RETAIL ASSET PROTECTION CONFERENCE 2017
APRIL 9-12, 2017
HYATT REGENCY NEW ORLEANS • NEW ORLEANS, LOUISIANA
EMBRACING RETAIL’S DISRUPTION
Register Today!  www.rila.org/ap
Monday, April 10
8:30 a.m. – 9:15 a.m.
Opening Keynote: Perspectives from the C-Suite
Richard Ashworth, president of pharmacy & retail operations of Walgreens, will discuss the transformative changes impacting retail, the dynamic evolution of their asset protection strategies and the AP team’s essential role in the company’s overall success.

Richard Ashworth, President, Pharmacy & Retail Operations, Walgreen Co.

9:15 a.m. – 10:15 a.m.
Can You Hear Me Now? The Key to Effective Communication
Sponsored by The Retail Equation
More than ever, success in business depends on your ability to communicate. Understanding your communication partner empowers you to tap into the motivations, experiences and style of communication that drives them. In this session, you will hear how to identify different learning styles and how principles of accelerated learning can help you adjust your style of information sharing to promote strong and trusting relationships with internal business partners and external stakeholders.

Moderator:
Rob Glenn, Director, FEMA Private Sector Division

Aaron Miller, Director, New Orleans Office of Homeland Security and Emergency Preparedness
JoAnne Moreau, Director, Baton Rouge Mayor’s Office of Homeland Security and Emergency Preparedness

10:45 a.m. – 11:45 a.m.
Getting Left of Bang: How Behavioral Analysis Can Change Outcomes
Sponsored by Vector Security
The ability to observe, classify, assess and communicate nonverbal behavior empowers protectors to proactively recognize potential threats before a crime occurs. Experience how the observation process involves both intuitive decision-making and the deliberate analysis of situations, persons, and the environment. Behavioral analysis can enhance your ability to make assessments about individual people and enhance your understanding of the timeline of threatening events that can impact human capital, inventory, and customers.

Patrick Van Horne, Co-Author of Left to Bang

Tuesday, April 11
8:15 a.m. – 9:15 a.m.
Whole Community Preparedness for Evolving Threats and Hazards
Sponsored by Nedap
Local homeland security/emergency management and private sector leaders share how they are preparing for emerging and evolving threats and hazards. Civil unrest events and disasters along the coast and the south central United States have become increasingly more complex, geographically diverse, and consequential. Panel members will share thoughts on integrating with retail and private sector partners to achieve improved resiliency. And, they will discuss the unique threats and hazards that are emerging and therefore deserving of innovative and integrated problem solving from units of government and private sector, alike.

Moderator:
JoAnne Moreau, Director, Baton Rouge Mayor’s Office of Homeland Security and Emergency Preparedness

David Lusk, Senior Manager, FedEx Global Operations Control

10:45 a.m. – 11:45 a.m.
Generational BlindSpots: How to Communicate Across Generations
The generations topic isn’t new – many audiences have heard at least one presentation or read multiple articles on the topic. Some may even have Millennial fatigue as they tire of talking about the youngest generation in the workforce. Generational BlindSpots provides a fresh way of looking at the topic by digging into impactful trends that different generations have championed. From Millennials and their disruption of hierarchy that has ushered in the era of the network, to Boomers and the way they continue to rage against aging and redefine what it means to retire, to everything about retaining the forgotten middle child generation of Gen Xers, Generational BlindSpots will shed light on these fascinating trends, provide examples through numerous case studies, and provide actionable tips for you to recruit, retain, and engage every generation in the workforce.

Hannah Ubl, Gen Junkie, Research Nerd and Communication Wizard, BridgeWorks: The Generations People
**1:15 p.m. – 2:15 p.m.**
**Internet Investigations**
The overwhelming amount of information retrievable from the Internet, in support of your investigations, has been burdensome for years. Then social media grew and either you absorbed information overload, or get bloated by it. With time short, budgets tight, and a need to find good reliable information, this session will examine the best of online sources for asset protection investigators and leading practices for conducting searches discreetly to avoid confrontation or alarm.

*Cynthia Hetherington, President, Hetherington Group*

**3:45 p.m. – 4:45 p.m.**
**The Impact of Hidden Biases**
Much has been said about how bias may play a role in the recent police involved shootings across our country. A leader in bringing implicit-bias-awareness training to law enforcement will share what the science says about our hidden biases and how those biases may show up in our daily routines. Additionally, you’ll leave with an understanding of science-based intervention strategies for promoting a bias-free asset protection organization.

