

Develop Your Loss  
Prevention Strategy

# Loss Prevention Conference

March 2-5, 2008

Tampa Marriott Waterside  
Hotel & Marina

Tampa, FL



2 A

Keep up on cutting-edge technologies and methods to protect your company and improve operations. Workshops, themed roundtable discussions and general sessions will help increase your readiness to deal with a number of threats including organized retail crime, fraud, shrink and data security.

## Food Marketing Institute Loss Prevention Committee

**Kathleen Smith (Committee Chair)**

Vice President of Loss Prevention  
Safeway Inc.  
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**Ed Van Fleet, CPP**

Vice President - Corporate Asset  
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**Joseph Fryar, CPP**

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Phone: 276.629.5503

**Arthur Wulfeck**

Risk Manager  
The Kroger Co.  
Phone: 513.782.3527

**Mark Gaudette**

Director, Loss Prevention  
Big Y Foods, Inc.  
Phone: 413.504.4601

**Aileen Dullaghan Munster**

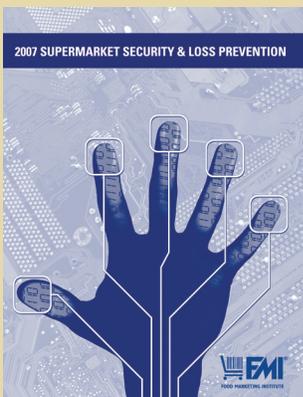
Director, Education  
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Phone: 202.220.0704

**Keith Gordon**

Director of Loss Prevention and Safety  
Adam's Super Food Stores Bozzuto's Inc.  
Phone: 203.250.5804

**John Guenther**

Director, Loss Prevention  
Heinen's  
Phone: 216.475.2300 ext.2305



### New Research from FMI Supermarket Security & Loss Prevention 2007

New research shows that more comprehensive loss prevention programs can result in lower shrink. Discover how retailers reduce shrink and see how your company compares to national benchmarks and industry peers in key loss areas.

Purchase your copy today!

Order by phone: 202.220.0723 or online: [www.fmi.org/store/](http://www.fmi.org/store/)

# Preliminary Agenda

Loss Prevention Innovations – Investing in Excellence

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## Sunday, March 2

10:00 am – 3:00 pm  
**Golf Tournament**

3:00 pm – 7:00 pm  
**Registration**

5:30 pm – 6:00 pm  
**LP Committee and Conference First-Timers Reception**

6:00 pm – 7:30 pm  
**Vendor Court and Cocktail Reception**  
Meet leading loss prevention, security and asset protection service providers in an informal setting.  
*Sponsored by NAVCO*

## Monday, March 3

7:00 am – 7:45 am  
**Continental Breakfast/Vendor Court**  
Meet leading loss prevention, security and asset protection service providers in an informal setting.

7:45 am – 8:00 am  
**Welcome**  
*Kathleen Smith, Vice President, Loss Prevention, Safeway Inc.*

8:00 am – 8:45 am  
**State of the Food Retail Industry**  
Join one of the industry's most respected CEOs for a thought-provoking look at consumer and industry trends. Hear how Shelley Broader, CEO of Sweetbay Supermarket, used innovative marketing strategies to address those trends and create a successful new organization.  
*Shelley Broader, President and CEO, Sweetbay Supermarket*

8:45 am – 9:45 am  
**State of Loss Prevention in the Food Retail Industry**  
Explore the key challenges and opportunities facing loss prevention, security and asset protection professionals in the food retail industry. Gain insight and perspective into the most critical topics and hear how leading loss prevention executives are responding.  
**Moderator:** *Thomas Perkins, Director, Loss Prevention, Hannaford Bros. Co.*  
**Panel:** *Pedro Ramos, Assistant Vice President, Loss Prevention, Pathmark Stores, Inc.*  
*Denise Brownell, Vice President, Loss Prevention, Bashas' Inc.*  
*Tim Shipman, Director, Loss Prevention, Food Lion LLC*

9:45 am – 10:15 am  
**Refreshment Break/Vendor Court**  
Meet leading loss prevention, security and asset protection service providers in an informal setting.

10:15 am – 11:00 am  
**Shrink and Loss Prevention National Surveys – What Are They Telling You?**  
Discover how various industry-sponsored shrink and loss prevention surveys can benefit your organization. Compare the data and find out how to optimize these reports for benchmarking performance.  
*Bill Alford, President, International Lighthouse Group*

11:00 am – 11:30 am  
**Regulatory Update**  
Find out how your company may be impacted by potential political and regulatory changes. Learn the status of key legislation, like organized retail crime (ORC).

