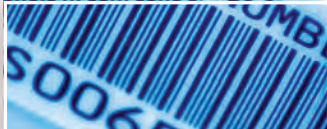


Loss Prevention

Auditing & Safety Conference 2009

Orlando, FL | MAY 3-6, 2009



Gaylord Palms Resort & Convention Center

Title Sponsor:

Checkpoint 

SUNDAY, MAY 3

2:00 – 7:30 p.m.
Sun Alcove

Registration & Information Desk Open

12:00 – 4:30 p.m.
Sanibel 2-3

Operational Audit Pre-Conference Workshop
(open to committee members only.)

3:00 – 3:30 p.m.
Tallahassee 2-3

LP Steering Committee Meeting
(open to committee members only.)

3:45 – 5:00 p.m.
Sun 3-4

Solution Provider Session**Selling Secrets that the Industry Hasn't Told You**

Brand Elverston, *Director, Asset Protection Systems & Analysis*, Wal-Mart Stores, Inc.

Tim Fisher, *Director, Loss Prevention & Safety*, Best Buy Co., Inc.

Paul Jones, *Vice President, Asset Protection*, Retail Industry Leaders Association

Dennis Klein, *Vice President, Loss Prevention*, Abercrombie & Fitch, Co.

LP executives will inform solution providers how and why they choose to buy solution systems and how to be a more effective seller in the LP space. This will be an informative session on what technology LP leaders are looking to integrate into the industry and what solution providers can do to enhance their retail relationships.

4:30 – 5:00 p.m.
Sanibel 1

New Attendee Orientation

5:00 – 7:00 p.m.
Piazza

Welcome Cocktail Reception

Sponsored by Vector Security, Inc.

**MONDAY, MAY 4**

7:00 a.m. – 7:00 p.m.
Sun Alcove

Registration & Information Desk Open

7:30 – 8:30 a.m.
Sun CD

Welcome Breakfast Buffet

8:30 – 9:30 a.m.
Sun AB

Welcome & Opening Keynote Address**Executing for Results**

Marvin Ellison, *Executive Vice President, U.S. Stores*, The Home Depot, Inc.

Learn about Marvin Ellison's rise from an LP professional to Executive Vice President of more than 2,000 stores in the United States, Guam, Puerto Rico and U.S. Virgin Islands. Mr. Ellison will discuss the key

skills and leadership qualities that have enabled him to excel in multiple capacities at different levels of responsibility throughout his career, and impart his view on the importance of loss prevention in today's retail world.

Sponsored by LP Innovations, Inc.



9:30 – 9:45 a.m.

Sun Lobby

Business Break

Sponsored by Axis Communications



9:45 – 10:45 a.m.

A.

Sun 1-2

Breakout Sessions

Building Your LP Program from the Ground Up

Stephen Scott, *Director, Loss Prevention, Tractor Supply Company*

This session will discuss the process of building an LP program/department in the U.S. specialty to mid-size retail environment. Stephen Scott will share his experiences of transforming his LP program from a \$1.5 billion, 400 location retailer to a \$3 billion, 800 chain retailer.

B.

Daytona

Creating a DC Loss Prevention Program

Glenn Master, *Regional Manager, Loss Prevention & Safety, Office Depot, Inc.*

This session will discuss the development, strategy and implementation of a loss prevention program for an existing distribution center with no formalized LP program. Topics to be addressed include: identifying shrink related to internal/external theft, working with management to create standard operating procedures, monthly auditing, identifying exposure through investigations, implementing BCP and emergency response planning, and partnering with law enforcement that specialize in cargo theft and financial crimes.

C.

Miami 2-3

How to Develop Effective Shrink Analytics

Steve Hodgkins, *Director, Shortage Control & Crisis Management, J.C. Penney Company, Inc.*
Michael Sanders, *Shrinkage Control Analysts, J.C. Penney Company, Inc.*

You can develop your own effective shrink analytics, just by using Excel and your relevant data. This session will combine theory and practical application, and focus on statistical theories and the analysis tools available within Excel. This session will provide participants with real-world examples to help you grasp the key concepts needed to build a shrink predictor using as many metrics as you want.

