

Member Profile, appearing in the ASIS Cleveland Newsletter The North Coast Network

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Profile in brief: Rich Blaha, Sales The Security Source, Inc.

What do you do?

I work for Candace O'Connor at The Security Source, Inc., a Midwest security distributor here in Cleveland. I sell and distribute video, fire alarm and security alarm systems equipment, access control systems, and home automation to the security and low voltage industry. I also work with customers that don't use installing dealers, organizations that have their own installation staff. Actually, I'm a CCTV specialist, though. I help customers with layout and design of systems, and quote products and projects.

Any awards, certifications, honors, special expertise?

I've been certified or gone through the courses for CCTMA (Closed Circuit Television Manufacturers' Association), as well as Pelco, Panasonic, and I've had other courses in access control systems, for example. I've been working in this field every day for many years so I'm very "hands on" and experienced with many.

Why did you decide to join ASIS?

I didn't really know much about ASIS. I heard it was a different kind of organization than other associations, and when I looked at the ASIS national show it had a different look to it than the show I normally go to, the ISC show. I also saw that ASIS is a different customer base because we do work with institutions that don't work through dealers, like hospitals and universities and some others, those that buy direct and install and maintain their own systems. I also want to keep up with technology and trends in applications, and for the

education. I just saw ASIS as offering me some things that other associations don't.

How long have you been in the security field?

I've been in product distribution for the security industry for 15 years,

Are you from this area?

Yes, I grew up in Concord, Ohio, and I live with my family now in Perry, Ohio.

What do you most like about the security field and what you do?

I like the relationships with customers, actually, serving customers over the years...and of course I like developing solutions with customers to the complex and simple problems that customers have or run into. It's a challenge, and I like that.

Have you seen changes in business or the security field that you've noticed particularly since 9/11?

Yes, I've seen people's awareness and use or application of video products expand, and of course a lot more government money is going into the security industry. This is fueling new and better technology in the industry, I think, from the manufacturers. Things are changing with remote video, IP cameras, and video monitoring; other areas, too.

Most important issues that the security field or ASIS Cleveland should or might address?

False alarms and police response. There have been improvements but false alarms need to be drastically reduced for everyone's benefit. I think there should be more emphasis on "quality video verification", both for alarm systems and for other security purposes. Quality. And I would say that with that goes the issues of how best to be integrating technologies and systems: video, access control, fire alarm systems, security alarm systems.

Anything else personal about yourself that you like to share?

Hmmm...well, off the top of my head I can't think of anything much that anyone would find very interesting.

Hobbies or other interests?

Well, raising 3 kids and being involved with their lives, their activities – I don't think that's a hobby, but it keeps me very interested and very busy. That's enough for right now; it's a full life.

Advice to other members or opinion about something in security?

Uh, I don't really give advice...but, well, I'd say, Be good at what you do, really good. It pays off in so many ways. NCN