



NASPO

NORTH AMERICAN SECURITY PRODUCTS ORGANIZATION

# Membership Offering

2007

[www.naspo.info](http://www.naspo.info)

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## **About NASPO**

The North American Security Products Organization (NASPO) is a non-profit, member-supported organization that accredits and qualifies: 1) security product manufacturers and providers, 2) their suppliers, and 3) their customers as operating under an agreed-upon set of operational standards, specifications, and protocols within the security products community.

## **Mission Statement**

NASPO is a not-for-profit, standards organization that defines, documents, and maintains relevant security risk management standards for reducing:

- Financial fraud
- Identity document fraud
- The dilution of brand integrity
- NASPO will train and certify security products providers and users to the appropriate level of those standards.

NASPO will also participate in organized industry wide anti-fraud initiatives.

NASPO will focus on North America but certify users globally.

## **Certification**

Each NASPO member has to fulfill and maintain a set of consensus standards and operational protocols. This is to ensure that any brand owner, product manager, or customer needing security products can readily ascertain that a NASPO member company is certified as to operating within its classification. Members will be certified on an annual basis by NASPO qualified auditors, who will conduct confidential on-site certification at the members' facilities.

## **NASPO as the Catalyst**

Accreditation is only the first step in NASPO's efforts to differentiate qualified security product providers from those organizations producing security products without the necessary security infrastructure. The intent of NASPO goes beyond preserving the quality of the security products industry, but also having them recognized as a professional group of the highest integrity. What NASPO accomplishes is to join together qualified security product providers as a whole and to be recognized by brand owners, product managers, and customers for bringing organization and structure to the North American security products industry.

The organization will also provide a conduit for the secure exchange of information involving "threats" between members, law enforcement and governmental agencies.

NASPO will establish an educational framework for its members to provide training in the "best practices" within the security products industry.

## **Structure, Governance, and Management**

NASPO is a traditional trade association that satisfies both state non-profit corporation and federal income tax exemption requirements. The management of NASPO will be the responsibility of a volunteer board of directors as required by law. The composition of the board of directors will be fully representative of the constituents of the association. The board will have the ultimate authority for the development and adoption of standards, and for the development and implementation of the certification systems.

## **Legal Counsel**

Our legal counsel is Pillsbury Winthrop Shaw Pittman LLP, 2300 N Street, NW, Washington, DC, 20037-1128. The phone number is 202-663-8000.

## **The Threat to the Security Products Industry**

Security products are a burgeoning market...and many providers view security as a way to increase their profits while expanding their business. But security product providers carry a tremendous responsibility—a responsibility to themselves, to their customers, and to the industry. This responsibility includes meeting predetermined operating standards and reaching the highest level of technical competency. Sadly, there are a growing number of providers who call themselves “a security product provider” who do not share that responsibility.

Providers supplying secure products that do not understand their responsibility to their customers and to the public are a threat to the credibility of the security products industry. The market must be able to recognize and differentiate between those “uncertified product providers” and “certified security product providers.” Without that differentiation the security value for secure products and their associated technologies will erode.

Until these “uncertified providers” are educated and certified, they pose a real threat to the industry by challenging the integrity and credibility of security products. There’s no question that the need for certification of standards for security product providers is greater than ever!

# Value and Benefits of NASPO Membership

## **Business Productivity Improvements:**

- Interaction and networking with other knowledgeable, certified security product providers.
- Input into the development, implementation and administration of industry-wide risk management standards.
- Interaction with international security compliance organizations.
- Access to a database of certified security printers, suppliers and manufacturers ( database not yet complete ).
- Focus for your organization on one, consensus framework and set of standards to build a recognized secure product provider organization.
- A secured channel of communication with other NASPO members, law enforcement, and governmental agencies.
- Confidential audits by trained, independent auditors certifying the company's compliance to classification standards.

## **Improved Corporate Name / Brand Recognition:**

- Promotion by NASPO to make the public aware of the need for quality, secure products.
- Acknowledgement of your organization as one concerned with your customers' well being, and the state of security in the industry and our nation.
- Recognition as an industry leader driving improvement and consistency in Security and Risk Management standards.

## **Reduced Administrative & Operating Costs:**

- One consistent set of standards -- rather than rationalizing numerous and varying customer requirements and audit needs.
- Reduced number of Security audits to manage, coordinate, and with which to comply.
- More easily shared NASPO audit results / findings with customers.
- Flexible set of standards that allow you to "tailor" your Security and Risk Management systems to your business.
- Less risk and wasted effort "over-designing" your risk management systems.
- Training programs to assist new members in the certification process.