D.
Sun 3-4

Loss Prevention Strategies for a Store Closing Environment

Brian Fuller, *Former Corporate Director, Asset Protection, Steve & Barry's LLC*
 Don Horan, *Director, Loss Prevention, Gordon Brothers Group LLC*
 Bob Sorensen, *Former Vice President, Loss Prevention, Linens 'N' Things*
 Mark Stinde, *Former Vice President, Loss Prevention, Circuit City Stores, Inc.*

In these challenging economic times, many LP executives will be asked to provide strategic initiatives for controlling inventory shrink and protecting company assets during store closing sales. Join a panel of industry professionals to learn new methodologies for minimizing loss and preserving a company's LP infrastructure during a critical transitional period.

E.
Sun 5-6

Technology to Combat Organized Retail Crime (ORC)

Adel Sayegh, *President & Chief Executive Officer, Universal Surveillance Systems*

This session will provide an overview of the nature and far reaching impact of ORC and review current and emerging LP techniques available to combat this growing threat. Specific examples of ORC, retail theft trends and tactics to combat these crimes -- including EAS solutions, CCTV, GPS, and more -- will be discussed, along with the need to develop retail, law enforcement and government networks to enhance awareness and coordinate resources to thwart ORC.

F.
Miami 1

Self-Scanning: Profit or Loss?

Ernie Deyle, *Vice President, SD - Retail Consulting*
 Jill Evans, *Director, Operations, Lowe's Companies, Inc.*

Learn about self-scanning methods that grocery and big-box retailers are implementing, and hear how this technology is used in conjunction with current methods to control shrinkage. Results from an industry benchmarking study will be presented to initiate discussion about the various approaches happening across retail.

10:45 – 11:00 a.m.
Sun Lobby

Business Break

Sponsored by ClickIt, Inc.



11:00 a.m. – 12:00 p.m.

Sun A-B

General Session

How to Improve Performance: Understanding the Levers of Performance

Walter Palmer, CFI, *Chief Executive Officer & President*,
PCGsolutions

Every organization has training programs, pay and incentive systems, an evaluation process, and other methods that are used to manage and improve performance. However, despite all of these systems, efforts, and investments, managers are often left frustrated with the results. The session will show participants how to bridge the chronic performance gaps in their companies by learning and integrating the principles of performance improvement.

12:00 – 1:15 p.m.

Sun CD

Luncheon

1:30 – 2:30 p.m.

Sun A-B

General Session

Retail Threat Assessment: How Teams Evaluate Threats by Employees and Customers

Larry Barton, Ph.D., *Violence and Threat Assessor and FBI Training Academy Instructor*

Nearly a thousand people each year are killed at work and more than 3 million assaults occur annually. This session will outline how threat assessment and LP teams differentiate direct from indirect threats; how they evaluate blogs, actions and rumors and how they effectively connect with HR, security, legal and law enforcement. Dr. Barton will also discuss the four fiduciary responsibilities of leaders once they become aware of a threat to a co-worker or site.

2:30 – 2:45 p.m.

Sun Lobby

Business Break

Sponsored by GE Security



GE
Security

2:45 – 3:45 p.m.

A.
Miami 2-3

Breakout Sessions

Multiple Suspects: Eliminating the Innocent and Identifying the Guilty

Wayne Hoover, CFI, *Vice President, Certified Forensic Interviewer Programming*, Wicklander-Zulawski & Associates, Inc.

How do you bring an investigation into focus when there are multiple suspects and no direct evidence implicating anyone? Learn how to use a non-accusatory interview technique to eliminate the innocent and identify the guilty. This interactive program lets you practice the techniques and solve a case by evaluating videos of suspects.

