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NEWS RELEASE

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COUNTERTERRORIST EXPERT TELLS CHINESE CHAMBER OF COMMERCE THE IMPORTANCE OF BALANCING TECHNOLOGY, BUSINESS AND SECURITY

Advantage-SCI CEO Elsa Lee, who heads her own Redondo Beach security intelligence company, is one of the few Americans who is the United States true-to-form counterterrorism experts.

Los Angeles, CA — “Whether you’re a small business owner or a fortune 500 company, there are three critical items to keep in mind: technology, business and security,” said Counterterrorism Expert Elsa Lee, CEO and Founder of [Advantage SCI \(www.advantage-sci.com\)](http://www.advantage-sci.com), Redondo Beach, CA, which provides security consulting, [training](#), and [e-learning](#) to protect people and corporate assets from sabotage, espionage, cyber attacks, and terrorism. “Those three functional areas are really what makes the company successful, profitable and also determines whether you will survive a disaster or not.”

Lee told a standing room only crowd of the monthly meeting (July 09,2003) of the Chinese Chamber of Commerce at the LADWP says it is critical that companies hire technology people, who have some understanding of what the business is about and also some understanding about security. They need to know how the guards and alarms work.

“It is also important for security people you hire to know what business you’re in, a little bit about what is going on in your core area,” explained Lee. “They also need to know a little bit about the technology that you have in place, because you want most of your people to have cross function skills. If you’re a small company, you probably don’t have the resources to hire a large IT department, a whole guard system or business analyst. So you want the people you hire to have the maximum skills in all of those three areas.”

Since 9-11, Lee says it has been critical for companies to be efficient and effective with resources, because no company has the budget to start over with a whole new network or a whole new team of people. Lee discussed how small and large companies can retool their company’s system to make it more secure.

Before and after the 9-11 tragedy, Lee helped clients in the security, government, law enforcement, insurance, financial, and apparel industries to achieve both, organizational leadership and security excellence. She has 22 years of public and private sector experience in anti-terrorism operations, counterespionage investigations, threat and vulnerability assessments, and information systems security in the United States, Asia, Central America, and Europe. Elsa is a member of the FBI Los Angeles Infraguard, which is a partnership with the private sector.

“Now more than ever people should listen or watch the news at least once or twice a day be more aware of your surroundings, because we are going to be prepared for anything that happens,” said Lee.

During her 20 years in the Army, Lee worked in 19 different countries, including Europe, Central America and Asia honing her counterterrorism, counterespionage and security skills. “Worked with hundreds of teams and studied human behavior of what works during a disaster. I believe it is really important to focus on attitudes and behaviors of people and having cross functional skills prepare everyone for the future.” For more information about Elsa Lee or Advantage-SCI visit: www.advantage-sci.com.

The LAEDC is a private, non-profit organization whose mission is to attract, retain and expand business and jobs in the region. It provides economic and industry forecasts as well as strategic consulting in trade, infrastructure, logistic and land use. The LAEDC Business Assistance Program works one-on-one with businesses throughout the county. Visit www.laedc.org .

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