

CHESLEY BROWN ADVISORY

A Newsletter provided to clients and friends of Chesley Brown International, Inc.
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Industry Trends

The Latest Developments in the Security Industry

The latest threat to shopping center security can be summed up in one term, terrorism. The fact is, after 9/11/2001 shopping centers have increased security planning and tactics for the potential of terrorist activity in the malls.

The reality is that after 9/11/2001, in a free society, security in our shopping malls is at risk. Some say we are long overdue for terrorist attacks on shopping centers. In fact, it would do dramatic and long-term damage to the overall American economy if such attacks were focused on shopping centers.

You could look at the issue by breaking this down into how the events of 9/11 occurred. If the nineteen hijackers had targeted shopping centers across the United States at 19 different malls, all at the same time, we would have devastation with probably more magnitude than even losing the twin towers. Many security experts predict that the next major target will be Middle-eastern style attacks on our malls. Although a single mall may not see much damage from one attacker, the conscience and attitude of the American shopper could be devastating.

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Chesley Brown Employees Protecting the World

Our Officers in the Middle-East

The employees of Chesley Brown International are accomplished and experienced in protecting our clients and their properties with whom we are contracted. Now, some employees of Chesley Brown International have taken on the task of keeping the world safe, and protecting democracy.

Three of the employees of Chesley Brown International at The Gateway in Salt Lake City, UT have put their badges and duty belts down, and have taken up M16s. Senior

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The Security Advisory Messenger

S.A.M. Goes to Work

S.A.M. reported to work recently, as Chesley Brown® continues to offer our clients new innovations. Developed exclusively by Chesley Brown International, Chesley Brown's Security Advisory Messenger, S.A.M., allows our clients to disseminate security related information quickly and efficiently.

Whether it's threat level condition changes by the Department of Homeland Security, severe weather alerts, protestors, organized shoplifters or office creepers, to a lost child or natural disaster, S.A.M. is there 24/7 to advise tenants of critical information quickly.

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DID YOU KNOW?

Beginning this month, Chesley Brown began publishing another security newsletter for those who are serious about security. Each issue highlights national and world-wide security issues. Look for articles focusing on the issues that effect everything from your property to our national security.

Our Officers in the Middle-East

(Continued from Cover)

Sergeant Gary R. Neumann, Bike Sergeant Blake A. Empey, and Security Officer Shaun M. Baker are all members of the 4th Light Armored Reconnaissance Battalion, 4th Marine Division, Charlie Company. Charlie Company, dubbed the "Iron Horse", is known to be one of the very best Marine Corps Reserve units in the country. Even though it is based in Utah, many Marine Corps Reservists from other states have requested to be transferred to Iron Horse because it is such an outstanding unit. Those transferred Marines live as far away as Virginia and Wisconsin, but fly into Utah for their monthly training.

Charlie Company's primary vehicle is the Light Armored Vehicle-25. The LAV-25 is equipped with a 25 mm cannon, and carries up to four infantry Marines. Iron Horse's wartime mission is to conduct reconnaissance and limited offensive or delaying operations that exploit the unit's mobility and fire power.

Gary Neumann, pictured below on his vehicle, holds the rank of Corporal. He is responsible for loading mortars into the cannon, and another Chesley Brown International employee, Shaun Baker, is the mortar gunner on this same vehicle.



The Sergeant of the Bike Patrol at The Gateway, Blake Empey is also a Corporal in Charlie Company. He is a scout team leader who directs two other scouts. He also has specialized training as a sniper with a .50 caliber rifle.

Charlie Company is currently stationed at Camp Pendleton, near San Diego, California. They are rigorously training in urban combat, and prisoner of war handling. It is expected that they will arrive in Iraq in April to assist with the "clean up" effort from the war. Chesley Brown International is proud to have three of its employees, Gary Neumann, Shaun Baker, and Blake Empey join in the fight to protect the freedoms of the American people. We will offer them a hero's welcome when they return to us. Our Marines are with us in our hearts, and we wish them all the best. We are so thankful for all of the brave young men and women who sacrifice so much to join the United States Armed Forces to help protect our freedoms.



Industry Trends

(Continued from Cover)

History tells us that during a weak economy criminal activity rises. The economy has always had an effect on crime increases, so the more mundane and routine task of security in our shopping malls has to be maintained whether it is shop lifting, burglaries, or teenage problems to the more severe issues of crimes against persons (rapes and robberies). These are serious incidents that in fact can cause as much damage to an individual mall as a terrorist attack.

One of the latest trends we have seen is dealing with protestors. Protestors are fast becoming a "protected class". It is becoming more of a challenge to deal with these individuals, whether it be one person wearing a t shirt that may violate the mall's policy, to an entire entourage of well-trained, motivated and paid protestors.

The overall false sense of security is rampant. We see money being spent on installing CCTV cameras without proper planning or bad installation. We see projects installing CCTV with no commitment to monitoring or maintaining a recording system. This is a dangerous precedent to set with your shopping center.

