

Educational seminars for
2014.

Upcoming ASIS Events

ASIS Dues Increase

Ladies' Night" promotions
violate California law.

Sierra

Searchlight

**NORTHERN NEVADA
ASIS INTERNATIONAL
CHAPTER #165**



Chairman's Corner

We are looking forward to the law enforcement luncheon today, everyone involved in planning for the event are greatly appreciated here in the chapter.

Looking forward to 2014 think about how you can help increase the chapter membership by introducing other industry professionals to our meetings.



CHAPTER MEETINGS

Held the first Wednesday each month at the Atlantis Hotel Resort. Our regular luncheon meeting begins at 11:30 am which includes lunch. Cost is \$25 for members . Guests are encouraged.



Northern Nevada chapter educational seminars for 2014.

Below are few ideas we have been considering in planning for 2014;

- ASIS in Northern Nevada has a great opportunity to that “place to go” for training in our area.
- Expanding the net of training will allow us to reach out to many industries we may have disregarded otherwise.
- Personal security and safety would be a good program which again could include local law enforcement and agencies as instructors in the crime prevention area
- Move forward in offering more training for little to no cost OR as an organization should we spend funds to accomplish the training programs?
- We can certainly charge but it should be a nominal fee and an occasional free one on topical issues and trends.
- Gaming and Retail operations, Counterfeit Awareness
- Ally with other groups in town to do put on a class every quarter, maybe half day, full-day,
- *Secret Witness* is willing to add their name to help promote any of these types of training, and also promote the training through the Chamber of Commerce
- We can also advertise through ALERT, NNSDA, ASIS, Reno Area BCM, and maybe even AlertID, to name a few, Northern Nevada business weekly might also be a good channel to communicate summaries of the courses offered. **Any ideas would be great to share at the next meeting.**

Upcoming ASIS Webinars

New

Get 14 months of webinars for the price of one!

For the price of one \$99 webinar, ASIS members can purchase a webinar subscription allowing them to attend all ASIS-produced webinars through December 31, 2014, except those with restricted access.

November 12 , 2013

Strategic Planning Made Easy: How a Security Department Can Compete to Get Their Slice of the Budgetary Pie

November 13 , 2013

Impact of ACA on the Contract Security Industry

December 4 , 2013

Hiring Practices in the Security Industry

Update to ASIS Certification CPE Policy

Effective Jan. 1, 2015, CPPs, PCIs, and PSPs are now required to earn 60 CPEs every three years. In addition, PCIs and PSPs can now earn CPE credit for volunteer and management activities.

Dear ASIS Member:

With your support, ASIS International (ASIS) has grown steadily over the past decade and has evolved to meet the diverse needs of security management professionals worldwide. Like many other professional associations, ASIS must periodically review its operating costs and the anticipated future improvement of benefits, programs, and services. **A thorough financial review undertaken by the ASIS Board of Directors has determined a need to implement a dues increase of \$45—to \$195 annually—effective January 1, 2014. Our dues were last raised in 2003.**

Prior to making this decision, the Board thoroughly explored all alternatives to this action, but determined that this is necessary if ASIS is to continue to provide the scope, breadth, and quality of current services, while also building offerings for future generations in the profession. A few of our major membership-related developments since 2003 are:

- 38,000 members today vs. 33,000 in 2003
- 45 newly chartered chapters since 2003
- Four Regional Advisory Councils created—Europe, Middle East, Asia-Pacific, Latin America
- Eight new Standards published since the program began in 2008
- Eight new Guidelines published since 2003
- CSO Roundtable established to meet the needs of senior security professionals from the largest and most influential organizations in the world
- Two new certifications introduced in 2003—PCI and PSP
- Europe, Asia-Pacific, Middle East Bureaus opened
- Three global conferences added—New York, Asia-Pacific, Middle East
- Digital offering of Security Management magazine
- Increased offerings of alternative education delivery systems for members, i.e., webinars

As we move forward, the Board, along with the volunteer leadership and staff, plan to continue to build upon our strategic initiatives and expand the services we provide to the membership globally.

ASIS remains dedicated to the promotion of excellence and leadership in the global community of security management professionals. In line with this commitment, we appreciate your membership and your support.

