

## Alumni P.I.'s become one of '12 to Watch'

*Security experts believe in putting customer first* BY SANDE SNEAD ('82)

**S**ure J.J. Frazer ('97) watched the private detective show *Magnum P.I.* as he was growing up, but more influential to him now is *Lockup* – what really happens to people who try to skirt the law. However, Frazer owes much of his business' success to Walt Disney.

Frazer followed in his father's private security footsteps and opened New Horizon Security Services, which was named by the U.S. Senate Productivity and Quality Award program for Virginia as one of the "12 To Watch" small businesses in Virginia. *Inc. Magazine* recognized the company as No. 2,725 of their top 5,000 fastest growing private businesses and No. 1 in the security officer category.

"We were moving along just fine," Frazer says, "but we weren't really growing until we stopped focusing on law enforcement and started focusing on customers." A trip to Disney World inspired the shift in focus when Frazer saw the Disney magic at work. He requested some face time with a Disney manager and got 45 minutes of free one-on-one advice. He saw the customer service ethic in action and assumed the employees were highly paid. Then, he found out they made \$8.50 an hour. He went back for a behind-the-scenes tour and attended Disney University.

"That changed everything," says Frazer.

New Horizon employees had been asking for benefits and although that was unheard of in the security business, when Frazer's father died in 2007, he used the life insurance money to give full benefits to every full-time employee. He asked for increased attention to customer service in return, and he got it.

New Horizon only employs the top 10 percent of the security industry workforce and requires additional physical fitness and training requirements. "What sets us apart from other private security companies is our added professionalism, attention to customer service and our ability to tailor each security program to a particular company or agency," says Frazer.

For example, the Department of Motor Vehicles is one of New Horizon's major clients and Frazer designed a virtual shooting range to train his private armed security officers so they are tested with various real-life scenarios. Unlike many programs that are generic in nature, New Horizon's tactical training programs incorporate video of the actual lobby where the security officer will be stationed. Officers also train with real 9 millimeter Glocks – the same guns they use in the field.

Other technology includes GPS tracking of all security officers, so if there is ever a question about where a guard was during an incident, Frazer can pinpoint their location precisely.

Not coincidentally, the company's trajectory also began to soar when **Christy Steele Frazer ('97)** left her own very successful career consulting for the Department of Defense to team up with her husband. The couple met their freshman year through a mutual friend in Eagle Hall, and continued to bump into each other at Greek mixers. They began dating as juniors and were married in 2002.

While Christy was a health sciences major with a double minor in business and psychology, J.J. was a public administration major and criminal defense minor. She later pursued a Masters in Health Administration, and J.J. was torn between being an attorney and a police officer, but when he found that the starting salary for a law enforcement officer in Newport News was a whopping \$22,500, he decided to look elsewhere. He started New Horizon by focusing on unarmed security for hotels and retail shopping centers in Northern Virginia and Washington, D.C., and soon became the exclusive security provider to the largest student group travel firm in D.C.



**New Horizon Security Services, run by power couple Christy Steele Frazer ('97) and J.J. Frazer ('97), was recognized by *Inc. Magazine* as the the fastest growing uniformed security officer company in the nation.**

Now focusing on local and state government agencies, New Horizon provides armed security for the Virginia Department of Motor Vehicles, Department of Taxation, Department of Workers' Compensation and the Department of Corrections.

"This industry is dominated by large national firms," Christy explains. "Their focus is on lucrative federal contracts, not so much on the state agency level. But, that's exactly where we want to be."

Their first high profile assignment was providing the security detail for the train ride on Virginia Railway Express to President Obama's inauguration. "With that much rail, numerous stations and thousands of people over 19 hours, it was very intense," J.J. says.

For all of the accolades and profitability, the couple say that working together is the most satisfying part of what they do. New Horizon's early years coincided with the Frazer's growing family, so between babies and the new business growing pains, there was a lot of sleep deprivation. "This business is 24/7 day and night," J.J. says. "In the beginning, if I got three hours of sleep in a row, it was a miracle."

But the hard work is paying off. In September Lt. Gov. Bill Bolling honored J.J. at the Virginia Excellence Forum as one of the "12 To Watch" small businesses in Virginia. **M**

**\* Learn more at [www.newhorizonsecurity.com](http://www.newhorizonsecurity.com)**