

**Asset Protection Conference**  
**March 6-9, 2011**  
**Buena Vista Hotel & Spa, Orlando, FL**  
**Preliminary Agenda (February 14, 2011)**

**SUNDAY, MARCH 6**

7:30 a.m. – 2:30 p.m.

**GOLF TOURNAMENT**

*Sponsored by ADT and Loss Prevention Magazine*

3:00 p.m. – 7:00 p.m.

**REGISTRATION**

4:15 p.m. – 4:45 p.m.

**NEW ATTENDEE AND EXHIBITOR ORIENTATION**

*Sponsored by the Asset Protection Conference and Event Planning Committee*

Find out how to navigate the conference from seasoned professionals. Open to conference attendees who have not attended prior Loss Prevention or Risk, Insurance and Safety Management Conferences.

5:00 p.m. – 7:00 p.m.

**VENDOR COURT AND WELCOME RECEPTION**

*Sponsored by Wren Solutions*

Meet leading loss prevention, safety, insurance and security vendors in an informal setting to discover the latest tools, technologies and trends in the asset protection field while networking with your peers.

## **MONDAY, MARCH 7**

7:00 a.m. – 8:00 a.m.

### **CONTINENTAL BREAKFAST/VENDOR COURT**

Enjoy a continental breakfast while sharing ideas for improving security and safety with leading loss prevention, insurance and security vendors.

8:00 a.m. – 8:30 a.m.

### **OPENING REMARKS**

*Leslie G. Sarasin Esq., CAE, President and Chief Executive Officer, Food Marketing Institute*

*Rhett Asher, Vice President, Industry Relations, Food Marketing Institute*

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

8:30 a.m. – 9:30 a.m.

### **CEO PERSPECTIVE**

Steve Smith shares his insight on leadership in the new world order of grocery retail, the importance of ethics and his views on the supermarket industry of the future. Learn why CEO support is essential to ensure the success of the asset protection, risk and safety function within today's retail organizations and the value of cross informational exchange within your company.

*Steve Smith, CEO and President of K-VA-T Stores, Inc.*

9:30 a.m. – 9:45 a.m.

### **NETWORKING BREAK**

9:45 a.m. – 10:45 a.m.

### **BREAKOUT SESSIONS**

#### **ASSET PROTECTION STRATEGIES FOR THE FUTURE.**

Advancements in retail technology continue to grow. How do we as an industry leverage these advancements in Asset Protection? Learn how one company is approaching this challenge with the fusion of available assets such as CCTV, EAS, access control, etc. and the pursuit of new technologies that will move away from mechanical devices to a more secure but open customer friendly merchandising environment.

*Kim Gresham, Asset Protection Operations Development Merchandise Manager, Wal-Mart Stores, Inc.*

## **ORGANIZED CRIME IN THE FOOD AND DRUG INDUSTRY: ARE WE TO BLAME?**

Take an in-depth look into organized retail crime as it pertains to the food and drug industry. Are we really doing all we can to eliminate ORC from hurting our industry? Is it possible that we, as retailers, are driving this problem? Learn and discuss valuable information that will change the way we think about and address this stubborn issue. Peel back the layers that comprise ORC and evaluate answers to the question, “*Are we to blame*”?

*David E. George, CFI, LPC, Vice President, Asset Protection, Harris Teeter Supermarkets, Inc.*

## **PROFIT 2011: REFOCUS AND RE-LOAD**

Shrink Control means PROFIT. Discover how to take bold, fresh action to help your company drive profitable sales with a budget-beating bottom line. Challenge your thinking, open new opportunities and dare to make Loss Prevention a company profit center. Learn how to measure cashier theft patterns and protect your customer service program from shoplifting activity. Discover the 12 standards for control of store shrink and the 8 programs every store manager must understand and execute to promote profitable selling at lower shrink levels. Join this fast paced and interactive session and hear success stories from three companies who decided to refocus and reload for smarter shrink control.