Sincerely,

Geoff Craighead, CPP
President
ASIS International



ASIS International Awards for ASIS Chapters or Organizations **Northern Nevada Chapter #164** **ASIS Foundation Calendar-2013**

Awards for ASIS Chapters and Organizations

Chapter Matching Scholarships

Apply: January 2-November 29, 2013

These scholarships support ASIS chapters by providing matching funds for an education award to a chapter member or undergraduate or graduate student seeking a security career.

Chapter Newsletter of the Year

Apply: Applications are due to the RVP by November 1, 2013

One chapter within each award group is recognized annually for its newsletter. The winning chapter receives \$300 and honorable mentions receive \$150.

I.B. Hale Chapter of the Year

Apply: Applications are due to the RVP by November 30, 2013

Annually, one chapter within each award group is recognized for excellence. A winning chapter receives \$600 and chapters awarded honorable mentions receive \$300.

Awards for ASIS Members or Students **Northern Nevada Chapter #164** **ASIS Foundation Calendar-2013**

Student Writing Competition

Apply: September 3-December 15

This annual competition rewards students who conduct research, engage in thoughtful deliberation, and write an academic paper on an issue relevant to the security and assets protection profession.



Ladies' Night'' promotions violate California law

- **Davis Wright Tremaine LLP**
- **Anna R. Buono**
- **USA**
- **November 20 2013**
-

The hospitality industry is no stranger to the rules prohibiting discrimination in accommodations. The average restaurant or hotel operator is aware that the establishment cannot deny service to a patron on the basis of a protected status, such as race or gender. What appears to be less well known is that, at least in California, the same business establishments cannot discriminate by providing *extra* service to a protected status either. This fact is apparent by the continuing trend to hold “Ladies’ Night” events, or special discounts available only to women, for businesses from restaurants to car washes. These bonuses for female patrons may be useful in boosting business, but if the same businesses refuse service or the same discounts to a male patron, they may be in for a rude awakening when they receive a complaint for statutory penalties for violation of California’s Unruh Act and/or The Gender Tax Repeal Act.

In 1959, California enacted the Unruh Civil Rights Act to set forth what now seems like the basic principle that a business establishment cannot discriminate on the basis of sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, or sexual orientation¹. As the illustrative list of protected statuses demonstrates, the Act is intended to protect all persons from arbitrary discrimination.

The Act specifically makes any violation of the Americans with Disabilities Act (“ADA”) a violation of the Act. But outside of this strict liability requirement for violations of the ADA, other violations require intentional discrimination. *Harris v. Capital Growth Investors XIV*, 52 Cal. 3d 1142, 1172; *Munson v. Del Taco, Inc.*, 46 Cal. 4th 661, 671 (2009). A plaintiff must show (1) that he or she was denied equal treatment or was otherwise discriminated against by the business establishment, (2) that a motivating reason for the discrimination was the perception of plaintiff’s protected status, (3) that the plaintiff was harmed, and (4) that the conduct of the business establishment was a substantial factor in causing that harm. Cal. Civ. Code §§ 51, 51.5, 52.

Similarly, the Gender Tax Repeal Act, enacted in 1995, specifically prohibits a business establishment from price discriminating on the basis of a person’s gender. Cal. Civ. Code § 51.6. Some gender-based price differences may be justified (tailors, barbers, dry cleaners), but the pricing in such cases must be clearly posted.

With respect to a “Ladies’ Night” event or car wash discounts given only to women, the elements are often quite clear. If a restaurant or bar owner, for example, holds a “Ladies’ Night” offering discounted beverages or food to its female patrons while charging male patrons the regular amount, it is discriminating against its male patrons on the basis of gender, causing the male patron to pay more because of this conduct. *Koire v Metro Car Wash*, 40 Cal 3d 24 (1985). The increase in business that such an event might garner will be greatly offset by the penalty: plaintiffs can claim treble damages with a minimum of \$4,000 per violation, plus attorneys’ fees for violations of both the Unruh Act and the Gender Tax Repeal Act. Cal. Civ. Code § 52(a). While it is a common perception that a Ladies’ Night-type promotion is not discriminatory because it promotes a historically protected class, the statutory language is clear: no price or service differentials on the basis of a protected status – whether positively or negatively intended – are tolerated. If holding such events tends to bring in business, then consider utilizing the concept without the discriminatory specials. Call it “Ladies’ Night,” carry out a theme that appeals to women, but when it comes to pricing, service, or swag, give the same deals to all patrons.

