

CHAIRMAN'S UPDATE FROM GARY HOFFNER

Vice President, Photo-Scan of Los Angeles

Dear PSA Members,

2020 is the year of "Adapt." From my perspective most PSA members have adjusted and adapted to doing business differently because of COVID-19...PSA even rebranded PSA Convention as ADAPT. Who could have possibly predicted the current environment? Globally, virtually every aspect of life has changed...hard to fathom the challenges we've collectively endured, let alone prepare-for and "Adapt." But from this major shift of priorities and methods and process change comes opportunity. Cybersecurity is one of those opportunities!

This new hybrid world of workplace and environment has compelled virtually every company that we serve to change how their employees produce and where they are productive. This change affects all companies that serve those customers in some way. For the physical security community we are adapting to better serve their dynamic workplace and environments. Companies need to protect their people, property and assets, including data, and spreading your workforce over an entire city, county or state makes the protection proposition different than if the employees and assets and data are under one roof, on a standard network infrastructure.

PSLA has made a concerted effort to add cloud based systems to complement our suite of physical security offerings to better accommodate the dynamic nature of the current business climate and to nimbly scale to the customer's growing or shrinking footprint in this unpredictable time. More importantly PSLA is in the final implementation phase of an exciting new Cybersecurity service offering right along side of our physical security services so our customers can partner with one provider to protect their data and assets regardless of where their employees are located. The Cybersecurity business offering has taken over two-years of planning and preparation, including the implementation of our own Cybersecurity program at PSLA. Cybersecurity compliance is also appearing in all forms of business documents and mandates these days. How many times in the past 12 months have you reviewed a customer service contract or PO or even NDA that specifies how you will be required protect the customer's data and asks what policies and processes you have in place for doing so? Will you be able to live up to these obligations...will you be able keep serving this customer? For many of us the Cybersecurity Maturity Model Certification (CMMC) requirement is also creeping up. Are you prepared for the CMMC? Have you assessed where your organization is regarding your overall cyber hygiene?

Some say timing is everything and there is no better time than now to engage your customers about cybersecurity. In retrospect, at PSLA we could have rolled out the Cybersecurity plan and achieved our objectives much sooner than two-years...we have learned a lot during the process! It is the intention and objective of the PSA Cybersecurity Committee to Engage the PSA Community on cybersecurity and Shepard you through the process. This Committee is comprised of some of the most talented cybersecurity professionals in the industry and during this session year the Cybersecurity Committee will be developing and producing a simple to understand Cybersecurity Road Map to guide you through the process. We have all been compelled to adapt and now is the time to Engage! Please take advantage of this opportunity to futureproof your company's viability and service offering with Cybersecurity.

PSA committee
CYBERSECURITY