*Larry Miller, President, The Retail Control Group*

## **PROACTIVE APPROACHES TO MANAGING WORKPLACE VIOLENCE**

Approximately two million workers become the victims of workplace violence each year. Learn why employers must abandon the "it can't happen here" denial mentality and hear one's company's approach to combat this serious problem.

*Tina Marie Pilate, Asset Protection Manager, Wegmans Food Markets*

## **OSHA UPDATE**

The 2010 November election changed the political landscape in Washington. The renamed Subcommittee on Workforce Protections, which has oversight of OSHA is expected to initiate hearings on OSHA's initiatives, and serious debates on funding. Join a panel of experts to gain insight on the potential impact of these initiatives and programs on the retail grocery business. Hear discussions on the temporary withdrawal of noise standard enforcement, the fate of Voluntary Protection Programs (VPP) and OSHA's National Emphasis Program on Injury and Illness Recordkeeping.

*Patrick Singh, Director Safety & Loss Control, Safeway Inc.  
David Sarvadi, Keller and Heckman LLP*

10:45 a.m. – 11:00 a.m.

## **NETWORKING BREAK**

11:00 a.m. – 12:00 p.m.

## **SPEAK THE LANGUAGE: CHANGE THE CULTURE**

In this interactive session, panel experts share their thoughts on the culture shift for today's industry leaders. Learn how simply changing the language of your communications with c-suite executives can be the key to getting the budget allocation you need to grow your department, secure resources and further contribute to and protect your company's bottom line.

*Moderator: Cathy Penizotto, Loss Prevention Consultant*

*Panelists: David E. George, CFI, LPC, Vice President, Asset Protection, Harris Teeter Supermarkets, Inc.*

*Karl Langhorst, CFI, Director, Loss Prevention, The Kroger Company*

*Chris Freeman, Vice President, Store Operations, Michaels Stores Inc.*

12:00 p.m. – 2:00 p.m.

## **LUNCH AND VENDOR COURT**

Meet leading loss prevention, safety, insurance and security vendors over an extended lunch.

2:00 p.m. – 3:15 p.m.

## **OPEN ROUNDTABLE DISCUSSIONS**

**Join your peers for an in depth discussion of hot topics in the industry and share ideas and solutions.**

### **Succession Planning & Professional Development**

*Moderated by:*

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

*Lizabeth Christman, Director, Risk Management, Giant Food Stores, LLC*

### **Trends in Fraud**

*Moderated by:*

*Scott A. Ziter, Senior Director, Asset Protection, The Stop & Shop Supermarket Company*

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

### **OSHA Trends & Inspection Observations**

*Moderated by:*

*Patrick Singh, Director Safety & Loss Control, Safeway Inc.*

*David Sarvadi, Keller and Heckman LLP*

### **Risk Management**

*Moderated by:*

*Sheri Satterwhite, Senior Vice President, Risk Management/Benefits Brookshire Grocery Company*

*Betty Kraus, Manager, Safety, Schnuck Markets, Inc.*

## **Workplace Violence**

*Moderated by:*

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

*Tim Hopson, Assistant Vice President, Loss Prevention, Hy-Vee, Inc.*

*Tim Shipman, Director of Corporate Investigations and Crisis*

*Management, Delhaize America*

## **Environmental Issues**

*Moderated by:*

*Warren Wilhoit, Environmental Compliance Program Manager, C&S Wholesale Grocers, Inc.*

*Steve Alleyn, Director of Loss Prevention, B&B Corporate Holdings, Inc*

3:15 p.m. – 3:30 p.m.

## **NETWORKING BREAK**

3:30 p.m. – 4:30 p.m.

## **U.S. ECONOMIC AND FINANCIAL OUTLOOK: YOUR MONEY, YOUR WORLD, YOUR FAMILY.....THE FUTURE**

Participate in an entertaining, informative and humorous “tour” of the U.S. and global economy, financial markets, education, employment, retirement and more. Jeff provides a clear and focused picture of what’s happening in the economy and how it affects the future of your finances. Drawing from his latest book, *econAmerica*, he shares the four key factors, or Silver Bullets, needed to create a strong American economy in coming years.

