



Mark Joseph

CEO and President,
Northeastern Protection Service



Tell us about Northeastern Protection Service

We have been in business for 28 years. Our head office is in Halifax, N.S., with branches in St. John's Nfld., and Welland, Ont. Our system integration division primarily services the commercial and institutional sectors, pertaining to electronic access control, CCTV, networking, system integration and security systems. We have very little residential exposure.

Tell us about yourself.

I was born and educated in Halifax, and have spent most of my life here. I am married with three boys and also have three grandchildren. My career started with aspirations of law school, but when I took a summer job for an investigation agency conducting insurance fraud claims I was hooked. I stayed on there for about two years and in 1983 I opened Northeastern Investigations as a one man investigation agency, growing in this market over the years. One of my clients suggested we help them find a credible security guard agency for their retail stores. Being industrious I opened our security officer division with this retailer as my first client. We then expanded over the years to industrial facilities, shopping malls, some port work (we have a big harbour!) and eventually added electronic security.

What makes your company different?

We consider ourselves the one-stop shop for our many clients. We can offer investigation services, security officers and technical services, which includes integration. We have clients that are both national and international in scope and even a foreign government. As I mentioned, I started as an investigation company, which is pretty unique in the industry. We handled insurance claim fraud, such as back injuries, sudden death, long-term disability claims, as well as corporate investigations, which we continue to do today. We now have a lot of crossover work. For me, it's all about relationship building. If we build relations on one side of the business we use that to our advantage.

Another big difference is that we have our own Security Solution Event, which has been very positive and successful in branding the company and also increasing sales. It is a mini trade show with our suppliers, in which we showcase our integration, uniform guard and investigation products and services. The event is by invitation only, and includes clients and potential clients. In the future we may possibly add seminars.

Tell us about awards you have won, interesting installations, etc.

Some of our recent awards include the BBB Business Ethics Award based on

our ethical treatment of clients and employees. In 2005, I won the top CEO award for Atlantic Canada for improving the company's position and value in the market. With respect to installations, we recently completed an integration project at an auto mall (five dealerships under one roof).

What new products, technologies and services do you plan to add in the future?

Our ID solutions department has been expanding with double-digit growth in the past two years and we have dedicated additional human resources to further expand this division. We are now getting orders from across Canada and recently signed a multi-year contract with a well known college for guard work. This will lead us to other areas for our business model as well.

What advice do you have for anyone who wants to work in the alarm industry or start their own company?

The technology is changing rapidly. I would advise someone to surround themselves with good knowledgeable people. As a business owner, I cannot have all the information when it comes to the technology so that gives me the time to focus on the marketing plan, administration, payroll and receivables, just to name a few. ♦