

CHESLEY BROWN ADVISORY

A Newsletter provided to clients and friends of Chesley Brown International, Inc.
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Emergency Planning

Is your property prepared for the worst?

The number of lawsuits against property owners, management companies and the vendors who support them continue to increase. It seems that nearly any incident, from a minor accident to a catastrophic disaster, can bring about litigation these days. Because of this, it is important that a property is prepared for anything, and that those in charge know how to respond appropriately to any situation. Never is this truer than in the case of the rare but disastrous event. Almost every property has clear-cut guidelines for helping and dealing with a visitor who slips on the escalator. Even today, very few have a plan for dealing with a car bombing or

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Customer Service and Security

Security's most important function

If you were to stop a group of average people walking through a public place and ask about their impressions of the typical duties of a security department, what do you think they would say? Most people will probably say things like, "arresting criminals, preventing crime, or parking enforcement." Of course, these may be some of the functions of a security program. If you were to ask the security officers posted in that same public place what they do most, they would undoubtedly respond, "helping tenants and visitors."

The most important role a security department serves is one that most people overlook: *Customer Service*. Because of this, it is imperative that potential security providers be screened as to the value they place on providing quality service to not only their clients, but also their clients' clients. It is the basis of all productive relationships with clients and tenants, and it can also greatly enhance the relation-

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Automobile Theft Prevention

Are you doing everything you can?

Most vehicles are stolen because it is easy to do. 80% of cars stolen are unlocked, while almost half have the keys left inside the ignition. Remember a car does not have to be expensive or new to be stolen. Many cars are taken for their value as

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DID YOU KNOW?


According to experts, stolen laptops can sell for between \$500 and \$1,800 on the street and can potentially cause the loss of confidential or irreplaceable data. A recent survey indicated that more than half of respondents had been victims of a laptop theft in the past.

Customer Service

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ship between property managers and the property's tenants.


The quality of customer service provided will either encourage or discourage these groups of people to communicate and interact with the security staff. If a poor relationship exists, management and tenants will have little or no interest in working with the security provider, and the program will suffer. This can greatly diminish your security program's effectiveness. In addition, this will reflect poorly upon the property and its management. A security officer's contact with a patron may be the only contact they have with someone from the property, so that contact may very well determine how the property as a whole is judged in the eyes of that visitor.

All of these things are what set apart a great security provider from other security providers. The customer service provided by your security staff is an extension of the service you offer your clients and your clients visitors. It may not be something that is packaged and sold, but it should be delivered as such. With all of this in mind, ensuring that outstanding customer service is in place at your property should be an easy decision. 

Officer Spotlight ***Deborah Pearson,*** ***Country Club Plaza***

Corporal Deborah Pearson joined the Chesley Brown International team at The Plaza nearly one and a half years ago. Since coming to Chesley Brown International, Deborah has been involved in many special projects, including the development of a "Culture-Card," which lists questions and phrases commonly exchanged between security people and the public in both English and Spanish. For Deborah's full profile, please go to www.chesleybrown.com.




Keep up the good work, Deborah! 

Automobile Theft Prevention

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used parts, which are also much harder to trace. Here are some things to keep in mind to help prevent automobile theft:

- Lock your car doors and trunk whenever you leave it, and pocket the keys. Secure all windows.
- Do not mark your key chain with your name, address, or any descriptive information that would allow a thief to trace the keys to your car or home.
- Do not leave any original vehicle titles, credit cards, or other important documents in the glove compartment. This information could be used to sell your car.
- Consider installing a radio with a removable tuner, wheel locks, battery locks, locking gas caps, and other theft-prevention hardware to deter thieves from stealing your car accessories. 

Emergency Planning

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electrical explosion.

Different property types present different challenges in preparing for major emergencies. For example, with the regular changes in tenants and their clientele, it is difficult for shopping center managers to ensure that everyone involved is aware of emergency procedures. By preparing a basic security procedures outline with modules that can be easily adapted to various types of emergencies, properties can be adequately prepared for any disaster that may occur.

