



EXECUTIVE LEADERS RADIO



Eric "Ric" Pohland

Ric Pohland
President & COO
American Security Programs

Ric Pohland has a unique understanding and acumen for business. His profile demonstrates his unique ability to be successful in the security industry. His diverse skills and innate ability to manage his team, make him a sought-after executive leader with expertise and experience any company would love to have working with them.

Ric previously worked at Coastal International Security, serving initially as Center Operations Director at NASA Kennedy Space Center, FL, where he directed Coastal's NASA contract, providing full security and emergency services, and as on-scene commander during all major incidents. Following that position, Ric moved to Coastal HQ to become Director of Operations, then to Vice President of Operations, and subsequently as President of Coastal, responsible for overseeing the corporate staff, policy and procedural development, business growth, and all 31 Coastal contracts valued in excess of \$500 million dollars. Prior to joining corporate industry, Ric served in the United States Air Force (USAF) for 25 years (Colonel, Ret), and has expansive leadership and security expertise. He held multiple senior level assignments culminating as Wing Commander of the Air Force's largest base, Eglin AFB, FL. Ric held five 'command tours' in the USAF in positions of increasing responsibility and complexity and was

handpicked to command three of the USAF's largest Security Forces squadrons (Air Force One responsibilities, AF's largest training Academy, and a nuclear security unit).

What does the company do for its customers:

American Security Programs core service is providing fully licensed and credentialed armed and unarmed security officers to our clients.

Who are the company's customers:

Customers of American Security Programs include the Federal Government, Commercial Corporations and Businesses, commercial entities with classified requirements, and defense contractors.

Why don't the company's customers use a competitor:

American Security Programs has a tangible and highly regarded commitment to the specific requirements and needs of its customers. They are a top customer choice as a result of their reputation and proven performance. Our employees are our premier asset; they bring a wealth of experience with backgrounds as former military, security, and police officers, and provide exceptional service to our clients. Essentially, our customers really know that they have the right officer and the right team on the job.

How did the CEO get involved:

Ric previously worked for a competing company and got to know American Security Programs former President, Lynn Oliver. Both shared common approaches in their business strategy. When Lynn decided to retire over a year ago, it was only a perfect fit to tap Ric on the shoulder to make a move and replace him. Ric graciously accepted.

Learn from growing up and how it applies to the success today:

Ric strives to live by and teach others the following:

- ☑ Take your profession seriously.
- ☑ Work ethic is an important as intelligence.
- ☑ Character and work ethic are how others see you, do what's right all the time.

Brother and Sisters/Pecking Order:

Ric has four brothers, (one passed shortly after birth) and one sister. Growing up essentially in the middle, Ric was close to all of his siblings. Ric remains close to his family, and is an "Irish Twin" to his younger brother (both born in 1960).

Effect on business success:

Growing up in a family of teachers, Ric was instilled with a strong sense of purpose in learning and education. He believes that life-long learning and professional development provide for vital nurturing to generate a powerful, highly capable workforce.

Mentors, What Learned, and Today's Effect:

Although Ric has had many mentors over the years, the ones that stand out the most include his father, who was a professor at the University of New Mexico; numerous former Air Force Officers and Enlisted NCOs, Mr. Ryan (high school teacher); and his baseball coach, Mr. Baack, who taught Ric about perseverance and practice. Endeavor to never stop learning; and the more you push and the more you practice, the more naturally things will come to you. He continues to live by this moto.

How does CEO give back:

Ric, along with American Security Programs, gives back in many different ways. Together they sponsor various annual charity events supporting the Diplomatic Security Foundation, and several "military-centric" organizations (USO, Wounded Warrior, etc). Ric also participates in religious charities and fundraising efforts.

Interviewed by:

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