

Loss Prevention Conference

March 1-4, 2009 • Hyatt Regency Mission Bay Spa & Marina • San Diego, CA



Explore innovative solutions to reduce
shrink and detect fraud.

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Loss Prevention Conference

March 1-4, 2009 • Hyatt Regency Mission Bay Spa & Marina • San Diego, CA

Sunday, March 1

7:30 am-2:00 pm Golf Tournament

This 18-hole tournament is a great way to kick off the conference and get reacquainted with colleagues and friends. Salt Creek Golf Club brings links style golf with a twist of modern design to the natural terrain of San Diego County. Salt Creek offers a unique golf experience to all levels of players and was voted one of the top 50 courses in Southern California according to Southland Golf Magazine and received 4 1/2 stars out of 5 on Best Places to Play, according to Golf Digest.

Continental breakfast in clubhouse at 7:30 am. Shotgun start at 8:30 am. Prizes will be awarded during luncheon immediately following the tournament.

Sponsored by ADT

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

Monday, March 2

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-8:15 am Welcome

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

8:15 am-9:00 am Global Trends in Business

Understand the major forces affecting business today. The economic crisis and the growing talent gap are just two of the major issues impacting companies in today's business environment. Learn how these key trends will affect your organization and what steps to take to remain competitive.

Michael Sansolo, President,
Sansolo Solutions

9:00 am-9:45 am State of the Supermarket Industry

Find out how shoppers are reacting to rising economic pressures such as fuel costs, the credit crunch and high food inflation. Discover the impact of the economic recession on shoplifting and shopping behavior. Hear an in-depth review of the state of the industry including overall financial, operational, shrink and loss prevention trends.

Anne-Marie Roerink,
Director, Research,
Food Marketing Institute

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-Noon IT Security

Understanding the Anatomy of a Hack

Witness first-hand just how easily an attacker can bypass firewalls and take complete control of a server. Learn where system vulnerabilities exist and critical control points. Discover new strategies to reduce the risk of a data breach and better protect sensitive consumer and employee data.

John Bartholomew,
Vice President, Sales,
SecurityMetrics

Data Breach – Case Studies

Data breaches have become all too common in the industry. Hear war stories and discover the myriad ways hackers have penetrated seemingly secure systems. Discover the creative ways hackers have attacked other organizations and learn new ways to improve the security of your networks and data.

Noon-1:30 pm Luncheon/Vendor Court

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

1:30 pm-2:15 pm Concurrent Workshops

Cash Management

Hear best practices to improve cash management. Understand how enterprise-wide solutions can

lead to labor savings, reduction in cash loss, maximized cash flow, safety for employees and improved customer service. Learn how to automate and streamline the reconciliation process to improve efficiency and accuracy in your cash offices and front-ends.

John Rhoads,
Vice President of Business
and Product Development,
Loomis Armored US, Inc., a
division of Securitas AB.

Shelley Bosler, Vice
President of Product
Management, Balance
Innovations

Social Networking – Why Should LP Care?

The impact of social networking sites such as My Space, Facebook and You Tube cannot be underestimated. Learn how these sites are used by both employees and customers who may misrepresent your company, employees, policies and actions. Learn how to protect your company's reputation and employee morale by monitoring open blogging.

Ryan Clevenger,
Loss Prevention Manager,
Haggen, Inc

CCTV for Dummies

Find out how to develop a CCTV program that meets your company's unique needs. Review the basic principals/guidelines of a CCTV system and explore available options such as VCRs, DVRs, NVRs and IP cameras. Explore illumination, placement, camera sensitivity, lens, recording and storage needs, wiring and features.

ORC – Trends and Update

Organized retail crime continues to have a significant impact on the retail industry. Review recent trends and understand the key target areas. Learn how to better protect your organization as well as the status of legislative activity.

Bob James,
Loss Prevention Manager,
Safeway Inc.

2:15 pm-2:30 pm Break

2:30 pm-3:15 pm Concurrent Workshops

Back Door Controls 101

The back door is one of the most vulnerable areas of a supermarket. Review basic receiving and check-in procedures such as hours of operations, number of vendors being checked in at a time, proper organization of product on vendor racks and vendor discrepancy reports. Learn tried and true techniques for reducing vendor and employee theft.

