

# Athletic Business

MAY 2014

THE LEADING RESOURCE FOR ATHLETIC, FITNESS & RECREATION PROFESSIONALS

WWW.ATHLETICBUSINESS.COM

## Stroke of **GENIUS**

DESIGNING THE MODERN AQUATIC  
COMPETITION VENUE

**PLUS**

**MARKETING**

USING LEED CERTIFICATION  
TO SECURE SPONSORSHIPS

**BUSINESS MANAGEMENT**

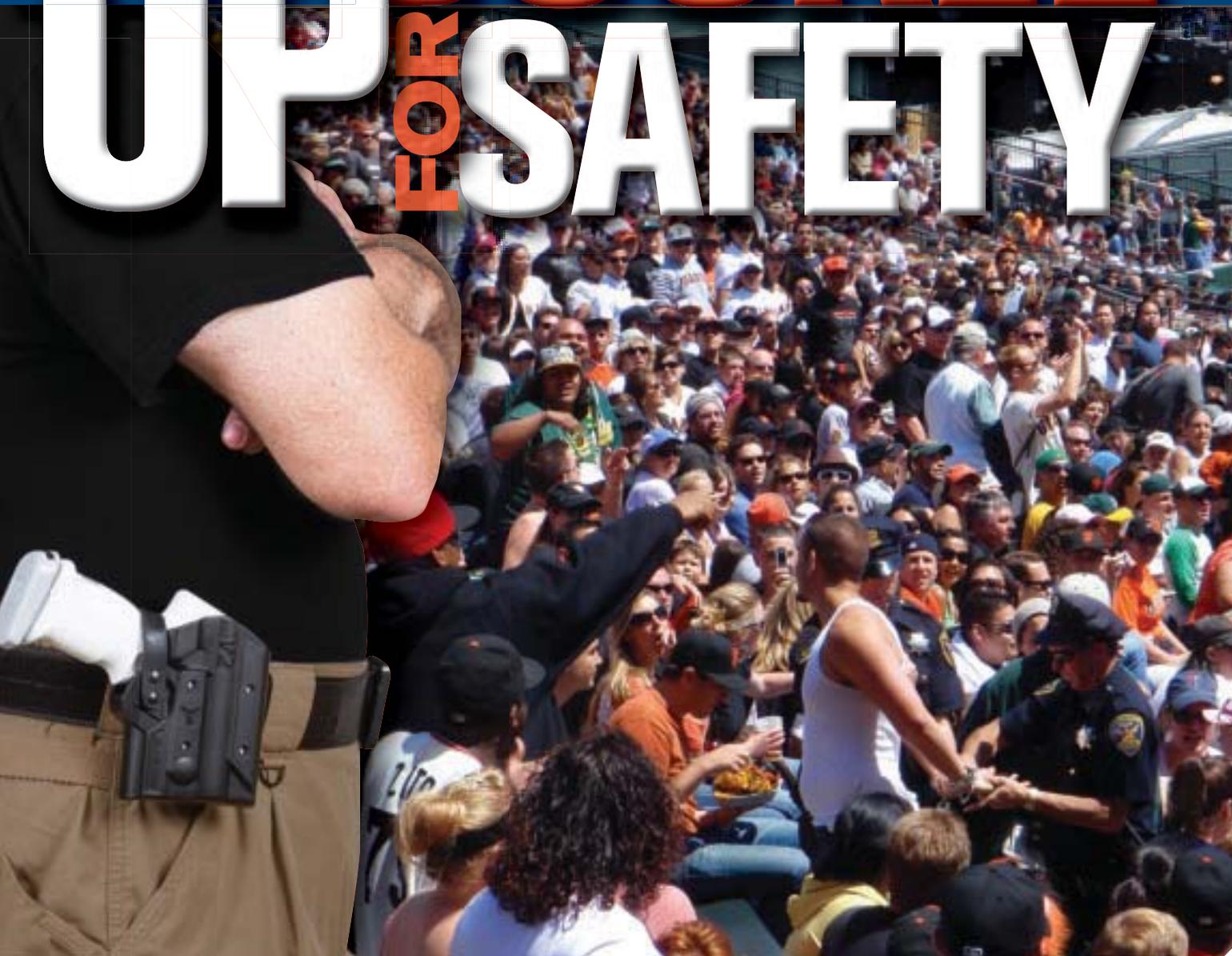
HOW TO RETAIN GYM MEMBERS

**SPORTS SURFACES**

SIMPLIFYING HARDWOOD  
FLOOR MAINTENANCE



# UP FOR BUCKLE SAFETY



INSET PHOTO COURTESY OF GUARDIAN 8

PHOTO SHUTTERSTOCK.COM/ERIC BRODER VAN DYKE

Why security guard duty belts are carrying more non-lethal tools to quell potential threats.

