



# The Protection Partner Press

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## Mark Joseph - A Man of Vision

This special issue of *The Protection Partner Press* is dedicated to the life of Mark D. Joseph (1955-2013), President and Founder of the Northeastern Group of Companies.

**Mark Joseph was always a man of vision.** Owning his own successful security and investigation firm was a goal that Mark set for himself. When asked how he achieved his vision Mark simply replied "I just told myself I could do it." His humble reply belies his years of hard work and fortitude which enabled his well-earned success in business.



We know that not everyone has that kind of determination and self-confidence, but Mark would be the first to tell you that he drew strength from his family, notably his dedicated wife Rebecca. Having that kind of support at home enabled Mark to focus his vision on building a successful, professional group of companies that will carry on his legacy to the next generation.

In this issue, we will explore Mark's achievements, successes, and learn how his vision for his companies unfolded...a legacy that will continue to provide professional, reliable, and ethical business partnerships in his honour.

## Northeastern's Open House A Bittersweet Memory

On June 19, 2013 an *Open House* was held at Northeastern's corporate office in Dartmouth and the response was overwhelmingly positive!

Clients and suppliers were invited to take a tour of the facility, and chat with our management and administration staff over coffee and snacks.

Though no one knew this at the time, it would be the last public appearance for our company founder

and President, **Mark Joseph**. Mark was in attendance to personally thank those who supported Northeastern through the years, and he was truly honoured at the strong showing of support.

To everyone who has been a part of Northeastern's 30-year success story, we offer our sincerest gratitude and we look

forward to strengthening our client & supplier partnerships for many years to come!





## Achievements in Business *and Beyond*

In addition to founding Northeastern, a full-service security firm serving Canadians for the past 30 years, Mark Joseph has multiple achievements to his name. Mark was born and educated in Halifax, Nova Scotia and has built his career around the protection industry in Atlantic Canada.

Mark had lectured at the Atlantic Police Academy, developed asset protection programs for major corporations and government agencies, as well as written numerous articles for business and trade publications.

Mark had volunteered in his community for various organizations including Scouts Canada and the Crime Prevention Society of Nova Scotia for which he is the past President, and on the Board of Governors for Churchill Academy.

Mark had also been honoured by Atlantic Business Magazine as one of the Top 50 CEO's in Atlantic Canada. He represented Northeastern as the 2010 Winner of the Maritime Business Ethics Awards, presented by the Better Business Bureau. Northeastern was also a top 3 finalist for this award in 2009.

The following is a partial list showing Mark's past participation in pertinent industry associations:

- Crime Prevention Society, Past President
- Chamber of Commerce member
- International Council of Shopping Centers
- Council of Private Investigators, past Vice President
- Security Services review committee
- Canadian Federation of Independent Business
- Dartmouth Yacht Club, past Vice Commodore
- Halifax Executive Association, past President

## Creating long-lasting relationships

Mark was a strong believer in creating relationships, with clients, suppliers, employees and others, as a way to help out the community. Whenever possible he would try to "buy local" and support small business. This is evidenced by his participation in the Halifax Executive Association, as well as CAFÉ Nova Scotia which is an organization for local family-owned business. Mark valued all his personal and professional relationships, and found opportunities to build relationships everywhere.

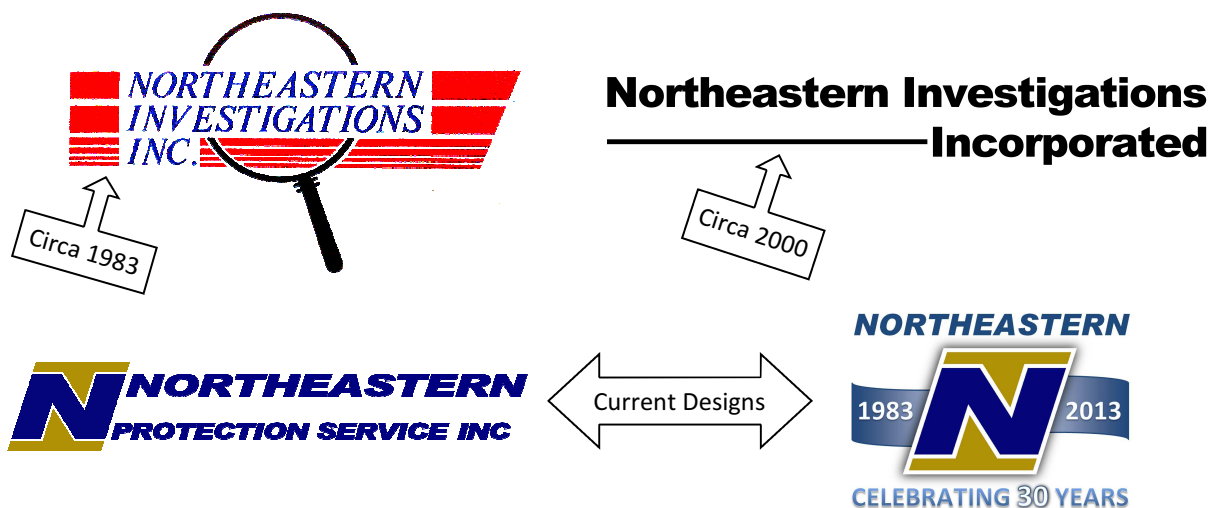


# Evolution of a Company

So how do you start with a one-man operation and grow it into a multi-provincial operation with 5 divisions and over 120 employees? Well, for starters...it takes time!

