

# THE 'MOUNTAIN OF DOOM' SWALLOWS ONE

EDITOR'S  
ANGLE



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**'Murphy and the Vector Security staff can teach us that if the mission is worthwhile, then it's worth pulling out all the stops to make it happen.'**

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As a latecomer fan of *The Lord of the Rings* film trilogy, I have lately again been tuned into the realm of good versus evil, the dichotomous but parallel paths of carrying out a mission – good or evil – to its end.

A newswire story crossed my desk the other day about an alarm dealer who discovered his dark side. Abusing his position as a security consultant – privy to his clients' personal information such as their social security numbers – he then proceeded to wind his way down the deplorable road of identification fraud. But, since we all know crime doesn't pay, you've probably guessed the ending.

When he is sentenced for his crimes next month, this (former) alarm dealer will face "a maximum sentence of 15 years' incarceration and a maximum fine of either \$250,000 or twice the gain or loss resulting from his offense, which, according to the plea agreement, was calculated by the Government to be in excess of \$209,000," according to *States News Service*, Feb. 27, 2004.

Most interesting about his story is how – along his dark journey – he seemed to gain boldness each time he thought he had got away with a fraudulent purchase. According to the news report, he began by opening credit cards using the victim's name and social security number, first at a home improvement store and gasoline chain – presumably ringing up small charges before moving onto bigger ticket items such as two pickup trucks and a brand new fishing boat.

Well... we all have our dark sides. But clearly on the other side of the law are companies like Vector Security, whose president John Murphy, wrote this month's "Plain Talk" guest column (see page 98). John reminds us that "We are in a wonderful business, which, if managed properly, can provide tremendous personal and career satisfaction." Imagine that! – personal satisfaction from our jobs!

"Each day, we are in a highly stressed environment, charged with protecting the things our customers cherish most, including their loved ones and valued property," Murphy notes.

"Your customers want to know you by name, trust you and feel that no matter what you're in their corner. It's their sustained patronage that will create long-term value for you," Murphy states.

Imagine this – coming from a security company that has approximately 1,000 employees serving 150,000 customers! Murphy and the Vector Security staff (*SDM's* 2003 Dealer of the Year) can teach us that if the mission is worthwhile, then it's worth pulling out all the stops to make it happen. Like Sam and Frodo showed us in *The Lord of the Rings: The Return of the King*, it takes teamwork to achieve a worthwhile goal.

Your employees, and all who play a role in your business, can support you if you let them carry some of the load and stress the importance of your mission.