



CAMBRIDGE
SECURITY

Special
DOUBLE
ISSUE

THE CAMBRIDGE SECURITY JOURNAL



Issue 4

SECURITY FOR RESIDENTIAL PROPERTIES





It's one of the most basic human needs—feeling safe and secure in your own home. Whether you own a house or townhouse in a gated community, a condominium in a luxury high rise, or rent a studio apartment in affordable housing, everyone craves the comfort of feeling “at home.”

Ensuring that comfort is an important and rapidly growing part of our business. It may start with a free security survey that helps a property owner or manager identify their security needs. If it's needed, we then develop a security plan that prioritizes those concerns and provides an integrated suite of solutions based on our client's budget.

Technology is almost always part of the solution, and while our company doesn't make or install electronic security products, we know the industry well and often advise our clients on how they can best, and most cost-efficiently, deploy these valuable assets.

What residential security always demands is people. We take enormous pride in the men and women we hire and the training we give them. We know that a Cambridge officer is likely to be the first friendly face a resident sees when she leaves in the morning, the first person to welcome her back when she returns in the evening, and the person who helps her rest easy when she's at home. That's a responsibility and a privilege we take very seriously.

All the best,

ETHAN LAZAR
CEO, CAMBRIDGE SECURITY

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Issue 4

SECURITY FOR RESIDENTIAL PROPERTIES

Cambridge provides security for residential properties throughout the United States. In this special issue we share some of what we have learned about serving the security needs of those who live in gated communities and those who live in high rises; those who can afford the best and those who sometimes struggle to make ends meet. And we look at the teamwork and the technology that keeps people safe no matter where they live.

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MAKING GATED COMMUNITIES

TRULY SECURE

GATED COMMUNITIES PROMISE those within a refuge from the hustle and bustle of the world around them, and from its dangers. But in fact, the degree of security they offer can vary dramatically, depending on a number of factors.

Kirk Bliss, president of Associa in Arizona, has 35 years of experience providing services to community associations. He points to an incident several years ago to illustrate the danger of assuming a gated community is secure. A high-end homeowners' association in Georgia decided to do without its guarded gates, but still enjoyed the perception of being a gated community—until someone was shot and killed in the neighborhood. The homeowners' association was sued, because it had failed to provide the security everyone assumed a gated community offered. The association ended up paying a million dollars.

THERE ARE VARYING LEVELS OF SECURITY WITHIN GATED COMMUNITIES.

The most rudimentary level is an untrained guard manning a gatehouse only during daylight hours. While on duty, the guard simply asks people who pull up where they are going and then lets them in. “The question is, what are you really gaining by having somebody just stand there?” asks Bliss.

At the next level, prestige rather than security is what’s provided. In such high-end communities, the guards look smart, are courteous and friendly, and remain at their post around the clock. They ask guests where they are going, log in their license plate number and may even call residents to let them know their guest has arrived. The homeowners themselves generally enter through a separate gate by simply punching in a code or using a homeowner’s card.

This level of service does ensure more exclusivity, but on its own still does not provide serious security. Vehicle access is controlled at the gate, but virtually anyone can still enter the community on foot at any point along the perimeter, which generally lacks substantial walls or fences. What makes matters worse is that, “In many cases you find that owners just give out their codes to everybody,” notes Bliss. Or if access cards are being used, they are not carefully managed. “I know one community where they have 15,000 cards out in the world and there are just 4,000 homes.”

When an association wants real security, not only is the gatehouse operation upgraded, but it is also integrated into a larger security program. At this level, the residents enjoy a degree of safety and security that is recognized by homebuyers willing to pay more for a secure residence, and by insurance companies that offer both the association and the homeowners themselves discounts based on the level of security provided.

AT THE NORTH PASSAGE COMMUNITY IN FLORIDA, YOU SEE FIRSTHAND WHAT SERIOUS SECURITY INVOLVES.

North Passage is a private, gated community of upscale single family and town homes located on the Loxahatchee River in Tequesta, Florida. The gatehouse is manned 24/7 by well-trained Cambridge guards who’ve been on the job long enough to have solid relationships with Connie Calhoun, who runs the homeowner’s association, and with the residents. They play a number of important roles.

“They’re the first people you see,” says Calhoun, so it’s important that they reflect the quality of the community. “Their uniforms are always clean and pressed, their shoes are always shining, and,” adds Calhoun, “the residents just rave about them, which is very unusual for gatehouse guards.”