*Speaker: Jeff Thredgold, Economic Futurist*

4:30 p.m. – 6:00 p.m.

## **VENDOR COURT AND COCKTAIL RECEPTION**

*Sponsored by eBay*

Meet leading loss prevention, safety, insurance and security vendors in an informal setting to discover the latest tools, technologies and trends in the asset protection field. Network with your peers and share new ideas.

## **TUESDAY, MARCH 8**

7:00 a.m. – 8:00 a.m.

### **CONTINENTAL BREAKFAST/VENDOR COURT**

Enjoy a continental breakfast while sharing ideas for improving security and safety with leading loss prevention, insurance and security vendors.

8:00 a.m. – 8:15 a.m.

### **WELCOME/RECAP**

8:15 a.m. – 9:15 a.m.

### **SOCIAL MEDIA – THE GOOD, THE BAD AND THE UGLY**

While beneficial for marketing purposes, social media activity creates potential pitfalls in terms of protecting a company's assets and reputation. What if sensitive company information was leaked online and, even worse, you didn't know it was out there? Are you prepared for serious damage control? A social media expert will show you how to manage and track your online reputation, identify online threats and address compliance issues. Learn investigative techniques to solve retail theft and the six key social media best practices.

*Helen Levinson, Principal, Desert Rose Design*

9:15 a.m. – 9:30 a.m.

### **NETWORKING BREAK**

9:30 a.m. – 10:30 a.m.

### **BREAKOUTS**

#### **ASSESSING RISK WITH SELF CHECKOUT**

As self checkout units become increasingly prevalent in the grocery industry learn how to assess the risk of using them in your stores by analyzing both sides of the shrink equation.

*Jon Stokes, CFI, Director, Loss Prevention & Security  
Fresh & Easy Neighborhood Market*

#### **FIGHTING COUPON FRAUD AT THE CHECKOUT**

Discover how to reduce your risk and enhance your bottom line by taking easy and fast steps to fight counterfeits and other coupon related frauds at the checkout. Take this unique opportunity to make your voice heard as the CIC completes the drafting of the first industry wide voluntary best practice guide for coupon acceptance.

*Bud Miller, Coupon Information Corporation  
Lauri Martin, Manager, Coupon Strategy, The Coca-Cola Company*

## **YEAH, BUT WHAT IF?**

Bring your interviewing game to this presentation! Expect an interactive, situational-type session where you will be given the opportunity to ask "what if" questions and participate in developing solutions to these scenarios. Eliminate the fear of unexpected situations in an interview and gain more confidence, while at the same time having a little fun with the presenters and your peers.

*Wayne Hoover, CFI, Partner/Vice-President CFI Programming,  
Wicklander-Zulawski & Associates, Inc.*

*Brett L. Ward, CFI, Vice President of Client Relations  
Wicklander-Zulawski & Associates, Inc.*

## **IMPACT SAFETY**

Learn how incremental responsibilities add value to your department and can improve your company's bottom line. Discover how one company's asset protection team took on the challenge of reducing workers compensation and liability claims by shifting their focus to safety initiatives that reduced accidents by 50% within one year. Hear their successful strategy and the non-traditional programs that brought about significant savings to their company.

*Adam Smith, CFI, Sr. Manager Safety, Winn-Dixie Stores, Inc.*

## **GANGS AND THE FOOD INDUSTRY**

Increase your awareness of domestic and international gang activity and further your understanding of its effects on the community and the food industry. Learn best practices to protect your company's assets and identifying gang related criminal activity.

*MSGT Carl Gutierrez, FBI/JTTF Statewide Supervisor, Illinois State Police*

10:30 a.m. – 10:45 a.m.

## **NETWORKING BREAK**

10:45 a.m. – 11:45 a.m.

