health Laws

Employees may find legal protection against bullying in the federal Occupational Safety and Health (OSH) Act of 1970, as the act states that every individual has the right to work in healthful and safe conditions. While the OSH Act serves to protect employees against physical injuries and illnesses, it also can help protect against workplace bullying in some instances. For example, if an employee reports workplace bullying to a supervisor, the supervisor fails to address the situation and the bullying leads to an injury, the supervisor may have a degree of legal accountability for the incident. If an individual in management is aware of a workplace health or safety hazard, it is his responsibility under the OSH Act to reduce the risk.play here.

Whistleblower Protections

You want your photo ID pictures to look professional. Choose backdrops with professionalism in mind. Buying a professional backdrop will ensure not just uniformity but a truly professional look. Simply hanging a curtain on the wall won't do the trick, because curtains are light, can wrinkle easily and can move with the wind. Backdrops are made from thick, durable material that will stay put and add to the professionalism of your photo shoot.

Healthy Workplace Bill

Written by Suffolk University Professor of Law David Yamada in 2001, the Healthy Workplace Bill is part of a grassroots movement to help end workplace bullying by making it illegal. The bill addresses the intentional infliction of emotional distress, hostile work environments and interference with establishment of healthy relationships within the workplace. The Healthy Workplace Bill seeks to hold employers accountable for not addressing workplace bullying, allowing bullying victims to file a civil suit against workplace bullies and provide employers with a legal cause to terminate bullies. The bill also proposes providing additional employee protections where federal and state civil rights laws fail to do so.

Safety is important to all organizations, regardless of size. However, one of the more common Visitor Management myths is that systems are only required at places like giant corporate offices that see a hundred guests per day. The truth is a Visitor Management system will **benefit sites of all kinds.** Consider the following situations that illustrate how an organization is benefiting from a Visitor Management program:

• A start-up real estate office issues guest badges to visiting homebuyers, giving the entire office a more professional look.

• A neighborhood school requires all parents to sign in, easing concerns about student safety.

• A small store has a digital sign-in station at the front door, discouraging those with bad intentions from entering.

Myth #3: When it comes to Visitor Management, "one size fits all."
Truth: A Visitor Management program can be scaled to meet specific needs.

When first researching the idea of a Visitor Management program, many smaller organizations are overwhelmed by the scale of what they encounter. Computer installations, ID scanners, servers... Where do I begin? It's enough to cause some organizations to say, "Never mind. This isn't for me."

However, while these enterprise-level systems are great for large installations, small organizations shouldn't be discouraged: not all Visitor Management solutions are massive, technology-laden modern marvels.

In fact, one of the best things about the Visitor Management space is the *flexibility of the solutions.*

Organizations can start small, with something like a visitor badge log book. If the visitor demand requires an upgrade, the organization can then move up to entry-level software, web-based software and more.

The point? No organization should ever feel overwhelmed by shopping for a Visitor Management program. There's a solution out there that's perfect for you.

Myth #4: All Visitor Management systems require complex software installation.
Truth: Many systems can be quickly implemented, even by beginners.

While it's true that some Visitor Management systems can require some technical expertise, others are extremely simple and extremely effective.

Consider the following:

• Sign-in sheets

• Visitor log books

• Guest badges

• Log books with expiring visitor badges

These solutions require little more than a pen or pencil, yet they achieve one of the ultimate goals of Visitor Management: to identify and track visitors to your site.

Myth #5: Visitor Management is unaffordable for small organizations.
Truth: There are effective options for all price points.

Similar to some of the other myths about software and technical skills above, many organizations assume a Visitor Management solution is going to blow the budget. In fact, some companies claim they've never looked

into a Visitor Management system because they thought it was too expensive.

The truth is that Visitor Management solutions range from a few dollars up to thousands, with solutions at every price point in between.

That's the beauty of a Visitor Management solution: *an organization can spend what it's able to afford* and still end up with an effective solution.

If your organization has a small budget, start with a visitor log book that features expiring guest badges. If your budget is bigger, consider a Visitor Management software installation.

While the goal of "keep people safe" applies to every installation, the solutions used to achieve that goal are diverse.

Dan Ryan is a web content specialist at Brady Security Group.

Photo from insights.identicard.com/blog