



# INSIGHT

A PUBLICATION OF  
MARKSMAN SECURITY

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Service Elevated

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**NINTH EDITION  
NEWSLETTER**



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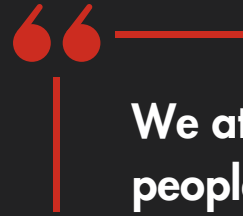
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## CORPORATE CORNER



**We at Marksman believe all people matter and have an important voice.**

**Jeri Reed  
Vice President**

At Marksman Security, we believe all people matter, and everyone has a voice that needs to be heard. As an American-owned, privately-held security services provider, we are proud that minority employees, specifically women, represent a majority of our workforce.

Women at Marksman Security constitute nearly 40 percent of our workforce and are valued members of the Marksman family. To give a better perspective of a woman's role at Marksman Security, we sat down with Vice President Jeri Reed, and she shared her story of compassion, success, and strength.

**Q.** How long have you been in the security industry?

**A.** I began my career in security in 2009 as a temporary event staff member. Not knowing what the industry offered, I accidentally stumbled into security. After I graduated from college, my mom wanted me to find a real job and encouraged me to apply for a position within the security field. Fast forward: 14 years later, here I am, serving as Vice President at a company I love and respect.

**Q.** What's your most memorable Marksman Security success story and why?

**A.** For the last four years, I have had the honor of working with Director of Security Felicia Evans. Seeing how she has developed professionally is inspiring. Ms. Evans was proficient in every position on campus and was ready for the next level. I am proud she is a member of our Atlanta team and look forward to what her future holds.

**Q.** Why did you join Marksman Security?

**A.** I joined the Marksman family through a transition at our first property in the Atlanta market. Of course, with transitions, you can stay with your current employer or transition to an incoming company. Several factors sold me on following through with the transition. The first was that the client believed Marksman could give me and my team the chance to hone our talents to elevate, and secondly, I was asked by a member of the Marksman team what I wanted to do. That question was one I wish my then-current employer would have asked. At the time, I wanted to explore Talent Acquisition. Within a year, I was given the opportunity to recruit for the Atlanta office.

**Q.** What contributions do women bring to our organization?

**A.** Commonly, it is thought that security requires strength and physicality to perform the job, but it is deeply rooted in communication. As a small-framed woman with a youthful appearance, people wonder how I successfully enforce rules? The magic is all in how you speak to others, from the public to those we employ. I refer to the old expression, "You catch more flies with honey than vinegar." People tend to respond favorably if you're polite versus being rude. This is a way to de-escalate. Women typically communicate well and offer solutions during difficult situations. In tandem with communication, women also view problems differently and provide unique perspectives.

*Jeri Reed*

Jeri Reed  
Vice President  
Marksman Security Corporation

# SERVICE ELEVATED

## Marksman Security Soars in Atlanta

### We're moving on up – literally!

We are excited to announce our move to a new Atlanta location.

Last fall, we relocated from the first floor to the ninth floor of the Crown Pointe Building to accommodate our rapid growth in the Peach State. With larger workspaces, modern amenities and breathtaking views, our new office is taking excellence in service to the next level.

We opened our first Atlanta office in 2018; it is home to President and Founder Mark Radi, Chief Operating Officer Shezad Moten, Global Partners team, remarkable officers and support staff. Our branch provides recruiting, onboarding, business development, and training to support our team and client partners. We proudly serve a variety of client segment; including Class A commercial real estate, luxury residential, mixed-use retail, and a host of Fortune 500 partners in the Metropolitan Atlanta area.

As we continue to expand and evolve in this ever-changing industry, we are committed to providing customized security solutions and unparalleled service to our team members, client partners, and communities.

If you're in Atlanta, stop by, say hello, meet the team, and check out our new space!



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# ATLANTA OFFICE



# EMPLOYEES OF THE MONTH

JANUARY



## Lanette Scott, Southern California

Lanette Scott's knowledge, upbeat personality, and dedication make her an exceptional officer. She is a remarkable team player because she welcomes new staff to the Marksman family. Lanette has a high level of respect for officers and treats everyone equally. She has excellent customer service and lives our five core values daily.

