

# Risk Management Close to Home

The first in a series of managing risks to your company

By Kirk MacDowell, MacGuard Security Advisors



Yes, it can happen to you. A catastrophic event threatens your business, your livelihood and your well-being. The following three real-world scenarios occurred in our industry. If they (or similar event) were to occur, would you be prepared?

**Scenario One**-A well-known up-and-coming security company with an alarm, patrol and central station division has a rogue employee who, while driving a marked company patrol vehicle, picks up a young coed on her high school graduation night, places her in his patrol car, goes to a closed client property where he attempts to rape her and then shoots her three times, killing her. Some hours later, to cover his story, the guard radios the company dispatch center and advises them to notify the police that he has found a murder victim. Within hours, the police has determined that the security guard's falsehood of "finding" the murder victim was a ruse, and

the suspect was immediately arrested for murder. The alarm company was subsequently sued for negligent hiring, retention, and supervision. In part due to extreme community pressure, stirred up by a 60-minute segment, dozens of TV stories, and negative articles about the company, the company sold. Seventy-two employees were terminated at the company's sale, but the most devastating of all was the loss of a young woman who died at 18. The suspect was found guilty of first-degree murder and sentenced to life in prison in California.

**Scenario Two**-In a quiet Philadelphia suburb, a central station operator was stabbed by her ex-boyfriend while in the central station's parking lot. The suspect then repeatedly ran over the victim, killing her. Fellow central station employees located just feet away inside the secure facility had to endure the entire scene displayed on the building

video surveillance system. The suspect fled the scene, was later arrested and convicted of first-degree murder.

**Scenario Three**-In a Midwest town, an employee who had been issued a take-home vehicle, stopped at a local bar and has a few beers. While driving home, the employee is involved in a catastrophic traffic collision where the other driver lost his life. The logo of the alarm company's van was posted all over the evening news. The employee, the alarm company, and the alarm company owner were sued.

All three scenarios described above tested the leadership of the organizations. In this article, we'll discuss the immediate steps to be taken post incident. In future articles, we'll discuss and address what steps should be taken prior to an event and the advantages of planning in advance as well as post event leadership traits and how to prepare for the day that a catastrophic event threatens your company.

Lead the company, manage the crisis. During times of crisis, leaders gravitate to doing both. Hire/retain counselors to manage the crisis made up of legal, public relations, finance, senior leadership, and marketing/communications. Leaders should focus in leading the company and holding your team accountable for doing the same.

This is crisis management at its best. Your team will look to you for guidance, direction, and wisdom. Don't let them down. During the crisis, communicate often and speak the truth. And always

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U.S. Monitoring, Inc.  
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www.usm-ok.com  
Wholesale Monitoring  
Designated since 08/2018

United Central Control  
San Antonio, TX  
www.teamucc.com  
Wholesale Monitoring  
Designated since 08/2004

United Monitoring Services, Inc.  
Columbus, GA  
www.ums247.com  
Full Service Monitoring  
Designated since 04/2004

Universal Atlantic Systems (UAS)  
Paoli, PA  
www.uas.com  
Full Service Monitoring  
Designated since 04/2004

Universal Monitoring, LLC  
Charlotte, NC  
https://fedorasecurity.com/universal-monitoring/  
Wholesale Monitoring  
Designated since 02/2018

Allied Universal Technology Services  
Richardson, TX  
www.aus.com  
Full Service Monitoring  
Designated since 07/2013

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www.valleysecurityandalarm.com  
Full Service Monitoring  
Designated since 10/2017

Vancouver Fire & Security  
Richmond, BC  
www.radiussecurity.ca  
Wholesale Monitoring - Canada  
Designated since 07/2012

Vector (East)  
Plymouth Meeting, PA  
www.vectorsecurity.com  
Full Service Monitoring  
Designated since 08/2003

Vector (West)  
Warrendale, PA  
www.vectorsecurity.com  
Full Service Monitoring  
Designated since 08/2003

Vigilante Security, Inc.  
Troy, MI  
www.vigilantesecurity.com  
Full Service Monitoring  
Designated since 05/2016

Vivint Inc. - MN  
Eagan, MN  
www.vivint.com  
Full Service Monitoring  
Designated since 03/2014

Vivint Inc. - UT  
Provo, UT  
www.vivint.com  
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VRI-The Care Center  
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www.monitoringcare.com  
Full Service Monitoring  
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www.vyanet.com  
Full Service Monitoring  
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Washington Alarm, Inc.  
Seattle, WA  
www.washingtonalarm.com  
Full Service Monitoring  
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Wayne Alarm Systems, Inc.  
Lynn, MA  
www.waynealarm.com  
Full Service Monitoring  
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Wegmans Food Markets, Inc.  
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## TMA Volunteer Opportunities

Did you know that one of the best ways to realize the greatest value of your TMA membership is to actively engage in the association community?

There are many ways for members to take part in TMA's initiatives. Volunteering is a win for TMA and a win for the member! Benefit from network building, brand and reputation enhancement, and potential new business.

### TMA Webinar


TMA webinars are purely educational and provide an environment for members to learn about industry trends, updates and innovations.

Topic ideas and speakers for just-in-time 45 min/15 min Q&A virtual programs are sought on topics of interest to the professional monitoring industry.

### Meeting Track Planning

TMA's annual meeting showcases educational topics that include keynote speakers and panels geared towards executive-level company owners and representatives. Help to select speakers that will provide high value to all attendees. Online research and reference gathering for paid speakers; and program development.

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end with a note of optimism. The crisis is a moment in time and it does not define your company. However, your leadership skills will define you as a leader during and post crisis. 

*Kirk MacDowell, CEO and Founder of MacGuard Security Advisors, LLC, a consultancy specializing the electronic security industry. Services include business operations assessment, critical projects leadership, and industry analysis. He also assists companies in identifying various growth opportunities such as attrition mitigation, new channels to market, strategic alliances and robust M&A candidates.*