The Cambridge officers also enforce the strict policy that Calhoun implemented about a year ago: no license, no



admittance—no exceptions. Residents don’t need to stop at the gatehouse; they drive through a separate gate where an electronic reader scans a barcode on their car. But everyone else looking to enter has to prove they are who they say they are by showing their driver’s license to the guard at the gate. The guard scans it into the sophisticated security system provided by Applications by Design (ABDI), which tells the officer whether the person—a guest, a contractor or a delivery person—has been pre-authorized by the homeowner. If so, the system automatically notifies the resident of the person’s arrival; if not, the guard contacts the resident to see whether or not he should allow the person in.

The Cambridge officers also monitor cameras that are placed throughout the community. By means of the cameras, the guards keep watch on the perimeter of the community and on the clubhouse, among other locations. As evidence of how seriously they take this responsibility, Calhoun cites a recent incident in which an elderly resident suffered a stroke and collapsed outside the clubhouse. The guard on duty immediately called 911 and then contacted another resident to come stay with the woman until the ambulance arrived (guards never leave the gatehouse unattended). He also notified Calhoun.

Not all incidents are as critical, but the guards take them all seriously. If a guard sees someone in the pool after hours, says Calhoun, “or doing other things that people don’t need to be doing,” the guard can speak to them through a loudspeaker on top of clubhouse. “It can be quite hilarious,” she laughs. “People don’t know where the voice is coming from.” In addition to keeping an eye on the grounds day and night, the gatehouse guards also lock up the clubhouse and check all the doors at dusk.

Beyond the sophisticated ABDI security system, which Calhoun had installed, and the cameras monitored 24/7 by attentive guards at the gate, Cambridge also provides North Passage with a roving patrol that drives through the community periodically. According to Steve Metts, general manager for Cambridge in South Florida, those on patrol are the eyes and ears both of the homeowners' association and the police. They alert homeowners to open garage doors that are an invitation to crime; they report problems—everything from street lights that aren't working to infractions of association policies; and they investigate any suspicious activity that may require the police.

These patrols also have enormous deterrent value, which is why Metts says it's important for them to be as visible as possible. Cambridge officers drive marked vehicles, often equipped with light bars. And to make these patrols as cost-efficient as possible, says Metts, "We know ways to make a single patrol vehicle look like five or six." Such visible signs of security not only help discourage criminals from breaking into houses, they also help keep community kids out of trouble.

THE SUCCESS CAMBRIDGE HAS HAD SERVING GATED COMMUNITIES ULTIMATELY DERIVES FROM THE QUALITY OF ITS PEOPLE, both those on site and those in the back office. Bliss learned the hard way how difficult it is to manage security personnel when he tried to bring the job in-house a number of years ago. He did so at the request of the homeowners' association, which was looking to save some money. "But when I brought the operation in house," he explains, "the problem became how to manage the monster, because you had all these employees that didn't show up, and you ended up pulling people off other tasks to try to manage the gate."

As for the importance of back-office management, Calhoun says that she fired her previous security company not because of the guards, many of which Cambridge hired when they took over, but because of the management, which failed to stay in close touch. Calhoun turned to Cambridge and Metts, because they knew how important it was to keep open lines of communication with clients.

"I tell my people all the time," says Metts, "even if a client has a two or three-year contract, there's always a 30-day out clause. I built my reputation in Florida by working on the assumption that the contract is only good for those 30 days, so the honeymoon has to happen every day." ■

TIPS FOR RESIDENTS

CAMBRIDGE ADVISES RESIDENTS OF GATED COMMUNITIES TO TAKE THE FOLLOWING PRECAUTIONS:

ALARMS

Any time you leave your home or go to sleep:

- Set Your House Alarm
- Consider adding interior motion detectors and glass breakage detectors, as well.

OUTSIDE

- Turn on exterior lighting.
- Install motion-sensor lighting.

MAKE IT LOOK LIKE SOMEONE IS AT HOME

Criminals do not want a confrontation:

- Leave a TV or radio on when you leave home.
- Use a timer and set random times for equipment to turn on.

VEHICLES

- Don't leave bags or property visible when leaving your car parked.
- Do not leave valuables in your car
- Close and lock car doors.
- Use an anti-theft device.
- Always park in well-lit areas.