**BY PAUL HUGHES**

If you've never considered the safety risks of a professional security guard, placing them at a sporting venue where they are significantly outnumbered is an excellent research lab. Because of the sheer quantity of people, the passion for their teams and the probability of alcohol consumption, sports leagues recommend one security guard for every 250 visitors in a venue. Assigning the proper number of security personnel is a deliberate balance of operational efficiency, cost and visitor safety, which makes proper skills training and equipment for the job an essential consideration in limiting a venue's liability.

In a sports venue, risk management encompasses everything from keeping staff and innocent bystanders safe to alcohol-impaired fans under control to the venue protected from lawsuits. The best way to

# SECURITY TRAINING CHECKLIST

The risks security guards face are serious and real. By providing the right training and tools for the job, you will see an instant transformation in morale, how guards carry themselves and exude pride in their work. Additionally, it will help minimize risk and litigation at that venue. These six tips will help ensure the selection is tactically sound and cost-effective:



PHOTO SHUTTERSTOCK.COM/MAXISPORT

- ✓ Collaborate with the security chief in defining the role of your guards and the risks they face
- ✓ Enable the guards to meet threats with an appropriate response
- ✓ When possible, maximize the distance at which a guard can engage a threat
- ✓ Budget for annual training at a minimum (quarterly is preferred)
- ✓ Review training materials to ensure they address current risks unique to the venue
- ✓ Require thorough reporting of incidents that include images and audio

- P.H.

mitigate risk is by maintaining distance from the threat, and to do that, non-lethal tools can offer a layered defense solution for security personnel. When it comes to layered defense, there is a recognition that some tools are meant to be used at an arm's length or less. Others are optimized for standoff capability, such as enhanced non-lethal products. When there are conflicts at sports events, variables such as distance, lateral movement and elevation become factors. Implementing a layered defense package addresses those aspects of venue security.

## TOO CLOSE FOR COMFORT

In terms of close-quarters-battle (CQB) training, consulting with a subject matter expert isn't always feasible. That leaves two options: training your own staff or hiring a training firm to deliver essential

life-saving skills on your behalf. The decision you make can create risk or alleviate it. If the training academy you hired isn't willing to support you in a lawsuit on an injury claim, the bargain pricing they quoted you isn't saving you a dime. Conversely, if your instructor is willing but unqualified to be teaching CQB skills, a plaintiff's attorney will be able to maximize his or her settlement.

Before you decide which training tack to take, have the prospective trainers visit your facility and discuss issues that are unique to your team or venue. Confined spaces — such as stairwells and steep grandstands — will change approach dramatically and your team will need to cover these skills in their training. If your team is engaging aggressive subjects from an elevated position, such as from the seating row behind an altercation, the tools they train on — from stun guns to billy clubs



For a look at some of the most notorious security breaches in sports history, go to [www.athleticbusiness.com/event0514](http://www.athleticbusiness.com/event0514)

— should change. Whether you're training your security team in-house or utilizing a professional instructor, you need to have a clear understanding of what tools are available for your team and when best to use them.

Some manufacturers of non-lethal technologies advise against deploying their technology from an elevated position because doing so increases risk of eye injuries or accidental strikes to the head. Security tools have likely changed since your venue was built, so make sure the items on your security staff's duty belt reflect the latest means of resolving conflict.

