

# Securing New Ground™

JULY 2007 VOLUME 3, NO.3

## THE BUSINESS OF SECURITY



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### Tell Us What You Think

Send us an e-mail ([info@securingnewground.com](mailto:info@securingnewground.com)) by August 12 and let us know what articles in this issue of the SNG digital newsletter you like best. Would you be interested in being interviewed for an article in the newsletter? What other information would you like to see in this quarterly, online industry publication?



# Sneak Preview: 2007 Conference Agenda

Now in its 12th year, Securing New Ground simply has no equal for the number of high-caliber industry leaders and visionaries who attend and for the quality of strategic insights and high-level perspective provided by presenters and panelists—all in 1½ days! Here’s a summary of planned topics and speakers for the 2007 conference. Check [www.securingenewground.com](http://www.securingenewground.com) for agenda and speaker additions and updates.

TUESDAY, NOVEMBER 13	
Morning Sessions	Speakers
<p><b>Keynote Address</b> Securing New Ground is about the business of security and IBM potentially can be the game changer in the business. With sales approaching \$100 billion, IBM security is not about technology or convergence, but how business executives “can take an active role in determining how company information is protected.” Ms. Donahue will share IBM’s view of today’s security market and where the business of security is shifting.</p>	<p><b>Julie Donahue</b> Vice President, Head of Global Technology Services Group IBM Global Technology Services</p>
<p><b>Featured Speaker</b> With over six million customers, ADT North America remains, by far, the largest alarm company in the United States. Learn what Mr. Koch’s views are about the market, life at Tyco since the breakup and how ADT continues to lead the market in creativity and new services.</p>	<p><b>John Koch</b>, President, ADT North America</p>
<p><b>Follow the Money: Investment Trends &amp; Know How</b> This ever-popular session has provided a benchmark for industry financing, valuations and investment trends. Lenders and investors give attendees a first-hand look at where money is flowing, what fundamentals continue to attract investors and where the smart money sees the future of security market investing.</p>	<p><b>Gretchen Gordon</b>, Senior Vice President, CIT <b>Ed Perry</b>, General Partner, Murphree Venture Partners <b>Bill Polk</b>, Managing Director, Capital Source <b>Jack Rand</b>, Affiliate Partner, Lindsay Goldberg</p>
<p><b>The Industry’s Magicians: Systems Integrators</b> No sleight of hand here. This session provides an overview of opportunities and challenges faced by systems integrators as they transform technology and services into business intelligence and customer satisfaction. Presenters, who are among the next wave and new breed of “industry magicians,” will look into their crystal balls and share what they see as the profile, future and role of systems integrators in the security market.</p>	<p><b>John Carter</b>, President, Carter Brothers <b>Antonio Cintra</b>, President of the Security Services Americas, United Technologies Corporation <b>John Sheridan</b>, Director Security Solutions, Nortel Networks</p>
Afternoon Sessions	
Dealer and Monitoring Business Track	
<p><b>Reinventing the Dealer</b> Once defined as alarm monitoring businesses, innovative alarm dealers are using their business savvy to leverage their central station services and secure their futures. Discover how these market leaders are increasing profits and recurring revenue by offering customers creative new forms of business, home and life management services.</p>	<p><b>Richard Ginsburg</b>, President &amp; CEO, Protection One <b>Joseph Nuccio</b>, President &amp; CEO, ASG Security TBD</p>
<p><b>Verification and False Alarm Reduction</b> Experienced professionals discuss false alarms and their impact on the industry. Learn about current efforts with responding agencies and gain perspective on how some companies are mitigating the false alarm problem while others are leveraging verification technology to create new revenue and business services.</p>	<p><b>Richard Chace</b>, Executive Director, SIA <b>Carole Vanyo</b>, Senior Vice President Customer Operations, Brinks Home Security <b>Gerald Vento</b>, Chairman, Westec InterActive</p>

## TUESDAY, NOVEMBER 13

### Afternoon Sessions

#### End-User Perspective Business Track

#### Speakers

##### Report Card on Convergence & Business Solutions

Are today's more sophisticated buyer's expectations being met by the convergence solutions and providers today? Hear what *Security Magazine's* Top 500 research reveals and learn what changes providers are making to satisfy these executives and their organizations.

