



BLACKSTONE POST



*"The Secret to Our Success
is in Our People."*



The Voice of Blackstone Security

30 Year Anniversary Special, 2023

Blackstone Celebrates 30 Years of Service – With Style

Phoenix – The year was 1993. Daniel Swindall sat down at his kitchen table with an idea and \$500. The idea became a vision, and the vision became a reality. Now, 30 years later that reality has grown from its humble beginnings at Dan's kitchen table to become an award-winning, certified veteran-owned force in the security industry that is recognized nationwide.

Blackstone Security Services, Inc.® has a footprint in cities in 17 states in the Southwest, Midwest and the South. Blackstone is even licensed in Delaware. Dan has parlayed his initial \$500 investment into a multi-million-dollar company with more than 600 employees. He said the \$500 paid for a license, business cards and uniforms for his first two employees. Dan made-up the business cards himself.

Blackstone is not only a longtime member of the Arizona Private Security Professionals' Association (APSPA), but the company also holds memberships in three prestigious international security associations, the by-invitation-only National Association of Security Companies (NASCO), ASIS International and the International Association of Security and Investigative Regulators (IASIR).

See 30 Years page 7



The Origin of the Blackstone Brand

What's in a name?

Blackstone's name is rooted in history and global jurisprudence.

To learn more, you have to travel back to 18th Century England.

Blackstone's namesake, Sir William Blackstone (July 10, 1723 – Feb. 14, 1780) was an English jurist, justice and Tory politician and the first law professor at England's Oxford University.



Sir William Blackstone

He is best known for writing the "Commentaries on the Laws of England" or common law. Blackstone was the first judge to write the common law. Also known as the Anglo-American Law, it's the body of customary law, based upon judicial decisions and embodied in reports of decided cases, that has been administered by the common-law courts of England since the Middle Ages.

From it has evolved the type of legal system now found in the United States and in most of the member states of the Commonwealth (formerly the British Commonwealth of Nations).

Body of law based on custom and general principles and that, embodied in case law, serves as precedent or is applied to situations not covered by statute. Under the common-law system, when a court decides and reports its decision concerning a particular case, the case becomes part of the body of law and can be used in later cases involving similar matters. This use of precedents is known as stare decisis.

Common law has been administered in the courts of England since the Middle Ages; it is also found in the U.S. and in most of the British Commonwealth.

Blackstone founder and CEO Dan Swindall decided on the company name after spending time in the US Air Force stationed in Britain. He chose wisely.



The Sir William Blackstone statue located in front of the E. Barrett Prettyman Federal Courthouse in Washington, D.C.



- 30 Year Anniversary – Page 1
- Origin of Blackstone – Page 1
- Reflections – Page 2
- Post Orders – Page 3
- Boots on the Ground – Page 3
- Blackstone Milestones – Pages 4–5
- Memories – Page 6
- In Remembrance – Page 8



Ken Vandiver
Corporate Training Coordinator

Reflections

Looking back over my tenure at Blackstone, there are so many memories that I kick myself for not writing a book.

I was hired as a supervisor and enjoyed my time working with the officers, getting to know each one on a personal level and conducting trainings to improve their skills in the field. I believe this set the groundwork for a good relationship with the officers when I moved up into scheduling, account management and ultimately division manager and currently training coordinator.

The trust and support I received from management as I progressed in Blackstone is the reason I have stayed so long. And more than anything, Dan and Jeanne always treated me like family and supported me in every position I was assigned. This is why I embraced Blackstone's culture and the mindset of "The Secret to Our Success is in Our People" because it reinforces the belief that anything is possible as long as you believe in your team.

There were several monumental times at Blackstone, some memories we all laughed at, and some made us cry, but in the end, for 13 years I wouldn't want to be anywhere else.

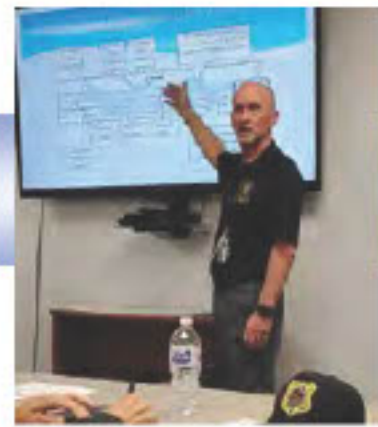
In 2016, the loss of Bill Richards, and in 2020 Tony Browe and Vincent McConaughy and Michael Randall; Blackstone is just not the same without them. Others that left us for health reasons, Mitzi Hagan and most recently Bobby Holley will be missed.