The IP Video Revolution

IP video systems are not as complicated as commonly believed. Understand the benefits of IP video versus analog. Learn how to create the business case to upgrade and how to choose the right technology for your specific needs. Find out if IP video management systems are a viable option for your organization.

Joe Fryar, CPP,
Director of Security and
Loss Prevention, K-VA-T
Food Stores, Inc.

Patrik Pettersson, Strategic
Channel Manager-Retail,
Axis Communication

How Are You Managing Your MSB?

Review SAR and Patriot Act Compliance programs with peers. Share MSB Compliance Audits strategies and experiences with counterfeit checks.

John Valentine,
Corporate Loss Prevention
Manager, Fiesta Mart, Inc.

Cash Management

Take home best practices to improve cash management. Understand how enterprise-wide solutions can lead to labor savings, reduction in cash loss, maximized cash flow, safety for employees and improved customer service. Learn how to automate and streamline the reconciliation process to improve efficiency and accuracy in your cash offices and front-ends.

John Rhoads, Vice
President of Business and
Product Development,
Loomis Armored US, Inc.,
a division of Securitas AB.

Shelley Bosler, Vice
President of Product
Management, Balance
Innovations

3:15 pm-3:45 pm Refreshment Break/ Vendor Court

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

3:45 pm-5:00 pm Gang Awareness

Gang activity and violence has increased dramatically. Explore the psychology of gangs (who, where, when and why) and their impact on local communities. Discover how gangs target your stores and other business in your market area. Learn to protect your product, on-hand cash, employees and shoppers.

LT Sal Nesci,
Meriden Police Department
Meriden, CT

5:00 pm-6:30 pm Reception and Vendor Court

Tuesday, March 3

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-8:45 am Why Shrink Matters – CFO Perspective

The impact of shrink on the corporate bottom line is unquestionable. Understand why shrink reduction measures are critical to the financial health of your organization and why the loss prevention function has one of the most important roles in the company. Learn how to work more closely with your finance group to maintain a healthy profit structure.

Maryanne Correnti,
Chief Financial Officer,
Heinen's Fine Foods, Inc.

8:45 am-9:00 am Break

9:00 am-9:45 am Concurrent Workshops

Pharmacy 101

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.

Perishables Shrink

Some shrink in perishables is necessary, but too much can have a disastrous impact on the department's contribution to overall sales. Review the various contributors to perishable shrink and ways to reduce the losses to manageable levels.

Tim Reiger,
Shrink Manager,
The Kroger Co.

Coupons/Gift Cards – Fraud Deterrence Strategies

Learn how to identify the latest trends in gift card and coupon fraud. Discover the increasingly successful ways coupon and gift card fraud occurs. Find out what tools and strategies are available to combat this loss and hear the successful practices used by a leading retailer to reduce theft.

John Knowlton,
Loss Prevention Manager,
Safeway Inc.

CAO/CGO – Show Me the Shrink

Automated replenishment systems such as computer generated ordering (CGO) or computer-assisted ordering (CAO) can significantly reduce out of stocks and improve sales. Learn how CAO/CGO and systems can also provide more accurate inventory reports and identify shrink or product loss.

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 Concurrent Workshops

Store Audits

Inspect what you expect. Understand the primary components of a strong LP audit at store level. Review main control points for receiving, pricing, and front-end systems. Understand how audit tools can be used to reduce shrink throughout the store.

Eric Feld, Director, Retail
Store Audit,
SUPERVALU, Inc.

Best Practices for Shrink Management

Develop a comprehensive shrink management program. Understand key elements, including:

- Create an action plan
- Achieve long term sustainability
- Get buy-in from the top down
- Execute all components of the plan

Learn how one retailer reduced loss by 30 percent with a strong shrink reduction program.

Pedro Ramos,
Director, Retail Solutions,
Agilence, Inc.

Rx Fraud/Shrink – Bashas' Case Study

Prepare your LP staff for pharmacy-related investigations. Understand privacy rights, particularly HIPAA requirements, and avoid the legal pitfalls that could jeopardize your investigation. Discover how your pharmacy's resources can be used to commit insurance fraud by falsely boosting sales or defraud pharmaceutical companies through misuse of coupons, rebates and recalls. Find out what outside resources are available and gain insights

learned from a retail case study.

