

KUTY & ASSOCIATES, LLC

SECURITY MANAGEMENT, MARKETING & SALES CONSULTING

PRESENTS

Building Blocks for Contract Security Management

A seminar for contract security firms dedicated to growth

Friday, November 10, 2006

Doubletree Club Hotel Las Vegas Airport

7250 Pollock Drive, Las Vegas NV 89119, (702) 948-4000

Do you have a strategic marketing plan and effective implementation strategy?

Is the Internet working for you in all the right ways?

Are you aware of insurance, legislative and unionization issues that can impact your bottom line?

Are you pricing for long term profitability and building a strong financial position in the industry?

Do you have a formal action plan for buying or selling security companies?

If you answered “no” to any of these questions, then “Building Blocks” is a *must attend seminar!*

You will learn how to develop an effective marketing plan to strengthen your organization, get in sync with how to make the web work for you, and learn how to strengthen the financial position of your company by examining insurance, legislation and buying/selling considerations. The information will assist you in developing or refining the basic building blocks necessary for continued growth and profitability of your company. This all-inclusive seminar is a great opportunity to get you on track with a road map to success for 2006 and beyond!



SPEAKERS

Leaders in the Contract Security Profession

GARY H. KUTY, CEO, Kutu Associates, LLC.

Gary is a nationally recognized management, marketing and sales consultant providing growth strategies, support and training for the contract security profession. A 30 year veteran of the contract security industry he is also an accomplished lecturer and has published numerous articles in publications such as Security Management, PI Magazine, NCISS Report and Services magazines, to name a few.

VINCE RUFFOLO, Chairman of Blue Island,

Illinois based A & R Security. Vince is a leading authority and advocate regarding legislation that effects the contract security profession. As Legislative Chair for the National Council of Investigation & Security Services (NCISS) and president of the industries lobbying arm, Security Companies Organized for Legislative Action (SCOLA) Vince brings a unique perspective to legislation and unionization trends in the industry.

ROBERT PERRY, Robert H. Perry & Associates, Incorporated. Bob spent his earlier career days as a partner in a Greensboro, N.C. based CPA firm where he advised corporate clients on tax and general accounting matters. He sold his interest in the CPA firm in 1977 and started Robert H. Perry & Associates, Incorporated, a firm that specializes in managing the sale of privately-held security guard companies. Since that time, RHPA has represented over 140 sellers of security guard companies located in the United States, Canada, Western Europe, South America, the Caribbean and the Middle East. Bob manages the day to day activities of the firm and is a frequent lecturer on mergers and acquisitions at the Wake Forest Babcock School of Management.

H. RICHARD DICKINSON, Owner of Dickinson & Associates.

Dickinson & Associates specializes in assisting owners of contract security companies maximize the enterprise value of their business and achieve their full profit potential. Considered a respected fiscal guru, Rick has over 20 years of senior financial and general management experience in the industry. Rick will share valuable insights to help you build a better bottom line and stronger position in the industry and inform you how to "price for profitability" to build your bottom line.

BRUCE BROWNYARD, Owner of Brownyard Programs Brownyard Programs, Ltd., which was formed in October 1993, is a Program Administrator that specializes exclusively in the Private Security Industry. Bruce has been producing and underwriting insurance for private security guard, private investigation, alarm companies and armored car companies for over 30 years. During that time Mr. Brownyard has developed an outstanding reputation in the insurance business in general and the Private Security Industry in particular and is today recognized as one of the foremost experts on subject of insurance as it relates to private security agencies.

DENNIS HAMILTON, President,

DennisHamilton.NET, Inc specializes in website & newsletter marketing for the contract security and private investigative professions. Dennis will unravel the mysteries of the Internet as this leading webmaster delivers his comprehensive session on website marketing solutions, and the realities of what you need (and don't need!). With keen insight that stems from 20 years in field service support, sales and marketing, corporate education/training, management, and web development technologies, Dennis will provide the simplified keys you need to make the web work for you.

SEMINAR SPONSORS

Building Service Contractors Association International, Fairfax, VA • www.bscai.org



AGENDA

7:30 am – 8:30 am	Registration & Continental Breakfast
8:30 am – 9:30 am	Building a Marketing Plan- Strategizing for the Future
9:30 am – 9:45 am	Break
9:45 am – 10:30 am	Building a Web Site to Work for You...Not Against You
10:30 am – 10:45 am	Break
10:45 am – 11:30 am	Pricing for Profitability
11:30 am – 12:30 pm	Networking Lunch Served On Site
12:30 pm – 1:15 pm	What the future holds for General Liability & Workers' Compensation Insurance - Controlling Your Costs
1:15 pm – 1:30 pm	Break
1:30 pm – 2:30 pm	Industry Effects of Legislation & Unionization
2:30 pm – 3:15 pm	Hiring a Sales Staff
3:15 pm – 3:30 pm	Break
3:30 pm – 4:30 pm	What You Need to Know When Buying & Selling Security Companies
4:30 pm – 5:00 pm	Q & A
5:00 pm – 7:00 pm	Cocktail networking session hosted by the Anderson Security Agency

DISCUSSION TOPICS

- How to build a strategic marketing plan for future growth
- Why marketing plans fail
- Legislation that you need to know about to protect your business
- The trend of unionization in the U.S. & Abroad
- When's the right time to buy or sell a company
- Structuring a sales transaction
- Pricing for profit
- Building a stronger bottom line
- What the future holds for general liability insurance
- Does your policy really cover as well as you think?
- How your web site can work for you
- You've been Googled, or have you

SEMINAR COST: \$129.00 per attendee includes continental breakfast and lunch.

SPECIAL ROOM RATE of \$129.00 has been blocked for our conference. Includes free transportation to & from the Airport & free shuttle to the MGM Grand located on Las Vegas Boulevard. The hotel also offers free on-site parking for those driving to the seminar.

TO REGISTER

Call Kutu & Associates, LLC at **937-395-3059** or visit us at www.kutuassociates.com and complete the on-line form. You will receive a reply e-mail confirming your registration.