GARAGES

- Always keep garage doors closed (Watch them close before driving away or going into your home.)
- Ensure garage side entry doors are closed and locked.

NEIGHBORHOOD

- Be aware of anyone suspicious in the community. If in doubt contact local law enforcement and security.

"IF YOU SEE SOMETHING, SAY SOMETHING!"





EMERGENCY RESPONSE:

**“WHEN THINGS ARE AT THEIR WORST,
WE HAVE TO BE AT OUR BEST”**

WHEN HURRICANE SANDY STRUCK, New York City faced what The Guardian newspaper called, “a city-wide paralysis of historic proportions.” The subway system was out of commission for days; lower Manhattan went without power for even longer; 80 homes burned down in coastal Queens; seven tunnels under the East River flooded; trains, planes and buses stopped running.

Right after the storm, Cambridge officers found more than a foot and a half of water in the lobby of one apartment building in Brooklyn. Residents were left in the dark, with no elevator service, no running water and virtually no way to contact the outside world. The officers provided much more than security, going floor by floor, checking on residents, bringing whatever was needed to those who couldn’t manage on their own. They brought medicine to some and helped transport others—many in wheel chairs, some on gurneys—who needed emergency medical attention.

Across town, just a few hundred feet from the East River, Knickerbocker Village was also reeling. Basements were flooded, and the community’s 4,000 low and middle-income residents had no heat, no hot water, and no electricity. “We needed a lot extra security to keep things working here, and keep the place safe from break-ins,” says Vincent Callagy, manager of the property. “Cambridge really stepped up to the challenge, and got us a great deal of extra personnel in here for 60 days or so following the storm.” Once again, Cambridge officers provided more than security, delivering food and helping people throughout the buildings, says Security Director Ed Paroulek.



New York City, USA - October 31, 2012: In the aftermath of Hurricane Sandy the Battery Park Underpass is seen completely flooded along the West Street entrance looking north in Lower Manhattan.

THE KEY TO EMERGENCY RESPONSE AT THIS LEVEL IS PREPARATION:

“The thing with emergencies is, they’re never really a problem until they’re a problem,” says Marco Lopez, vice president and director of operations for Cambridge in South Florida. “That’s why we make sure we’re prepared for whatever might happen, whether it’s a hurricane, a tornado, a blizzard, or an act of terrorism.”

When a property is assaulted, whether by extreme weather or extremists, key elements of security are often knocked out for extended periods of time: fencing is ripped apart, lights go dark and cameras fail. Knowing all too well that criminals are ready and waiting to exploit such vulnerabilities, Cambridge has developed the people, supplies, infrastructure and know-how to thwart them, no matter what happens or where.

Cambridge has the personnel needed to deal with any emergency. The Cambridge Emergency Response Team (ERT) includes former police and military officers who are specially trained in emergency response. Certified to provide critical first aid if needed, this elite tactical unit of officers and supervisors is ready to go wherever they are needed at a moment’s notice.

Cambridge also has the most extensive network of security personnel in the country, giving the company immediate access to 3,500 off-duty police officers throughout North America, all of whom are Cambridge qualified.

Hardened infrastructure ensures that the full resources of Cambridge Security are always available. Those in the field during an emergency rely on the support of the company’s National Command Center (NCC), located in Newark, New Jersey, which is why Cambridge has ensured that the state-of-the-art facility can remain fully operational 24/7 for two and a half days without any power from the outside. There are communications back-up systems, onsite generators with plenty of fuel, and supplies of food and water for personnel.

In addition, says Cambridge president, Stanley J. Czwakiel, “We not only backup all our files electronically, we also print out everything we need to operate every two days so that, no matter what, we always have the information we need to serve our clients.”

Cambridge has two networked servers, one in the north and one in the south. “So if anything happens in the north, we’re still operational, because our server in the south kicks in,” Lopez explains. “And if something happens in the south, our operation is still up and running without a hitch, because of that server in the north.”

Thanks to all this careful preparation, even if the NCC were somehow knocked out by a catastrophic event, Cambridge could quickly relocate its operation to offices elsewhere in the country.

Detailed emergency plans are established for every property entrusted to Cambridge. When a hurricane or a blizzard is tracking towards a specific area, Cambridge personnel prepare for the worst. Supplies tailored to the needs of each property are prepositioned onsite and extra guards are marshalled wherever they are most likely to be needed.

