



INSIGHT

APRIL 2019



QUARTERLY
NEWSLETTER

APRIL 2019

MARKSMAN
SECURITY CORPORATION



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CORPORATE CORNER

Meet Ezekiel “Zeke”
Kaufman, CEO



Ezekiel “Zeke” Kaufman
CEO

Welcome! For those of you I haven’t had the pleasure of meeting yet, I’m Ezekiel Kaufman; my friends call me Zeke. As co-owner of Marksman, it is my pleasure and honor to serve as Marksman’s Chief Executive Officer. I would like to introduce you to our first edition of our monthly Newsletter, InSight.

It’s no secret that Marksman has earned the reputation of being a security services industry leader committed to excellence in service. This steadfast commitment to our employees and clients has resulted in our exponential growth throughout the United States – we are now in nine states: Florida (four offices), Georgia, Nevada, Texas, Oklahoma, Arizona, North Carolina, Illinois and Tennessee.

Part of the evolution of growth is understanding the challenges and opportunities that come with such success. The mission of InSight will be keeping everyone in touch with not only our company's culture, but more importantly the amazing work our officers do all across the country, day in, day out, every single day.

InSight will focus on our employees, our partnerships, and topical issues that can hopefully be of benefit to our client partners as well.

2018 was another banner year that saw phenomenal growth in all of our legacy markets and a grand introduction into the great State of Tennessee. Marksman turned heads everywhere by being awarded the five city Blue Cross Blue Shield Tennessee security services contract. With tremendous effort from so many of you, our brand promise was implemented across the entire state in record time.

The momentum of 2018 is serving as the foundation for our growth in 2019. This year, our first new market will be the Chicagoland region of Illinois. The expansion of the Marksman brand has always been employee and client driven, and our entry into Illinois is no exception.

Thank you all for continuing to contribute to the success of our shared vision by delivering integrity, service, commitment, drive and innovation to all of those we fortunate enough to serve

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COMMITMENT



INTEGRITY



SERVICE



DRIVE



INNOVATION

Employee of the Year 2018

Ms. Jeri Reed | Atlanta

Richard Mullan, COO, Mark Radi, President, Jeri Reed, 2018 Marksman Employee of the Year, Ezekiel "Zeke" Kaufman, CEO.



This year's Corporate Holiday Party, held at Chima Brazilian Steakhouse in the Las Olas district of Fort Lauderdale, Florida, was the perfect venue to announce Ms. Jeri Reed as Marksman Security Corporation's 2018's Employee of the Year. Jeri entered the security industry in 2009 while continuing to pursue her college degree in Organizational Leadership. Jeri joined Marksman Security via an account acquisition in July of 2017, where she was the account manager for the College Football Hall of Fame (CFHOF) located in downtown Atlanta, Georgia.

Marksman Security Chief Operating Officer, Richard Mullan was first introduced to Jeri by our client contact at the Hall, Shawn Teske. While conducting a site assessment Richard was careful to note that Mr. Teske held Jeri in high esteem as he provided examples of her motivation and ownership of security operations. While onboarding Jeri, Richard was able to learn about her professional experience, education, and her career goals. She was searching to be part of a company that valued their employees and provided opportunities for career growth. After joining our team Jeri capitalized on the newfound resources Marksman provided and utilized that support to elevate both her officers, as well as the overall security program at the CF HOF.

As the Atlanta branch continued to grow Jeri made it known that she had an interest in recruiting and any other projects

that came with growing an emerging market. During this same time our partners at the Hall of Fame championed Jeri and her talents any chance they had, it became clear to us that they were excited, if not anxious to see her grow, even if that meant losing her as an integral part of their on-site operations.

Once a qualified manager was identified to assume Jeri's duties at the CFHOF she was promoted to the position of Talent & Recruiting Manager supporting Georgia, North Carolina, and Tennessee. Throughout the course of 2018 Jeri was constantly depended on for tasks and assignments both big and small, in and out of Atlanta. So many of us in so many regions have grown to appreciate all that Jeri brings to the organization, but perhaps nobody more than Atlanta's Director of Operations, Eric Fish. When asked about Jeri, Eric quickly had more to say than could be contained in this piece; but what resonated the most was "Jeri embraces challenges, has the ability to quickly adapt and takes a calculated approach to success. Jeri is patient, passionate, innovative, and always an optimist who brings a positive energy wherever she is. Jeri leads by example, and I've seen those she has led grow with her." For all her contributions to our clients, co-workers, and to our culture we are proud to recognize Jeri Reed as 2018's Employee of the Year.

Employee of the Month - January 2019 Officer Ernie Fernandez | Tampa, Florida



Pictured left to right: Warris Moten- Vice President, John Doe- TYCC, Mark Radi- President, Ernie Fernandez, Security Officer, Michael Gilcrest- Director of Operations.

