



Contact: Beth Blake
203.840.5451

bblake@reedexpo.com

FOR IMMEDIATE RELEASE

ISC West to Convene First Security Professional Advisory Board All Facets of the Security Industry Represented

(NORWALK, CT March 25) - - - The ISC portfolio of events announces the formation of the ISC Premier Security Professional Advisory Board consisting of representation from every security professional group. The mission of the Board is to provide input, ideas and insights into shaping the future of the ISC portfolio of events. The first meeting of the Board will take place at ISC West and a future meeting will be held during Security Week, the series of interrelated security events taking place this Fall: Securing New Ground; Security 500 and ISC Solutions. An additional strategy meeting will take place mid-year.

“The mission of the group is to ensure that the ISC portfolio of events is fully serving the entire security distribution channel currently and for the future,” said Ed Nichols, Vice President, ISC Events. “Delivering the most relevant content and product offerings and obtaining cutting-edge insights that enable us to help security professionals gain an edge in a rapidly evolving marketplace is the strategic goal of the group. We are quite thrilled with the caliber, professional experience of the group and are grateful for their volunteerism and commitment to the betterment of the ISC portfolio.”

“We are honored and grateful that so many of the industry’s thought leaders have agreed to serve on the Advisory Board,” SIA CEO Richard Chace said. “Their recommendations will help us ensure that the ISC events keep pace with the rapidly changing security industry and continue to meet the needs of the entire channel.”

The following security professionals make up the inaugural ISC Premier Security Professional Advisory Group:

- Carey Boethel, VP, Security Solutions, Siemens
- Tony Byerly, COO, Stanley Convergent Systems
- Marty Guay, President & COO, Niscayah
- Jay Huhn, VP Technology & Industry Relations, ADT, N. America
- Mike Howard, GM, Global Security, Microsoft
- Sandy Jones, Principal, Sandra Jones & Co.
- Mark McCourt, Publisher, BNP Media
- Ray Thrower, Director of Safety & Security, Gustavus Adolphus College
- Matt Westphal, President, Bay Alarm Company
- Steven Harback, Senior Physical Security Manager, DHS, Borders & Customs
- Jason Sokol, Monitor Controls, Inc., Connecticut Alarm & Systems Integrators Association (CASIA)

ISC West

ISC West is the security industry's premier launching pad for new products, solutions and technologies in the U.S. Each year, ISC West hosts over 900 international and domestic security product manufacturer companies and over 23,000 security professionals in Las Vegas.

Currently, ISC West is 97% sold out with sales projections pacing towards a 10% growth in show floor space making ISC West the largest exhibition hall in the US for security. This year's ISC West Premier Education SeriesSM will provide the latest insights and applications for security professionals involved in every segment of the industry. Designed by the ISC Education Advisory Board in collaboration with the Security Industry Association (SIA), ISC Premier Education SeriesSM is the security industry's broadest offering of education, developed by the industry, designed to take today's security professional to the next level.

ISC West Exhibition will take place on April 6-8, 2011 at the Sands Expo & Convention Center, Las Vegas, NV with the ISC Premier Education SeriesSM beginning on April 5-7, 2011.

Security Industry Association (SIA)

SIA is a nonprofit international trade association that represents more than 350 electronic physical security product manufacturers, specifiers, integrators and service providers.

#