



# THE NEXUS



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## The Difficult-Right Choice

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PRUSIK USA® LLC



PROFESSIONAL SOLUTIONS™

### SECURITY NEWS

The U.S. Department of Homeland Security has implemented a new advisory system that Prusik USA will be coordinating with clients about security protocol.



The National Terrorism Advisory System (NTAS) replaces the color codes of the Homeland Security Advisory System. NTAS will more effectively communicate information about terrorist threats by providing timely, detailed information to the public, government agencies, first responders, airports and other transportation hubs, and the private sector.



For security consulting and security services information call 1-877-PRUSIKUSA, or E-mail: [securityinfo@prusikusa.com](mailto:securityinfo@prusikusa.com).



Inevitably, there are times in both our personal and business lives when we come to a crossroad, a point at which we're confronted with a tough decision affecting the direction we'll go. While the question we face at any particular crossroad will vary, there appears to be a common denominator: the easy alternative is often the wrong choice, while the more difficult one is likely the right one.

An example for this is reflected in Prusik's decision about becoming a private vocational school, and starting the company as a training entity – Prusik Training Center. Early in the company's inception, it was evident that the training of private security officers was, and still is, an overlooked and underdeveloped element of the security industry. It is common for a "security company" to provide substandard and hasty training to their officers. This business practice offers little assurance that the individuals who completed their curriculum walked away with the knowledge it takes to be a successful security officer.

Another example for making the difficult-right choice is shown in the reality of the attrition of security providers a customer experiences. A particular "Security Company" may lose a client for neglecting the most important elements of conducting business – interaction with the external and internal customers. Unfortunately, conventional "security companies" become complacent in their business practices and forget about their employees which are the framework the company, and their customers to which they provide services. This business practice instills little confidence in both the client and employees that the "security company" has their best interest in mind.

Confronted with the challenges of needing excellent service from professional security officers with adequate and realistic training, as well as budget constraints, a customer must make the right choice for the security provider for their facility. The same challenge existed when Prusik Training Center was conceived to fill the void of quality training in the security industry. Prusik decided to hire the area's best trainers, attend the same Department of Homeland Security, Police, Fire, and Emergency Services courses as the public services are required to attend, develop our own state of the art training curriculum to enhance PTC's hands-on training, and commit to providing convenient and flexible training solutions for public service, security, and private organizations.

Prusik Security Group is not merely a "security company", we are a Security Firm that provides comprehensive security and training solutions to clients for both conventional and non-conventional operations. Our Code of Conduct does not allow us to sacrifice quality at the expense of cutting corners. We understand your organization has budget constraints, and we will work with you to find the right solutions to your security and training issues with your "bottom line" in mind without sacrificing service quality.

When your company comes to the crossroads, making the difficult-right choice, remember that cutting corners and hiring a conventional "security company", may be a quick way to save money, but the easy way is no alternative for a Security Firm that takes to heart its mission "be steadfast and committed to providing professional, proactive, progressive, and practical solutions, enabling our clients to excel in operating and achieving success".

***When at the crossroads of your business in deciding between a conventional "Security Company" and a Security Firm, make the decision that will produce long-term solutions – because the Easy way isn't always right, and the Right way isn't always easy.***



# Situation Prevention Solutions

By Melissa Snow  
Exercise Evaluation Advisor

**C**rime analysis for problem solving can't be done without understanding Situation Prevention Solutions, and that's what it's all about. See below how the techniques of situational crime prevention work. Learn how to increase the efforts and risks offenders take into consideration of crimes they commit, and reduce your vulnerabilities.

For information on Training courses and solutions, call 1-877-PRUSIKUSA, or E-mail: [traininginfo@prusikusa.com](mailto:traininginfo@prusikusa.com).



*When it comes to Crime Prevention, you must be vigilant and employ Situation Prevention Solutions in order to detect, deter, and disarm criminals of their risk vs. reward consideration of the crimes they commit.*

1. **Increase the Effort of Crime:** The most basic category of situational measures – those designed to increase the effort of crime – begin with target hardening. Situational prevention is sometimes dismissed as being nothing more than this, though it is only one of the many techniques that the approach encompasses.

- Target harden: Entrance barriers/ poles; steering column locks and immobilizers for cars.
- Control access to facilities: Electronic card access; baggage screening & tamper-proof packages.
- Screen exits: Ticket needed for exit; export documents; electronic merchandise tags.
- Deflect offenders: Street closures; separate restrooms for men and women.
- Control tools/ weapons: Disabling stolen cell phones; restrict spray paint sales to juveniles.

2. **Increase the Risks of Crime:** According to interviews with offenders, they worry more about the risks of being apprehended than about the consequences if they are caught. This makes sense from their point of view since they can do little to avoid punishment if caught, but they can do a lot to reduce the risks of being caught and make no attempt to manipulate punishment.

- Extend guardianship: Take routine precautions; leave signs of occupancy; neighborhood watch.
- Assist natural surveillance: Improved street lighting; defensible space design.
- Reduce anonymity: Identification cards; vehicle decals; employee uniforms.
- Utilize place managers: CCTV; 2 desk associates; reward vigilance.
- Strengthen formal surveillance: Cameras; burglar alarms; security officers.

3. **Reduce the Rewards of Crime:** Offenders are always seeking to benefit from their crimes. The benefits may not simply be material as in theft because there are many other rewards of crime, including sexual release, intoxication, excitement, revenge, respect from peers and so forth. An important strand of situational crime prevention is therefore to understand the rewards of any particular category of offending and to find ways of reducing or removing them.

- Conceal targets: Off-street parking; gender-neutral phone directories; unmarked bullion trucks.
- Remove targets: Removable car radio; victim refuge; pre-paid cards or pre-paid cell phones.
- Identify property: Property marking; vehicle licensing and parts marking.
- Disrupt markets: Monitor parking lots; use licensed vendors.
- Deny benefits: Ink merchandise tags; graffiti cleaning; speed bumps.

4. **Reduce Provocations:** Studies of prisons and clubs have found that crowding, discomfort and rude treatment provoked violence in both settings. Therefore, an important category of situational prevention is to reduce provocations of crime.

- Reduce frustration and stress: Efficient queues and polite service; expanded seating.
- Avoid disputes: Separate enclosure for rival team fans; reduce crowding in clubs.
- Reduce emotional arousal: Controls on violent games and pornography; reinforce good behavior.
- Neutralized peer pressure: Disperse troublemakers, especially at schools; awareness programs.
- Discourage imitation: Rapid repair of vandalism; V-chips on TVs; censor details of MOs.

5. **Remove Excuses for Crime:** This category recognizes that offenders often rationalized their conduct to “neutralized” that would otherwise be incapacitating feelings of guilt or shame. They make such excuses as: “He deserved it,” “I was just borrowing it”, and “I only slapped her”. These excuses may be especially important for ordinary people responding to everyday temptations to evade taxes, drive when drunk, sexually harass junior employees and steal employers’ property.

- Set rules: Rental agreements; harassment policies; registrations.
- Post instructions: “No Parking”; “Private Property”; “No loitering”.
- Alert conscience: Roadside speed display boards; signature for customs declarations.
- Assist compliance: Easy school library checkout; public lavatories; litter bins.
- Control drugs and alcohol: Breathalyzers in clubs; server intervention; alcohol-free events.