



## International Security Driver Association Year in Review for 2019



### **Merry Christmas and Happy Holidays**

*We wish you and your family a Safe and Happy Holiday Season  
and a Happy, Healthy, and Prosperous New Year.*

As we come to the end of 2019, we thought it best to share the accomplishments, highlights, and spotlights of the association.

### Member Accomplishments



#### **Paying it Forward**

ISDA member Aristides Gonzalez had the opportunity to pay it forward by teaching a course, in Houston, for

teenagers who are in transition from high school to the College experience. Several Safety & Security topics were shared with teenagers and parents.

The course covered crime prevention, active shooter, responding to emergencies/crises, and responsibilities as a driver.

[Read More](#)

### Countermeasures Podcast

ISDA Member Doug Smith has put together a podcast called "Countermeasures." Countermeasures are tactics deployed to keep on mission in the face of adversity.

[Read More](#)



### Sharing Knowledge

Although there are no Metrics that cover "Sharing Knowledge," in 2019, the amount of information and knowledge shared by our members is truly impressive. We try to get that knowledge to as many practitioners as possible.

## Member Spotlights

In 2019 we put the spotlight on 9 Members. Member Spotlights are shared throughout the ISDA network, and we made it easier than ever to participate in the Spotlight Program.

Here are a few that you may have missed:

[Member Spotlight – Marc Parrott](#)

[Member Spotlight – Harlan "Hucky" Austin](#)

[Member Spotlight - James Gilmore](#)

[Author Spotlight - member Sandi Davies, "Women in the Security Profession"](#)

To catch up on any you may have missed and to [connect with spotlight members see the archive](#).

As we start the new year, now is the time to be featured! [Complete the form here](#).

## Member Network

In 2019 we connected members that offered job opportunities with members looking for opportunities, an interesting note; our members that can supply opportunities all mention how hard it is to find qualified security drivers.

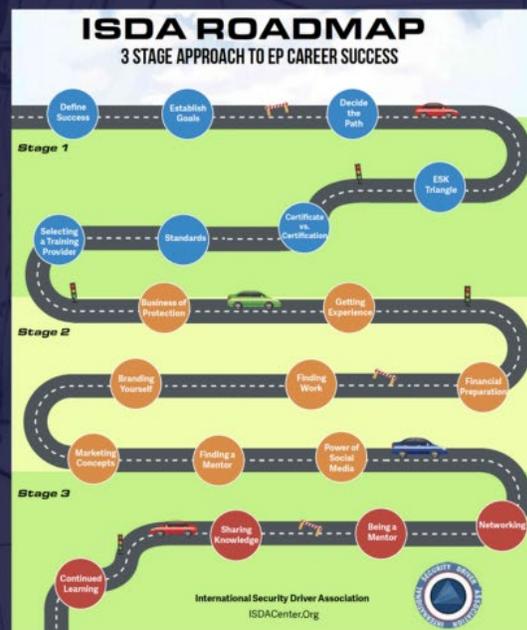
We are aware that many of our members work in other sectors of the business. To meet the professional needs of those members, ISDA highlighted other areas of the profession. As an example:

### Center for Spectator Sports Safety and Security

<https://securitydriver.com/07/center-for-spectator-sports-safety-and-security/>

## ISDA Updates and Accomplishments

# PROTECTIVE SERVICES ROADMAP TO SUCCESS



The single most significant accomplishment in 2019 is the “ISDA Roadmap Checklist” and the “Protective Services Roadmap to Success.” The ISDA Roadmap Checklists consists of 19 checkpoints separated into three stages: **Planning for Your Success, Growing Your Success, and Managing and Enhancing Your Success.**

In 2019 our members supported the Checklist with 38 online and downloadable documents. [The Checklist](#)

The “**Protective Services Roadmap to Success**” is for members only in 2019 we created a Roadmap Online learning program free to members which will be launched shortly. [Log in to view the ISDA Roadmap.](#)

### Job Opportunities

In 2019, we listed over 250 job opportunities. They were posted in the ISDA

Member Facebook Page, and on the ISDA Website. [Here is a list of the last month's job opportunities.](#)

From the Job Opportunities, [we created metrics](#) on what are the skills, knowledge, and level experience employers looking for.

[Read More on the Skills Gap in EP](#)

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### **Newsletters, publications**

In the fourteen member-only newsletters that were sent, we covered a wide range of subjects: Business Metrics, Corporate Executive Protection Strategy, Armored Vehicles, to lessons learned from Vehicle Ambushes.

We sent out eight Executive Protection and Secure Transportation Magazines. (EPSD)

**We ask all members to consider the EPSD magazine as a method of communicating with the profession.** Social Media marketing and communication is a must, BUT there is a large and lucrative segment of the market that is not on social media. Reach them through EPSD Magazine.

The newsletter is read by practitioners managing executive protection and Secure Transportation.

Due to company policy, many of those who read the newsletter cannot be reached via the traditional social media outlets.

[See past EPSD newsletters](#)

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### **Website Updates**

Added a [new Courses section](#)

Added to the [White Papers Section](#)

We created a [directory of ISDA members who offer training](#). The directory is available on our website with an optional PDF. We market the directory throughout our Network.

## **Looking Towards 2020**

Our main focus for the association since the beginning is to recognize and promote our members. That will continue in 2020 and beyond. To do that, we need your input. Let us know what your struggles and concerns are; what is going on in your world so that we can market you and your business to our network. Email us at any time.

The Roadmap is the centerpiece on which we have built a foundation of new online training and content. We will continue to create focused content for the protection professional.

### **Other content that is currently under development:**

- A new section of the website called the ISDA Toolkit.
- Security Driver Core Competencies

- Best Practices For Secure Transportation
- Best Practices for purchasing an executive vehicles
- Job Metrics/Salaries
- White Paper on the Gig Economy
- Updated Membership Directory

**We are excited about what we have planned. We hope you are too.**