Although some ownerships have freed up money to spend on high tech security gadgets, improper use of these devices can cause more harm than good in securing your mall. A comprehensive direction and policy should be reviewed and discussed at length prior to implementation.

Security budgets can be spent effectively and efficiently for a better security program. Simply "throwing" dollars at increased staffing is not creating an efficient program. Planning is the key. You must have a comprehensive security plan as well as an emergency contingency plan. The input for this plan must come from expertise within the field. Security expertise is not to be confused with the cleaning of a building, or supplying a building with engineering staff. True security experts are focused on security only.

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S.A.M. Goes to Work

(Continued from Cover)

Similar more bulky systems cost several thousand dollars each year. Chesley Brown® recognized the need, researched a solution and has brought S.A.M. to our clients at a fraction of the cost to implement and even less to maintain.

"This is just one more new idea that helps the overall security management of our properties while keeping the cost minimized for our clients," said Brent C. Brown, Chesley Brown's Chairman and CEO.

S.A.M. is exclusive to Chesley Brown International, and, as with all of our programs, its implementation is unique and site-specific to each client project location.

Listen for S.A.M. to call you soon.




Industry Trends

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Proper planning discussions, testing, re-planning and adjusting allow for smooth operations in the event of catastrophe or qualifying event. You must take the lead and be prepared. This emergency planning drastically decreases chaos. You have to be able to provide first hand information the authorities need to assist in the situation. For example, if you have a bomb threat the local authorities are not going to tell you to evacuate. That needs to be something you plan for and make prior determinations of what action will be taken.

Support is also a critical aspect. Property management and ownership support of the security program is immeasurably advantageous to those charged with protecting the security and safety of a center. With trends toward large national accounts with security firms, how many general managers on the front line no longer have a say on how their site-specific security is handled. General managers, in the past, have had to be experts in several areas. However, they can provide critical knowledge to assist the security experts in providing a site-specific comprehensive security plan.

Industry organizations have started to recognize the importance of security. As recent as a few months ago, overall so-called comprehensive programs for certifying shopping center managers excluded security. This is a trend that must change. We predict that within the next few years, to become a certified property manager, under all designations, will include education on security. 

Officer Spotlight

Lee Cassity, DOS, The Gateway

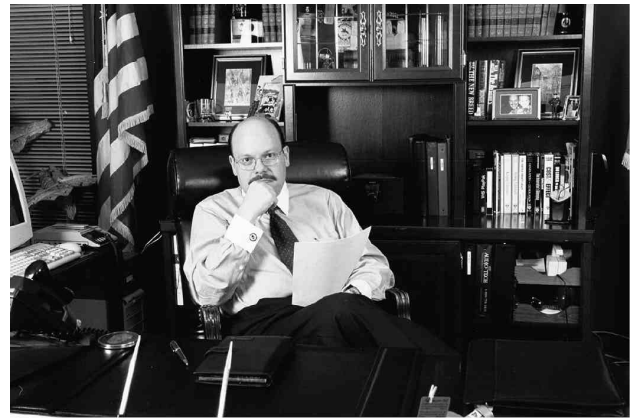
Lee Cassity is the Director of Security at The Gateway center in Salt Lake City, Utah. He has been with Chesley Brown International since July of 2001, and is the Director of Security at The Gateway where he led the Chesley Brown® team in building the Public Safety Team at The Gateway from the ground up as the mall itself was built. Later, during the 2002 Winter Olympic Games, he was instrumental in developing a successful security strategy for The Gateway where attendance exceeded well over one million visitors during this worldwide event.



Lee earned his Bachelor's Degree from Weber State University in Ogden, Utah with a major in Criminal Justice. He then put his degree to good use, and gave back to his school by joining the Police Force at Weber State University. Lee's leadership ability was quickly recognized, and he was promoted to Chief of Police after just three short years of service. Lee served faithfully in that role for 23 years. His talents extended to teaching criminal justice classes at the university for over 20 years.

Lee spends his spare time with family, including his wife, two sons and his grandchildren. He also enjoys supporting his favorite basketball team, the Utah Jazz.

Keep up the good work, Lee!



From the Desk of Brent Brown...

As we approach the middle of 2003, we continue to see our clients take the lead within their industries as people who are serious about security.

The economy has its challenges, and the threat of terrorist attacks on American targets remains a concern. We encourage everyone to remain vigilant as other economic challenges direct your attention from the ever-increasing need for enhanced day-to-day security operations.

Good security doesn't always mean spending every last dollar on security operations. Chesley Brown® has maintained the high level of security that is expected, while operating our clients under budget through midyear. This is among the many advantages of a Chesley Brown® program.

With all the challenges in today's environment, Chesley Brown® leads the way in technological innovations, such as our new S.A.M. System (see the article beginning on the front page), and upgrading to the S.T.A.R. (Statistical Tracking and Reporting) System.

While others talk about advanced training, we require it, as evidenced at our recent Directors Conference here in Atlanta this past April.

Thank you for your commitment to serious security.

When You're Serious About Security...

Semper Vi!

Brent C. Brown



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