For tornados or acts of terrorism for which there is no advance warning, Cambridge has dedicated emergency supplies ready to support the officers who respond, so they can focus all their attention on those in trouble. Pre-prepared containers provide personnel with everything from MREs (meals ready to eat) to raincoats and lights.

Cambridge also gives property managers information vital to their staffs and residents, such as evacuation routes, information about shelters, including which ones are pet friendly, up-to-the-minute storm information and special instructions about how to manage during what can be terrifying situations. Pamphlets advise residents to stock up on essential medications and explain how to store the water they will need both for drinking and for hygiene if they lose utilities. Residents in taller buildings with balconies are cautioned to remove furniture and plants, which can become dangerous projectiles in a storm, especially on higher floors where winds are significantly stronger.

GOING ABOVE AND BEYOND:

“When things are at their worst, we have to be at our best, says Lopez. “Once an emergency hits, it’s not just about being a good security guard; it’s about being a good person.” Cambridge officers know from experience that how much a confident smile from those on duty can mean to someone who’s been hunkered down for days in the dark, drinking water out of a bathtub.

Adds Lopez: “It’s what we do, we take care of our clients. We don’t just want to be their security vendor, we want to be part of their team, their go-to people in an emergency — and our clients have come to expect that.”

After 20 years as a Cambridge client, Callagy agrees. “There’s reasons we’ve stayed with them for all these years,” he says. ■



PROVIDING SECURITY FOR

EVERYONE WHO NEEDS IT

IT'S TOUGH ENOUGH for people of modest means to find affordable housing in our nation's urban centers. And even when they do, security is almost always a concern. Cambridge is that rare private company that takes such concern seriously.

"We try to provide security equally and professionally across the board," says Marco Lopez, vice president and director of Florida operations for Cambridge. While those at the lower end of the income scale may have smaller budgets than wealthier clients, explains Lopez, "We do all we can to give them a professional officer with a professional look, the same as we do with high-end communities. And we provide extra supervisors on our own dime to ensure that the officers on duty are doing everything they're supposed to do, according to our policies."

IN SOUTH FLORIDA, many low-income residents live in government subsidized housing that bears little resemblance to affordable housing of earlier years. Many of these newer properties are part of gated communities that offer some of the amenities usually reserved for higher-end properties; others are high rises. In fact, one company, Professional Management, Inc. (PMI) provides exceptional management services for both high-end properties and a range of low and middle-income buildings and communities throughout Florida.

Cambridge takes pride in providing the security needed at many of PMI's properties. Even in lower-income gated communities, that generally means security officers both at the gatehouse and patrolling community streets periodically. In the high rises, which in South Florida often have gatehouses, Cambridge officers man the gate, provide security at the building's front entrance, and conduct foot patrols throughout the buildings. They also keep an eye on CCTV cameras positioned around the PMI properties.

IN NEW YORK CITY, Cambridge has been providing a similar level of service to Knickerbocker Village for more than 20 years. The apartment complex was built in 1934 to attract the hip, young urban crowd of the time, but according to the Village's website, "many of the early residents were socialists and the complex was a hotbed of tenant activism." In fact, Julius and Ethel Rosenberg, later executed as Soviet spies, made their home at Knickerbocker Village.

Today, Knickerbocker provides some of the most desirable low and moderate-income apartments in New York City. More than 4,000 people live in two rectangular groups of buildings, each with its own courtyard. And for the past 20 years, Cambridge has provided the security for all of them.

Inside the buildings, a sophisticated biometric system keeps residents secure. Eventually the same system will also be used at the four entryways, two in each courtyard, through which everyone enters and leaves the complex. For now, just one of the entrances is using the facial recognition system. But even when all the entryways are up and running, says Vincent Callagy, manager of Knickerbocker Village, "We'll still need guards, unquestionably." Callagy, who has been managing the Village for 29 years, knows from experience that "there are always things going on that you need guards for."

The most obvious function Cambridge personnel plays is manning the entryways 24 hours a day. Because both the guards and the supervisors generally work at Knickerbocker



Village for extended periods—five to ten years is common—they get to know many of the residents and can allow them to enter without checking ID cards or questioning them. But no one person can hope to know everyone, and guests are constantly coming and going, as well. It's up to the Cambridge officers to interview anyone they don't know before granting them access to the complex. They also keep an eye on some of the Village's 128 CCTV cameras.