## Membership Fee Structure

- A Membership fee for the first year is \$ 2500 for "Voting" membership in NASPO with subsequent annual membership fees of \$ 2000. "Non-Voting" memberships are available at a fee of \$ 2000 for the first year, and \$ 1500 annually thereafter. "Individual" memberships are also available for individuals working in Academia or consulting at a cost of \$ 750 annually.
- Audit costs are separate and in addition to a company's NASPO membership. Audit fees vary and depend upon the classification of the security system of the company being audited.
- "Charter membership" status will be available for the first 50 companies who join at the \$ 6500 USD annual level. The costs for audits are included in the Charter Membership fee.
- Voting Members in NASPO have full rights to attend meetings and vote on motions and issues brought before the general NASPO membership. Voting Members are generally expected to actively pursue certification audits and successful certification as a "Security product provider or Manufacturer". Voting and Non-Voting Members in good standing are allowed a FREE electronic version of the NASPO Security Requirements Standards for unrestricted distribution within that member's registered business unit.
- "Non-Voting" members are not allowed to vote on motions or issues brought before the general NASPO membership. Non-Voting members may or may not pursue actual certification according to the NASPO Security Requirements Standards. Like Voting Members, Non-Voting members are allowed one FREE electronic copy of the NASO Security Requirements Standards for unrestricted use and distribution within that member's registered business unit.
- The costs for the free set of the NASPO Security Risk Management Standards is NOT included as a part of the "Individual Member" dues. Copies of the Security Requirement Standards must be purchased separately.
- Each of the first 15 parent company Charter members is entitled to one seat on the Board of Directors for a three-year term. Upon completion of the first three-year term, new board members will be elected by the Voting Members of NASPO's membership. Vacant seats on the Board of Directors will be filled using a majority vote of the Voting Members from the organization.

## **Executive Board of Directors**

### *Michael O'Neil – Chairman of the Board*

Michael O'Neil is the Chief Operating Officer of ProDocumentSolutions, a California-based security printing technology firm. A graduate of Washburn University, he also served in the U.S. Navy in Vietnam. Mr. O'Neil has 30 years of experience in the printing industry, and has been involved in all aspects of management from operations to sales. He is currently directly responsible for developing and marketing security documents and services to financial and non-financial clients. Mr. O'Neil is a member of several security-related organizations, including the International Association of Financial Crimes Investigators. Mr. O'Neil was involved in the initial organization of NASPO and was elected by the Board to serve as Chairman.

### *Ken Branch - Vice Chairman of the Board*

Ken Branch is Vice President for Security Solutions with YottaMark, a supplier of anti-counterfeiting technology. Ken is widely acknowledged as a thought-leader in the product security industry – and one of the most experienced and well-respected professionals in the art of brand protection. Prior to joining YottaMark, Ken managed the product authentication business for Flex Products, was President of Stardust Tech, founded Optical Deterrent Systems, and was a Principal of Latitude 49, a security consulting firm. He spent 21 years in the US Army, including in Special Operations Command, as an Army Ranger Commander, and Special Forces "Mustanger". He was promoted through Special Forces enlisted ranks prior to becoming a Commissioned Officer, and became a Professor of Military Science at United States Military Academy – West Point.

### *David R. Lightfoot – Vice President of Organizational Development and Legal Services*

David Lightfoot is President of the Chesapeake Resource Group, a consulting organization specializing in publication software, digital imaging, and security products. A former vice-president of sales and marketing for Xerox Graphic Systems and DuPont Newspaper Systems, Mr. Lightfoot has authored many papers and owns several patents. He has degrees in chemistry from Southampton University and polymer physics from the Cranfield Institute of Technology and an MBA in marketing from American University. Active in many industry organizations, Mr. Lightfoot was on the Board of Directors of GATF.

Franklin Garner, III – Treasurer

Franklin J. Garner, III, is President and CEO of Amgraf, Inc., a company specializing in software technology for the forms industry. Mr. Garner has been instrumental in developing high-end business forms and security document pre-press systems for many of the world's largest print manufacturers and government agencies. He is a member of the Board of Directors for PERF, the Print Education and Research Foundation, and is an instructor on forms automation and electronic forms for the Document Management Industries Association's (DMIA) Print University. He has written and co-authored research papers for the International Association for Document Technologies (IADT), and his articles have appeared in numerous business printing trade magazines and industry reports.

Mike Zimmer – Secretary

Michael Zimmer has served as General Manager for Meyercord Revenue since November 2002, and he is an 18-year veteran of the ITW organization. Prior to joining Meyercord Revenue, Mr. Zimmer held the position of Vice President of Sales for ITW Hi-Cone, a world leader in food and beverage multipackaging. During his career at Hi-Cone, Mike helped to develop business at major food and beverage companies including The Coca-Cola Company, The Pepsi-Cola Company, Anheuser-Busch, Inc., Miller Brewing Company, Coors Brewing Company, and Quaker Oats. Mr. Zimmer is a member of the Document Security Alliance, an organization of government and private industry professionals that are aligned to prevent and prohibit counterfeiting on highly secure documentation. Meyercord Revenue is a charter member of NASPO and Mr. Zimmer currently serves as one of the original Board members. He is also a member of the Marketing Committee. Mr. Zimmer supports several charities including Junior Achievement, The United Way, Glenwood School for Boys, and Reach for the Moon Foundation.

Graham Douglas Whitehead, Ph.D. – Director of Auditing

Graham Douglas Whitehead has an international reputation for his knowledge of high- vacuum, thin-film material technology as well as his expertise in real-time computer control and automation. His company, Vadeko International Inc., built and installed the equipment to manufacture and apply an optical thin film patch to \$20, \$50, \$100, and \$1,000 Canadian bank notes. Educated in England, Whitehead received a diploma and master's degree from the Advanced School of Automobile Engineering and College of Aeronautics, and a Ph. D in applied mathematics from the University of Birmingham. Whitehead now consults with several European companies on security products and services.

## Questions?

For questions concerning membership and organizational services, contact Robert Sherwood, Membership Chairman, Phone: (513) 202-1210, Fax (513) 202-1215, or Michael O'Neil, Chairman of the Board, at (800) 726-0085.



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