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Bill Brooks Named Keuka College's Director of Protective Services

KEUKA PARK, N.Y.—Keuka College has selected William Brooks, former security manager of Eastview Mall in Victor, to be its new director of protective services.

Brooks, a Branchport resident, was a lieutenant in the protective services office at Keuka College in 2001, and left for the position at Eastview, from which he retired last May.

“The protective services office performs a vital function in providing a safe environment for our students, faculty and staff,” said Vice President for Student Development and Dean of Students Jim Blackburn. “Keuka College is very fortunate to have a man who knows Keuka and its culture, and who is an expert in the security field.

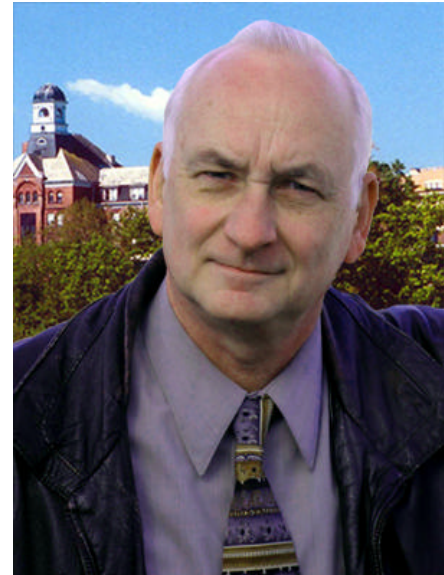
“Bill Brooks has a terrific combination of experience, expertise and personality, and I believe he will continue the fine work begun by our former director, Joe Aymerich, in upgrading the professionalism of our security force,” added Blackburn. “Bill has already begun to make a positive mark on the College and the protective services office.”

“My predecessor did a real nice job and was well liked by the staff, students, and fellow officers, and I hope to continue along those lines,” said Brooks. “Professionalism is very important to me. A lot can be accomplished through training. All of our security officers are certified by New York state. I think professionalism is also something that is demonstrated through behavior and attitude. When you show respect, you gain respect. Keuka is fortunate to have some very talented and professional officers.”

As Eastview, Brooks supervised 25 officers who were responsible for the safety and protection of the Mall's customers, employees, parking lots, and more than 170 store tenants.

In addition to Eastview, Brooks has held security/supervisor positions with Wilmorite Property Management, LLP in Rochester and Irondequoit Mall, and served as site security supervisor (in charge of eight officers) for two housing/retail projects comprised of two high-rise apartment buildings (more than 500 units) and a 60-unit complex in Rochester.

Brooks also has experience as an investigator and enforcement officer. He worked as a special investigator for Covert Consultants Professional Investigations in Rushville; as an identification



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investigator at crime scenes for the Monroe County Sheriff's Department, where he also established and maintained a firearms division responsible for tracing ownership and disposing of department seized firearms; was a liaison to the country court judiciary, responsible for recommending and facilitating gun permit revocations; and was zoning officer for Urbana and Pulteney, a position that involved interpreting, administering, and enforcing local codes.

He holds New York State Security Guard Certification and recently completed an *Emergency Response to Terrorism* course offered by the state.