The awards that Blackstone has won, notably mentioning BBB Torch Award for Business Ethics, the Spirit Award from the W.P. Carey School of Business at Arizona State University and being ranked among the nation's fastest growing private businesses by Inc. 5000 Magazine, shows the depth and dedication of so many people that made these achievements happen.

I'm also proud to have been part of seeing officers moving up into higher positions within the company and succeeding in business, and even in their personal lives. Mary Georgi, Gisela Dabura becoming U.S. citizens are personal achievements that they should be proud of.

I also had the honor of handing out officer of the year 33 Awards to several officers in the Phoenix Division that showed these officers dedication to service.

With Blackstone spreading its wings and reaching out to more areas of the U.S. I can only imagine what is in store for the years to come. Jump on the wagon and hang on tight, it's going to be a ride to remember.



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This newsletter is produced at Blackstone Corporate Headquarters for the use and enjoyment of our employees and clients.

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Raul De Leon – Vice President

Ken Vandiver – Corporate Training Coordinator

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Tucson, AZ

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Joleen Martinez – Division Manager

Blackstone Security Services of New Mexico, Inc.®

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El Paso
Lizette Banuelos – Division Manager

Dallas
KJ Jackson – Division Manager

Houston
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Las Vegas
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Blackstone Security Services of Tennessee, Inc.®

Nashville
Mason Appleby – Division Manager

Memphis
Brian Falatko – Division Manager

The Secret to Our Success is in Our People



Dan Swindall
Founder and CEO

POST ORDERS

Another Mile, Another Milestone

Happy 30th Anniversary Team Blackstone!

Little did I realize when I sat at my kitchen table 30 years ago the odyssey that lay before me. I have some idea of how Ulysses must have felt, except I have always been at home at Blackstone, and I couldn't have asked for a better crew. And I'd be remiss if I did not say just how damn proud I am of all of you. Without you this trip would not have been possible.

Some people may think that "the secret to our success is in our people" is just so much hyperbole, but all of you who are here now, and all who came before you are living proof that the meaning of this is part of our corporate DNA. You and our clients comprise the Blackstone Collective. Your combined contributions have made it possible for us to weather every storm and navigate the waters of a competitive industry not only to survive for three decades, but to accomplish it with the level of ethical professionalism heretofore unrecognized in the security industry. Just ask the Arizona Better Business Bureau and Inc. Magazine.

Of the many milestones we have accomplished along the way, I am most proud of Blackstone receiving the Torch Award for Business Ethics from the Arizona Better Business Bureau in 2012.

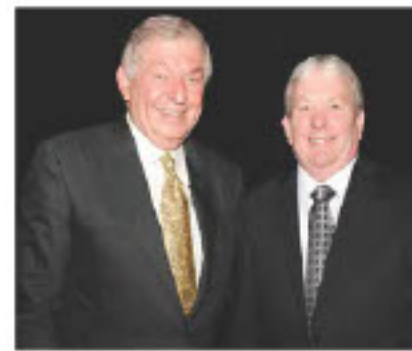
To date, we are the only private security company to ever earn that accolade. It was one of the proudest moments in my professional career.

Along with the Torch Award, I am also proud of Blackstone making Inc. Magazine's list of the 5000 fastest growing private companies in America, twice. Again, these achievements took a team effort, and I am forever grateful.

I always say that in business, "if you're not growing, you're dying."

Thanks to your efforts, Blackstone's corporate pulse is beating strongly as we increase our company footprint to new markets across state lines. Our new clients can rest assured that the same dedication to business ethics that earned us the Torch Award in Arizona is present in all of our division offices.

Happy 30th Anniversary Team Blackstone!



Jeanne Croft
Chief Operating Officer



Blackstone at 30 – Stronger Than Ever!