In addition, Cambridge personnel help out when there are family disputes or when someone trips and falls or suffers a medical emergency in the courtyard. Even when there's a problem in an apartment, tenants generally come down and ask one of the guards at the gates or one of the supervisors patrolling the buildings for help. It might be as simple as someone who's locked themselves out of their apartment or needs a handyman after hours, or it could be as serious as a heart attack victim who needs immediate medical attention. Cambridge personnel are the ones who make sure people get the help they need, according to Security Director Ed Paroulek. "They provide a kind of triage," he says. Cambridge officers also handle all the paperwork that good security work demands, writing up incident reports for management and documenting accidents or injuries that are needed for insurance claims.

Potentially complicating even simple problems is the fact that 75% of the residents at Knickerbocker are Asian, and explains Callagy, "A very substantial portion of this population is not

conversant in English.” Paroulek says that Cambridge addresses this issue by providing at least one bilingual person during each shift. And the stability and friendliness of the Cambridge workforce helps as well. “People like our security personnel,” notes Callagy. “They stop and talk to them, because they get to know each other.”

Cambridge also serves low-income seniors. Among the many services that the Metropolitan Council on Jewish Poverty provides is affordable housing throughout New York City for seniors and adults living in poverty and near-poverty. Cambridge provides security for this vulnerable population.

According to Mary Ann Pasquariello, who manages three of the Met Council’s more than 20 buildings, Cambridge officers are on call whenever she and her staff are not available, typically between 4:00 pm and 8:00 am during the week and around the clock on the weekend. All of the residents in Pasquariello’s buildings, which are located in the

Bronx, are elderly and live in apartments with emergency cords. When a tenant is in trouble and pulls a cord, it alerts a guard who goes up to see what’s wrong. In other cases, it’s a relative who asks for help. “Sometimes a relative will come and say I haven’t been able to reach my mother; will you come upstairs with me,” says Pasquariello.

As in Knickerbocker Village, language is an issue in Pasquariello’s buildings. But here the most common language is Russian, and most residents know enough English to make themselves understood, whether they just need help getting into their apartment when they’ve locked themselves out or need an ambulance to get them to a hospital.

The Cambridge officers, says Pasquariello, “are definitely the eyes and ears of my building.” They talk to her, write her notes, maintain a log and write up incident reports. “They can tell me things about what’s going on that I might otherwise never know.” ■

**OFFERING RELIABLE SECURITY TO EVERYONE WHO NEEDS IT—WHEREVER THEY LIVE, WHATEVER THEIR INCOME—
“THAT’S JUST WHO WE ARE,” SAYS LOPEZ.**





CAMBRIDGE SECURITY

HIGH RISE SECURITY

A LOT CHANGES for “snow birds” when the temperature starts to fall in late autumn. That’s when these residents of New York and other northern hot spots head south to enjoy the quieter warmth of areas like South Florida. It’s not just the climate that changes. Even those who move from a luxury high rise in Manhattan to a similar building in Fort Lauderdale see changes starting at the front door.

IN NEW YORK CITY, DOORMEN ARE SEEMINGLY EVERYWHERE AND DO JUST ABOUT EVERYTHING. In fact, they do so much more than open doors that they are virtually never labeled as doormen in job descriptions. Part security guard, part concierge, a New York doorman greets residents, takes care of problems that come up, provides directions, accepts packages, and generally keeps an eye out for those in his building. Writing in the New York Times, a reporter recently described her doorman this way:

“Ours was a common and unsung friendship, that between women living in New York, single and alone, and the doormen who take care of them, acting as gatekeepers, bodyguards, confidants and father figures; the doormen who protect and deliver much more than Zappos boxes and FreshDirect, not because it’s part of the job, but because they’re good men.”

To be sure, there are buildings in New York without doormen, where residents use an intercom to screen people and buzz them in. But when security is more of a concern, for whatever reason, New Yorkers turn to their doorman.

“Doormen are the first line of defense,” says Sami Najjar, partner and property manager for Sandra Greer Real Estate, which manages about 40 upscale high rises in Manhattan. Cambridge Security has been providing doormen trained in security for Najjar for some ten years. Cambridge officers provide full and friendly service, with an emphasis on residents’ safety. They keep a close eye on video monitors that show what’s going on in and around the building, go themselves to check out mechanical rooms and other common areas, and make sure that any safety or security concerns of residents are handled appropriately and promptly. To guarantee that only those with permission are allowed into the building, doormen are told by residents when guests are expected or a plumber is coming.

