

The 5-minute guarantee



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TRADE TALK | Provident Security began with a request to provide bouncers at a dance

MICHAEL JAGGER, 31, went through Vancouver College playing hockey (centre), wrestling and planning to become a police officer. Six months as an RCMP special constable in Whalley changed that purview, but the innate entrepreneur had already seen where his interests in security could lead him.

That would be to sole ownership of the Provident Security & Event Management Corp. that guarantees a five-minute response to alarms from its 4,000 corporate and residential clients on Vancouver's west side. Headquartered in Kerrisdale Village, the 175-employee firm operates a million-dollar central monitoring station, and might be worth \$10 million on the market — which it definitely isn't, father-of-three Jagger says.

That's because he has out-of-town expansion plans that got under way this month with the takeover of access control at **Anthony von Mandl's** Mission Hill Family Winery in Westbank.

Not bad, so far, for a firm that began in early 1995. That was when York House private-school headmistress **Gail Reddy** asked if he and five pals would provide security at a dance. Many other school and hotel gigs followed.

Already too busy to continue his Simon Fraser University studies, Jagger contracted with the Kerrisdale Business Association in 1997 to protect its 250 retail members and others with professional premises. A "massive" burglary rate of 17 per month tumbled to zero, Jagger says, as his bicycle patrols easily spotted late-night intruders and caught several in the act of theft.

Unlike a prison movie's marching sentries and traversing searchlight beams, Provident staff have irregular and ever-changing sequences for checking premises. The swish of departing tires doesn't mean the rider won't be back a minute later.

South Granville businesses soon signed up with Provident, too.

"We're not solving crime," the Young Entrepreneurs' Organization member says matter-of-factly. "We're giving [thieves] a good reason to stay away."

In retrospect, he might have stayed away himself from a 2002 undertaking that saw him take over the Vytaltek Security, which had made a bankruptcy proposal after two years of sharing marketing efforts with Provident.

The two firms' relationship gave service-firm Provident access to a security-hardware provider. Vytaltek's collapse offered Provident a permanent foothold, once Jagger had convinced HSBC, Scotiabank and especially St. Louis-based Security Leasing Partners to go along with the million-dollar assumption of debt.

"It was a huge risk," says Jagger, who will pay off the final \$30,000 at year's end.

It was also a huge headache, especially rebuilding the acquired firm's accounting and record-keeping. "What would have sunk us would have been if we didn't have the personal connections to a lot of the clients."

The experience was "a nightmare," Jagger says. "But that's where opportunities are. The beauty of the deal was in its ugliness. And that's where opportunities are — in the ugliness."

The other benefit, attainable in no other way, was that "we had a phenomenal inside look at what they did



Michael Jagger says Provident Security, now with 4,000 clients, can support hundreds of thousands clients far and near.



Washington wine guru **Allen Shoup's** global-maker program was toasted by **Mission Hill's** **Anthony von Mandl**.

well and what they did poorly."

Now, with hardware and software capabilities intact, Jagger says Provident can support "hundreds of thousands of clients," who spend an average of \$1.25 per square foot to safeguard their premises.

That means establishing franchised or licensed Provident Security operations that, like the founding firm, will guarantee to physically answer an alarm in five minutes.

That's how long you must use covert locations, strongboxes and the like to safeguard your own stuff, Jagger says, claiming that thieves aren't fazed by alarms or voice challenges from remote monitoring facilities.

His watchword for business premises: "[Thieves] don't want the computers you have. It's the ones you replace them with. They'll be back."

Ditto his staff. In five minutes or less.

TRICIA DONG is a former full-time police officer and continuing marathon runner who plans to deliver a business broadside. With cannonballs, too.

Their proper name is kettlebells. But what they are is cast-iron globes with handles that let you swing or hold them out to develop core strength, flexibility, balance, coordination and all the other benefits of athleticism.

The biggest weigh a daunting 48 kg (105 pounds) each and the smallest four kg. But Dong currently offers them from eight to 24 kg, priced \$85 to \$135.