## **READING PEOPLE THROUGH: UNDERSTANDING PERSONALITY DIFFERENCES AND NONVERBAL COMMUNICATION**

The best interviewers and interrogators are those who have learned to intimately observe and interpret human communication behaviors. Hargrave's in-depth examination of body language and personality differences will provide you with the tools you need for victorious negotiations and insight into conducting successful interviews or interrogations.

*Jan Hargrave, Author & CEO, Jan Hargrave & Associates*

11:45 a.m. – 1:30 p.m.

## **LUNCH AND VENDOR COURT**

1:30 p.m. – 3:00 p.m.

### **TABLETOP EXERCISE: THE DATA BREACH YOU DIDN'T SEE COMING.**

Do you have the crisis management team and the operating model in place to react to and recover from a serious data breach? Gordon Meriwether will guide you through the operational impacts of losing control of your lifeblood data, working through the response, and developing, with the help of your tablemates, a model for action and recovery. Be part of this ground breaking crisis management workshop.

*Gordon Meriwether, Principal, The Uriah Group*

3:00 p.m. – 3:15 p.m.

### **NETWORKING BREAK**

3:15 p.m. – 4:15 p.m.

### **BREAKOUT SESSIONS**

*Sponsored by SR Max Slip Resistant Shoes and Impact Absorbent's Inc.*

#### **eBay- PROACT UPDATE**

Sharing real case examples of their success, eBay and CVS discuss their current and future partnership endeavors to combat Organized Retail Crime.

*Tony Sheppard, ORC Team Manager, CVS Caremark*

*Paul Jones, Senior, Director, Asset Protection, ebay*

### **A FRESH APPROACH TO PUBLIC/PRIVATE PARTNERSHIPS**

Today's tragic headlines teach us how to better respond to acts of violence. Whether in the workplace, at store-sponsored events or in the vicinity of your store, such acts affect your employees, customers and operations. Based on the latest threat advisories, gain insight into scenarios that stores may face and discover how strengthening partnerships with local and federal agencies enhance retailer preparedness and aid in prevention and response.

*Krista Osborne, CPP, Director of International Partner & Asset Protection, Starbucks Coffee Company*

*Eric C. White, CHS-V, FABCHS, Director of Retail Strategy, Wren Solutions*



## **MSP: THE TRUTH, THE WHOLE TRUTH, AND NOTHING BUT THE TRUTH RELATING TO CLAIM AND LITIGATION BEST PRACTICES**

Everything you should have known, better now know, and hope that your third party administrator and attorney does know about the Medicare Secondary Payer Act and Section 11 as relates to workers compensation and general liability claim handling.

*Tommy Thornton, Attorney, Carr Allison  
Roy A. Franco, Principal, Franco Signor LLC*

## **1,000 WAYS TO INJURE YOURSELF AND OTHERS**

Customers and employees continue to find new ways of injuring themselves and others. Are your accident prevention programs keeping pace? Discover which concepts and methods Harris Teeter is using to keep accident prevention fresh.

*Mike Bowers, CFI, Division Manager, Asset Protection, Safety and Compliance, Harris Teeter Supermarkets, Inc.*

## **GLOBAL HARMONIZED SYSTEM OF CLASSIFICATION AND LABELING OF CHEMICALS (GHS)**

Gain an overview of the key constituents of GHS, contrast this with the current Hazard Communication Standard (HCS) and discuss how to prepare.

*Richard W. Peebles, Aon Global Risk Consulting*

4:15 p.m. – 4:30 p.m.

## **NETWORKING BREAK**

4:30 p.m. – 5:30 p.m.

## **LITIGATION HOT SEAT: ARE YOU PREPARED FOR TESTIMONY?**

*Sponsored by CAP Index, Inc.*

Experience a “mock deposition” in a premises security liability lawsuit. Internationally recognized loss prevention consultant, David Gorman will be joined by security expert, Jon Groussman and renowned litigation defense attorneys Ken Shuttleworth and Dean Nickas to give a realistic portrayal, based on an actual case, of what a deposition entails for the corporate designee. See what happens before and during the deposition and the potential ramifications of the answers provided. This session promises to be engaging, informative, and not easily forgotten.