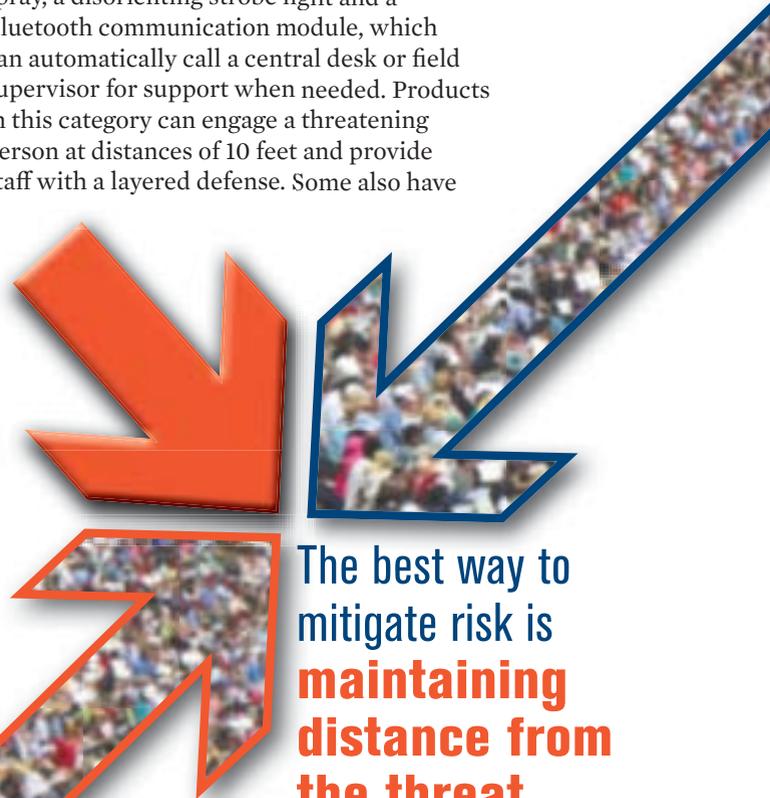
## NON-LETHAL WEAPONRY

There are a number of duty belt tools that can be used by a security team, and each can be evaluated as to how it can help keep a threat at a distance and the impact it could have on that venue's liability.

- **Batons:** Though batons have been in use for years, technology has improved their balance and striking power. The operating principle of a baton is simple: Intimidation and/or the physical destruction of tissue and bones. Batons are low-cost and effective, but the chance a guard may accidentally deliver a fatal head strike may be too much risk for your venue to absorb. Distance is two feet or less, as physical contact is a requirement. Consider them, but understand that pictures of an effective baton strike could be the centerpiece of a plaintiff's case against your staff, team owners and venue operators.
- **Conducted Energy Weapons (CEW):** There is a significant difference between contact-stun devices and brand-name devices built for law enforcement. Contact-stun devices require guards to get within arm's reach of an aggressive individual in order to defend themselves. Generally speaking, this is a poor tactic. Understand that guards may be deploying a tactical tool in a defensive roll, which means this may be too much tool for the role. Define the guard's role carefully before dismissing this option.
- **Pepper Spray:** By some estimates, nearly 30 percent of security guards currently carry pepper spray as a defensive capability. It is

popular because it provides an inexpensive escape opportunity for guards by spraying the active ingredient *oleoresin capsicum* — commonly referred to as O.C. — at distances of 15 feet or more. The risks associated with arming guards with pepper spray are generally low and can be overcome with excellent training and regular refresher courses. Training for aiming technique is essential because pepper spray devices do not include an aiming mechanism, such as a laser spotter or mechanical sights, and the spray is susceptible to wind conditions.

- **Enhanced Non-Lethal (ENL):** ENLs are an emerging category of economical tools that combine two or more non-lethal capabilities, as well as an integrated communication or alerting platform. An example of this type of tool is one that combines pepper spray, a disorienting strobe light and a Bluetooth communication module, which can automatically call a central desk or field supervisor for support when needed. Products in this category can engage a threatening person at distances of 10 feet and provide staff with a layered defense. Some also have



The best way to mitigate risk is **maintaining distance from the threat.**

# Did You Know?

Sports leagues recommend one security guard for every 250 visitors in a venue.

batons, the distance is two feet or less and requires physical engagement.

When you are choosing the tools for your security team's duty belts, remember that there isn't a perfect tool for every situation. Encourage the use of products that provide a layered defense

and protect your venue against frivolous lawsuits.

In doing so, you will likely see lower staff turnover and lower operating costs, while providing a safer experience for all visitors. @

PHOTO SHUTTERSTOCK.COM

on-board video cameras that are an excellent means of accurately reporting an incident.

- **Weaponized Flashlights:** The concept of combining the utility of a flashlight with stun capabilities is a controversial topic because many tacticians do not believe in concealing a defensive capability. If you have defensive capabilities, show them and keep your guard safe by discouraging aggressive behavior through an open display of non-lethal tools. Like

*Paul Hughes (phughes@guardian8.com) is chief operating officer of Guardian 8, a personal safety and security tools manufacturer specializing in low-risk, enhanced non-lethal devices. Prior to joining Guardian 8, Hughes, a former Marine, served as brand and licensing manager for Smith & Wesson, and was director of new markets at TASER.*

## The New Face of Athletic Safety and Security

Check out the latest tool that facility managers will be counting on in the protection of their athletic facilities!

**Sports Venue Safety** is the first and only magazine in the athletics and recreation industry devoted exclusively to helping athletic leaders protect their facilities, spectators, athletes and staff from emerging threats and challenges.

Polybagged with the July 2014 issue of *Athletic Business*, **Sports Venue Safety** will offer the latest news, tips and trends to help facility managers effectively handle all safety and security challenges in their athletic venue, including professional, collegiate, municipal, high school, and aquatic facilities.

Contact Diane Ebner, [diane@athleticbusiness.com](mailto:diane@athleticbusiness.com) or Patrick Keefe, [patrick@athleticbusiness.com](mailto:patrick@athleticbusiness.com) today to learn how you can be a part of this groundbreaking new magazine!

\* Bonus Distribution at the NCS4 Conference in July