While conducting his normal duties New Year's Eve, Security Officer Ernie Fernandez received a report of a man experiencing a health episode while swimming at the pool of the Tampa Yacht & Country Club. Officer Fernandez rushed to the pool, dialing 911 along the way. When he arrived, he handed the phone to a guest at the pool, Ms. Samantha Warren, then immediately jumped into the pool, fully clothed.

Officer Fernandez pulled Mr. Charles Rogers to the pool deck, where he assessed his vitals and began CPR and aggressive sternum massages, while directing Ms. Warren on what information to provide to the 911 operator. Fernandez was able to stabilize Rogers until paramedics arrived approximately 30 minutes later.

Mr. Rogers was taken to Tampa General Hospital, where he was treated for a suspected heart attack. At last report, Mr. Rogers was expected to make a full recovery.

"Officer Fernandez did what he was trained to do and for that we can all be thankful," said Ms. Warren. Officer Fernandez said his years as an EMT provided him the experience needed to act so quickly.

"I'm just happy I could help and that Mr. Rogers will soon be able to return to swimming at the pool," said Officer Fernandez.

On Tuesday, January 8th, members of Marksman Security, Tampa Yacht & Country Club and Mr. Rogers' family gathered to show their appreciation for Officer Fernandez. He was presented with a plaque, monetary donation and a new pair of boots, to replace the ones that were ruined when he jumped into the pool. Mr. Rogers' family said they are grateful Officer Fernandez was on-duty that morning, or the outcome may have been drastically different.

"We are extremely proud of Officer Fernandez's actions and the level of service he provided to Mr. Rogers and the Tampa Yacht & Country Club," said Mark Radi, President of Marksman Security.

In recognition of not only this particular event, but the consistent great work Officer Ernie Fernandez provides his client day in, and day out; Officer Fernandez is Marksman Security Corporation's Employee of the Month for January 2019.

Employee of the Month

Director of Operations Crystal Herrera

Dallas/Fort Worth | February 2019

Since hitting the ground running when she joined our Dallas / Fort Worth branch last fall, Marksman's DFW Director of Operations, Crystal Herrera has rolled up her sleeves and made things happen.

Crystal has been an integral part of fortifying Marksman's culture of customer service both in the branch office as well as in the field of operations.

Crystal has displayed a penchant for maximizing both time and resources while helping to streamline everything from internal processes to site-level post orders and training.

In February alone, Crystal, with the assistance of her Operations Manager, Rick Munoz, and the entire DFW office team, successfully onboarded multiple new clients throughout the Dallas Metroplex, including Marksman's newest Fortune 500 Corporate Headquarters, Yum! Brands Inc. (the parent company of Pizza Hut, Taco Bell and Kentucky Fried Chicken). Ms. Herrera and the DFW team successfully grew the branch portfolio over 25% during that short timeframe.



We are very proud of the contributions Crystal and the other members of our DFW team have made to Marksman. Jake Heathman, Marksman's Vice President who leads our DFW operations notes, "Crystal leads by example and consistency. Every day she supports and encourages our employees to be their best through her dedication and optimistic attitude. Crystal represents the best of Marksman."

With Marksman's continuing growth, including our recent engagement of all facility security operations of a Fortune 100 company in the DFW area, we rely on developing leaders to continue achieving excellence in service for years to come.

Thank you Crystal, February's Employee of the Month!



Left to Right: Dennis Sween, VP of Operations, Officer Daniel Rugnao, Robert Redd, Site Supervisor 2800 Tower

Employee of the Month - March 2019

Officer Daniel Rugnao | Phoenix, AZ

Marksman Security Employee of the Month winners are recognized for going above and beyond, and for exceeding our clients' or their co-workers' expectations. March's recipient of the Employee of the Month, Officer Daniel Rugnao, was on-duty at the 2800 Tower, located in Phoenix, Arizona, on the afternoon of March 20th. The business day was coming to its end when Officer Rugano was made aware an armed subject had fled from police when they served a warrant on him into the building next door.

Officer Rugnao immediately advised Marksman area management in Phoenix and made contact with the building's property manager, Laura Crosby. SWAT and police began to set up a perimeter encompassing the 2800 Tower. Per the police's direction, Marksman Officer Rugnao put the building into lockdown and immediately began to provide critical communication to all the tenants of the 2800 Tower. When it was deemed safe, Officer Rugnao advised tenants of the building how to optimally exit the area and avoid the heavy police presence. Officer Rugnao, with the assistance of Marksman's

Phoenix Vice President, Dennis Sween, who had responded to the scene, spent the rest of the afternoon keeping Ms. Crosby and all concerned parties apprised of the situation. What impressed Ms. Crosby the most was the Marksman team had only began servicing 2800 Tower a couple weeks prior to the incident.