*Lorie Fridell, Associate Professor, Criminology, University of South Florida*

---

**Wednesday, April 12**

**8:00 a.m. – 9:00 a.m.**
**Redesigning Retail: Creating a Living Business**
The retail industry is in a state of disruption. Successful retailers are behaving differently. Rather than creating new ways of working to an existing 20th century business, they are redesigning their business to place 21st century values and practices into the fabric of who they are. They are creating a Living Business — A business that recognizes that technology alone isn't enough to drive sustainable transformation. It requires People and Design. Living Businesses put people at the heart of their organization and consider their needs, pains and delights at every stage of transformation. Design provides a common language across disciplines, enables collaboration and breaks down silos. This session brings these ideas to life through a combination of proprietary research, concrete examples, and practical next steps.

*Matthew Rubin, Retail Strategy Executive, Accenture*

**9:15 a.m. – 10:15 a.m.**
**Leading Change**
Change is happening today at a pace never experienced in the modern workplace. From technology disruptions to generational and cultural diversity, change is around every corner. And yet, people are the same as they always have been — highly resistant to change. Hear how today’s modern leader needs to master the power of storytelling, energy, urgency and authentic relationships to lead people into the future.

*Brandon Smith, The Workplace Therapist*

---

**BONUS WORKSHOPS**

**WORKSHOP: The Lifeblood of Innovation**

11:30 a.m. – 2:30 p.m.
Most businesses rarely develop a plan to align their innovation efforts with their business strategies. While programs such as quality improvement are well established, innovation improvement is vital, but often overlooked. Fundamentally understanding what ideation is will help you create a culture of innovation, which in turn, contributes to ongoing improvement in new and unexplored ways. This three-hour interactive workshop will focus on idea generation and include practical tips and tools. Attendees will learn how to take a topic and use out-of-the-box thinking to help solve their business challenges while simultaneously inheriting invaluable skills to help you think differently in the workplace.

**WORKSHOP: Prepare Like a Pro—Premier Investigative Techniques**

11:30 a.m. – 2:30 p.m.
Interviewing may be an age-old practice, but interviewing techniques continue to evolve. Litigation, resource constraints, technology and other factors change how retail AP investigators conduct interviews. During this interactive workshop, you will learn and put to use the latest leading interview practices that will help you elicit truthful and reliable information, leverage the best tools at your disposal and mitigate risk to you and your company. Topics will include:

- Understanding the new language of interviews
- Knowing who your interviewee is before entering the room
- Preparing for objections and denials
- Recognizing when to ask assumptive, choice and enticement questions
- Developing rationalizations that focus on the moral of the story
- Maintaining fluidity and credibility through a Plan B when Plan A doesn’t work
- Conducting an interview without evidence

This workshop is suitable for all investigators, those seasoned WZ course participants and first-timers.

---

**3:45 p.m. – 4:45 p.m.**
**Internet Investigations**
The overwhelming amount of information retrievable from the Internet, in support of your investigations, has been burdensome for years. Then social media grew and either you absorbed information overload, or get bloated by it. With time short, budgets tight, and a need to find good reliable information, this session will examine the best of online sources for asset protection investigators and leading practices for conducting searches discreetly to avoid confrontation or alarm.

*Cynthia Hetherington, President, Hetherington Group*

**9:15 a.m. – 10:15 a.m.**
**Leading Change**
Change is happening today at a pace never experienced in the modern workplace. From technology disruptions to generational and cultural diversity, change is around every corner. And yet, people are the same as they always have been — highly resistant to change. Hear how today’s modern leader needs to master the power of storytelling, energy, urgency and authentic relationships to lead people into the future.

*Brandon Smith, The Workplace Therapist*
**Conference Tracks**

The 2017 Retail Asset Protection Conference has five tracks, covering the full spectrum of asset protection. Each track represents a significant focus area in today's retail asset protection function. The color-coding in the Agenda-at-a-Glance corresponds to the track. Conference tracks are described below.

**Business Intelligence & Analytics**

Effectively managing big data and leveraging quantitative methods and evidence-based decision-making for optimal business performance is a must in today's environment. The Business Intelligence & Analytics track focuses on enhancing operational efficiencies through access to real time data and exploring historical data through statistical analysis, data mining, predictive modelling and other technologies and techniques to identify trends and understand the information that can drive business change and support sustained successful business practices.