During any type of emergency, much of the information necessary to cope with the situation remains unchanged. Sources of this information include detailed site maps, tenant contact lists, including tenant location, tenant telephone number, manager and other emergency contact information, parent company contact information and emergency services contact information, including police, fire department, utility providers and other local law enforcement.

It is also important to have ready and available several emergency response kits. These kits should include the information listed above, as well as pens, paper,

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Emergency Planning

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sign-in sheets (to keep track of repair personnel and vendors), lists of nearby restaurants and food delivery services, pre-made signs to identify the location of the property's management and security offices, and other miscellaneous items that may be necessary.

It is imperative that all emergency procedures are to the point and easily understood. Anyone who picks up the set of emergency procedures should be able to quickly and easily follow their instructions. The procedures should begin with sections outlining how to react in the most likely scenarios first, followed by less probable situations. For example, almost all properties are susceptible to fires, so procedures for dealing with fires should be listed near the beginning. However, many areas are more prone to tornadoes or blizzards, so they may be placed earlier or later in the procedures, depending on the likelihood of their occurrence at the property.

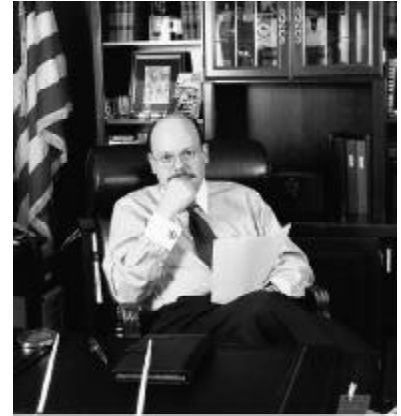
Step by step, outline-style procedures are much better than paragraphs when writing emergency procedures. This makes them far easier to follow, and important information can be found quickly. These procedure outlines should include how to communicate the details of the emergency, how everyone involved should respond and what their roles are, where people should go, and what they should do when they get there.

Finally, no matter how well emergency plans may be written, they are nearly useless if no one reads them. They should be pulled out and reviewed regularly by the property's security staff, property management, engineering staff and tenants. Initial training, after the procedures are written or revised, should be fairly detailed, and the security staff must be available to answer questions about the emergency plan whenever necessary.

With a properly written emergency plan and a bit of training, any property can be well prepared for any emergency. While many emergency situations simply cannot be avoided, a quick response can have a drastic impact on the disaster's effect. ■

From the Desk of Brent Brown...

Autumn is often the time of year that people and companies start winding things down. In fact nature itself could appear as though it were winding things down for the year. Well, not at Chesley Brown. Fall has always been a busy time for us. I personally love this time of year, the changing season and the cooler weather. To me autumn brings new energy and excitement, and this year is no different.



It was 15 years ago October 1990 that Chesley Brown Associates, Inc. (our first company) was founded, and it was in October of 1997 that the operations for the newly formed Chesley Brown International, Inc. cranked up when we stood up operations for the first time at properties in five states. This fall we are in the testing phase of our newest subsidiary company that will be yet another *first* for the security industry. By the first of the year we will be unveiling a high tech service that will continue to show that The Chesley Brown Companies continue to lead the industry in innovative security solutions.

Recently I visited The Air Force's Air Combat Command in Langley, Virginia. We were there touring and being briefed on the world's most sophisticated and innovative jet fighter, the F/A-22 (made right down the street from our offices). Many of the briefs took place at the ACC Creech Conference Center named after General Wilbur "Bill" Creech, one of the first Commanders of ACC and also known as the father of the Thunderbirds. General Creech was widely known as an amazing leader of air force innovation, and I was impressed when I read on the bronze plaque honoring him at Langley Air Force Base his final words to the men and woman of Air Combat Command in 1984. "You have made it better, your challenge now is to make it better still". Our challenge at Chesley Brown is always to make it better still.

Semper Vigiles!

Brent C. Brown



When You're Serious About Security...



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