*Moderator:*

*Dave Gorman, President, CEO, David Gorman & Associates*

*Speakers:*

*Jon D. Groussman, J.D., President, COO, CAP Index, Inc.*

*Kenneth R. Shuttleworth, SHUTTLEWORTH WILLIAMS, PLLC*

*Constantine “Dean” Nickas, Wicker, Smith, O’Hara, McCoy & Ford*

6:30 p.m.

**OFFSITE SOCIAL EVENT**  
**Bongo's Cuban Café**  
*Sponsored by ADT*

## **WEDNESDAY, MARCH 9**

7:00 a.m. – 8:00 a.m.

### **CONTINENTAL BREAKFAST**

8:00 a.m. – 9:00 a.m.

### **THE METHODS AND VALUE OF BEHAVIORAL DETECTION IN RETAIL**

Learn why counterterrorism efforts should be part of every retailer's security program. Unlock the secrets of a behavioral detection technique used by Mall of America that will enable you to identify potential perpetrators of a terrorist attack. Discover the benefits of implementing counterterrorism strategies and learn ways to leverage existing resources develop protocols for addressing threats once identified.

*Michael Rozin, Special Operations Captain, Mall of America Security Department*

*Doug Reynolds, Director of Security, Mall of America Security Department*

*Eric C. White, CHS-V, FABCHS, Chairman, American Board for Certification in Homeland Security (ABCCHS)*

9:00 a.m. – 9:15 a.m.

### **NETWORKING BREAK**

9:15 a.m. – 10:15 a.m.

### **BREAKOUT SESSIONS**

*Sponsored by SR Max Slip Resistant Shoes and Impact Absorbent's Inc.*

### **THE BENEFITS OF LOSS PREVENTION CERTIFICATION: FACT V. FICTION**

In the past five years, loss prevention certification has earned the industry's trust by dispelling myths surrounding the certification process and its value. Learn the benefits for both you and the industry as a panel of retail attendees and subject matter experts discuss facts and fiction and explain why certification is changing the landscape of the loss prevention profession.

*Gene Smith, President, The Loss Prevention Foundation*

*Frank Johns, Chairman, The Loss Prevention Foundation*

### **STORELAB: A VIDEO TOUR OF SUPERMARKET INNOVATION**

Top retail executives will use video footage to illustrate how they are working together to innovate, improve and more accurately measure asset protection, risk and safety methods in their stores. Hear how they are working as a team with high-risk product manufacturers, solution partners and the LPRC scientists in real-world environments to build cost-effective countermeasures using testing, offender, shopper and employee feedback.

*Read Hayes, PhD, Research Scientist, University of Florida, Director, Loss Prevention Research Council*

## **THE CHANGING FOCUS OF LOSS PREVENTION**

The retail landscape is rapidly changing and loss prevention departments need to be more adaptable and flexible than ever before. The systemic complexities in today's retail environment may also be contributing to your shrink. This session will explore non-traditional shrink drivers, the additional skill sets needed by today's loss prevention team, and how to pursue and successfully implement new shrink diagnostic technologies.

*Randy Ferris, Senior Director, Loss Prevention, SuperValu, Inc.*

10:15 a.m. – 10:30 a.m.

## **NETWORKING BREAK**

10:30 a.m. – 11:30 a.m.

## **LEADERSHIP AND ACCOUNTABILITY WHEN IT MATTERS**

The privilege and burden of leadership comes with an accountability that many aspire to emulate and anyone can rise up to and achieve. Using a devastating suicide terrorist attack as a backdrop, Commander Lippold, Commander of the USS Cole, conveys how the bedrock principle of integrity created an environment for leadership where his crew felt imbued with a sense of ownership as they seized the opportunity to be responsible for their ship and not just their jobs. Their own sense of leadership proved to be a guiding principle in the crucible of combat.

*Commander Kirk S. Lippold, USN (Ret.)*

11:30 a.m.

## **CONFERENCE ADJOURNS**