Noemi Gonzalez,
Senior Lead Loss
Prevention Agent, Bashas'

Fuel Station Security – Rev up Your Controls

Rising energy and gasoline prices have made efficient fuel station operations more critical than ever. Learn how to complete a thorough audit of your fuel operations and ensure the appropriate controls are in place. Discover common ways shrink and loss occurs and techniques for reducing theft. Learn where to look and how to keep those losses to an absolute minimum.

Art Wulfeck, Risk Manager,
The Kroger Co.

11:15 am-Noon Concurrent Workshops

Execute an Effective Awareness Program

Discover the insight, support, resources, and communications necessary to establish an effective awareness program. Explore four key areas, including:

- Attaining buy-in
- Assessing resources
- Developing effective messaging
- Understanding your company, its culture, and your goals in planning an awareness program

Learn how to reduce shrink and loss with an effective communications program.

Representative, Punch
Communications

Vendor/DSD Receiving

Low-tech theft methods have not been eliminated by high-tech receiving systems. Video footage and case studies of actual vendor theft incidents set the stage for this discussion on how to prevent, detect and resolve vendor theft incidents.

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

Coupons/Gift Cards – Fraud Deterrence Strategies

Learn how to identify the latest trends in gift card and coupon fraud. Discover the increasingly successful ways coupon and gift card fraud occur. Find out what tools and strategies are available to combat this loss and hear the successful practices used by a leading retailer to reduce theft.

John Knowlton,
Loss Prevention Manager,
Safeway Inc.

Fixtures

Learn what new options and technologies are available to prevent shoplifting. Review new fix-

ture styles and tools to determine how best to protect your on-shelf inventory.

Read Hayes, PhD, CPP,
Director, Loss Prevention
Research Council and
Co-Director,
LP Research Team,
University of Florida

Noon-1:30 pm Luncheon/Vendor Court

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

1:30 pm-2:15 pm Concurrent Roundtable Discussions

Internet Auctions/e-Fencing

Discuss the impact of e-fencing on the grocery industry and individual companies. Brainstorm solutions to protect inventory and your organization.

Moderator:
John Guenther,
Director, Loss Prevention,
Heinen's Fine Foods, Inc.

Data Mining

Explore techniques for using available data to detect fraud and theft. Discover common strategies for culling data as well as non-traditional searches and queries for finding more creative fraudulent activity.

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

Scanning/Pricing

Review the importance of accurate scanning and price integrity at the front end. Brainstorm ways LP can help reduce dollar loss and protect consumer confidence.

Moderator:
Ivan Baker,
Senior Director,
Corporate Security,
Sobeys, Inc.

Partnering with Marketing

Attacking shrink is difficult without cooperation from multiple factions of a company. Learn some benefits of partnering with your marketing departments to foster cooperation and benefits from both sides.

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

2:15 pm-2:30 pm Break

2:30 pm-3:15 pm Concurrent Roundtable Discussions

Shrink Task Force

Share your experiences in using a shrink task force to combat shrink in "high loss" stores.

Moderator:
Art Wulfeck, Risk Manager,
The Kroger Co.

Fuel Stations

Review tactics used by peers to reduce loss at the gas pump. Bring your war stories and successes to share.

Moderator:
Scott Ziter, Director,
Asset Protection,
The Stop & Shop
Supermarket Company

Pharmacy

Participate in open discussion on pharmacy shrink. Take home ideas to reduce theft and share your own successes.

Moderator:
Denise Brownell,
Vice President,
Loss Prevention, Bashas'

Self Checkout

Review successful strategies for reducing theft occurrences in self checkout lanes. Share experiences and hear how other retailers are developing creative new tactics to avoid loss.

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

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

3:15 pm-3:45 pm Break/Vendor Court

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

3:45 pm-4:30 pm Research in Action: Current Field Experiments

Top retail executives demand strong evidence of a positive ROI on shrink reduction programs. Explore the efficacy, cost effectiveness, consumer perspectives and best practices of theft-deterrent packaging, in-aisle public view monitors and CCTV programs. Understand when each can be most effective.

