



The Chesley Brown Advisory



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An e-Newsletter provided to clients and friends of Chesley Brown International, Inc.

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From the Desk of Brent C. Brown

The beginning of each year brings excitement about the New Year and its opportunities and also reflection and evaluation of the year just passed.

As we begin 2007 we are doing just that. 2006 was a year of strengthening our foundation, focusing on our mission, and expanding into new innovative security solutions.

Many changes in our industry continue to take place. Non-security companies continue to "try" to jump into our industry under the term "Homeland Security." Even more push into areas with lack of expertise where the margin of error is not elastic. Traditional American-founded companies are no longer American-owned. All the while we at Chesley Brown stand true to who we are, with a clear and steadfast commitment to our mission and values.

As we enter our 17th year, we are more committed than ever to developing innovative security solutions for which we have been known.

Chesley Brown Associates, our consulting and auditing firm and our company's founding entity proves to be a tremendous asset to our clients as they evaluate and determine their security posture.

Chesley Brown International manages security programs throughout the U.S. for clients serious about security and wanting a custom security program.

Our newest company, InCommand Worldwide, LLC, has already proven successful with its innovative solution. By using our command and control centers we're now able to remotely monitor CCTV systems and control electronic security for clients worldwide. In effect, putting an electronic net over a facility. InCommand never sleeps, eats, blinks or takes a break. Chesley Brown is proud to pioneer this newest security solution.

As you can see we're excited about 2007. We trust you are as well.

Semper Vigiles,

Brent C. Brown
Chairman and CEO
Chesley Brown Companies, Inc.

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Tactical Communications: The Art of Verbal Judo

Regardless of what field a person works in, whether security or pharmaceuticals, we are guaranteed to interact with others. Whether it is a client or co-worker, understanding how to communicate is key especially when a person is upset. It is our responsibility to remain calm and think for someone else as they would think for themselves were they not in an aggravated state.

As unarmed security officers, every time we interact with others we must use tact and remain in

control of our emotions. Often times the public questions the authority of unarmed security officers. This is one example where knowing what to say and how to say it can mean everything. How we phrase our request for compliance could be the difference between a simple altercation and a heated disturbance.

In July 2006, Chesley Brown sent Corporal Josh Noland to Verbal Judo/Tactical Communications Training where he became a certified instructor and will teach the course to our Public Safety Officers throughout the organization. Chesley Brown recognized the need to incorporate this style of communication/training as part of our customer service commitment to our clients.

The word Judo is broken down two ways. "Ju" means gentle, flexible and "do" means way. Verbal Judo is the gentle, flexible way to gain voluntary compliance. Dr. George Thompson officially created Verbal Judo in 1997 after teaching high school and college English as well as being a police officer. Once joining the police department, Dr. Thompson realized that although he had been trained in self-defense, tactical driving and numerous other areas, the one area where he had received no instruction was communication. Officers were expected to be able to communicate with people but were not shown effective ways of doing so. The Verbal Judo/Tactical Communications program was designed for Police/Public Safety Officers by experienced Police/Public Safety Officers, who through years of experience had developed effective ways to communicate.

"The training received from Doc Thompson was unlike anything I had experienced before," states Cpl. Noland. "Police Departments and Public Safety Officers from across the country met for five days, eight hours a day. We watched very graphic videos and shared stories from personal experiences when encounters suddenly escalated out of control. Role playing and scenarios were used to allow us to practice the new tactics."

The primary goal of the instructors' course was actually very simple - Officer Safety. By controlling personal feelings and keeping cool heads, an officer has the upper hand in every situation. This allows an officer to think clearly and determine ways to help a person solve their problems and at the same time diffuse a potentially dangerous situation.

Tactical communications is something Chesley Brown truly believes in and Cpl. Noland will be training our officers in the essentials of "Verbal Judo." He will remind officers when used properly it does not fail. It takes intelligence and self-control and requires a person to acknowledge the importance of a professional, responsible, and customer service-oriented officer...the type of officer we employ at Chesley Brown to interact with our clients.

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Terrorism

A Common Sense Approach for Planning and Response

Terrorism is defined in Federal regulations as "the unlawful use of force and violence against persons or property to intimidate or coerce a government, the civil population, or any segment thereof, in furtherance of political or social objectives." In basic terms, terrorism is the use of seemingly random acts of violence to instill fear in people to achieve the goals and philosophy established by the terrorists.

There are two basic types of terrorists, domestic and international. Domestic terrorism involves groups or individuals living in the United States whose activities are directed at their own government or population without foreign direction. International terrorism involves groups or individuals whose activities are foreign based and are directed from organizations or countries outside the United States. International terrorism may have citizens who were born and reside in the United States but are dedicated to achieving the goals of a foreign terrorist group.