11:30 am – 1:00 pm  
**Luncheon/Vendor Court**  
Meet leading loss prevention, security and asset protection service providers in an informal setting.

1:00 pm – 2:00 pm  
**Selling LP to Management and Demonstrating Value**  
Discover the challenges that loss prevention professionals encounter when trying to obtain buy-in from senior management. Learn how to measure effectiveness and demonstrate value. Find out how to sell loss prevention from a loss prevention executive's point of view.  
*Ivan Baker, Senior Director, Corporate Security, Sobeys Inc.*

2:00 pm – 2:40 pm  
**Themed Roundtable Discussions** – Bring questions and experiences to share in these highly interactive discussion groups.

- **LP Department Structure**  
Explore trends in reporting lines, organization and roles.  
**Moderator:** *John Guenther, Director, Loss Prevention, Heinen's*
- **DC Security**  
Discover how your peers are improving distribution center security.  
**Moderator:** *Thomas Perkins, Director, Loss Prevention, Hannaford Bros. Co.*
- **Shoplifting Training**  
Take away new techniques to train staff to detect and prevent shoplifting in your stores.  
**Moderator:** *Keith Gordon, Director of Loss Prevention and Safety, Adam's Super Food Stores Bozzuto's Inc.*
- **Security Guards**  
Share ideas to manage security guards more effectively. Consider issues such as the use of stationary or mobile guards as well as armed or unarmed guards.  
**Moderator:** *John Valentine, Corporate Loss Prevention Manager, Fiesta Mart, Inc.*
- **Anti-theft Devices**  
Discuss the pros and cons of current anti-theft devices in real world settings and find out how your peers are using emerging technologies.  
**Moderator:** *Art Wulfeck, Risk Manager, The Kroger Co.*

- **Gift Card Fraud**

Explore fraud issues and loss prevention techniques for gift card programs.

Moderator: *Tim Bartkowiak, Director of Loss Prevention and Security, Spartan Stores, Inc.*

2:50 pm – 3:30 pm

**Roundtables Repeat**

3:30 pm – 4:00 pm

**Refreshment Break/Vendor Court**

Meet leading loss prevention, security and asset protection service providers in an informal setting.

4:00 pm – 4:45 pm

**IT / LP: Converging the IT Security Culture with Physical Security and Loss Prevention**

Understand the forces driving these impending changes and how converging the two cultures makes it possible to transition the loss prevention department from a cost center to bottom line contributor.

*Scott Sieracki, Vice President, Global Sales, Quantam Secure*

*Laurie Aaron, Director, Strategic Sales, Quantam Secure*

4:45 pm – 5:15 pm

**LP Foundation Update**

Find out how a loss prevention certification program can help your organization. Learn what certifications are available and how to take advantage of available resources.

*Britt Wood, President, Loss Prevention Foundation*

5:30 pm - 7:00 pm

**Reception**

*Sponsored by LP3*

## Tuesday, March 4

7:00 am – 8:00 am

**Breakfast/Vendor Court**

Meet leading loss prevention, security and asset protection service providers in an informal setting.

8:00 am – 8:15 am

**FMI E-Share Update**

Network with peers long after the conference is over. Discover how to use FMI's electronic share group to submit questions and find out how your colleagues are addressing common issues and challenges.

*Kathleen Smith, Vice President, Loss Prevention, Safeway Inc.*

8:15 am – 10:00 am

**Organized Retail Crime**

Take away a better understanding of ORC in the retail food industry. Review current trends and new ways to identify ORC in your stores. Participate in focused discussion groups with companies of like size to explore sector-specific issues. Hear what issues have been identified by other groups and what solutions may work for you.

Moderator:

*Walter Palmer, CEO/President, PCG Solutions*

Panel:

*Jerry Briggs, Organized Retail Crime Division*

*Coordinator, Walgreens Co.*

*Mark McClain, Director, AP Investigations,*

*Wal-Mart Stores, Inc.*

Discussion Group

*John Guenther, Director,*

Moderators:

*Loss Prevention, Heinen's*

*Joseph Fryar, Director of Security/Loss Prevention,*

*K-VA-T Food Stores, Inc.*

*Art Wulfbeck, Risk Manager, The Kroger Co.*

10:00 am – 10:30 am

**Refreshment Break/Vendor Court**

Meet leading loss prevention, security and asset protection service providers in an informal setting.