**Crimes Against Business**

Retail crime presents an ongoing threat to our people, product and brand. Awareness of emerging scams, effective prevention and response strategies and opportunities to collaborate with key stakeholders is essential to any risk mitigation strategy. The Crimes Against Business track tackles a broad range of retail crime from ORC to internal fraud and arms you with the information you need to maximize the success of your investigations teams and protect your company’s most important assets.

## Agenda at a Glance

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, April 9</td>
<td>5:00 p.m. - 6:30 p.m.</td>
<td>Colleagues and Cocktails</td>
</tr>
<tr>
<td>Monday, April 10</td>
<td>7:00 a.m. – 7:45 a.m.</td>
<td>Breakfast</td>
</tr>
<tr>
<td></td>
<td>8:00 a.m. – 8:30 a.m.</td>
<td>Welcome &amp; Conference Kickoff</td>
</tr>
<tr>
<td></td>
<td>8:30 a.m. – 9:15 a.m.</td>
<td>General Session: Opening Keynote: Perspectives From the C-Suite</td>
</tr>
<tr>
<td></td>
<td>9:15 a.m. – 10:15 a.m.</td>
<td>GENERAL SESSION: Can You Hear Me Now? The Key to Effective Communication</td>
</tr>
<tr>
<td></td>
<td>10:45 a.m. – 12:00 p.m.</td>
<td>Business Break</td>
</tr>
<tr>
<td></td>
<td>12:00 p.m. – 12:45 p.m.</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td>12:45 p.m. – 1:45 p.m.</td>
<td>Exhibit Hall Preview</td>
</tr>
<tr>
<td></td>
<td>2:00 p.m. – 2:45 p.m.</td>
<td>General Session: Getting Left of Bang: How Behavioral Analysis Can Change Outcomes</td>
</tr>
<tr>
<td></td>
<td>2:45 p.m. – 3:00 p.m.</td>
<td>Business Break</td>
</tr>
<tr>
<td></td>
<td>3:00 p.m. – 4:00 p.m.</td>
<td>GENERAL SESSION: Getting Left of Bang: How Behavioral Analysis Can Change Outcomes</td>
</tr>
<tr>
<td></td>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>Networking in the Exhibit Hall</td>
</tr>
</tbody>
</table>

**Agenda-at-a-Glance**

**Sunday, April 9**

- 5:00 p.m. - 6:30 p.m. Colleagues and Cocktails

**Monday, April 10**

- 7:00 a.m. – 7:45 a.m. Breakfast
- 8:00 a.m. – 8:30 a.m. Welcome & Conference Kickoff
- 8:30 a.m. – 9:15 a.m. General Session: Opening Keynote: Perspectives From the C-Suite
- 9:15 a.m. – 10:15 a.m. GENERAL SESSION: Can You Hear Me Now? The Key to Effective Communication
- 10:45 a.m. – 12:00 p.m. Breakout Sessions:
  - Business Intelligence and Analytics Open Forum
  - Crimes Against Business Open Forum
  - Emerging ORC Scams: What You Don't Know WILL Hurt You
  - Asset Protection Challenges in an Omnichannel World
  - Influential Leadership
  - Workplace Safety Open Forum
- 12:00 p.m. – 12:45 p.m. Lunch
- 12:45 p.m. – 1:45 p.m. Exhibit Hall Preview

**Breakout Sessions:**

- Innovating the Traditional Retail Landscape with Prescriptive Analytics
- The Value Proposition of Strong Cross-Functional Partnerships
- Star Witness? A Prosecutor’s Guide to Testifying
- Organized Disruption: Unlock Employee Engagement in Your Asset Protection Program
- Changing the Game—Building Your Bench Organically
- Accepting Rejections & Brand Protection
- What to Expect from the New OSHA

- 2:00 p.m. – 2:45 p.m. General Session: Getting Left of Bang: How Behavioral Analysis Can Change Outcomes
- 2:45 p.m. – 3:00 p.m. Business Break
- 3:00 p.m. – 4:00 p.m. GENERAL SESSION: Getting Left of Bang: How Behavioral Analysis Can Change Outcomes
- 4:00 p.m. – 6:00 p.m. Networking in the Exhibit Hall
## Agenda at a Glance