These are truly great times for Blackstone Security Services, Inc.®

As we celebrate the company's 30th trip around the sun, I am amazed at how strong we get with every revolution. This is evidenced by Blackstone's phenomenal growth, which is no accident or coincidence.

Our growth is the result of a carefully executed strategic plan of expansion fueled by innovative hiring, training and advancement practices.

During my 20 years with the company, Blackstone's hiring has been fearless and innovative. If you were qualified, you were hired. So not only do we celebrate our longevity, but we celebrate our substance that made that longevity possible. Our employees are the engine that propels Blackstone forward. Our Employee Recognition Programs keep us motivated, and the camaraderie of our annual managers' meetings keep us connected and focused.

I have witnessed many advancements and setbacks in the security industry over the past two decades, but Blackstone has always weathered the storm. Blackstone has attained many milestones, achievements and recognitions over the years that I am extremely proud of, but none exceed the unbridled pride I felt while standing

on the stage with Blackstone founder and CEO Dan Swindall before the entire state of Arizona to receive the BBB Torch Award for Business Ethics in 2012. That was a defining moment in Blackstone's evolution. Not only did the award set our course for the future, but it also established a new standard for the private security industry in Arizona and is an impeccable credential in our corporate resume nationwide.

No one person made any of this happen, it took a team that includes our clients. They are the barometers that let us know when we are doing a good job. Their referrals are priceless and appreciated.

I said all that, to say this:
Happy 30th Anniversary Team Blackstone and I wish us many more!



BLACKSTONE MILESTONES

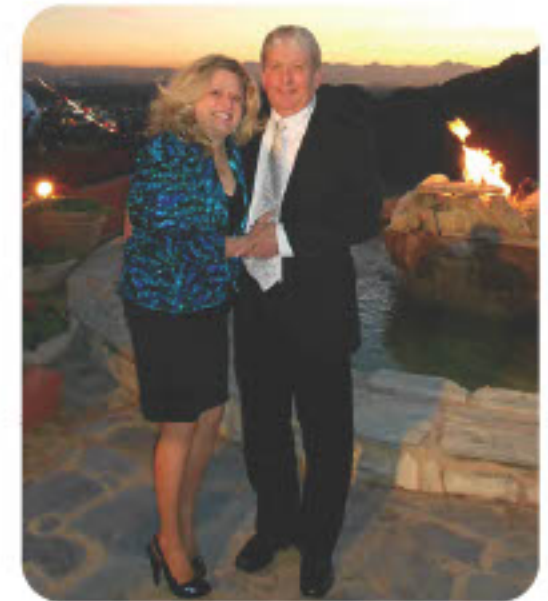


March 1993
Security License issued

March 2008
Tucson Office opens



July 2013
Inc. Magazine names Blackstone to
Inc. 5000 fastest-growing private
companies in America



November 2013

Blackstone receives Inc. Magazine's "Hire Power Award" as one of the nation's most prolific job creators by significantly increasing its workforce

March 1997
Moved Headquarters
into 7th Street Offices

October 2011
Dan Swindall elected Chair
of Arizona Private Security
Professionals Association (APSPA)

November 2012
Blackstone is the only security company to reach semifinalist status for ASU Spirit of Enterprise Award

November 2013
Yuma Satellite
Office Opens

September 1993
First employee hired

October 2009
El Paso Office opens

May 2012
Blackstone becomes first and
only security company to win the
Arizona BBB Torch Award for
Business Ethics

October 2012
Dan Swindall Elected to
2nd Term as APSPA Chair

November 2013
Blackstone moves into
larger headquarters at
2400 W. Dunlap Ave.,
Suite 225, Phoenix, AZ

October 2006
Albuquerque Office opens



**Blackstone President Dan Swindall
Named CEO of the Year by Executive Magazine**

Promotes = **Nucleation Agency Services, Inc.**, financing President & CEO **Tim Swartzell** has been awarded CEO of the Year for 2018 by C-Level magazine, an association-oriented publication that targets companies and other top administrators across a variety of industry lines.

Swartzell, who qualified for consideration by being selected CEO of the Month for May 2018, is the second CEO of the Year in the magazine's two-year history. His former Phlebotomy Associates and USA, West's **Rosebud** Christmas Jobs College, which was C-Level magazine's CEO of the Month and its CEO of the Year.