10:30 am – 11:00 am

**LERPnet Update**

Learn how to use LEPRnet to receive alerts to new or increased crime activity, identify trends in ORC more quickly and provide law enforcement agencies with better data to prosecute offenders.

*Ron Koziol, Assistant Section Chief, Major Crimes Division, Federal Bureau of Investigation*

*Representative, National Retail Federation*

11:00 am – 12:00 pm

**Law Enforcement Networking**

Discover how the best public-private partnerships derive mutual benefit for all involved. The retailer sector has significant value to share with the law enforcement community. Take away tools and best practices to learn how to develop this relationship and learn the value of instituting formal law enforcement partnership programs.

*Tony Heredia, Director of Global Investigations, Target Corporation*

12:00 pm – 1:30 pm

**Luncheon/Vendor Court**

Meet leading loss prevention, security and asset protection service providers in an informal setting.

1:30 pm – 2:20 pm

**Concurrent Workshops**

- **Pharmacy: What's Your Role?**

Examine issues such as physical security, impact of HIPAA on loss investigation, physical inventory standards, shrink calculation and the relationship between loss prevention and pharmacy. Review prescription fraud and obligations to Federal, State and Local regulatory agencies. Take home a model pharmacy audit / inspection program.

*Mark Gaudette, Director of Loss Prevention, Big Y Foods, Inc.*

- **Internet/E-mail Security**

Learn about the latest threats and how you can address them. This workshop is a must if you have been recently tasked with information security responsibilities or if you seek exposure or contact hours for “convergence”.

*Ken Stasiak, President and CEO, Secure State*

- **Loss Prevention 101**

Build and maintain the foundation of a successful LP department. Develop “how to” tactics such as creating departmental guidelines, determining staffing needs, setting goals and prioritizing projects.

*Ed Van Fleet, CPP, Vice President, Corporate Asset Protection, Brookshire Grocery Company*

2:30 pm – 3:20 pm

#### Concurrent Workshops

- **Beyond Fraud: Exceptional Results with Exception Reporting**

Learn how to use your exception reporting and data mining tools to identify fraud and questionable operational behaviors. Discover how exception reporting can deliver value beyond loss prevention including sales, marketing, operations and accounting. Hear how one retailer obtained the corporate buy-in necessary to make the program a company-wide success, better positioned the loss prevention department within the organization and improved the program ROI.

*Maureen Fuller, Loss Prevention Field Manager, Big Y Foods, Inc.*

- **Forensic Auditing and Internal Controls: How Controls Help and How They Can Be Exploited to Hide Fraud**

Learn how internal controls can help detect, deter and prevent fraud. Discover why they can fail in the battle against fraud. Explore:

- Hard controls and soft controls – and why both matter.
- 10 reasons controls break down and what to do about it.
- Creating and maintaining an anti-fraud environment.
- The critical role of Loss Prevention professionals in maintaining effective controls.
- Using “forensic auditing” to surface and solve fraud.

*John J. Hall, President, Hall Consulting, Inc.*

- **Shrink**

Hear a detailed review of the role played by the loss prevention department in a successful approach to reducing shrink. Gain insight into the five ‘Ws’ of shrink: who, what, where, when and why. Explore inventory shrink and how processes throughout the organization, including corporate office, distribution center and store operations impact shrink.

*Tim Bartkowiak, Director of Loss Prevention and Security, Spartan Stores, Inc.*

*Dan Kozak, Assistant Vice President, Safety and Security, Hy-Vee, Inc.*

3:20 pm – 3:50 pm

#### Break/Vendor Court

Meet leading loss prevention, security and asset protection service providers in an informal setting.

3:50 pm – 5:00 pm

#### Information Security Breach

Take away best practices for preventing a data security breach. Walk through high level strategies for identifying and responding to a data breach from a PCI Qualified Security Assessor. Hear tactics that can be applied to general security throughout the organization as well as the PCI environment.

*Ken Stasiak, President and CEO, Secure State*

6:00 pm – 9:00 pm

#### Dinner Cruise

Enjoy stunning views of the Tampa Bay Harbor and city skyline, award-winning cuisine and dazzling entertainment as you renew old friendships and develop new relationships. Don’t miss what is sure to be an unforgettable evening.

