



**ASIS**  
INTERNATIONAL  
SINGAPORE

# Security Professional

*The Newsletter of ASIS Singapore*

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# CHAIRMAN'S ADDRESS

*My fellow security practitioners*

I recently chanced upon an article, written by Seth Borenstein and Julie Reed Bell from The Associated Press. The article labelled 2010 as "the deadliest year in more than a generation" and that more people were killed worldwide by natural disasters in 2010 than terrorism attacks, in the past 40 years combined.

I am certain many of us will look back at 2010 and agree that it has been one of the most challenging years for us in the security profession - perhaps more so than in the wake of the September 11 tragedy. While such man-made terror activities can be minimised and prevented with a well thought out security plan, the same cannot be said about natural disasters. Mother Nature is a different force to be reckoned with. No amount of work can prevent natural disasters. However, the good news is that while they cannot be prevented, their impact can be contained and minimised. That was the crux of the article that stood out for me.

Many of us today are more involved in crisis management and business continuity management than before. A number of us also take on dual roles of security and business continuity professionals in our respective organisations. ASIS International recognised the synergy in these 2 roles and hence worked with ANSI (the American National Standards Institute) to launch the ANSI/ASIS SPC.1-2009 Organisational Resilience Standards in 2009.

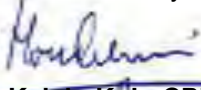
Preparedness is key to our professions today. Preparedness helps us to develop security plans to minimise the risk of an incident occurring; preparedness also helps us develop continuity and resilience plans to minimise any disruption should an incident occur.

As we begin a brand new year, let us all then stand prepared in our roles as security professionals for our organisations. Another piece of good news I have is that you do not stand alone in your role. As part of the ASIS International Singapore Chapter network, you have access to over 170 security professionals who can share their expertise and experience with you. For those of you who have not participated in any of our programs, please come down and join us, and see for yourselves the benefits you can gain from being part of this prestigious association.

As the Management Committee starts planning the program for 2011, rest assured that we will do our best to bring you programs that will benefit you in your career as a security professional, and also to create more opportunities for networking with your fellow practitioners.

I would like to take this opportunity to wish each one of you, and your family members, a Healthy and Peaceful New Year!

Yours faithfully,



**Kelvin Koh, CPP**

**Honorary Chairman - 2011**

**ASIS International Singapore Chapter**

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Do you have an interesting article that you wish to share it with our members? Please email your article and write to the editorial management committee at [newsletter@asis-singapore.org.sg](mailto:newsletter@asis-singapore.org.sg)

# **ASIS International Singapore Chapter Elects 2011 New Management Com- mittee**

November 25, 2010 witnessed ASIS International Singapore Chapter held our annual general meeting (AGM) at The Legends, Fort Canning Park where a new management committee was elected for 2011. The new line-up is as follows:

Honorary Chairman	:	Mr. Kelvin Koh, CPP
Honorary Vice Chairman	:	Mr. Edwin Goh, CPP
Honorary Secretary	:	Mr. Jeremy Khong, CPP
Honorary Vice Secretary	:	Mr. Leonard Ong, CPP
Honorary Treasurer	:	Mr. Henry Ang
Honorary Vice Treasurer	:	Mr. Leonard Sng, CPP
Committee Members	:	Mr. Anthony Lee, CPP Mr. Chris Phinney, CPP Mr. Lee Huan Chiang, PSP Mr. Leslie Teo Mr. Marcus Tan, CPP Mr. Simon Lim, CPP

The new management committee wishes to thank the management committee for 2010 for their contributions to the growth of the association and the new management committee look forward to further built on the successes achieved by the previous committees.

## **ASIS International Appoints SRVP Group 18 & RVP Region 33**

ASIS International re-appoints Mr. Eddie How as SRVP Group 18 and Mr. Anthony Lee, CPP as RVP 33 for 2011. Both gentlemen are certainly most deserving of their appointment by ASIS International.

The Honorary Chairman and the management committee of ASIS International (Singapore Chapter) extend their warmest congratulations to both Eddie and Anthony.

# MEET THE PRESS

*By June Ho, Life & Career Coach –riteONcourse*

At some stage, in the course of getting our messages out to the public, we will have to deal with the press. The press, as we all know, can be your friend or foe. When managed well, the press can definitely be a great vehicle for your cause so it is imperative that we are well prepared and be able to take advantage of the benefits when working with the media. Here are some pointers that will be useful for you to keep in mind in order to avoid the pitfalls and ensure you leave a lasting and positive impression.

## **Stop To Talk**

If you are approached by the press while outdoors, be sure to take a moment to address them. Do not have them running after you as that gives the impression that you are unapproachable or worse, have something to hide. Remember, journalists are just doing their jobs and you could be the biggest story for them yet. So, stop, ask for his/her name and answer the question as clearly as you can. Be polite and complimentary. For example : “Thanks John, I'm glad you asked that question – it is true that we are looking into the possibility of engaging a magician as our Security Director.”

Eye contact is very important so remember to look at the person you are speaking to. If you wish to speak to more than one person, make sure you speak loud enough and return your attention to the person who asked the question once you are done before addressing another person.

Should you be in a rush, do not turn the press away but let them know upfront that you are able to speak to them for only a limited time but would be available at another time. Then, give them your contact number or email address and make sure you respond promptly. This demonstrates your availability to the press and interest in what they have to ask or say.