### Tuesday, April 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 7:45 a.m.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 a.m. – 8:15 a.m.</td>
<td>Welcome Remarks</td>
</tr>
<tr>
<td>8:15 a.m. – 9:15 a.m.</td>
<td><strong>GENERAL SESSION:</strong> Whole Community Preparedness for Evolving Threats and Hazards</td>
</tr>
<tr>
<td>9:15 a.m. – 9:30 a.m.</td>
<td>Business Break</td>
</tr>
<tr>
<td>9:30 a.m. – 10:15 a.m.</td>
<td>Breakout Sessions:</td>
</tr>
<tr>
<td>9:30 a.m. – 10:15 a.m.</td>
<td>Groundbreaking Research: Is Self-Check Worth the Investment?</td>
</tr>
<tr>
<td>9:30 a.m. – 10:15 a.m.</td>
<td>Building an Effective L &amp; D Model</td>
</tr>
<tr>
<td>9:30 a.m. – 10:15 a.m.</td>
<td>Mitigating Losses from Social Engineering, Victim Assisted, and Gift Card Fraud</td>
</tr>
<tr>
<td>9:30 a.m. – 10:15 a.m.</td>
<td>Total Retail Loss</td>
</tr>
<tr>
<td>9:30 a.m. – 10:15 a.m.</td>
<td>The Risks and Rewards of your Loyalty Program</td>
</tr>
<tr>
<td>10:45 a.m. – 11:45 a.m.</td>
<td><strong>GENERAL SESSION:</strong> Generational BlindSpots: How to Communicate Across Generations</td>
</tr>
<tr>
<td>11:45 a.m. – 1:00 p.m.</td>
<td>Lunch in the Exhibit Hall</td>
</tr>
<tr>
<td>1:15 p.m. – 2:15 p.m.</td>
<td><strong>GENERAL SESSION:</strong> Internet Investigations</td>
</tr>
<tr>
<td>2:15 p.m. – 2:45 p.m.</td>
<td>Business Break</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>Breakout Sessions:</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>Sell More and Lose Less: Quantifiable Benefits of RFID</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>Taking Your Social Investigation Strategy to the Next Level</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>Improve, Adapt, Overcome – Letting Go of the Familiar and Embracing the New</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>All Millennials Aren’t the Same</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>OSHA Inspections: Practical Tips for Coming Out a Winner</td>
</tr>
<tr>
<td>3:45 p.m. – 4:45 p.m.</td>
<td><strong>GENERAL SESSION:</strong> The Impact of Hidden Biases</td>
</tr>
<tr>
<td>4:45 p.m. – 6:00 p.m.</td>
<td>Networking in the Exhibit Hall</td>
</tr>
</tbody>
</table>

### Wednesday, April 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 7:45 a.m.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 a.m. – 9:00 a.m.</td>
<td><strong>GENERAL SESSION:</strong> Redesigning Retail: Creating a Living Business</td>
</tr>
<tr>
<td>9:15 a.m. – 10:15 a.m.</td>
<td><strong>GENERAL SESSION:</strong> Leading Change</td>
</tr>
<tr>
<td>11:30 a.m. – 2:30 p.m.</td>
<td><strong>WORKSHOP:</strong> The Lifeblood of Innovation</td>
</tr>
<tr>
<td>11:30 a.m. – 2:30 p.m.</td>
<td><strong>WORKSHOP:</strong> Prepare Like a Pro – Premier Investigative Techniques</td>
</tr>
</tbody>
</table>

---

**Leadership & Development**

It’s no secret that a successful team starts with a strong leader. How do you motivate your team to achieve desired results? What can you do to take your team to the next level? Do you take ownership of your own professional development? The Leadership & Development track provides insight into developing, engaging and leveraging the people around you and driving your own career progression.

**Operational Loss**

Managing the impact of non-malicious loss can be a key contributor to your overall shrink performance. Shrink caused by operational inefficiencies or breakdowns in processes negatively impacts a retailer’s bottom line and the overall success of its asset protection department. The Operational Loss track examines common operational challenges retailers face today and their impact on shrink performance, and provides options to resolve these challenges.

**Workplace Safety**

Because the safety and welfare of employees and customers is a priority for all retailers, retail safety executives are constantly looking for ways to enhance their corporate safety programs. The Workplace Safety track provides insight into minimizing customer/employee incidents and injuries, successfully applying ergonomics principles, responding to enforcement actions, and more.