*Sponsored by ADT*

## Wednesday, March 5

7:00 am – 8:00 am

#### Continental Breakfast/Vendor Court

Meet leading loss prevention, security and asset protection service providers in an informal setting.

8:00 am – 9:00 am

#### Internet ORC Investigation

Gain insights on how eBay’s Fraud Investigations Team (FIT) works with law enforcement to address stolen property issues. Learn how to conduct an investigation involving the eBay platform using tools currently available on the online auction site.

*Jack Christin, Senior Regulatory Counsel, eBay, Inc.*

*Jennifer Stephenson, Manager FIT, eBay, Inc.*

9:00 am – 10:00 am

#### Retail Extortion – “The 99 Cent Chili Crisis”

Hear the true story of the 2005 Wendy’s extortion plot involving a severed finger in a bowl of their famous chili. From Chris Manning, Director, Loss Prevention & National Security for Wendy’s International, learn the behind the scenes details that were unknown to the public during the crisis and the intricate investigative and strategic actions taken. Find out how the Wendy’s Crisis Team worked through this compelling case including what went wrong and what should have occurred.

*Chris Manning, Director, Loss Prevention and Security, Wendy’s International*

10:15 am – 11:15 am

#### “The Sixth Sense”

Change is a leading cause of stress. It causes us to lose sleep, become frustrated and treat others in a way contrary to positive team development. Change isn’t going away, so our only other option is to learn how to cope. Our sense of humor can aid us in time of transition and frustration. It enables us to be more healthful, understanding and motivated. Dr. Dale’s unique style of entertainment allows him to help audiences understand the positive role humor plays in our lives. From students to corporate leaders, over 500,000 people have heard and applauded Dr. Dale’s inspirational messages.

*Dr. Dale Henry*

11:15 am – 11:30 am

#### Wrap-up

*Kathleen Smith, Vice President, Loss Prevention, Safeway Inc.*

# Conference Information

## Hotel Information

A striking silhouette along the Channel Riverwalk, Tampa Marriott Waterside Hotel & Marina is a bay front hotel in the heart of downtown. This new hotel offers elegant amenities for work and play, from 50,000 square feet of meeting space and complete business services to a full-service spa and several delicious restaurants.

Part of the Channelside District, Waterside Marriott Hotel & Marina is adjacent to the Tampa Convention Center. Luxury accommodations include rooms and suites with private balconies and bay or city views available.



Tampa Marriott Waterside Hotel & Marina  
700 South Florida Ave  
Tampa, Florida 33602 USA  
Main: 1.813.221.4900  
Toll-Free: 1.888.268.1616  
Reservations: 1.800.228.9290

Please make room reservations directly with the Tampa Marriott Waterside Hotel & Marina by calling 1.800.228.9290. Mention that you are a FMI Loss Prevention Conference attendee to receive the special conference room rate of \$199 (single/double occupancy). Reservations must be made by February 8, 2008 in order to receive this special rate. Any reservations made after this date will be accepted by the hotel on a space available basis only and the group rates will not be guaranteed. The guaranteed rate is also subject to any applicable state and city taxes. Hotel adjustments (cancellations and/or changes) must be made directly with the Tampa Marriott Waterside Hotel & Marina.

## Conference Registration

Mail or fax (credit card payment only - 202.220.0878) your registration form to FMI Education, PO Box 758884, Lockbox 758884, Baltimore MD 21275-8884. Registration questions should be directed to Suzanne George at 202.220.0820 or [sgeorge@fmi.org](mailto:sgeorge@fmi.org).

## Registration Fee

Includes meeting materials, continental breakfasts, breaks, lunches and receptions. Fee does not include hotel accommodations.

**NOTE:** To qualify for FMI member rates, a participant must be an employee of an FMI member company. An FMI member is either a retailer or wholesaler paying annual dues to FMI. An associate member is a supplier company paying annual associate member dues to FMI. All others are considered non-members.

**NOTE:** Walk-in registrations are accepted only if accompanied by cash, company check or credit card in payment of registration fee.

**Member Fee:** \$795 per person. \$750 if three or more (paid) attend from the same company

**Associate Member Fee:** \$1,120 per person

**Non-member Fee:** \$1,350 per person

## Cancellations/Refunds

General cancellation policy: 100% if cancellation is received by COB February 22; 60% if notification if received by COB February 28. IF REGISTRATION IS NOT CANCELLED BY FEBRUARY 28, REGISTRANT IS RESPONSIBLE FOR PAYMENT OF FULL REGISTRATION FEE.