Law Enforcement Appreciation
Presented by the Northern Nevada Chapter #164 of the
American Society for Industrial Security, International (ASIS)
Sponsored by the Atlantis Resort Spa Casino

Please join us as we recognize and honor Law Enforcement Personnel selected by their respective agencies for their outstanding and exemplary service to their community and to the department they serve.

Participating agencies include, in alphabetical order:

- Carson City Sheriff's Office
- Douglas County Sheriff's Office
- Lyon County Sheriff's Office
- NV Department of Corrections
- NV Dept. of Public Safety/Highway Patrol
- Reno Police Department
- Sparks Police Department
- Truckee Meadows Community College Police Department
- UNR Police Services – Reno Division
- Washoe County School District Police Department
- Washoe County Sheriff's Office

Where: Atlantis Resort Spa Casino: Emerald BCD Ballroom

Date: Wednesday, December 4th, 2013

Time: 11:00 AM – 1:30 PM (approximately)

Cost: \$20.00 per person

Everyone is welcome. Please RSVP as soon as possible!

You can pay by cash or check at the door.

To Register:

Contact Dean Hill at dhill@peppermillreno.com or (775) 250-4499.

SPONSORS: Sponsorships currently being sought. [Contact](#) us for details.

Direct any questions about the event to Dean Hill (775-250-4499),

dhill@peppermillreno.com. or Ron Jones at (775-834-3926),

RonJones@nvenergy.com

Treasurer's Report: Northern Nevada ASIS Chapter (November 2013)

Did not receive Savings Account or Checking Account statements from Wells Fargo.

Checking Account

Deposits

October Lunch / Active Shooter: \$2,430.00

Deposited in checking on 10/31/13.

Total Deposits: \$2,430.00

Withdrawals

ASIS October Lunch (Check #1841): \$3,261.21

Withdrawn

Total Withdrawals: \$3,261.21

Current Balance: \$13,920.86

Savings Account

Deposits

Scholarship Fund: \$5.00

Deposited in savings 10/01/13.

Interest: ~\$0.04

Total Deposits: ~5.04

Withdrawals

None

Current Balance:

Treasurer: Austin Bharadwaja



The 2013 Line of officers for the Northern Nevada ASIS Chapter #164

Chapter Chair: John Puccioni
Vice Chair: Jerry Devore
Secretary: Dennis Smith
Treasurer: Austin Bharadwaja
Membership: Mark Crosby
Program: Mark Crosby
Newsletter: Brian Markowski
Law Enforcement Liaison: Ron Jones
Legislative: Ken Braunstein
Webmaster: Mark Crosby
ASIS Foundation: Austin Bharadwaja
Photographer: Ken Braunstein
Audit: TBD
Certification: Dennis Smith