FEBRUARY



## Guy Pagan, South Florida

Guy Pagan serves as Director of Security at a prestigious residential property in Sunny Isles, Florida. His proven leadership skills undoubtedly result from serving as an Army Sergeant Major and holding previous security leadership roles within the industry. In January 2023, he was promoted to Director of Security and immediately made a significant impact, further developing training standards to improve our security policies and procedures.

MARCH

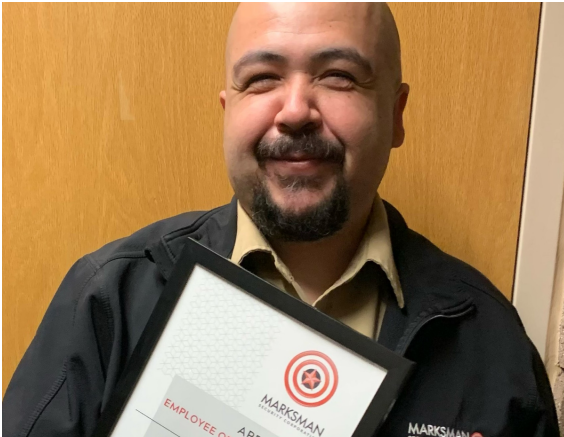


## Anthony Battle, Las Vegas

Anthony has more than 35 years of experience in the security industry, from residential to commercial. He utilizes his expertise and vast knowledge to lead and mentor his team to meet the site's demands. Tony is respected by his peers and is consistently praised by our client's board of directors and management for his exceptional service.

# EMPLOYEES OF THE MONTH

APRIL



## **Magdaleno Cervantes, Las Vegas**

Since joining the Marksman family in 2020, Magdaleno Cervantes has continued on an upward career trajectory, beginning as a patrol officer and quickly advancing to a mobile patrol officer. In his current role, he utilizes cross-functional training to provide access control, patrol, and alarm response services at his post. He looks forward to a bright future at Marksman Security.

MAY



## **Mikelson Pierre and Jorge Lugo, South Florida**

Mikelson Pierre and Jorge Lugo received a report about a potential fire in one of the units. Recognizing the gravity of the situation, they immediately alerted local authorities, confirmed that no one was inside the affected unit, and ensured the sprinklers had extinguished the fire. Mikelson and Jorge coordinated with the front desk and front gate staff, confirming that everyone involved was prepared to assist. Both gentlemen effectively managed the potential fire incident and protected the residents through their collaborative efforts.

JUNE



## **Porscha Brewster, Las Vegas**

While on post, Porscha Brewster encountered an elderly male who repeatedly asked for directions to a local bank after hours.

She became suspicious of his unusual behavior, immediately contacted local authorities, and provided a detailed description of the gentleman. She was soon notified that he matched a recent Silver Alert. Due to Porscha's quick action, the gentleman was safely reunited with his family.

# EMPLOYEE OF THE MONTH

## RECIPIENTS BY MARKET

### **Atlanta/IMC:**

January - Yoftahe Damte  
February - Jesse Halimon  
March - Keisha Wright  
April - Abdul Bonny  
May - Tommy Jackson  
June - Amirah Allen

### **Las Vegas:**

January - Christopher Bell  
February - Cynthia Usher  
March - Anthony Battle  
April - Magdaleno Cervantes  
May - Davonte Shipp  
June - Elizabeth Guadarrama

### **North Central Florida:**

January - Kevin Johnson  
February - Marlon Ortega  
March - Don Cox  
April - Wayne Tarkenton  
May - Richard Farabee  
June - Kevin Conde

### **South Florida:**

January - Sergio Ramirez Rodriguez  
February - Guy Pagan  
March - Myra Turner  
April - Anthony Estrada  
May - Mikelson Pierre and Jorge Lugo  
June - Francisco Vasallo

### **Arizona:**

January - Danny Nelson  
February - Michael Dolgner  
March - Charlotte Murphy  
April - Shane Jeremiah  
May - Pedro Garcia  
June - Richard Johnson

### **Texas:**

January - David Green  
February - Crystal Williams  
March - Brian Henson  
April - Brandon Murden  
May - Jacob Mendoza  
June - Kelvin Savoy

