



Vector Security Wins 4th SAMMY Award

Vector Security captured a SAMMY award for the industry's best newsletter at a SAMMY Award function held by *Security Sales & Integration* at the ISC West convention in Las Vegas, NV.

This marks the fourth SAMMY Vector has received for its Vector Views newsletter introduced to the National Accounts Division in 2000.

The publication, produced to meet the informational needs of the commercial loss prevention professional, is a non-biased forum for the loss prevention industry to express their personal views about timely LP issues. Guest authors include both loss prevention professionals as well as LP advocacy groups including The Retail Industry Leaders Association, the National Retail Federation and the International Cargo Security Council. The newsletter also features a specific "LP Professional of the Edition."



In 2005, Vector maintained the award winning appeal of the publication, but redesigned it specifically for use by Vector Security's Branch Office Network. The goal of the newsletter is to provide high quality information to both existing and prospective residential and commercial bases within their markets.

When the newsletter is published by other branches, the author's photos are changed to reflect the new branch, but the stories remain the same. In this way, we can keep the message consistent within a wide geographic base.