[www.rila.org/ap](http://www.rila.org/ap)
Attendees include the “Who’s Who of Retail”

#
7-Eleven

A
Abercrombie & Fitch, Co.
Agaci Store
Ahold Delhaize
Amazon.com
American Apparel
American Eagle Outfitters
American Signature
ASDA Stores Limited
At Home Stores
AutoZone

B
Bass Pro Shops
Beauty Brands
Belk
Best Buy Canada
Best Buy Co.
Big Lots
Blain’s Farm & Fleet
Bloomingdale’s
Brookshire Grocery Company
Burlington Stores

C
Cabela’s
Caleres (Brown Shoe Company)
Canadian Tire Corporation
CarMax
Chico’s FAS
China General Chamber Store
Christopher & Banks
Citi Trends
City Gear
Claire’s
Costco Wholesale Corporation
Cracker Barrel Old Country Store
CVS Health

D
David’s Bridal
Destination Maternity Corporation
Dick’s Sporting Goods
Dillard’s
Dollar General Corporation
Dollar Tree
Dr. Scholl’s
Dressbarn
DSW
Dunham’s Sports

E
eBay
Estée Lauder Companies
EZCorp

F
Family Christian Stores, LLC
Floor & Decor
Follett Corporation
Food Lion LLC
Foot Locker
Fossil Group
Fred’s Pharmacy

G
GameStop Corp
Gap
Gateway Church
Giant Tiger Stores Limited
Gillette

H
Hastings Entertainment
Holiday Companies
Hot Topic
Hy-Vee

I
Indigo

J
J.C. Penney Company
Jo-Ann Stores
Justice (Tween Brands)

K
Kendra Scott Design
Kirkland’s
Kohl’s Corporation
Kum & Go

L
L Brands
Liquor Stores North America
Loblaws Companies Limited
Lowe’s Companies
Lululemon Athletica
Lumber Liquidators
Lush Handmade Cosmetics
Luxottica Group

M
Macy’s
Mattress Firm
McDonald’s Corporation
Mead Johnson Nutrition Company
Meijer

N
Navy Exchange Service Command
Northgate Markets

O
Office Depot
Orchard Supply Hardware

P
Paradies Lagardere
Petco Animal Supplies
PGA TOUR Superstore
Pier 1 Imports
Penske
Publix Super Markets, Inc.

Q
QVC

R
Rack Room Shoes
REI
Regis Corporation
Rent-A-Center
Rexall
Rite Aid Corporation
Ross Stores

S
Sally Beauty Holdings
SAM’S Club
Save Mart Supermarkets
Sears Holdings Corporation
Shopko Stores Operating Co.
Shoppers Drug Mart
Signet Jewelers Ltd.
Spring Mobile
Stage Stores

T
Tailored Brands
T-Mobile
The Cellular Connection
The Container Store
The Home Depot
The Home Depot Canada
The Kroger Co.
The Michaels Companies
The Procter & Gamble Company
The Stop & Shop Supermarket Company
The TJX Companies
TJX Canada
Toys “R” Us
Tractor Supply Company
Tuesday Morning Corporation

U
ULTA Beauty

V
Vans
VF Corporation

W
Walgreen Co.
Wal-Mart Canada
Wal-Mart China
Wal-Mart de Mexico
Wal-Mart Stores
Wireless Advocates
Wolverine Worldwide
RILA has reserved a block of sleeping rooms (single or double occupancy) at the Hyatt Regency New Orleans for conference participants. Room reservations can be made online to take advantage of our special group rate starting at $259/night.

The cut-off date is March 3, 2017. After the cut-off date, it is at the hotel’s discretion whether to accept additional reservations, which will be subject to prevailing rates and availability.

Earn CEUs toward Loss Prevention Certification (LPC) and Certified Forensic Interviewer (CFI)

Questions? Please contact Kelly Foelber at kelly.foelber@rila.org

Press and Media Partners
RILA’s media partners represent the best of asset protection news coverage for retail. Editorial coverage is allowed for general sessions and the exhibit hall. There will be no press coverage of the breakout sessions. Contact caroline.stec@rila.org for more information.

RILA Social Media
http://lnked.in/RILA
@RILAatweets
@RILA.org
/RetailIndustryLeader
#RILAAP

Disclaimer
The RILA Retail Asset Protection Conference has been organized by RILA and the Asset Protection Conference Steering Committee. The presentations and opinions of speakers and participants are not necessarily those of RILA.

Questions
Call RILA’s Conference Department at (703) 841-2300
Testimonials

"I look forward to attending the RILA conference each year. The content shared during the conference continues to enhance my institutional knowledge in the Asset Protection industry. Thank you, RILA, for putting on such a great event!"

- Tim Hall
  Regional Asset Protection Manager
  7-Eleven

"RILA has been a lifeline for me and my company and has provided excellent and lasting partnerships with other retailers."

- Andy Jones
  Director Logistics LP and Safety
  Tractor Supply Company

Register online at www.rila.org/ap