### **Southern California:**

January - Lanette Scott  
February - Daniel Aguirre  
March - Elijah Iosua  
April - Christopher Watt  
May - Kristopher Parel  
June - Charles Hardin



# EMPLOYEES OF THE QUARTER



## RICK MUNOZ AND JOE HALL

Senior Director of Operations Rick Munoz and Director of Operations Joe Hall serve at a Fortune 100 client property in Fort Worth, Texas. Since joining the Marksman family, Rick and Joe have been instrumental in successfully managing the overall operations at sites in Fort Worth, Phoenix, and Charlotte, North Carolina. Their combined leadership and management skills were recently praised by the client and Marksman's executive team.



## OFFICER FRANCHESCA PRATHER-HINES

Officer Prather-Hines has been a valued member of the Marksman Security family since 2018 and has fulfilled multiple roles with professionalism and superior service. She was recently praised by our client partner regarding her excellent customer service skills, adaptability, and willingness to assist her peers.



## SUPERVISOR MARY O'QUINN

Supervisor O'Quinn has been a Marksman Security Account Manager since June 2018. Known for her upbeat personality, she has a smile on her face and exceeds expectations assisting her team. Supervisor O'Quinn was awarded for working diligently to keep the client's property and staff safe during civil unrest in Memphis, Tennessee.

# MEET MARKSMAN

Our people define who Marksman is at the core of our organization, and it's our privilege to introduce you to some of our incredible team members.



**Donny Wilkins**

*Director of Operations*

Mr. Donny Wilkins has more than 17 years of experience in the security industry. He joined Marksman Security in 2018 as a security officer working at commercial real estate properties throughout Atlanta. Through hard work and perseverance, Mr. Wilkins has advanced within our organization to assist with leading the rapidly-growing region.

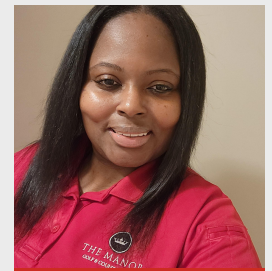
As Director of Operations, Mr. Wilkins' responsibilities include supporting account managers, developing and implementing operational policies, and providing training assistance. He enjoys visiting sites, client interaction, and aiding in employee development initiatives.

Mr. Wilkins is a licensed unarmed security officer in the state of Georgia. He actively participates in professional organizations such as BOMA and ASIS.

Ms. LaTasha Jones began her journey with Marksman Security in August 2021 as a security officer. More than a decade of law enforcement and correctional officer experience allowed her to excel in the Director of Security position within six months of service. Her core values are built on drive and commitment to become the best in all ventures she is involved in.

As the Director of Security for an affluent and prestigious community located in Milton, Georgia, she is honored to represent Marksman Security.

Her focus is team leadership, dedication, and providing exceptional customer service to our clients while maintaining access control over the community we protect and serve.



**LaTasha Jones**

*Director of Security*

Ms. Felicia Evans began working with Marksman Security in January 2019 in Atlanta as a Dispatch Security Officer. Shortly after, she advanced to Assistant Director of Security in 2022 and then to Director of Security at a client property in downtown Atlanta.

She is hard-working and professional and understands the high responsibility levels associated with her role. She is passionate about using her skills in a suitable capacity to lead, train, and motivate officers at her site. Ms. Evans focuses on serving her peers, client partners, and community and looks forward to continued success at Marksman Security.



**Felicia Evans**

*Director of Security*

Mr. Travis Williams joined Marksman Security in February 2021, bringing more than 22 years of experience in the security service industry to our team. Throughout his career, Mr. Williams has held roles such as Business Development Manager, Regional Sales Director, and Vice President of National Accounts.

As Vice President of Client Services, Mr. Williams develops and delivers value-based security service programs in various industries by defining objectives while protecting the interests of the tenants, guests, stakeholders, and service partners. Relying on his experience in sales, operations, and team management, Mr. Williams leverages the full depth of Marksman's dedicated team to create and deploy unparalleled security service programs throughout the southeastern United States.



**Travis Williams**

*Vice President of Client Services*

# MARKSMAN

## on the MOVE

Promoting from within is a key part of our culture, and we seek individuals who exemplify our five core values, personify success, and cultivate diversity. Please join us in congratulating the following individuals on their recent promotions.