## **Mind Your Language**

As we spend most of our time surrounded by people from the same industry and work environment, the use of certain slangs or jargons

is a common occurrence. When speaking with the press, keep the language at a level that is easily understood by all. While it is not encouraged that you fake an accent, it is equally important not to be too casual. You should project confidence and present a professional image. Remember that you want to demonstrate to the public that you know what you are talking about, and if you sound like everyone else, you are not distinguishing yourself from the competition. It is often said that the way a message is delivered leaves a stronger impact than the actual content of the message.

## **Get Real**

Be sincere when addressing any problems or concerns raised. Do not dismiss them because a trivial matter to you may very well be a major concern for someone else. This is an opportunity for you to show that you are sympathetic and not out of touch with those around you. Take a moment to collect your thoughts before answering any sensitive question, keeping in mind things like culture, religion, and gender, just to name a few.

There are times when you may be confronted with a matter that you are not familiar with. Do not pretend to know the answer. Instead, explain that you will need to gather more information before making a statement. Show that you are aware that the audience is discerning and a cover-up would not be acceptable. It is hard to recover from a loss of credibility, if at all. A good reputation that has taken years to build could be ruined in a matter of moments. So, be honest and say that you will issue a statement once you are ready.

## **Be Prepared, Know Your Stuff**

When you want to put your message or cause out to the public, the media can be your best ally. Journalists may have many interviews and events to cover, so make their job easier by being prepared. Keep your objective in mind - is it to increase awareness of an issue, to



encourage participation of an event or to raise the profile of an individual or organization. Create a catch phrase or tag-line that can be easily remembered, this will help anchor your message.

When answering questions, respond confidently and clearly. If you are able to support your statement with evidence, that would be great but do not overwhelm your audience with too much details. For example, you don't want to be saying, "Approximately 54.3% of the 2357 people interviewed rated the product 4.5 out of 5". You are much better off saying "More than half of the people interviewed rated the product highly". Don't just answer a question, (remember to make the journalists' job easier) provide additional information that supports your point and highlight the positive.

Keep yourself abreast with current affairs as you may be asked to give an opinion. The last thing you want to say is "No comment". Even if you are reluctant to voice your point of view, you can at least demonstrate that you are aware of the latest development but would prefer to focus on your own message.

### Keep Learning

One of the best way to learn anything is through observation. When you watch someone being interviewed on TV, take note of both the positive and negative aspects of the interviewee's style. It is often not just they way a person speaks but also the body language and appearance that count. Take the time to develop your own unique style by combining the best from your observations and a bit of your own personality. That way, you will be memorable (for all the right reasons) and be a breeze for the journalists to work with.

*This article had been reproduced for our members via our newsletter with permission from the author.*

恭賀新春  
萬事如意  
事事順利

*The management committee would like to take this opportunity to wish all members have Happy Lunar New Year, and may the new Rabbit year brings a year of peacefulness, good luck and good fortune to all and your loves one. Have a wonderful holiday!*

# ASIS SINGAPORE CHAPTER ANNUAL GENERAL MEETING



Our Annual General Meeting held on November 25, 2010 at the The Legends, Fort Canning Park was a success. Members who had attended the AGM was given a brief of the achievements made by the outgoing committee, followed with the proposal to amend the constitution to allow management committee members to dial in via conferencing facility (with conditions) in view that many security professionals have responsibilities beyond the local context. This notion was proposed and passed during the AGM unanimously. The elections of the new office bearers for 2011 committee followed thereafter.

As usual, good food were served on conclusion of the AGM proceedings and members stayed on to mingled with others, catching up with old friends and made new acquaintances. Overall, a joyous evening for all attended, and both management committee of 2010 and 2011 wishes to express their heartfelt thanks to support shown by our local chapter members

## LOCAL CHAPTER MEMBERSHIP RENEWAL

As the start of the new year, we would like to inform members to renew their local chapter membership. For a mere sum of SGD100.00, you would be able to:

- Enjoy better discounts on courses/seminar fees offered by ASIS Singapore Chapter.
- Attend our chapter meetings for free (including meals and freebies where applicable)
- Networking opportunities among members
- Communications on developments/updates in the local security industries
- For CPPs, PSPs and PCIs, CFEs will automatically be credited to you towards your recertification cycle.

The membership sub-committee continues to explore innovative means to bring value to your subscription to the local chapter.

Why wait? Renew your local chapter membership with us now! All you have to do is to mail us a cheque of SGD100.00 to our Treasurer at No. 14, Robinson Road, #13-00, Far East Finance Building, Singapore 048545.

# ASIS INTERNATIONAL SINGAPORE CHAPTER CONFERENCE 2010

21 – 22 OCTOBER 2010 • MARINA BAY SANDS

ASIS Singapore held their first security conference at one of the latest iconic attraction in Singapore, the Marina Bays Sands (MBS). The two days' event saw the attendance of many local and overseas security professionals; and distinguished speakers sharing their experiences and expertise with our conference delegates. Said Kelvin Koh, CPP, Chairman of ASIS Singapore Chapter: "The organizing of the conference was itself an exciting and challenging activity. We were glad that delegates had enjoyed themselves and we had received many positive feedback". Amidst attending the conference, delegates enjoyed the scenic view of the revamped central business district of Singapore during their breaks. A good-breakaway from the routine for many, this conference updated the delegates on the latest development in our industry regionally, and at the same time, offered an opportunity to rejuvenate them away from their hectic schedule.



The conference witnessed the recognition of Indonesia, Malaysia and Thailand Chapters of ASIS International with the Singapore Chapter where all four chapters enjoyed excellent friendship. Like our sister chapters in this region, ASIS Singapore recognizes the need to forge cordial friendship among ourselves. Chapters were presented with commemorative plaques to mark this auspicious achievement.