## Conference Attire

Business casual is suggested for all activities. Meeting rooms may be cool, a jacket or sweater is recommended.

## Airfare Information

FMI negotiated airfare and car rental discounts for attendees of this event.

United offers special meeting discounts for attendees. Simply call (or have your travel agent call) United's Special Meeting Desk at 1.800.521.4041 and refer to Meeting ID Number 509RK to receive a 2-10 percent discount on applicable fares, including First Class. If you purchase a ticket at least 30 days prior to travel, you will receive an additional 5 percent discount. This special offer applies to travel on domestic flights of all United Airlines, United Express, TED and United code share flights (UA\*) operated by US Airways, US Airways Express and Air Canada.

Discounts are available for international attendees flying on United, United Express and Lufthansa code share flights. For more information, call your local United Airlines reservation number and refer to Meeting ID Number 509RK.

## Rental Car Information

Avis Rent A Car is the official car rental provider for this meeting. Special discounts are available for all attendees and include unlimited free mileage. Call Avis at 1.800.331.1600 or log on to [www.avis.com](http://www.avis.com) to make your reservations. Be sure to mention discount code AWD # B235499. International attendees may fax their reservation requests to +1.918.621.4821.

## Conference or Agenda Questions?

Registration: Suzanne George, 202.220.0820, [sgeorge@fmi.org](mailto:sgeorge@fmi.org)  
Vendor Court: Elizabeth Newton, 202.220.0717, [enewton@fmi.org](mailto:enewton@fmi.org)  
Agenda: Aileen Dullaghan Munster, 202.220.0704, [amunster@fmi.org](mailto:amunster@fmi.org)

**LOSS PREVENTION CONFERENCE • MARCH 2-5, 2008 • TAMPA MARRIOTT WATERSIDE HOTEL & MARINA, TAMPA, FL**

To register online, go to [www.fmi.org/events](http://www.fmi.org/events), select Loss Prevention Conference, click on "register online," and follow instructions.  
Registration questions? Contact Suzanne George 202.220.0820 ([sgeorge@fmi.org](mailto:sgeorge@fmi.org)).

**Registration Information:**

Name: (First) \_\_\_\_\_ (Last) \_\_\_\_\_  
Company: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Badge Information:**

Name on Badge: \_\_\_\_\_ Companion Name: \_\_\_\_\_  
*(social events only, please)*

**General Information:**

Are you a first-time registrant to this conference?  Yes  No

What are your top three Loss Prevention and Security areas of concern?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Round Table Discussions:**

Please check which round table discussions you are most interested in attending (pick two). This enables us to plan the expected attendance.

LP Department Structure  DC Security  Shoplifting Training  Security Guards  Anti-Theft Devices  Gift Card Fraud

**Cancellation:**

All cancellations must be received in writing, via email or fax. 100% refund if notification is received prior to February 22nd. 60% refund if notification is received by COB February 28th. If registration is not canceled prior to start of meeting, registrant will be responsible for paying full registration fee.

**Hotel Information:**

Please make all room reservations directly with the Marriott Tampa Waterside Hotel & Marina at 1.813.221.4900 or 1.800.228.9290.

**Registration Fee:** *(payment must be received prior to conference)*

- |  |  |
|--|--|
| <input type="checkbox"/> <b>\$795.00</b> FMI Retailer/Wholesaler Member  | <input type="checkbox"/> <b>\$1,120.00</b> FMI Associate Member  |
| <input type="checkbox"/> <b>\$750.00</b> Per person if 3 or more paid attendees from the same company attend (Retailer/Wholesaler Member only) | <input type="checkbox"/> <b>\$1,350.00</b> Non-Member  |
| <input type="checkbox"/> <b>Golf Tournament</b> <i>(no charge for FMI Retailer/Wholesaler Members. All others please add \$200.00)</i>         | <input type="checkbox"/> <b>\$2,200.00</b> Vendor Court Participant <i>(table and one conference registration)</i> |

**Member Note:** To qualify for FMI member rates, a participant must be an employee of an FMI member company. Please remember an FMI member is either a retailer or wholesaler paying annual dues to FMI. An associate member is a supplier company paying annual associate membership dues to FMI. All others are non-members.