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

Carol Martinson
Vice President,
Asset Protection,
SUPERVALU INC.

Read Hayes, PhD, CPP,
Director, Loss Prevention
Research Council and
Co-Director,
LP Research Team,
University of Florida

4:30 pm-5:00 pm Open Forum

The open forum is your opportunity to raise questions, share ideas and discuss experiences relating to technology issues or processes that are most important to you. This one-of-a kind facilitated discussion group enables attendees to drill down to issues specific to the supermarket industry, your organization and your loss prevention department.

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

Ivan Baker, Senior Director,
Corporate Security,
Sobeys, Inc.

6:00 pm Social Event

Always a conference highlight. Don't miss this chance to mingle with friends and colleagues in a festive atmosphere with great food and music.
Sponsored by ADT

Wednesday, March 4

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-8:45 am Food Defense

Bioterrorism and product tampering are a significant threat to food retailers. Hear about recent threats to the food industry, including supermarket specific incidences. Hear results of vulnerability assessments of stores, DCs and plants. Learn where the supply chain is most at risk. Take home ways to ensure the safety of your products, your customers and your employees.

George F. Hughes,
Senior Advisor,
Counterterrorism and
Intelligence,
Office of Criminal
Investigations,
Food and Drug
Administration

8:45 am-9:45 am Interviewing Techniques

Learn how to use behavioral interview questions to eliminate innocent employees from suspicion, while identifying the guilty. Find out how to structure an interview in a non-threatening way to obtain all the relevant details. Discover the do's and don'ts of interviews and discover strategies for improving the effectiveness of the interview process.

David Zulawski,
Chairman CFI/Senior
Partner/Speaker,
Wicklander-Zulawski &
Associates, Inc.

9:45 am-10:00 am Break

10:00 am-11:00 am Threat Assessment

Explore the complexities of responding to a threatening situation or individual. Understand just what should be considered a threat, how to determine whether a person is dangerous, how to assess and reassess the situation and how to neutralize the impact of fear. Gain a high-level understanding of threat assessments and your company's ability to handle a threatening situation.

Capt. Robert J. Martin
(LAPD 1966-1994),
Vice President and
Managing Principal,
MOSAIC Threat
Assessment Systems,
Gavin de Becker &
Associates

11:00 am-11:45 am The 7 Signs of Ethical Collapse

Ethical collapse happens when organizations are unable to see the line between right and wrong. Find out how to recognize the signs and get your antidotes in place. Discover the next big step in ethics, compliance, and creating a culture of integrity focusing on prevention. We know ethics missteps when we see them, but are there ways to prevent them? The common threads of all unethical companies are alike. Learn the warning signs and how to fix them.

Marianne Jennings,
Professor,
Department of
Management,
W.P. Carey School of
Business at Arizona State
University

11:45 am-Noon Wrap-up

John Guenther,
Director, Loss Prevention,
Heinen's Fine Foods, Inc

CONFERENCE INFORMATION

Hotel Information

Experience the beautifully transformed Hyatt Regency Mission Bay Spa and Marina. A stunning \$65 million transformation brings the epitome of California coastal chic to our San Diego hotel, with incredible ocean views, waterfront dining, a contemporary poolside lounge, and an eco-friendly spa. Delight in a water playground with three pools and multiple water slides, waterfront health club, and a full-service marina with jet skis, sailboats, kayaks, sports fishing and whale excursions - everything you could wish for in a San Diego hotel. Coupled with our premier location close to famous sights, this luxurious hotel in San Diego has become the unparalleled choice for discerning travelers.

Hyatt Regency Mission Bay Spa & Marina
1441 Quivira Road
San Diego, CA 92109
619.224.1234

FMI has reserved a block of rooms at the special rate of \$199 single/double occupancy. The FMI rate is available through February 6, 2009 though the block may sell-out prior to that date. Reservations made after February 6, 2009 will be accepted by the Hyatt on a space-available basis only and the group rates will not be guaranteed. The room rate is subject to applicable state and city taxes.

Hotel reservations must be made directly with the Hyatt Regency Mission Bay Spa & Marina by calling 619.224.1234 or logging onto www.missionbay.hyatt.com (Group/Corporate # is FMIN).