Ms. Crosby recently advised Marksman President, Mark Radi, on her thoughts regarding the events of March 20th. Ms. Crosby called the incident one of her worst nightmares and went on to pose the following question to Mr. Radi, "Why didn't I make the switch to Marksman earlier?"

Through the professional and calm execution of his duties, Officer Rugnao was able to deliver excellence in service to both the 2800 Tower management and its tenants during a stressful and potentially dangerous time. In the days following the event several tenants of the building made it known to property management how happy they were with the new Marksman Security partnership.

Thank you Officer Daniel Rugnao, Marksman Security's March Employee of the Month.

Help us recognize Marksman Security employees making a difference in your region. Submit your nominations for Employee of the Month by visiting any page of our website and clicking on the NOMINATE tab. If your nominee is selected for Employee of the Month, we will gladly award you a \$50 Visa Gift Card!



News & Notes

March 2019 saw Marksman Security expand into the Chicagoland market. Once again Marksman's growth and expansion is directly correlated to an existing client partnership.

After successfully partnering with Office Depot (Fortune 500 #281) at their Corporate Headquarters in Boca Raton, Florida last year, Marksman was invited to expand the relationship through Marksman's Strategic Accounts Program for Office Depot's Corporate facilities in Itasca, Illinois. Upon being selected for the security services responsibilities, we successfully transitioned into one of America's largest security markets. All of us here at Marksman are excited with our continued organic growth and expansion. We cannot wait to see what the future holds for our officers and clients as we continue to solidify our presence in the Midwest.

INTELLUM

In keeping with our commitment to best in class training and honoring our core value of Innovation, Marksman is proud to announce a multi-year partnership with INTELLUM for use of their learning management system. Marksman employees, and in some instances, our clients, will have access to the same powerful learning platform that the likes of, amongst others, Google,

Safe and Secure

In today's world almost every aspect of our personal and professional lives involves some sort of digital exposure. Cybersecurity has many connotations, many instances of which occur in our periphery.

Often our cybersecurity is handled by others, whether it is the securing of your banking or credit information, your employer's use of firewalls, or the securing of the digital data that you produce and allow the various apps on your phone to have access.

This month's Safe & Secure focus is on your most common threat posed by cameras. From laptops to smartphones we often forget that cutting edge camera technology is constantly aimed right at us, we put these cameras in prime position to capture our most unguarded and confidential moments. In 2016 a photo

of Mark Zuckerberg, the founder and CEO of Facebook, circulated the web. The photo was rather unremarkable, if it was a picture of him at a workstation celebrating something regarding Instagram. What caught people's eye was what seemed to be his laptop which had a tape like



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cover over both his laptop's camera, as well as the microphone portal. This observation spurred on a tremendous amount of chatter and internet articles on the prudence of this practice. Then FBI Director James Comey was quoted as saying "I put a piece of tape over the camera because I saw somebody smarter than I am had a piece of tape over their camera."

When you think about it, how many of us click "Like" on some website or mobile device application button on almost a weekly basis; a vast majority is the likely answer. The truth is many reputable websites and applications disclose their intentions deep in the legalese they present you, but the threat is not just from mainstream reputable platform providers, but also those who would illicitly hack into their databases as well as those who hack into people's laptops and smart devices. Forums exist where still and video images of "slave" computers and other devices are openly traded. These so called "slaves" unknowingly provide terabytes of compromising content via their own hacked personal devices. It doesn't take much energy to be cautious with your devices, a simple piece of tape, a sticker, or a reusable neoprene shield (see related image) can provide you with passive layer of protection day in day out.

MARKSMAN ON THE MOVE

Where to next? Quite often this question comes up with not only our our officers and existing clients, but also our friends and family.

The first thing to know is that Marksman has a tradition of growing organically, meaning to date we have always expanded into new states when our existing clients have called upon the Marksman brand grow to fit their geographic needs. In these next months we are confident that there will be significant growth throughout Texas, beyond the Dallas

Metroplex, further into Fort Worth, and into Houston. Additionally, we are excited to share with you our readers that in the coming weeks you can expect to see Marksman Security license in Alabama, Mississippi, Pennsylvania and Virginia. No matter where we go next, all of us realize

that we will only go as far as our reputation takes us, and the best thing about that prospect is that Marksman's reputation is built and strengthened daily by some of the most qualified, dedicated and driven security officers in America.

ALABAMA



MISSISSIPPI



PENNSYLVANIA



VIRGINIA





INSIGHT



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SECURITY CORPORATION

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