It is interesting to examine how our President's vision for the company unfolded over the past 30 years. Looking back into Northeastern's past gives some insight into the trial-and-errors that all businesses go through as they battle for their share of the market, and Northeastern has not been immune to change!

## Various Northeastern brands over the years...



## As they say in Real Estate... "Location, Location, Location!"

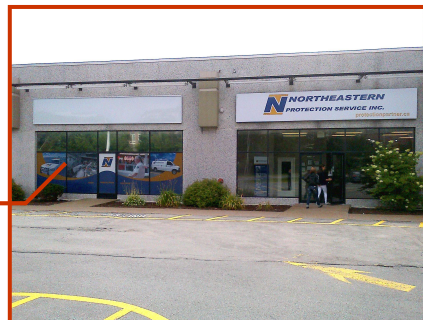
Northeastern began in 1983 at the residence of Mark Joseph in Dartmouth, Nova Scotia. He quickly expanded his customer base which required a more formal operating setting, and at some point Northeastern leased a space on Kempt Road in Halifax, Nova Scotia. The Halifax location lasted several years, at which point Northeastern downsized once again to Mark's private residence for a brief period, in reaction to market conditions at the time.

In December of 2000 Mark moved the company into a leased space at 177 Main Street, Dartmouth, Nova Scotia. It wasn't long before Northeastern saw tremendous growth and expansion into various product lines. This put Mark in a position to purchase the entire building (under another one of Mark's separate companies—Joseph Properties). Mark's real estate company then expanded to include several other properties that spanned over two countries. A deal came along to sell the building at 177 Main Street, and after several years Northeastern relocated to a leased space at 202 Brownlow Avenue, Dartmouth, Nova Scotia—our current location. Mark spearheaded a major renovation of the current space which allowed him to better position Northeastern as a regional leader in security technology. The renovation was completed in November 2011, and we plan to stay here for quite a while thanks to Mark's vision and tenacity for getting the job done!



Former 1200sqft-  
Main Street Location.  
Small but  
mighty!

Current 5,000sqft  
location in Burn-  
side Park. Mark's  
vision realized.



# The Mark D. Joseph Award of Excellence

Northeastern is pleased to announce the instatement of a new employee recognition award, in honour of our late President, Mark D. Joseph.

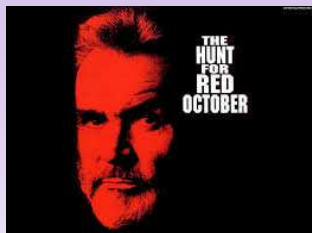
If anyone recognized the importance of hard-working, dedicated employees, it was Mark Joseph. He said countless times that he was only able to grow the company by "surrounding himself with good people"...it was one of his first pieces of advice that he often gave to his counterparts in the business community.

A special panel at Northeastern will choose one employee annually, who has risen above the rest by making outstanding efforts in the workplace and who has shown unwavering dedication to the company and our clients.



## Fast Facts - Mark enjoyed these...so should you!

### MOVIES



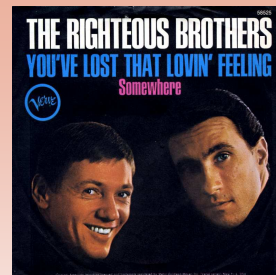
- The Hunt For Red October
- Goodfellas
- Training Day
- Meet The Parents

### TV SHOWS



- The Sopranos
- Two and a Half Men
- Seinfeld
- Shark Tank
- Dragon's Den
- Big Brother

### MUSIC



- The Righteous Brothers
- Queen
- Rod Stewart
- Blue Rodeo
- KISS



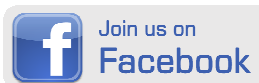
**Your Protection Partner Since 1983**

#### Corporate Head Office:

202 Brownlow Avenue, Suite LKA1  
Dartmouth, Nova Scotia B3B 1T5

Editor: Christopher Goulden

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[facebook.com/northeasternprotectionservice](https://facebook.com/northeasternprotectionservice)

Tel.: 902.435.1336

Fax: 902.435.0093

E-mail: [info@protectionpartner.ca](mailto:info@protectionpartner.ca)

**Visit Us Online: [ProtectionPartner.ca](http://ProtectionPartner.ca)**