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## **2023 Year in Review: Gary Zamperelli, Nationwide Security Service**

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What emerging trends will drive investment and development in 2024? There is no trend larger or that will have a major impact on the security industry than artificial intelligence (AI). The security AI trend would also include a blend of AI and cybersecurity. The security guard industry is rapidly evolving and it may sound like Sci-Fi, but Robotic security guards are now being developed to replace or supplement human security guards.

What person, project, transaction, or market trend had the greatest impact on your industry this year? The cannabis market has had the biggest impact for us in the security patrol industry. With sales of roughly \$30 billion in 2023. The medical use of cannabis has been legalized in 40 states and the District of Columbia and 24 states have legalized recreational use. The bad guys know this too and this is where security patrols have increased at local dispensaries across the country. This market/ trend shows no signs of slowing down in 2024.

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