But Cambridge doormen take care of much more than security. They’re the ones residents tell if they need a plumber in the first place, or have any other maintenance issues. It’s the doorman’s job to make sure such information is communicated to the right people—building super and/or management—quickly and efficiently, says Najjar, and that every step in the process is properly documented.

And the communication has to flow in both directions. When strong winds were expected recently, management turned to Cambridge doormen to make sure that residents who had terraces or balconies knew to remove objects that might become airborne and dangerous to those below.

Whenever Cambridge works with a property manager, says vice president Marco Lopez, “We don’t just want to be their security vendor, we want to be part of their team.” That’s why Stanley Czwakiel, president of Cambridge Security, took special care upfront in working with Najjar to make sure that the right people were in the right positions, that strong relationships were established among key players and that policies, procedures and supervision were all clearly defined. That effort, which never ends, is evident today in the easy rapport and smooth operation of the Cambridge and Sandra Greer Real Estate team.



IN SOUTH FLORIDA, GATEHOUSE GUARDS ARE OFTEN THE FIRST LINE OF DEFENSE FOR HIGH RISES. When winter comes and snow birds start arriving at their apartments in South Florida—whether they’re owners or renters—they are more likely to be greeted first by a gatehouse officer than a doorman. In an area where gated communities are common, high rises, too, are often gated. “Not all high rises have gatehouses, but a high percentage do,” says Kirk Bliss, president of the Arizona division of Associa, a global homeowners’ association management company.

In many cases, there is no doorman. The gatehouse guard fulfills many of the same security functions that New York doormen do, as well as a few of the non-security services. “In some cases, for instance, if a package is delivered to someone who isn’t home and it’s not too large, the guard at the gatehouse will take it and hold it until the resident comes to claim it,” explains Bliss.

“CAMBRIDGE OFFICERS ARE INSIDE BUILDINGS PROVIDING BOTH SECURITY AND CONCIERGE SERVICE. THEY GREET PEOPLE AS THEY COME IN AND THEY GRANT ACCESS AFTER CHECKING IDS TO MAKE SURE THAT THE PEOPLE COMING IN ARE, IN FACT, THE ONES WHO ARE SUPPOSED TO BE COMING IN.”
SAYS LOPEZ.

But while the term doorman is rarely heard in South Florida (except at hotels), there are plenty of high rises that have a Cambridge officer stationed both at the gatehouse and in the reception area of the building. (For more on the role of the gatehouse officer, see the article in this issue on Gated Communities.) “It’s a dual process,” says Lopez, “people get checked at the front gate and at the front entrance as well.”

“Cambridge officers are inside buildings here providing both security and concierge service,” says Lopez. “They greet people as they come in and they grant access after checking IDs to make sure that the people coming in are, in fact, the ones who are supposed to be coming in.”

At Essex Tower, a luxury high rise overlooking Las Olas Isles and the intra-coastal waterway in Fort Lauderdale, Cambridge officers serve both front-desk concierge and security functions, says property manager Greg Brintlinger. They control access to the building, register guests and issue parking passes. They also accept packages, greet residents, help resolve occasional disagreements over parking and provide a full range of concierge-like services.

It’s important to Brintlinger that the Cambridge officers be both professional and approachable. “In addition to a high level of security training, we identified early on in our conversations with Greg that uniform appearance needed to be addressed,” says Steve Metts, Cambridge general manager in South Florida. Metts recommended that officers present a friendlier appearance by wearing blazers and ties rather than the military style uniform that had been in use prior to Cambridge.

Metts also meets regularly with his client to discuss security operations and personnel issues. “Steve also shares best practices with us,” says Brintlinger, “keeps us up to date on security concerns in the area, and advises us on CCTV cameras and other possible security improvements.”

As always, Cambridge has worked hard to become an integral part of the Essex Tower team. “Robert Joseph (Cambridge operations manager) has provided excellent service and



management of the Cambridge staff we use,” Brintlinger explains. “He pro-actively notifies us about important issues as necessary and regularly reviews scheduling, security incidents, and other issues with Sherelle Scott, our security manager.”

