

# building safety & security



## Did you remember to say “thank you” to your security personnel

fa **Fern Abbott**



**AFI Security Training Institute**

Not too long ago, I was being interviewed for a new position. Just about the very first question put to me was not about my qualifications or background, but “How do you motivate your employees?” “That’s easy,” I replied. “Money.” “Money’s not an option,” was the counter. “What’s your next idea?”

Today I was reading a promotions magazine where one of the articles was about gifts given to outstanding employees to say “thank you.”

Yes, we expect our employees to do their jobs, and do them properly, and some of us are quick to discipline, if not punish, when our subordinates don’t measure up - but how many of us recognize and, more importantly, acknowledge or communicate when our employees do well? “I shouldn’t have to give my employees a pat on the back just for doing their jobs,” some of you might be grumbling, but a little positive reinforcement never hurts and, in many cases may encourage or prompt more of the same.

Why do people leave their jobs for other employment? Two main reasons: money and job satisfaction. And money may not be as important as you may think.

In Douglas McGregor’s Theory X & Theory Y attitudes toward workforce motivation, Theory X assumes employees are inherently lazy, inherently dislike work and will avoid work if they can; therefore, theory X managers rely heavily on threat or coercion to ensure compliance. A Theory Y manager believes that, given the right conditions, most people will want to do well at work, and believe that the satisfaction of doing a good job is a strong motivation.

Liz Martinez, author of “The Retail Manager’s Guide to Crime and Loss Prevention” (Looseleaf Law, 2004), says, “Showing appreciation for your employees is one of the best ways to ensure their satisfaction and loyalty, and showing them appreciation in a personal way makes much more of an impact than simply giving them money. Taking out your staff for pizza - spending a couple of hours of your time with them

- means a lot more to the employees than if you were to hand them a \$20 bill. Spending time with them lets them know that you value them as people - which is one of the most important factors in job satisfaction. By spending time with staff members and getting to know them on a personal level, managers will also have a better sense of when an employee’s behavior changes - which can be a tip-off that the employee may begin causing problems on the job. If an employee’s behavior alters for a negative reason, it’s important to know that as soon as possible so that damage control measures can be taken to protect the company. And

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if an employee was lucky enough to hit the lottery, you need to know that as soon as possible too, so you can start looking for a replacement. It all comes back to treating your staff members as valued individuals and taking the time to get to know them a bit.”

Some years back (before cell phones), I was working out of town one weekend on a special investigative assignment. I needed to communicate with the vice president of the agency that had contracted the job to me, and found I didn’t have his home phone number with me. I called the agency’s 24 hour communications number, identified myself to the operator on duty and asked him for my VP’s number. He advised that he wasn’t allowed to give it out. I told him where my name was on the communications list, identified myself, my (home) contact number, and other info that only I would have, with the same result - polite, firm, but no. Finally, he suggested that he call the VP and

give him a number where I could be reached. When my VP called me, I complimented him on his operator. The next time I had to call in, I got a very warm response from this operator - my VP had obviously commended him.

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people from doing whatever they want. They sometimes take a lot of flak, and are on the receiving end of complaints, or are the subject of complaints.

How many times have you fielded a complaint from a client or a client’s employee, investigated, and found that your officer did exactly what he/she was supposed to do, and backed him up? Now, how many times did you go back to that of-

ficer and compliment him on a job well done?

So, how do you motivate your people? Like Liz Martinez said, “It all comes back to treating your staff members as valued individuals.”

**Fern Abbott is a licensed Private Detective and Certified Polygraphist and is currently the director of AFI Security Training Institute, Metuchen, N.J.**

## Video Doorman’s safe lobby system provides better security

id **Larry Dolin**



**American Security Systems**

**A Safe Building Begins At The Lobby**

In today’s environment, Video Doorman’s Safe Lobby will increase the profitability of a building by delivering higher occupancy, less apartment turnover, higher rents and lower insurance costs.

In middle and lower income multi-family building apartment segments, apartment owners and managers face many challenges, not the least among them is how to stem a rising tide of onsite criminal activity.

Video Doorman, introduced two years ago to offer remote doorman services in condos and coops, has recently developed a Safe Lobby System to provide safe lobbies and on-call tenant “escort” in low and middle income rental buildings. The system prevents loitering in the lobby and limits building access to reduce crime.

### The Need

A recent poll by Apartments.com conducted among renters found that 94% of the people surveyed said that crime rate is a significant factor in deciding where they live. Selecting apartments in “safe” neighborhoods and buildings makes renters feel more at ease in their homes.

This seems logical since the National Crime Prevention Council found that multifamily buildings are 85% more likely to be victimized

by crime than other types of housing. Moreover, our research shows over 95% of apartment crime and trouble begins at the front door... in the lobby.

Working with municipal housing authorities and other low/middle income apartment owners/developers/managers, Video Doorman has developed its Video Doorman Safe Lobby System to make lobbies safer and residents more secure.

The residents of these low and middle income housing developments deserve the security and life safety other apartment residents enjoy. Most are hard working and law abiding citizens.

### Video Doorman Safe Lobby System

The Video Doorman Safe Lobby package provides a building with remote security and surveillance 24/7, just like an actual doorman or guard. It limits access only to tenants; it makes sure the front door is closed; it detects forced entry; it welcomes and escorts tenants into the building 24/7; and it prohibits loitering in the lobby. Access control, monitoring and recording are all rolled into one system.

### How It Works

The system integrates a card reader and front door contact with cameras, speakers and microphones in the lobby and often the elevator. It is linked to a high quality digital video recorder equipped with video analytics connected to a high speed IT line and a 24 hour UL certified Central Station. Tenants can use a transmitter to request “Video Escort” from Central Station operators into the building.

The system starts with a vandal proof exterior Video Doorman

card reader tied into the front door. Tenants use a transmitter/fob to enter the building. If desired, a camera, speaker and microphone can be added to surveil the exterior entrance.

An internet A/V signal travels over a high speed internet connection to a 24-hour UL certified Central Station. Operators are trained to handle video monitoring calls and will dispatch authorities and notify owners when necessary.

High resolution cameras and speakers/microphones allow Central Station operators to interact and monitor the entrance of the building and the lobby.

Proprietary video analytics monitor lobby and entrance cameras and alert trained Central Station operators to prevent loitering.

Video Doorman uses the most advanced, professional Digital Video Recorder. It provides 24/7 real time, high-resolution video recording, and on-call 2-way remote audio/video. 24/7 Vital Signs Monitoring instantly reports any system malfunction.

Video Doorman’s Safe Lobby System is easy to use...easy to install and low cost to operate at about \$.50/day per unit.

In today’s environment, Video Doorman’s Safe Lobby will increase the profitability of a building by delivering higher occupancy, less apartment turnover, higher rents and lower insurance costs. Owners and developers of low and middle income apartment buildings are beginning to take notice.

**Larry Dolin is the president and founder of American Security Systems, Long Island City, N.Y.**