

Take 5

LEADSLED SPECTACULAR



MEET CHAMBER MEMBER BUSINESSES THROUGH THESE 5-QUESTION INTERVIEWS WITH...

AV PLANK, BOB YATES, & JEFF PARKER OWNERS OF 1ST CHOICE SECURITY

Can you please give us a three sentence summary of your personal background?

Our ownership team (AV Plank, Bob Yates and Jeff Parker) has lived and supported the Salina area for more than 30 years, we've served in many civic and leadership roles including professionally as law enforcement and military. Following retirement we all still had the desire to provide service from the security aspect; thus, we founded First Choice Security in 2014.

What is it about your business that is unique or special? What separates you from your competitors?

We specialize in providing physical on-site security services for businesses and events. We are boots on the ground so to speak, as we respond to alarms, check buildings, provide a professional appearance and help staff many events. Some of our clients are Kansas Wesleyan University, Rolling Hills Zoo, Mowery Clinic, VFW, Visit Salina, KKOA Car Show, AMBUCS and others. Our staff often volunteers for events that are good for the Salina community.

The fact that we are mainly made up of retired law enforcement, active military and professional business men and women provides us an advantage over our competitors. We are a licensed and bonded security business. We have the ability to provide armed service as well as unarmed service pending our clients' needs, and we provide our staff with weekly and continual training. Amongst our staff we have over 370 years of experience in law enforcement, military and security.

In general, how is demand for your product or service?

With our continual changing society, the demand for our security service continues to grow. Regarding our prices we're very competitive for the product we provide. Not only do we provide a security presence on-site, but can also do tasks appropriate for the event if they fit our team. An example would be that we can staff a pass gate or take tickets, at the same time we provide security in that area.





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One thing we're currently trying to promote is our affordable ability to respond to alarms. For instance if a business has an alarm go off (fire, security, etc.) we can respond to that by going to the site and checking it out and taking the necessary action. We can also provide education for alarms.

Our business is not at capacity, and we would certainly like the opportunity to provide more service to area businesses.

How long have you been in business and why are you operating in the Salina region?

In 2014, First Choice Security opened in Salina because we liked the Salina area and the community. It's a relatively quiet place to live with a low crime rate when compared to the national average. It's a good place to raise kids and it's home.

What are some of the plans you have for the future of your business?

We feel we have many services that businesses are not aware of, so we'd like to better market those services. In addition to our on-site security offerings, we also offer conceal carry classes, and we have a basic hand gun class. In general, we'd like to expand in the Salina and surrounding areas.

Upcoming Course Schedule -
Conceal Carry Class:
April 22, May 20, June 24, July 22

If interested in the Basic Hand Gun Class (Hand Gun 101) will be offered on the same dates. Conceal Carry Class is \$75 per person (registration deadline is 1 week prior). Call to sign-up.

AV Plank 785.376.1861 or Bob Yates 785.493.2268 or Jeff Parker 785.452.1623



**Check Them Out:
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