As an example of the teamwork that has developed, Brintlinger notes that while Scott handles contractors and vendors who are allowed in the Tower only during the work week, between 9:00 am and 5:00 pm, “The Cambridge staff does a good job of staying on top of stragglers.” True to their dual role, the Cambridge officers also provide oversight of plumbers and elevator repairmen who come after hours to perform critical work with as little inconvenience as possible to residents. ■



RESIDENTIAL PROPERTY

SPOTLIGHT

WHEN DOORMEN GO ON STRIKE.

More than 45,000 New Yorkers live in the 280 luxury high rise buildings managed by the Halstead Management Company. All rely on doormen for a range of services, including security.

But every four years like clockwork, the contract governing the doormen's union—32BJ, the largest union of property service workers in the U.S.—comes up for renewal. Both sides, the union and building management, send representatives to negotiate a new contract. Almost always, as the negotiations drag on, the union announces that it is calling a strike for a certain date if a new contract isn't signed before then. And almost always, the negotiations continue right up to the midnight deadline. Often a deal is struck at the eleventh hour. But not always. A few years ago, a strike left New York's unionized buildings without doormen, and other key personnel, for 10 days.

Given the doorman's crucial security role, Halstead goes to great lengths to ensure the safety and security of its residents

should a strike materialize. Cambridge is at the heart of their contingency plan. Cambridge ensures that fully trained guards will be ready to step in at a moments notice if they are needed. Once on the job, the Cambridge officers check the security cards that Halstead issues to all residents, and perform all the security services that the doorman would normally provide. "It's a massive project, involving 22,000 units," says Gottsegen, "and it requires an enormous amount of coordination, which Cambridge is excellent at handling."

Often the guards that Cambridge has on call are not needed, but when they are, they're ready. The Cambridge officers are carefully screened, well trained, and, adds Gottsegen, "they're good people. That's why we like Cambridge." Just as important, Cambridge assigns area supervisors, who are constantly roving to all the buildings, making sure guards are in position, answering any questions that come up, keeping Halstead management fully informed.

"Not all security companies are capable of handling all this," says Gottsegen. "Cambridge is." ■



TECHNOLOGY IS

REVOLUTIONIZING RESIDENTIAL SECURITY

TECHNOLOGY HAS COME A LONG WAY since the days when Jerry Seinfeld pressed a buzzer and told his friends, “Come on up.” Jerry no doubt used an old fashioned key to let himself into his building and found the occasional delivery left outside his apartment door. No more. Database programming, smart phones, transponders, bar codes and the internet have changed everything.

IN GATED COMMUNITIES, TECHNOLOGY IS PLAYING AN INCREASINGLY IMPORTANT ROLE. In almost all gated communities, residents drive in through their own unmanned gate. They may use a keypad or magnetic card to gain access, but more sophisticated systems that provide far greater security are growing increasingly popular. More often than not today's residents have a barcode affixed to their car bumper or a transponder, like the ones that open toll gates on throughways, stuck to their windshield. In either case, an electronic scanner instantly recognizes the resident's unique code and opens the gate.

If someone moves out, management simply eliminates that person's code from the database, and the scanner no longer recognizes their car. "And if someone tries to remove a transponder from a resident's car, the device deactivates itself," explains Chuck Eberle, national sales manager at Applications By Design, Inc. (ABDI). Bar code stickers, too, are impervious to theft, he notes, "designed to fragment if anyone tries to take them." And if the car itself is stolen, the system not only allows management to keep the gate closed should the thief try to enter the community, it can also send the guard on duty a message to notify the police.

Inside the community, says Eberle, residents typically access amenities, such as swimming pools and tennis courts, using a proximity card, which just has to be within a certain distance of the locked door to open it. Like the transponder, each card has a unique code, so management can limit access to those residents who have paid for the amenity. The cards can also prevent anyone from entering an area that is off limits for safety reasons, such as the pool area after dark.

Technology also lends gatehouse guards a hand in processing guests. No longer do the officers on duty have to speak to every resident expecting a visitor, and manually look up each guest before allowing them in. ABDI's Community Management System (CMS) gives residents a number of ways they can pre-authorize guests on their own, whenever they want. A resident can simply log on to a secure web page on any computer, day or night, and authorize a guest to be admitted on a certain day and, if they choose, during a particular time period. For residents with smartphones, there's even a free app that allows them to authorize guests even if they're not near a computer. And residents who aren't comfortable with computers and smartphones can just pick up the phone and leave a voicemail for the gatehouse officer. No matter when they call, unlimited phone line capability means they will never get busy signal.