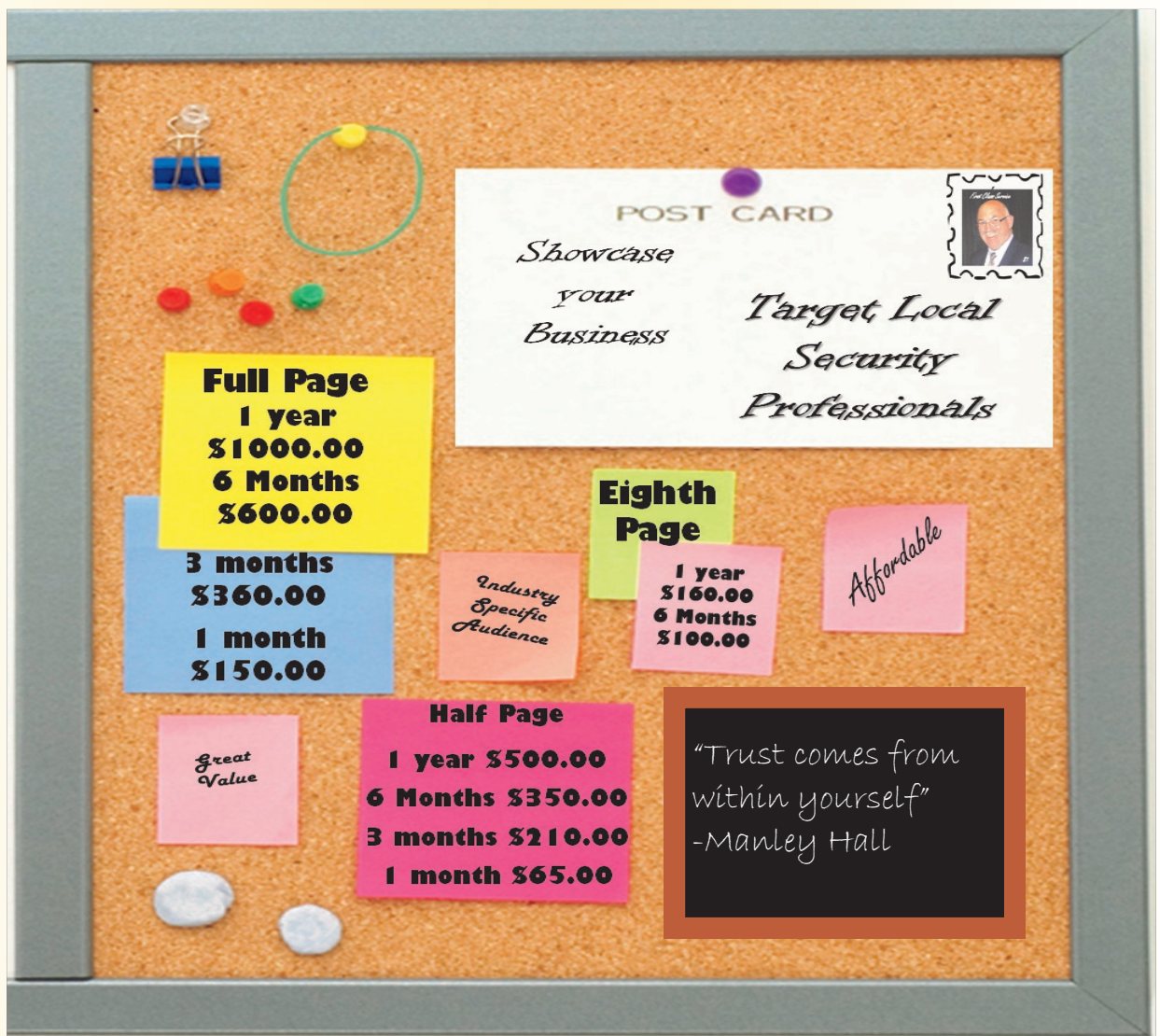
Secretary
Dennis Smith ,CPP



Vice Chairman,
Jerry Davore, CPP



Newsletter Editor for 2013
Brian Markowski



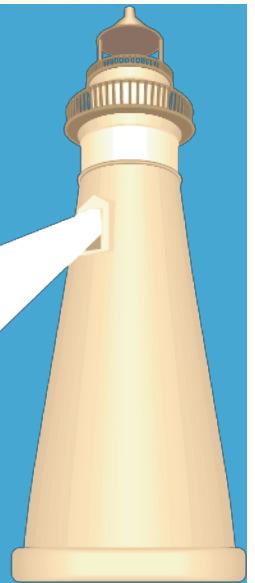
Gifts from the raffle generously donated by Michael Pacini, CPP, Northwest Security Solutions, Scotland yard, and Dean Hill., CPP Peppermill Casino

Current Northern Nevada Chapter Members who have attained the Certified Protection Professional Designation from ASIS.

| | | |
|------------|----------|----------|
| Philip | Bennett | CPP |
| Allen | Bowser | CPP |
| Chris | Brockway | CPP |
| Russell | Brooks | CPP |
| Cheri | Bryant | CPP |
| Darrell | Clifton | CPP |
| Mark | Crosby | CPP |
| Douglas | Laird | CPP |
| Jason | Martin | CPP |
| Dennis | Smith | CPP |
| Michael C. | Pacini | CPP, PCI |
| James | Stewart | CPP |
| Alan | Zajic | CPP |



**NORTHERN NEVADA
ASIS INTERNATIONAL
CHAPTER #164
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We are on the web—Check out the site and newsletter
at: www.asisnn.org and on [LinkedIn](#)



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Disclaimer of Endorsement

The chapter does not endorse or recommend any commercial products, process, or services.

*Opinions vary, if you disagree with any information provided, or have any suggestions
please let us know at:*

Brian.Markowski@gmail.com