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June 2013
Blackstone repeats as the only
security company to reach
semifinalist status for ASU Spirit of
Enterprise Award



1993 – 2023



2016

Third Time in 4 years. Inc. Magazine names Blackstone to Inc. 5000 fastest-growing private companies in America

October 2023
Denver Office opens

2022
South Texas
operations begins

2021
Nashville Tennessee
Office opens

May 2023
Memphis Office opens

2014
May 2014
Gallup Office Opens
Second year in a row. Inc. Magazine names Blackstone to Inc. 5000 fastest-growing private companies in America

December 2013
Houston Office Opens

May 2014
Dan Swindall CEO of the Month,
C-Level Magazine

2020
Las Vegas Nevada
Office opens

2022
Blackstone lands seat
at NASCO Conference

2023
HUB International
Top Security guard
in the nation award

June 2014
Dallas Office Opens

BLACKSTONE SECURITY

Unarmed Security
Vehicle Patrols
Fire Watch
Loss Prevention
Surveillance
Systems Consulting

Business Ethics AWARDS
2012 Winner

Inc. 500

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Art Gissendaner
Corporate Communications Consultant

Memories

To understand why Blackstone Security Services, Inc.[®] has survived and prospered for 30 years, you need to understand its founder.

I have always known Dan Swindall to be a practical visionary. These are not exclusive terms when it comes to Dan. He is visionary because he is quick to anticipate and recognize market trends. He is practical because he then charts a course to his desired destination before embarking upon the journey. Dan also makes sure he has the people on-board with the skills it takes to get there. Something about "the secret to our success," yadda, yadda, yadda. Now you know where that mantra comes from. And it's true!

Dan introduced me to the phrases, "*slow, deliberate growth*" and "*organic growth*." The former is a euphemism for fiscally responsible expansion, incurring no debt. The latter deals with supporting the local economy by hiring residents of the communities Blackstone serves.

In my case, Dan waited for a piece of his plan to meet opportunity. He had the foresight to know that internal and external communications are key ingredients in successful businesses. Our meeting could be characterized as, "this guy walks into a bar and meets the owner of a security guard company," and the punchline is, "and the rest is history."

I have experienced some of best victories in my professional life while working with Dan and with COO Jeanne Croft over nearly the past two decades. Blackstone was an acorn and now it's a tree branching out in 17 cities over 14 states and counting.

Specifically, Dan, Jeanne and I point to winning the Arizona Better Business Bureau's prestigious Torch Award for Business Ethics in 2012 as the wellspring from which all things Blackstone flowed.

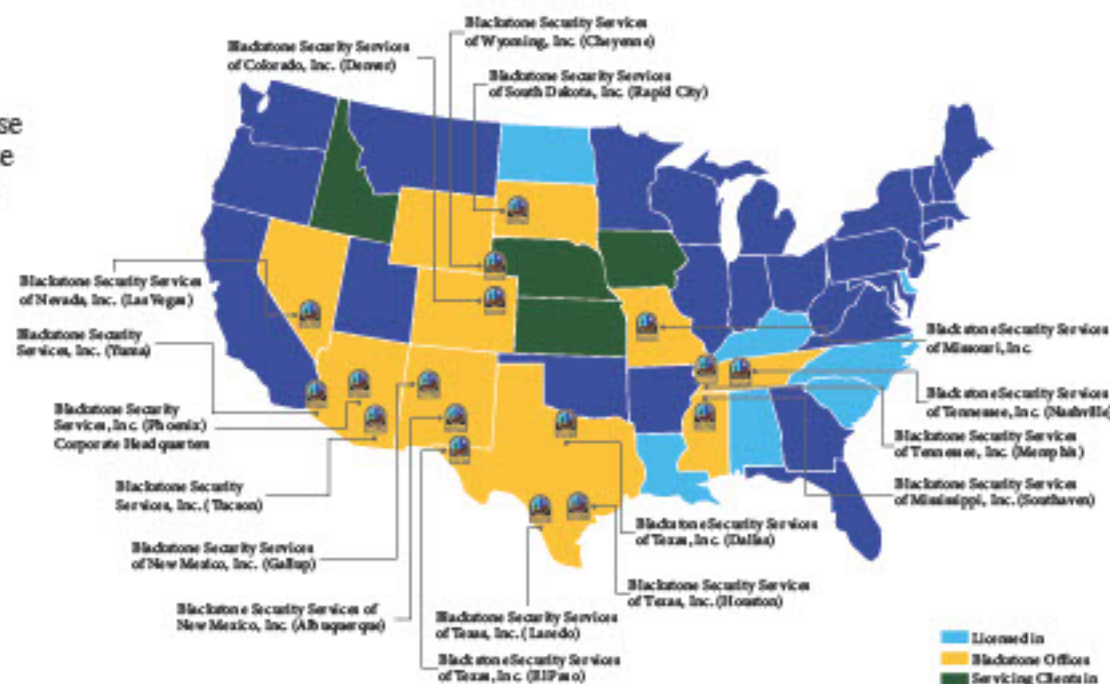
We stepped it up with Dan's two-time selection as chair of the APSPA, his appointment to the State Review Board, numerous speaking engagements that included representing Blackstone and the BBB on best practices panels and at an Integrity Summit where he shared the podium with former Phoenix Suns owner and Integrity Summit co-founder Jerry Colangelo, then Phoenix Mayor Phil Gordon, and several Fortune 500 CEOs.