Conference Attire

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

Conference or Agenda Questions?

Registration: Bonnie Cobbs, 202.220.0802, bcobbs@fmi.org
Vendor Court: Heather Cain, 202.220.0815, hcain@fmi.org
Agenda: Aileen Dullaghan Munster, 202.220.0704, amunster@fmi.org

Conference Registration

Mail registration form to FMI Education, PO Box 758884, Lockbox 758884, Baltimore, MD 21275-8884. Ref# 3600-004-0161

Fax registration form (credit card payments only) to 202.220.0830.
Register online at www.fmi.org/events/. Select Loss Prevention Conference, click on 'register online' and follow instructions.

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 welcome if accompanied by cash, company check or credit card in payment of registration fee.

Member fee:	\$795 per person \$745 if three or more (paid) attend from the same company
Associate member fee:	\$1,125 per person
Non-member fee:	\$1,350 per person
Vendor Court table:	\$800 per table
Golf Tournament:	No charge for FMI Retail/Wholesaler Member All others: \$200

Partial or exhibits-only registrations are not available.

Cancellations/Refunds

General cancellation policy: 100% if cancellation is received by COB February 13; 60% if notification is received by February 20. If registration is not cancelled by February 20, registrant is responsible for payment of full registration fee.



LOSS PREVENTION CONFERENCE • MARCH 1-4, 2009 • HYATT REGENCY MISSION BAY SPA & MARINA, SAN DIEGO, CA

To register online, go to www.fmi.org/events/, select Loss Prevention Conference, click on "register online," and follow instructions.

Registration questions? Contact Bonnie Cobbs at 202.220.0802 or bcobbs@fmi.org.

Program questions? Contact Aileen Dullaghan Munster at 202.220.0704 or amunster@fmi.org.

Registration Information: *(duplicate form for additional registrants)*

Name: (First) _____ (Last) _____

Badge Name: _____

Company: _____ Title: _____

Address: _____ City: _____

State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____ E-mail: _____

Confirm to: (if different from above) _____ E-mail: _____

Companion Name: (social events only) _____

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. _____

Hotel Information:

Please make all room reservations directly with the Hyatt Regency Mission Bay Spa and Marina at 619.224.1234. Address: 1441 Quivira Rd. San Diego, CA 92109

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

☐ **\$795.00** FMI Retailer/Wholesaler Member

☐ **\$745.00** Per person if 3 or more paid attendees from the same company attend (FMI Retailer/Wholesaler Member only)

☐ **\$1125.00** FMI Associate Member

☐ **\$1350.00** Non-Member

☐ **Golf Tournament** (No charge for FMI Retailer/Wholesaler Members. All others add \$200)

Member Note: To qualify for FMI member rates, every 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 202.220.0830 (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; PO Box 758884, Lockbox #758884, Baltimore, MD 21275-8884. Ref. #3600-004-0161

Cancellation:

All cancellations must be received in writing; please fax to 202.220.0830. 100% refund if notification is received prior to February 13th. 60% refund if notification is received by COB February 20th. If registration is not canceled prior to start of meeting, registrant will be responsible for paying full registration fee.



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.



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

FMI Use Only:

Batch Date: _____ **Amount Received:** _____ **Check #** _____ **Account No.:** 3600-004-0256

Loss Prevention Conference

March 1-4, 2009 • Hyatt Regency Mission Bay Spa & Marina • San Diego, CA

Explore innovative solutions to help you reduce shrink and detect fraud.

FMI's Loss Prevention Conference is the only conference with food industry specific case studies involving information on security breaches, gang violence and food security.

During themed round tables, general sessions and workshops you will:

Protect your organization from:

- Bioterrorism
- Ethical collapse
- Security breaches
- Workplace violence

Explore new tools to increase your effectiveness:

- CCTV
- IP video
- Anti-theft devices
- Interviewing skills

Discover tactical solutions to reduce shrink in:

- Fresh foods
- DSD receiving
- Back door receiving
- Pharmacy
- Fuel stations
- Self checkouts

Visit www.fmi.org/events/
for more information.



FOOD MARKETING INSTITUTE

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www.fmi.org