Code 5 Fitness principal **Tricia Dong** says kettlebells are strength training's next big thing — literally.

dow with — in the case of Mounties — the horse you rode in on. She'll show her sweeter side at the Aberdeen Centre Sunday afternoon, when she'll perform with **Paul Latta's** Polynesian dance troupe.

IKE BARBER and fellow mogul-philanthropist **Jimmy Pattison** were at the Hotel Vancouver May 18 to welcome **Thomas Foord**, **John MacDonald** and **Dr. Don Rix** to the Business Laureates of B.C. Hall of Fame of which they are inaugural members.

Jim Shepard and **Barbara Brink** chaired the Junior Achievement-organized event. B.C. small-business minister **Rick Thorpe** inducted the threesome, and Premier **Gordon Campbell** committed \$2 million to Junior Achievement education programs. Former Alberta premier **Peter Lougheed** spoke, too.

Long-time businessman-politician **John Reynolds**, who was also present, will return to the hotel tonight to hear Prime Minister **Stephen Harper** and others toast and roast his public-service career and raise funds for the Zajac Ranch for Children.

Pattison inadvertently started that process at the Business Laureates bash. Hampered by a softball mishap that put his right foot in a cast, he jostled the tuxedoed Reynolds, who promptly sloshed wine down his own shirt-front.

"First time I've been a red Tory in my life," Reynolds cracked. "And it took Jimmy Pattison to make me one."

ANTHONY VON MANDL has already emulated a business practice established by Washington state wine pioneer **Allen Shoup**. He's the chap some liken to Napa Valley titan **Robert Mondavi** for his years heading the Stimson Lane corporation that put Chateau Ste Michelle, Columbia Crest and other state wineries on the world map.

In 2002, the retired Shoup founded Long Shadow Vintners and raised Washington wines even higher. His tactic: Give star international winemakers free access to vineyards and let them do their best work.

The result was small batches (never more than 1,000 cases) of wines that sold out in days and always scored 90 point or more in stringent judging.

Lumiere restaurant principals **Rob Feenie** and **David** and **Manjy Sidoo** served up five such vintages Tuesday at a private dinner prepared by Feenie's staff and others from **Mark Canlis's** Canlis restaurant in Seattle.

During the meal, von Mandl says he also has "a couple" of globally feted winemakers working on vintages involving Okanagan grapes. He'll disclose "in about a year" who they are. But, since von Mandl succeeded Australian wine titan **Wolf Blass** to head the International Wine and Spirit Competition, chances are one hails from Down Under.

The collegial Von Mandl admires Shoup for his response to a 1996 frost that destroyed a half of the Washington-state grape crop a decade ago. Stimson Lane was left owning many of the surviving grapes. "But Allen realized one winery could not be an appellation" — represent regional character, that is — "so he made sure his competitors got some of them."



John Reynolds (left) wore red, courtesy of **Jimmy Pattison**, at the **Business Laureates of B.C. banquet**.

Originated in Russia, kettlebell training is now centred in Minnesota, where Dong plans to be accredited as an instructor this summer. She will then urge the B.C. Recreational and Parks Association to register her as a specialist trainer here.

Simon Fraser university criminology graduate Dong trains aspiring police officers, firefighters and others via her Code 5 Fitness firm — www.code5fitness.com — the name of which echoes the police signal for approaching a suspect with guns drawn.

She learned about kettlebells last year while attending the Ryan Lee Bootcamp conference for international fitness trainers and coaches in Stamford, Conn. Their economical methodology, she says, is aimed at multi-muscle development rather than the single-muscle isolation entailed with barbells, dumbbells and other gym equipment.

That connected her to **Jerry O'Charchin**, an RCMP officer who was using kettlebells to train other officers at his Direct Iron Strength & Conditioning enterprise. The two then linked up with **Chris Gatty**, who incorporated Canadian Kettlebells and ordered stock to be cast by Robar Industries. The three have completed a \$30,000 promotional video for release next month, followed by other marketing efforts.

With or without kettlebells, the deceptively dainty Dong is tough enough to throw you out of the win-