Dan has joined state senators on panels at state conferences and was one of the leads on the APSPA Legislative Team in 2017, when HB 2319 was passed, which required those who train security guard trainers to be certified by the state. Also, as the head of strategic partnerships for APSPA, Dan formed the Alliance of State Private Security Associations and Regulators, a national information sharing network for the security industry.

So, here we are now, 30 years later, standing on the shoulders of those who have gone before, adding to the legacy that is Blackstone. Those who came before you laid the groundwork for Blackstone to be able to hire you and help you prosper.

And one day others will stand on your shoulders and carry forward the Blackstone legacy, because as Blackstone Vice President Raul De Leon says, "Blackstone on the grow!"

And we should thank all those upon whose shoulders we stand, especially the shoulders of that guy who had a vision at his kitchen table in 1993.



30 Year Anniversary *Continued from page 1*

In 2013, Blackstone appeared on Inc. Magazine's list of the 5000 fastest growing private companies in the nation. That same year Blackstone also received Inc. Magazine's Hire Power Award for job creation.

In 2014, Blackstone repeated as one of the nation's 5000 fastest growing private companies. Later that same year, Dan was named CEO of the year by C-Level Magazine, a publication that targeted C-Suite executives.

Dan credited Blackstone employees for the success of the company. "Our people really have made a difference in the growth of our company," Dan said. "The secret to our success really is in our people."

He also pointed to the leadership of Blackstone Chief Operating Officer, Jeanne Croft and Blackstone Vice President, Raul De Leon. "They both have been a godsend."

Dan admits it was tough sledding in the early days when he went into personal debt because he was putting money into the company. "There was a time I fell six months behind in my mortgage payment and I walked to work because I was afraid my car would be repossessed," he said during an interview after celebrating his 20th anniversary. "We've had our ups and downs, but this really has been a great run."

Dan said the company's fortunes improved when he landed a contract with Arizona public service a year after opening his doors. "That's when I really began to think, hey, this could work."



Blackstone Founder and Chief Executive Officer, Daniel Swindall, taking a quick break between work and study.

Dan learned about the security industry as a staff sergeant in the Air Force security police. While stationed in California at Castle Air Force Base, he took college classes at night in criminal science and criminal justice. He was then shipped to RAF Lakenheath in

England where he was assigned to the Statue of Liberty Wing of the 48th Security Police Squadron.

However, after his discharge, Dan's appetite for security was sharpened when he landed a job with Tatt Companies, a national security firm, as the nuclear security division commander at Palo Verde Nuclear Generating Station, the nation's largest. He also served as a field supervisor and corporate training coordinator.

Dan eventually was promoted to Vice President of Sales and Marketing with Pedus Security after Tatt was sold to Pedus. Dan supervised all sales and marketing efforts in the western United States.