**Ambria Arnst**, Shift Supervisor, Houston  
**Dennis Sween**, Vice President, Arizona  
**Don Alldredge**, Vice President, Houston  
**Gabriel Battles**, Site Supervisor, Houston  
**Gloria Carrasco**, Talent Acquisition Coordinator, Southern California  
**Jordan Ridley**, Trainer, Dallas-Fort Worth  
**Joseph Flaherty**, Systems Administrator, Atlanta  
**Kasharia Boyd**, Scheduler, Dallas-Fort Worth  
**Latrece Williams**, Shift Supervisor, Houston  
**Sal Bracamonte**, Account Manager, Dallas-Fort Worth  
**Sergio Guerrero**, Branch Manager, Las Vegas  
**Shezad Moten**, Chief Operating Officer  
**Teara Carpenter**, Site Supervisor, Arizona  
**Todd Carroll**, Executive Vice President of Operations, Global Partners  
**Thomas Presley**, Vice President of Portfolio Services  
**Tony Llamas**, Vice President, Dallas-Fort Worth  
**Travis Williams**, Vice President of Client Services  
**Vertis McCoy**, Branch Manager, North Carolina  
**Xavier Oliver**, Site Supervisor, Houston  
**Ziada Bedire**, Trainer, Dallas-Fort Worth

## Marksman Security Promotes Shezad Moten to Chief Operating Officer

**We are pleased to announce Shezad Moten's promotion from Chief Strategy Officer to Chief Operating Officer. Since joining the Marksman family in 2012, he has been a guiding force in our growth, success, and accomplishments.**

With great pride, we announce Shezad Moten's promotion from Marksman's Chief Strategy Officer to Chief Operating Officer. Shezad's promotion is a testament to his exceptional leadership skills, commitment to our collective needs, and his unwavering commitment to Marksman's strategic goals and operational excellence over the last twelve years in a variety of critical roles.

Managing Marksman's significant growth, staying true to our culture of putting employees first, and providing strong leadership to drive operational excellence has been the focus for Marksman's C-Suite during the last 18 months.

Shezad said, "While I am honored to step into the COO role, nothing much changes. Just as I have been doing as the CSO, I remain focused on how everything and everyone works together to provide the highest quality service and support to our employees and clients nationwide. I encourage everyone to continue our open and honest dialogue about all of the important issues we encounter to achieve the best results for each other and Marksman."

Shezad's leadership style is grounded in a human-flourishing approach, which prioritizes the needs of the team and focuses on supporting members' development. His commitment to this leadership philosophy has enhanced our culture of collaboration and teamwork, ensuring Marksman is well-positioned to continue to grow in a positive and coordinated way.

Let us join together to congratulate Shezad as he continues to guide Marksman through servant leadership as our COO.



## Tornado Safety Tips

Tornado season is here and can vary depending on the location. Still, it is generally observed during the spring and summer months in many parts of the U.S. It is essential to stay informed of weather conditions and to be prepared in case a tornado strikes. Here are some tornado safety tips to keep in mind.

- **Take Shelter** - Find a storm shelter or basement, and get to the lowest level possible
- **Take Cover** - Get to an interior room
- **Added Protection** - use blankets, pillows, cushions, etc.
- **Stay Tuned** - Watch your local news station to stay updated on weather conditions
- **Don't** - Don't keep driving, and don't take shelter under a bridge
- **Get Out** - Don't stay in a mobile home
- **Be Cautious** - Avoid electric lines
- **Be Prepared** - Carry a phone and download your local news and weather apps, weather radio, and a flashlight

Know the difference between a tornado watch versus a warning:

**WATCH** - tornadoes are possible. Be aware of changing conditions.

**WARNING** - a tornado has been spotted or indicated by weather radar. Take shelter immediately.

Remember, tornadoes can be incredibly dangerous and destructive. Taking these safety precautions seriously is essential in protecting yourself and your loved ones.

Source: <https://www.cdc.gov/disasters/tornadoes/during.html>



## Social Media Safety Tips

Taking a vacation and posting it on social media go hand-in-hand these days. While sharing your whereabouts is tempting, it's not wise to do so. There are certain things you can share with your social networks, and some things should be kept private.