**Payment Information:**

**Note:**

Payment is required to register for this conference. Walk-in registrations will be accepted only if accompanied by cash, company check or credit card payment of the registration fee. **Sorry, we do not invoice.**

**Payment is for this registrant ONLY**  **Payment is for this registrant and other(s)**

**Credit Card:** Please charge \$ \_\_\_\_\_ to my  **Visa**  **MasterCard**  **American Express**

Card Holder's Name: (Print) \_\_\_\_\_ Account # \_\_\_\_\_

Card Holder's Signature \_\_\_\_\_ Expiration Date \_\_\_\_\_

Fax this form with credit card information to 202.220.0878 (this is a secure fax).

**Check:** Enclosed is my check in the amount of \$ \_\_\_\_\_ (U.S. funds drawn on a U.S. bank – payable to the Food Marketing Institute).

Mail check with registration form to: Food Marketing Institute; Lockbox #758884, Baltimore, MD 21275-8884.

**Wire Transfers:** Acceptable in U.S. funds. For assistance with wire transfers contact Van Jackson 202.220.0755.



**Special Needs:** FMI is committed to participation in its programs by persons with disabilities.

Please specify if you need accommodations: \_\_\_\_\_

In general, Treasury Regulation 1.162-5 permits an income tax deduction for educational expenses undertaken to maintain and improve professional skills. 004-0220



**PLEASE KEEP A COPY OF THE COMPLETED REGISTRATION FORM FOR YOUR RECORDS**

# FMI Loss Prevention Conference

## Agenda-At-A-Glance

March 2-5, 2008 • Marriott Tampa Waterside Hotel & Marina • Tampa, FL

### Sunday, March 2

- 3:00 pm – 7:00 pm Registration
- 5:30 pm – 6:00 pm LP Committee and Conference First-Timers Reception
- 6:00 pm – 7:30 pm Vendor Court and Cocktail Reception  
*Sponsored by NAVCO*

### Monday, March 3

- 7:00 am – 7:45 am Continental Breakfast/Vendor Court
- 7:45 am – 8:00 am Conference Welcome
- 8:00 am – 8:45 am State of the Food Retail Industry
- 8:45 am – 9:45 am State of Loss Prevention in the Food Retail Industry
- 9:45 am – 10:15 am Refreshment Break/Vendor Court
- 10:15 am – 11:00 am Shrink and Loss Prevention National Surveys – What Are They Telling You?
- 11:00 am – 11:30 am Regulatory Update
- 11:30 am – 1:00 pm Luncheon/Vendor Court
- 1:00 pm – 2:00 pm Selling LP To Management and Demonstrating Value
- 2:00 pm – 2:40 pm Themed Roundtable Discussions
- 2:50 pm – 3:30 pm Roundtables Repeat
- 3:30 pm – 4:00 pm Refreshment Break/Vendor Court
- 4:00 pm – 4:45 pm IT / LP: Converging the IT Security Culture with Physical Security and Loss Prevention
- 4:45 pm – 5:15 pm LP Foundation Update
- 5:30 pm – 7:00 pm Reception  
*Sponsored by LP3*

### Tuesday, March 4

- 7:00 am – 8:00 am Continental Breakfast/Vendor Court
- 8:00 am – 8:15 am FMI E-share Update
- 8:15 am – 10:00 am Organized Retail Crime
- 10:00 am – 10:30 am Refreshment Break/Vendor Court
- 10:30 am – 11:00 am LERPnet Update
- 11:00 am – 12:00 pm Law Enforcement Networking
- 12:00 pm – 1:30 pm Luncheon/Vendor Court
- 1:30 pm – 2:20 pm Concurrent Workshops
- 2:30 pm – 3:20 pm Concurrent Workshops
- 3:20 pm – 3:50 pm Break/Vendor Court
- 3:50 pm – 5:00 pm Information Security Breach
- 6:00 pm – 9:00 pm Social Event  
*Sponsored by ADT*

### Wednesday, March 5

- 7:00 am – 8:00 am Continental Breakfast/Vendor Court
- 8:00 am – 9:00 am Internet ORC Investigation
- 9:00 am – 10:00 am Retail Extortion – “The 99 Cent Chili Crisis”
- 10:15 am – 11:15 am “The Sixth Sense”
- 11:15 am – 11:30 am Wrap-up



**FOOD MARKETING INSTITUTE**

**2345 Crystal Drive, Suite 800  
Arlington, VA 22202**