B.
Sun 3-4

Data Sharing: Myth or Fact?

David Johnston, *Director, Business Development, LP Innovations*

Barbara Pietrawska, *Research Analyst, CAP Index, Inc.*

Claude Verville, *Vice President, Loss Prevention & Safety, Lowe's Companies, Inc.*

In this session, see the brand-new National Shrink Database, discuss current trends and future evolution of data sharing, and review how progressive retailers are adopting this solution as an LP tool.

C.
Daytona

Collaborative Approaches to Successful Shrinkage Management

Adrian Beck, *Reader in Criminology, University of Leicester*

Shawn Evans, *Shrink & On-Shelf Availability Leader - North America, Procter & Gamble Co.*

This session will showcase the partnership of a leading manufacturer and a retailer to deliver improved shrinkage results. They will divulge their blueprint for success.

D.
Sun 5-6

Utilizing Effective Operational Audit Solutions

Michelle Michael, *Director, Sales, LP Software, Inc.*

Katina Terry, *Loss Prevention Manager, Training & Audits, Abercrombie & Fitch, Co.*

Retailers and solution providers will present the advances being made in the field of operational audit software. This session will showcase Abercrombie & Fitch's operational audit program, including results, and future plans for the programs.

E.
Miami 1

DHS: In Focus

Andrea Schultz, *Deputy Branch Chief, Commercial Facilities Sector Security Specialist, U.S. Department of Homeland Security*

Participants will learn about the structure and mission of the Commercial Facilities Sector, the National Infrastructure Protection Plan (NIPP), and the DHS protective programs that directly affect the retail sector. Additionally, this session will provide a closer look at the common vulnerabilities and potential indicators of terrorist activity at shopping centers and other retail facilities, and include an overview of programs that retailers can implement at these sites to mitigate risks and consequences of a terrorist attack or natural disaster.

F.
Sun 1-2

An Awareness Program that Gets Results

Chris Canoles, *Senior Director, Asset Protection*, The Home Depot, Inc.

Tom O'Rourke, *Vice President, Research and Information*, Punch Integrated Communications

Over the past five years, The Home Depot has built a strong asset protection culture within its stores, where small associate teams within each store deliver impressive results. These awareness teams are a key component in maintaining more than 90% compliance rate across the entire chain. Learn how The Home Depot's store support center has successfully measured the program on a daily basis, enabling continual improvement at store level.

3:45 – 4:00 p.m.
Sun Lobby

Business Break

Sponsored by The Zellman Group, LLC



4:00 – 5:00 p.m.
Sun AB

General Session

Global LP Strategies & Application

Adrian Beck, *Reader in Criminology*, University of Leicester

Geoffrey Northcutt, *Managing Director*, The Loss Prevention Company

Walter Palmer, CFI, *Chief Executive Officer & President*, PCGsolutions

Different LP strategies from across the globe will be presented, compared, and discussed. Gain insights on how to navigate through this globally-integrated world and learn the important steps needed for store expansion into international markets.

5:00 – 7:30 p.m.
Florida Exhibit Hall DE

Cocktails & Buffet in Exhibit Hall

Sponsored by ADT Security Services



ADT Always There®

TUESDAY, MAY 5

7:00 a.m. – 5:30 p.m.
Sun Alcove

Registration & Information Desk Open

7:15 – 8:15 a.m.
Sun CD

Continental Breakfast Buffet

8:15 - 9:15 a.m.**General Session**

A.

Sun AB

Managing in a Down EconomyRichard Hollinger, *Ph.D., Professor, Criminology, University of Florida*Jim Lee, *Chief Executive Officer & Executive Editor, LossPrevention Magazine*

This session will provide unique insights on the current retail climate and on what the future might hold for the industry. It will also include a discussion on how retailers can prepare and thrive in these current tough economic times.

OR

B.

