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S M A L L B U S I N E S S

Bullies, bad guys motivate Anlance

Security service spans a broad range of needs

By Erin Hottenstein
The Business Report

FORT COLLINS — From helping protect the Stanley Cup during its July display in Old Town to 24-hour bodyguard services in stalking cases, Anlance Protection Ltd. has a lot to offer.

The 10-year-old company has an executive protection division and a uniformed division.

In the former, Anlance agents travel with executives to foreign countries and protect them during public appearances. But they also offer protection to anyone, such as those receiving threats from stalkers or estranged parents hinting at kidnapping.

The uniformed division performs patrols and secured transports. For instance, Anlance can handle taking juvenile delinquents or mental-health patients from one place to another.

Owner Barry Wilson said he has two motivations for his business.

"I really despise bullies," he said. "I really hate those that take advantage of the innocent. (Secondly) there's nothing like watching people who have been terrorized come back to normal."

The first step back to normalcy is consultation, which Wilson said he does a lot.

"We'll sit down and do a threat assessment of the situation," he said. Wilson works to find out what's happening, who might be behind it and why. Then, he finds out what kind of solution the client desires: scare someone away or attempt to catch him or her. Often, Wilson advises reporting the situation to the police.

Consultation also helps clients validate their concerns and begin to calm down.

"When people get under those kinds of pressures, it's handy to have someone on the outside who deals with these pressures on a daily basis," he said. "We try to tell them these are the things to expect. These might be the feelings you'll have."

"(Threats have) a tendency to throw you out of kilter," he said. "We all have our limits. When it goes beyond that, our ability to think logically breaks down."

Anlance also helps clients develop strategies to improve their personal safety.

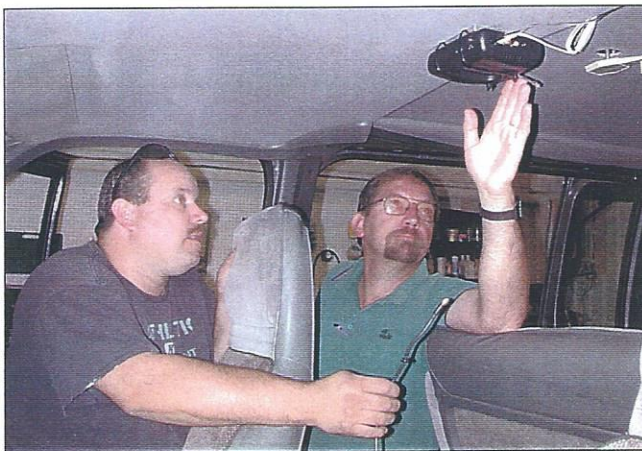
One client, a 36-year-old woman who asked that her name not be used, said she felt empowered after working with the company. An ex-boyfriend was writing threatening letters and said he would be coming to look for her, she said.

"Barry is a handwriting analysis expert

The Lesson

Problem: How to regulate cash flow for a service business that runs through demand peaks and valleys.

Solution: Diversify, and be prepared to contract for additional help when demand requires it.



ERIN HOTTENSTEIN • BUSINESS REPORT

PREPARING THE POST — Warrant officer Tim Smith (left) and owner Barry Wilson install an antenna in Anlance Protection's mobile command post, a van that the security and executive protection company uses for surveillance during certain assignments.

Anlance Protection Ltd.

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He read the letters," she said. "He helped me find three routes out of the neighborhood."

When the ex-boyfriend came to town, Anlance provided 24-hour protection for the woman for two weeks.

"(Wilson) was with me a lot and helped me allay fears," she said. "It was outstanding. He was in tune with what this person was trying to achieve."

Wilson has taken 600 hours of security training. His agents have usually been through the police academy. But Anlance has its own training program, which includes a minimum of 40 hours classroom training and 80 hours in the field with another agent.

The company has 14 regular employees and uses contractors to meet client needs. Anlance has been nearly doubling its revenues every year in the last few years, he said.

Steve Hopkins, city of Fort Collins parks crew chief, hired Anlance about three years ago to supplement police patrols and lock up facilities at night.

"I sat down and interviewed three or four companies and was most impressed with Anlance. I started using them right away," Hopkins said. "I have absolutely no complaints. They've been as good as I thought they would be."

Hopkins uses the patrols mainly in the summer months.

One of the challenges for Anlance is scheduling and the uncertainty of jobs, Wilson said. The uniformed division is more regular, but even then the company will receive one-time calls, such as protecting the Stanley Cup.

Anlance is active in the Fort Collins Chamber of Commerce, has a Web page and uses word of mouth to keep busi-

Biography

Name: Barry Wilson
Title: owner
Age: 47
Hometown: Fort Collins
Experience: 600



hours of training at Executive Security International; attended Colorado State University
Business Philosophy: "To give the very best performance possible; to make the bad guys feel afraid."

ness coming in. It also uses contractors to help with special projects.

Wilson said that the nature of the business sometimes means success can lead to a sense of complacency on the customer's part.

"If you do your job well, nothing happens and people think they don't need your services anymore," he said. "I never want to have to fight the battle. I want to thwart the battle before it happens. The problem is convincing the client (there was a threat)."

So, from the beginning, Wilson works to establish trust with clients.

"I'll never lie to you," he said. "I'll give you my best assessment of the situation. But you might not like what you hear."

The last big challenge for the company is dealing with the emotional ups and downs of their clients' situations.

"You're putting your ego on the line, betting you're better than somebody else and you're going to put your neck on the line. That's crazy," he said.

Each agent has different coping mechanisms from going to movies to hiking to sleeping, he said. Wilson said he likes to work out with a punching bag, go roller-skating or spend time with his family.

"Anything you can do to alleviate stress is valuable," he said. "It's a very gratifying job, but it takes a real emotional toll, too."