Common Planning and Execution Traits of Terrorists

The following list contains some common traits that terrorists use when planning and executing phases of a terrorist act.

1. Terrorists will learn as much as possible about the engineering details of the target.
2. They will assess power delivery and plant security by observing, talking to personnel, and listening to communications.

3. They may isolate the target by cutting power, back-up power, and communications.
4. They will attempt to recruit or plant a follower in the security force.
5. They will attempt to recruit or plant a follower in non-security functions, such as housekeeping.
6. They will consider kidnapping key personnel.
7. They may take hostages before or during the act to force cooperation.
8. The group will assemble all weapons, tools, and materials necessary to execute the attack.
9. The terrorists may employ diversionary tactics.
10. They will try to intercept, delay, or destroy responding police and emergency responders. Security forces must have plans to respond without immediate assistance from law enforcement.
11. They may use personnel who do not know the details of the plan and are not knowledgeable of the plan to act as drivers, diversionary agents, etc.
12. Terrorists will take advantage of periods when security is busy or the response is lower such as adverse weather, holidays, etc.
13. Terrorists will train and rehearse the attack.
14. The attack will be planned to complete their objective within three (3) minutes.
15. Terrorists generally will not attack unless they are 100% confident that it will be successful.

Counter-Terrorism Strategies

Essentially, protecting against terrorism is no different than defending against other types of threat. Counter-terrorism strategies require extensive planning stages that will provide the foundation for prevention and response. The physical security plan will involve several stages:

1. Threat assessment
2. Security design
3. Implementation of the system
4. System evaluation

Counter-Terrorism Techniques

The common physical security protection concepts of deter, delay, deny, and detect are the basis for measures to prevent and respond to acts of terrorism.

Some specific techniques and procedures that security personnel can use for counter-terrorism purposes are:

1. Train on the security and response plan on a regular basis.
2. Become familiar with and test all security equipment.
3. Check and maintain emergency equipment and materials.
4. Routinely check all access points for unusual items and ensure they are clear of materials.
5. Be familiar with all areas of the facility to know what does and does not belong.
6. When on patrol, utilize as much cover and concealment as possible for safety.
7. Be familiar with duress codes in the event an employee broadcasts he/she needs help.
8. Properly maintain security vehicles and keep locked when not in use.
9. Develop systematic searching techniques and train employees how to search.
10. Be alert and inquisitive.

Security Condition Operational Levels

Before 9/11 most law enforcement had operational conditions as part of their standard operational procedures. In the event of a natural or man-made disaster, specific directives were activated to address the event and provide an appropriate response. After 9/11 the Federal government enacted a color-coded tiered response to terrorist activity and actions that consists of five (5) levels.



When developing security plans, a tiered security response should be designed for the facility to correspond with the type of event and the amount of security resources necessary to effectively handle the incident. The tiered threat level allows property and security management to provide adequate security services according to the determined threat level.

It is highly recommended that each site incorporate site-specific details to ensure a comprehensive security response plan. Remember, each property is unique and establishing security standards for each Homeland Security Level or variation should be based on the security needs of each property.

If you would like to discuss further how Chesley Brown could assist you in developing a strategic solution for your property, please contact Holly Comer at 770-436-3097, Ext. 314.

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Chesley Brown International Employee Spotlight

Larry Mullett, II – Director of Security, Pullman Square



Larry Mullett joined Chesley Brown International in November 2004. Before joining us, he was the Administrator of Support Services and Security Manager for the Huntington Museum of Art, West Virginia's largest fine arts museum. He managed all security operations staff and systems. He also coordinated events, facility usage, human resources, employee benefits, and risk management. He has been working in the security field since 1999.

"Three qualities I believe are a very important part of security are courtesy, professionalism, and respect," states Mullett. "If your staff is not courteous, professional in appearance and conduct, and respectful of others, you lose the perception of a secure and safe environment."

In his spare time, Larry enjoys cooking, art, music, computers and spending time with his two Pembroke Welsh Corgis.

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Ten Beliefs of Security

The security industry must embrace the **Chesley Brown®** "call to action" based on the ***Ten Beliefs of Security***.

- **Security** is everyone's business,
- **Security** is more than guards,
- **Security** is the responsibility of all levels of management,
- **Security** is linked with problem solving,
- **Security** is cost effective,
- **Security** requires a central position in the philosophy of business,

- **Security** requires cooperation by all elements of the business community,
- **Security** requires education, continual testing and improvement,
- **Security** requires tailoring to corporate needs and conditions and
- **Security** improves the quality of life for everyone.

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