When a guest arrives at the gate, the system instantly lets the guard know if the person has been authorized. It also automatically calls or texts the person they are visiting to let them know that their guest has arrived. That way, even if a resident is down by the pool or over at a neighbor's house, she'll still get notified immediately.

ABDI SYSTEM

THE ABDI SYSTEM HELPS OUT IN NUMEROUS WAYS:.

- Approved landscapers and other contractors are also issued transponders, which alleviates congestion at the gate and gives management the ability to limit when the contractors are allowed in, based on the community's policies.
- Residents who are out of town, can see who has been granted access to the property and when—a handy feature, says Eberle, for someone like him with teenage kids.
- A version of the system known as iCMS, enables gatehouse guards to walk down a line of cars, during a busy period, and use a hand held device to check in guests. There is even a module that allows guards to scan a guest's license and have the system, which uses character recognition, populate the database fields that need to be filled in.
- Residents can also register pets, including a photo and other information, so that if someone finds a lost dog, the gatehouse officer can quickly help establish who it belongs to.

SECURITY TECHNOLOGY FOR HIGH RISE BUILDINGS TAKES A SOMEWHAT DIFFERENT APPROACH. At more and more high-end high rises, a single security token, or fob, small enough to go on a key chain, allows residents to enter the parking garage, take the elevator, and access whatever amenities are available to them. In some buildings, residents can use the same fob to open the door to their own apartment. But since this feature can add as much as \$1,000 per residence to the cost, it is more often found in upscale condominium buildings than in rentals, says Don Caldwell, vice president of Security Associates of Ft. Lauderdale, Inc.

As in gated-community systems, building management can control levels of access. While residents can raise the overhead gates to the garage any time of the day or night, they might be prevented from using the pool after hours. And often, says



Caldwell, residents can only take the elevator to their own floor. If they want to visit a friend on another floor, they may have to take the stairs or ride down to the lobby to be allowed up to their friend's floor. (In case of a fire, federal and local codes require that security systems automatically open all doors people need to use to get out of the building safely.)

These security systems are frequently designed while the building is still under construction, which allows them to be hardwired. But as technology improves, managers who want to move to a fob system can retrofit their buildings without having to run wires by using wireless devices. While there are practical limitations to Wi-Fi installations, Caldwell says his company uses the technology quite often and effectively.

Guests, of course, don't have fobs, and during the day, they generally don't need them. In South Florida, there is often a concierge/security guard at the front door who verifies that the guest is expected and lets them in, says Caldwell. But if a guest arrives after hours when the guard may not be on duty, a new system allows the guest to simply scroll through a directory and tap their friend's name on a touch screen. Instead of buzzing the apartment, the system calls the resident's phone. Often people register their cell phones, so they get the call no matter where they are. After speaking to their guest, they can grant them access to the building, the elevator and possibly their apartment—all with the touch of a button. Because such systems tie into existing telephone lines or use the internet (using voice over internet protocol, or VoIP), no additional wiring is necessary. Newer versions, Caldwell explains, include video, so the resident can see as well as talk to the person at the building's front door.

The camera that allows a resident to see who's at the building entrance is likely to be one of many cameras located throughout the high rise and its garage. The cost of high-definition cameras has come down dramatically, and current technology allows security personnel and management to access the system remotely, so they can check video recordings and even download images. Some new systems include two-way voice communication as part of the camera system, so a security officer can speak to someone who looks suspicious or in need of help.

One new piece of technology may seem unrelated to security, but Caldwell points out that automated package delivery systems enhance security by freeing the person at the front desk to focus on his primary responsibility. Online ordering has dramatically increased the number of deliveries, especially at holiday times, often overwhelming the security guard who has to log in each delivery, store the package, notify the resident and retrieve the package whenever the resident comes to collect it.

New systems allow the delivery person to bypass the front desk and go directly to a console, where they can use a touch screen to register who the delivery is for and open a secure locker big enough to hold the parcel. The resident automatically receives an email or text with the pin number they need to open the locker and retrieve their package. If payment is due, some systems even allow residents to pay for the item before opening the locker. ■

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