**Mark McCourt**, Publisher, *Security* and *SDM* Magazines  
**Guerry Bruner**, Vice President, Tech Systems Inc.  
**TBD**

##### End Users: What Keeps Us Up At Night?

By gaining insight into what gives security buyers nightmares, suppliers can better provide solutions. Presenters will discuss what makes a good security provider and what voids still exist. This deeper understanding can lead to the refinement of services, new offerings and future revenue opportunities.

**Ken Damstrom**, Head of Global Security, Lehman Brothers  
**Richard Hudak**, former Director of Corporate Safety and Security, Loew's  
**TBD**

#### Afternoon Wrap-Up General Session

##### View From the Top: Market Makers & Change Drivers

This hallmark session of Securing New Ground features executives from companies that are changing the industry landscape. In addition to sharing their views on the trends, opportunities and challenges they see facing the industry in 2008, they'll share their long view of the security marketplace and its evolution.

**Brett Bontrager**, President of Stanley Convergent Security, Stanley Security Solutions  
**Greg Burge**, Vice President and General Manager, Americas Commercial, GE Security  
**Robert LaPenta**, Chairman of the Board, L-1 Identity Solutions  
**Dick Seger**, President & CEO, Securitas Direct AB

*The industry's best Networking Reception will immediately follow the afternoon general session.*

## WEDNESDAY, NOVEMBER 14

##### Wall Street Insights

As he has for the past 11 years, Wall Street's acknowledged "guru" on the security industry will highlight findings from his *Security Annual 2007*, including how Wall Street views the security industry, what sectors and companies are best positioned for growth and what trends will reshape the industry landscape. The full report, which retails for \$795, is included at no charge with SNG paid attendance.

**Jeffrey Kessler**, Senior Vice President, Lehman Brothers

##### RFID & Supply Chain Security: A Look From Both Sides Now

As in previous years' conferences, panelists will provide insight into the RFID and supply chain markets, including key trends, potential, new endeavors and emerging opportunities. This year, to provide greater perspective on these important markets, panelists will also discuss the issues and challenges, including privacy and government influence, that must be addressed in order to optimize growth.

**Tim Bickmore**, Executive Vice President Commercial Businesses Service Group, Transcore  
**Craig Burns**, CFO, Checkpoint  
**Kathleen Carroll**, Director of Government Relations, HID Corporation

##### Technology Trends in the 21st Century: Video, Analytics and Other Products

At least four factors are driving change in the security market: Fierce competition, expanding possibilities, innovation and technology advances. Panelists will examine these factors, sharing their insight and opinion on what the security market will look like in 2008 and beyond, what will be the key trends to watch and what and who may further revolutionize the market.

**Robert Beliles**, Senior Manager Physical Security, Cisco Systems  
**Fredrik Nilsson**, General Manager, Axis Communications  
**John Romanowich**, President & CEO, SightLogix  
**Scott Schafer**, Senior Vice President of North America Sales & Marketing, Pelco

*Networking lunch and open discussion conclude the 2007 conference.*

*Substitutions may be made up to 24 hours in advance of the conference. Program content is subject to change without notice.*



# Save \$100: Register for SNG by October 6

## November 13 -14, Roosevelt Hotel, New York City

### 4 Easy Ways to Register

**1. Online at  
[www.securingenewground.com](http://www.securingenewground.com)**

Just complete and submit the secure registration form online.

**2. Phone: 440-286-4900**

We'll confirm your reservation with you on the phone.

**3. Fax: 440-286-9169**

Fill out the registration form and fax it to us.

Print registration form

**4. Mail:**

Securing New Ground  
10100 Sherman Road  
Chardon, Ohio 44024

Print registration form

### Be an Early Bird and Save!

If you register by October 6, 2007, you'll pay \$1,395, a savings of \$100 over the standard registration fee. You may pay by American Express, MasterCard, Visa or with a company check. Group discounts are available.