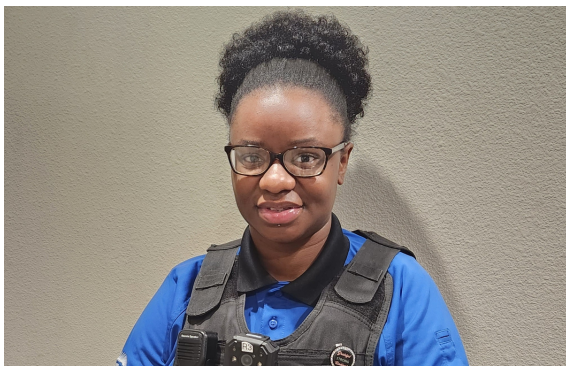
1. **Don't Check In** - Checking in compromises your privacy in a big way. If you think your post is shown only to your friends and contacts, think again. Checking in allows thieves to plan their next move, so it's best to steer clear of giving your exact location on social media.
2. **Don't Discuss Upcoming Travel Plans** - Posting about your upcoming travel plans leaves you vulnerable to potential robberies and attacks.
3. **Never Share Photos of Tickets and Passports** - Any type of document with personal information should never be posted on social media. Details could compromise your privacy and make it easy for scammers to steal your identity or use your details for fraudulent purposes.
4. **Review Your Privacy Settings** - Check your privacy settings on social media and review your settings so that any post you are tagged in needs your approval first. If you tag others, and they haven't reviewed their tag settings, ask them if you can tag them in case they forgot to review them.
5. **Post After Your Vacation** - The fun might be over, but posting your photos to social media when you return gives you more safety and more privacy. Thieves will also be thrown off track.
6. **Be Aware That Your Photos Have Geotags** - Your photos have GPS information that reveals when and where you took them. While many social media sites don't disclose this type of information, some websites and apps do, so it's important to double-check before you post pictures online.

### PUT SAFETY BEFORE THE URGE TO SHARE

Knowing when and what to share on social media while on vacation is paramount regarding your privacy. By being aware of how your information is used and stored whenever you post, you can make the right decisions before you decide to share your whereabouts online.

Source: <https://www.msn.com/en-us/lifestyle/travel/6-top-tips-for-sharing-your-vacation-pictures-on-social-media/ar-AA15e98j>

# REMARKABLE OFFICERS



**Officer Lopez-Bobbit**  
Las Vegas



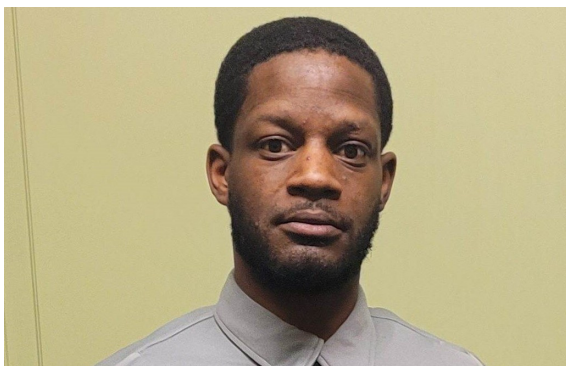
**Officer Keaton**  
Dallas-Fort Worth



**Officers Babb and Masters**  
Atlanta



**Officer Kron**  
Oklahoma City



**Officer Hall**  
Southern California



**Officer Johnson**  
South Florida



**Integrity**



**Service**



**Commitment**



**Drive**



**Innovation**



**Officer Jenkins**  
Arizona



**Officer Wiltcher**  
Utah





## Our Mission

To provide customized security and safety services for our customers, delivering on the Marksman Value Proposition through our leadership team's security industry expertise and experience, and the brand promise for an exceptional customer experience.



## Our Vision

Our strategic vision is growth through the investment and empowerment of talent at all levels of the organization. Assembling proven industry experts who are passionate about our customer experience and equally committed to our security team's employee experience, establishes Marksman Security as the security partner of choice.



## Why Marksman

American owned and privately held, Marksman Security has rapidly grown within the security services industry due to our dedicated customer-service-based delivery model.



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