Miami 1

Claims Management 101Bob Sklar, *Former Risk Manager, Safety & Workers' Compensation, The Pep Boys - Manny, Moe & Jack*

Learn how safety and the claims process play a key role in proactive claims management. The session will also review how you can use claims data to drive safety programs, minimize risk and protect assets.

9:15 - 9:30 a.m.

Sun Lobby

Business Break

Sponsored by Clinton Electronics Corp.

**CLINTON** Electronics**9:30 - 10:30 a.m.****Breakout Sessions**

A.

Sun 3-4

Cycle Counting as a Foundation to Exceptional Shrink PerformanceTim Fisher, *Director, Loss Prevention & Safety, Best Buy Co., Inc.*

Learn how one retailer has increased customer satisfaction and posted improved inventory results year over year by utilizing the cycle counting process as a critical component in their shrink reduction program.

B.

Miami 2-3

Target Assets Protection: Optimizing ResourcesNate Hartle, *Senior Group Manager, Investigations, Target Corporation*

Hear how one retailer has reengineered its LP structure to increase productivity, leverage expense, reduce shortage and enhance the profitability of stores. Learn how leadership, innovative technology and intelligence helped optimize this organization's LP resources and results.

- C. **A Forensic Approach at the POS**
Sun 5-6 Debra Martin, *Vice President, Asset Protection,*
Raley's Family of Fine Stores
Pedro Ramos, *Director, Retail Solutions, Agilence, Inc.*
- This session looks into how suppliers and retailers can work together and produce significant reduction in POS losses by utilizing technology and analytics.
- D. **Audit Open Forum**
Miami 1 Joe Anderson, *Director, Loss Prevention, Pamida Stores Operating Company, LLC*
Katina Terry, *Loss Prevention Manager, Training & Audits, Abercrombie & Fitch, Co.*
Troy Young, *Divisional Loss Prevention Manager, AutoZone, Inc.*
- Join this panel of experts to discuss the audit operations of specialty, auto, food, and drug store retail segments. Session will allow participants to see how each segment creates, completes and reports in the audit world, and allow open discussion and information sharing among participants.
- E. **How an Incentive Program Can Influence Safety**
Sun 1-2 Joshua Haggard, *CFI, Senior Manager, Loss Prevention Operations/Safety, Office Depot, Inc.*
- Learn how one retailer's implementation of a safety incentive program has helped to significantly drive down both incidents and incident rates in the supply chain business. The session will also examine how integrating an awareness program can have a positive impact on the bottom line without incurring additional costs.
- F. **Law Enforcement and Retail: Bridging the Gap**
Daytona Erik Eagan, *Sergeant, Homeland Security/Investigative Support Group, Volusia County Sheriff's Office*
Chris Ortiz, *Investigator, Seminole County Sheriff's Office*
- The FORCE (*Florida Organized Retail Crime Enforcement*) group will discuss the importance of an effective partnership between law enforcement and retail loss prevention. They will discuss successful partnerships and will showcase a free online Google Groups web based format that they developed to share information and intelligence critical to fighting organized retail crime. Hear how this group has made a difference for retailers in the state of Florida and learn how you can make the system work for your organization.

10:30 – 10:45 a.m.
Sun Lobby

Business Break

Sponsored by Accenture

 accenture

High performance. Delivered.

10:45 - 11:45 a.m.

A.

Sun AB

General Session**Unlocking the Value of Returns**

Moderator: Mark Hilinski, *Senior Vice President, Sales & Marketing, The Retail Equation*

Kevin Darnell, *Director, Loss Prevention, Brown Shoe Company, Inc.*

Read Hayes, Ph.D., *Director, Loss Prevention Team, Loss Prevention Research Council (LPRC)*

Libby Rabun, *Vice President, Loss Prevention, AutoZone, Inc.*

Return fraud and abuse is an annual \$15.5 billion industry-wide problem. This session will raise awareness of the issue, give examples of return reduction solutions, and review the financial benefits that will enable LP leaders to sell the solution concepts to senior management. LP experts will share their experiences and results on this subject.