### Your registration fee includes:

- New in 2007! A copy of the Lehman Brothers' *Security Monitoring Report*, an in-depth industry overview prepared by Jeffrey Kessler
- All conference materials and handouts including the Lehman Brothers *Security Annual 2007* (\$795 retail value) and *The Security 500* research report (\$395 retail value)
- Cocktail and networking reception
- Breakfasts, lunches and refreshments during conference

Cancellations must be requested in writing before November 1, 2007, and are subject to a non-refundable deposit of \$295. No refunds or credits will be given for cancellations after November 1, 2007.

### Save \$100-plus on Hotel Reservations

SNG will be held again at the spectacular Roosevelt Hotel. Known as the "Grand Dame of Madison Avenue," the hotel is located at 45th and Madison Avenue, close to Grand Central Station, the Empire State Building, 5th Avenue shopping and the Broadway theater district.

To make room reservations, call the hotel directly at 212-661-9600 or toll free at 888-TEDDY-NY (888-833-3969.) Standard room rates are \$400 and up per night, but attendees can save big by taking advantage of the special SNG room rate of \$295 plus applicable taxes. This rate is available only through October 6, 2007—or until all rooms are reserved. Call soon. Rooms at this rate typically sell out quickly.



### Who Should Attend Securing New Ground?

YOU should attend if you are:

- A security industry decision maker.
- Responsible for your organization's success in the security industry.
- An industry veteran looking for new ideas, fresh perspectives and relevant information.
- An investor or lender interested in the security sector's trends and growth prospects.
- A new entrant in the market or considering entering the market.

# SNG End-User Management Track: The Security 500 Conference

November 14, 2007



Securing New Ground's new end-user management track, the Security 500 Conference, will be held on Wednesday, November 14, from 8:00 a.m. to 5 p.m., at New York City's Roosevelt Hotel. SNG attendees can register for the afternoon session of the Security 500 for only \$95.00, if received by October 6, 2007, or \$135.00 after that date. This breakthrough conference, presented by *Security Magazine*, brings together security leaders from large organizations and focuses on management and measurement of the security function within organizations.

Co-chairs of the Security 500 Conference are Mark Connelly, head of IT Infrastructure Risk, Credit Suisse,

and Lou Magnotti, CISO, U.S. House of Representatives.

Mark McCourt, publisher of *Security Magazine*, will present findings from the magazine's second annual research report identifying the 500 biggest and best buying organizations of security products and services in the U.S. All registrants will receive a copy of that unique report.

The Security Executive Council is the leading membership organization including over 150 security executives from Fortune 1000 companies, institutions and government organizations. All Security Executive Council members will be invited to attend the Security 500 Conference.

## The Security 500: Sponsorship Opportunities

If your organization is interested in increasing its exposure with enterprise security leaders, consider becoming a conference sponsor. Sponsorships offer a variety of benefits before, during and after the conference. For more information, contact Mark McCourt at [mccourt@bnpmmedia.com](mailto:mccourt@bnpmmedia.com) or 610-662-5477.

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# Making Business Tracks—Again

Securing New Ground introduced afternoon business track sessions in 2006 to provide focused presentations on topics of special interest to segments of the security industry. Response was so positive that track sessions are back in 2007. The two tracks, and featured speakers, at this year's conference are:

- **Dealer and Monitoring Business Track Sessions**
  - o *Reinventing the Dealer*—with **Richard Ginsburg**, President & CEO, Protection One; **Joseph Nuccio**, President & CEO, ASG Security.
  - o *Verification and False Alarm Reduction*—with **Richard Chace**, Executive Director, SIA; **Carole**

**Vanyo**, Senior Vice President Customer Operations, Brinks Home Security; **Gerald Vento**, Chairman, Westec InterActive.

- **End-User Perspective Business Track**
  - o *Report Card on Convergence & Business Solutions*—with **Mark McCourt**, Publisher, *Security* and *SDM* Magazines; **Guerry Bruner**, Vice President, Tech Systems.
  - o *End Users: What Keeps Us Up At Night?*—with **Ken Damstrom**, Head of Global Security, Lehman Brothers; **Richard Hudak**, former Director of Corporate Safety and Security, Loew's.

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