This progression of responsibilities gave Dan an inside look at the good, the bad and the ugly of operating a security company. Then, using the experience and knowledge gained from his military service and 10 years with Tatt/Pedus, Dan combined his entrepreneurial spirit with his marketing acumen in the early 1990s. That's when he determined that there was a need for a full-service security company that provided quality service and valued its employees as much as its clients.

Dan named his company Blackstone after Sir William Blackstone, an 18th century judge who was the first judge to write down the common law and who became the first law professor at England's Oxford University.

Dan put together a unique business model based on employees and service and built a company that is casual, easygoing and efficient. Dan specializes in recognizing quality employees and motivating them to exemplify his core values of honesty, integrity, dependability, compatibility and service.

This was never more evident than when Blackstone scored two notable firsts in the security industry in 2012. Blackstone won the Arizona Better Business Bureau's coveted Torch Award for Business Ethics for 2012. As an encore later that year, Blackstone was named a semifinalist for the prestigious Spirit of Enterprise Award given by the Spirit of Enterprise Center in the W.P. Carey School of Business at Arizona State University. Blackstone remains the only security company to ever win these two distinctions.

"Being recognized by the BBB and the Spirit of Enterprise Center at ASU were real jewels in Blackstone's crown and represent the reason why I got into the business," Dan said at the time. "Not only were they a great springboard to enter into our 20th year, but they made all the hard work and long hours worth the ride. Everyone contributed and I am very thankful."



In Remembrance

There are reasons why Blackstone has persevered and flourished over the years, and here are three great examples. They exemplify the dedication and self-sacrifice needed to achieve success in any endeavor. They are no longer with us, but their efforts helped solidify the Blackstone foundation we continue to build upon and their contributions will always be remembered.

Anthony "Tony" Browe

Anthony "Tony" Browe was a U.S. Army veteran with international experience in private security. He was a trailblazer with Blackstone providing critical input to stabilize its headquarters in Phoenix and providing the leadership needed to open division offices in Tucson, Arizona and Houston, Texas. Tony was a valued adviser, supervisor and trainer who stood a post when necessary. The Michigan native represented Blackstone at many industry and community events. Blackstone's Officer of the year Award was renamed the "Tony Browe Excellence in Security Testimonial Award," or the "TBEST" Award in his honor. Tony succumbed to cancer in 2020.

William "Bill" Richards

William "Bill" Richards was a US Navy veteran who spent decades supervising the security of cargo on the ground and in the air. Bill's skills in customer service and client relations were instrumental in solidifying Blackstone's emergence as a force to be reckoned with in the Southwest. Blackstone's Bill Richards Memorial Scholarship Fund for employees was established to honor Bill's commitment to employees and clients alike. Bill succumbed to cancer in 2016.

Michael "Mike" Randall

Michael "Mike" Randall was a US Air Force veteran who was a security officer for six years with Blackstone. Before getting into private security, Michael was a graphic designer for major Hollywood production studios such as Filmation and Hanna-Barbera where he did lead work on popular animated productions such as Fat Albert, He Man & Masters of the Universe and The Lone Ranger.

When technology ended that career, Michael chose private security because it was a more stable industry. Michael paid the ultimate price when he was murdered while standing his post at a construction site in southwest Phoenix in 2017. The crime remains unsolved. Blackstone's Officer of the Quarter Award is set to be his namesake to honor Michael and all true First Responders.



For the past 8 years, Blackstone and several other private security companies who are all members of the Arizona Private Security Professionals' Association (APSPA) compete in the heat at the Annual Chili Cook-Off. All proceeds of this amazing event go to support the Arizona Security Officer Memorial Fund (AZSOMF).

Everyone is encouraged to come out and support this wonderful fund that aids the family members of fallen officers who were killed in the line of duty in Arizona. Family members receive a plaque with the name and photo of their loved one in addition to a check to help with unforeseen expenses. All fallen officers are also listed in the Arizona Security Guard Museum where there have been 14 security guards killed in the line of duty in Arizona since 1977.

The idea to start doing an Annual Chili Cook-Off came up in a meeting when the members of APSPA brainstormed multiple ways to raise money for AZSOMF. Since then, the annual event continues to be a great success and a fun time for security companies to come together in friendly competition. This event continues to break record donations every year.