OR

B.

Miami 1

Improving Organization Safety Through Predictive Modeling

Kris Russell, Senior Manager, Risk Research, Wal-Mart Stores, Inc.

For years, actuaries in the insurance business have been utilizing predictive modeling to assist clients in proactively managing accident claims and improve expenses. Whether a retailer is self-insured or manages claims through a third party, improved awareness and a greater understanding of leveraging these predictive models can be a valuable asset for enhancing a retail organization's overall safety. This session will discuss the concept of predictive modeling, basic techniques, strategies and how it can be used in retail.

11:45 a.m. - 1:15 p.m.

Florida Exhibit Hall DE

1:30 - 2:30 p.m.

A.

Sun AB

Lunch in the Exhibit Hall**General Session****Research in Action: Using Science to Protect**

Kevin Ach, *Director, Loss Prevention Operations, Office Depot, Inc.*

Tim Flowers, *Asset Protection Field Director, Best Buy Co, Inc.*

Read Hayes, Ph.D., *Director, Loss Prevention Research Team, Loss Prevention Research Council (LPRC)*

Mick Pinneke, *Divisional Asset Protection Director, West, The Home Depot, Inc.*

Dennis Wamsley, *Director, Loss Prevention, Publix Super Markets, Inc.*

Rigorous, scientific R&D can increase the impact and cost-effectiveness of asset protection, as it has for medicine, engineering and other disciplines. This session reviews recent experimental offender interviewing

and predictive modeling LP research and gives insights on how participants can set their own R&D agenda. The session will use participant feedback to discuss the R&D process with current examples from drug, super-market, mass merchant and specialty stores.

OR

B. **Building Effective Shrinkage and Safety Awareness Communication Programs**

Miami 1

Leon Burreson, *Operations & Safety Director, Loss Prevention, J.C. Penney Company, Inc.*

Ramona Hereford, *Loss Prevention Manager, J.C. Penney Company, Inc.*

Want to make shrinkage and safety awareness interesting? Looking for innovative ways to communicate your message to a generation that lives on the net? This session will take you through building an informative, fun and interesting program that will keep your associates interested and engaged. It will cover the use of a variety of properties and methods of communication, as well as introduce what the future of awareness might look like.

2:30 – 2:45 p.m.

Sun Lobby

Business Break

Sponsored by KPMG



2:45 - 3:45 p.m.

Breakout Sessions

A. **RFID Today**

Sun 5-6

Mark Roberti, *Owner & Editor, RFID Journal Inc.*

This session will review current retail case studies of item level tracking in a retail environment. Discover what is currently working, opportunities, and predictions about the future adoption of this technology.

B. **Supply Chain Losses**

Daytona

John Tabor, *Director, Corporate Security, National Retail Systems, Inc.*

This session will present current trends in supply chain and cargo theft losses. It will review current approaches, new technologies and describe needed actions. Also, learn about proactive approaches to secure your high valued shipments.

C. **CCTV Analytics**

Miami 2-3

Rob Borsch, *Group Manager, Asset Protection Resources, Target Corporation*

Learn how to make the most of video analytics and gain from the footage being stored by your company. The session examines how to unlock new information with your video system and utilize it across your com-

pany in loss prevention. Hear insights into business value development and get an overview of the analytics marketplace.

D.
Sun 3-4

ORC Investigation Programs

Kevin Bitters, CFI, *Senior Manager, Investigations*,
Abercrombie & Fitch, Co.
Nelson Harrah, *Senior National Manager, Organized
Retail Crime*, Gap, Inc.

See the partnership and strategy that retailers and malls have developed to address ORC through training and awareness. Learn about a successful data sharing program currently in place as well as operations that enable retailers to effectively address ORC.

E.
Sun 2

Systems, Finance and Process Shrink: Fact or Fiction?

