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Security fears help company take first place

Anlance Protection benefitting from security awareness

By Erin Hottenstein
The Business Report

FORT COLLINS — Two tricky situations landed Anlance Protection Ltd. with \$500,000 more than it was expecting in 2001. That, in combination with a rise in security assessment and services after the Sept. 11 terrorist attacks, enabled the company to take the No. 1 spot of fastest-growing companies in Northern Colorado, according to a survey by *The Northern Colorado Business Report*.



Anlance grew from \$415,000 in revenues with 14 employees in 2000 to \$1.4 million with 22 employees in 2001. The 11-year-old company provides bodyguards, security patrols, training and transports juvenile delinquents. But owner Barry Wilson said he would rather avoid problems and create long-term solutions than act like a tough guy.

Anlance moved into new offices in January 2001 and spent several months getting operations up to speed. Then, in June and July, the company got two large — but temporary — executive-protection contracts.

Keeping them covered

One company was on the verge of a big deal and had executives traveling worldwide. There wasn't any obvious risky behavior or potential for hostile takeover, but the company wanted to be cautious, Wilson said.

"If they lost one or two of their executives, it would've affected their entire operation," he said. "They were right at a point of make or

break for their project. They were very proactive."

The second company promoted one executive over another and quickly found itself with a workplace-violence issue.

"The person who didn't get promoted was quite hostile," he said. "It got really hot, really fast."

A mediator was brought in and the angry executive was asked to take a short leave of absence. But others in the office were frightened because of threats the man was making.

Anlance moved in, set up temporary surveillance cameras, had bodyguards escort the promoted executive and placed bodyguards at the office. Anlance provided a plan and a package for how to deal with the situation and get things back to normal.

"People at the office were literally cracking under the pressure," Wilson said. Once the bodyguards were in the office, Wilson introduced them to one jittery woman. After she talked to them, she said they were two of the biggest thugs she'd ever seen in her life, but added they were gentlemen and she felt much better, he said.

"We give people the space to regain their balance and control of their life," he said.

Even though the troubled executive resigned, Wilson said he believed the man made three attempts to approach the promoted executive in the two weeks following. Anlance was on the job for about six weeks until the tension was resolved.

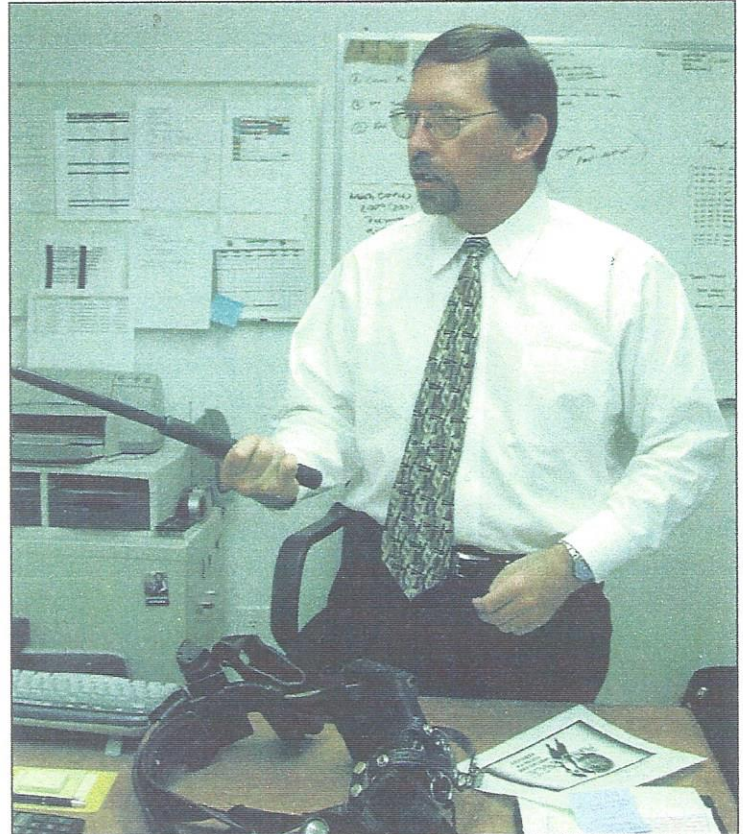
"You never know in these situations," he said. "Having all of the tools — from an intelligence context, a technical context and a firearms or weapons context — gives us a wider range of use-of-force options."

9-11 raised awareness

The September terrorist attacks made some people want to re-evaluate their security, but not as many people as Wilson expected, he said.

"I think people think it's a national issue, not a personal issue," he said. "Most of us are safe because we're lucky. Security does take effort and it takes a lot of discipline."

Anlance saw a 20 percent increase in revenues from clients taking another look at security and



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ANLANCE ACTION — Anlance Protection Ltd.'s revenues grew by 234 percent in 2001 because of two large contracts and a higher demand for its security services after Sept. 11. Owner Barry Wilson demonstrates the use of an asp, which is an extendible baton that his uniformed officers carry on their duty belts.

increasing services, he said.

Clients praise him for his professionalism and service.

Mary Starkey owns the Starkey International Institute for Household Management Inc. of Denver, which trains butlers. Wilson teaches a course on protecting the home and setting up a security system. Wilson also used his handwriting expertise to help Starkey deduce who was stealing things from the mansion where the institute is located, she said.

"Barry has a unique blend of intuition and technical knowledge about security and people," she said. "He has used all those ingredients to create a flourishing business."

John Canzonieri, vice president of StarFire Enterprises Inc., was

impressed at how Anlance protected former Vice President Dan Quayle when he visited several years ago.

"(People) couldn't tell the difference between Anlance and the Secret Service," he said. "That's remarkable."

The company is very resourceful, both in terms of finding personnel and having the latest in security equipment.

"You name it — if you've seen it on the high-profile movies — he's got it," Canzonieri said. "It's amazing."

Wilson, too, is amazed at his company's growth in 2001. Previously, the company's revenues had been doubling annually.

"Last year was a really extraordinary year," he said.