Al Voels, *Director, Business Performance Advisory
Services*, KPMG

Listen to and review some recent case studies where a forensic process was able to help retailers uncover millions of dollars in system, finance and process related shrinkage. Acquire a road map to utilize with your own LP programs.

F.
Miami 1

Loss Prevention Foundation

Gene Smith, *President, Loss Prevention Foundation*

Certification is a tool that measures an individual's knowledge of core competencies and is becoming more important in the LP profession. Ensure that your team has the best educational tools and the knowledge to combat loss prevention problems. Also, learn where to recruit the best up-and-coming talent for your team and how the LP profession is pairing with colleges and universities to ensure success.

3:45 – 4:00 p.m.
Sun Lobby

Business Break

Sponsored by Enabl-u Technologies



4:00 - 5:00 p.m.

General Session

A.
Sun AB

Low Shrink Stores: The Best ROI for LP in 2009

John Liesching, *Partner & Global Loss Prevention
Lead*, Accenture
David Lund, CFI, *Vice President Loss Prevention*,
Dick's Sporting Goods, Inc.

How can you improve bottom line results with limited capital and operating costs? Focus. With so much emphasis placed on the highest shrink stores, are we leaving money on the table by not increasing expectations on the low shrink stores? Though counter intuitive to

the traditional "target program," learn how improvement from the majority will net significant results. Find out how top retailers utilize a program to enhance performance of their best stores and deliver significant bottom line results.

OR

B.
Miami 1

Safety Open Forum

Doug Gage, *Director, Safety & Environmental*,
AutoZone, Inc.

Doug Sitzman, *Senior Manager, Safety & Loss
Prevention*, Best Buy Co., Inc.

Join your safety-focused peers to discuss the top-of-mind issues in retail safety. Share and get feedback on your company's challenges as well as listen and comment on challenges others face. Topics to be covered could include, but won't be limited to: incident frequency rates for OSHA, customer slip & fall, fleets, and best practices surrounding power/industrial vehicles and equipment. This session provides participants the opportunity to get peer feedback on top-of-mind safety issues.

5:00 - 7:00 p.m.
Florida Exhibit Hall DE

Cocktails & Buffet in the Exhibit Hall

Sponsored by Checkpoint Systems, Inc.



WEDNESDAY, MAY 6

8:00 - 9:00 a.m.
Sun CD

Continental Breakfast Buffet

8:00 - 9:00 a.m.
Daytona

Open Steering Committee Meeting with Breakfast

9:15 - 10:15 a.m.
Sun AB

Closing Keynote

Developing Public/Private Partnerships to Reduce Crime and Deliver Results

*Introduction by: Brad Brekke, Vice President, Assets
Protection*, Target Corporation

Chief William J. Bratton, Chief of Police, Los Angeles
Police Department

Chief Bratton will present how police-retail partnerships can be effectively developed for community-wide solutions to crime and other public safety challenges. He will also discuss three-level partnerships, how to develop them, and how to prioritize them. His presentation will include examples of partnerships with law enforcement and criminal justice agencies and the success that they have experienced.

1:00 – 5:00 p.m.
Emerald 2

FREE SEMINAR

Wicklander-Zulawski Telephone Interviewing Seminar

L. Wayne Hoover, CFI, *Certified Forensic Interviewer Programming*, Wicklander-Zulawski and Associates

Loss Prevention and its investigations are an expensive investment for any company. Telephone Interviewing allows investigators to resolve cases where the travel costs outweigh the potential value of the loss or in situations where circumstances dictate an immediate interview.

This session focuses on the preparation for a telephone interview and the structure of the conversation with the subject. The lack of visual behavioral clues can be offset by the interviewer's awareness of the subject's verbal cues and tonal qualities. The key verbal behaviors will be reviewed in this session to increase the likelihood of an accurate interpretation by the interviewer.

Sponsored by LossPrevention Magazine



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