

ASSET

March 6 - 9, 2011

Buena Vista Palace Hotel & Spa
Orlando, Florida

PROTECTION

FOR THE **21ST CENTURY**

**FMI Retail/
Wholesale Members:**

Register Before January 3
And Save \$200!

www.fmi.org

Learn, share and collaborate with loss prevention, risk management and safety professionals to raise the profile and value of asset protection in the supermarket industry. Discover new technologies, resources, tools and ideas to defend your company against today's most sophisticated threats.

FEATURED BENEFITS

- Learn why "Thinking Business" is crucial to asset protection strategy in the 21st century
- Hear how asset protection plays a central role in improving the bottom line
- Share best practices and fresh ideas for combating loss, fraud and shrink
- Develop your professional and leadership skills
- Discover emerging technologies and trends
- Network with industry peers and potential business partners

Participate in interactive, thought-provoking and informative **general sessions, workshops** and **discussion groups** on today's hottest asset protection and risk management topics including:

HOT TOPICS

- Organized retail crime
- Social media
- Self checkout risk
- Gangs
- Coupon fraud
- Data breach
- Workplace violence
- Retail technologies
- Claims management
- Behavioral detection in retail

"The mission of all loss prevention executives is to stay on the cutting edge of asset protection. This conference provides you with the tools and expertise to help you meet your goals. Network with the best companies, loss prevention executives and come away with fresh ideas and new friends"

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

WHO SHOULD ATTEND VENDOR COURT

Vice presidents, directors, managers and industry executives with responsibility for loss prevention, risk and crisis management, fraud, business continuity, safety, insurance, food defense, worker's comp, shortage controls, security and shrink.

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Meet more than 40 leading providers of safety, risk management and security products and systems:

- Insurance
- Safety tools
- Safety shoes
- BOB detection
- Access control
- CCTV/IP video
- Security systems
- Cart containment
- Slip/fall prevention
- Exception reporting
- Shelf/display security
- Background screening
- Electronic sweep logs
- RFID detection, tags and labels

NETWORKING AND SOCIAL ACTIVITIES

Gather with friends and potential business partners to find solutions and opportunities through collaborative exchanges and social activities, including:

- **Open roundtable discussions**
- **Sunday and Monday cocktail receptions**
- **Golf tournament**
- **Vendor court**
- **Tuesday's offsite social event**
- **New attendee and exhibitor orientation**

Join FMI's Asset Protection [Linked in](#) **group.**

"We recently worked with other retailers to break the back of an ORC group taking up to \$200,000 in baby formula from our stores. This never would have happened without the networking relationships developed over the years at the FMI conferences we attend."

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

SPONSORS



**Retail
Solutions**



The Power to See
Your BusinessSM



AGENDA AT A GLANCE

SUNDAY, MARCH 6

6:30 A.M. – 2:30 P.M.

Golf Tournament

3:00 P.M. – 7:00 P.M.

Registration

4:15 P.M. – 4:45 P.M.

**New Attendee and
Exhibitor Orientation**

5:00 P.M. – 7:00 P.M.

**Vendor Court and
Welcome Reception**

MONDAY, MARCH 7

7:00 A.M. – 8:00 A.M.

Continental Breakfast/Vendor Court

8:00 A.M. – 8:30 A.M.

Opening Remarks

8:30 A.M. – 9:30 A.M.

Opening Keynote

9:45 A.M. – 10:45 A.M.

Breakout Sessions:

- Retail Technologies
- ORC in the Food and Drug Industry:
Are We to Blame?
- Profit 2011: Refocus and Reload
- Workplace Violence
- OSHA Update

11:00 A.M. – 12:00 P.M.

Speak the Language: Change the Culture

12:00 P.M. – 2:00 P.M.

Lunch and Vendor Court

2:00 P.M. – 3:15 P.M.

Open Roundtable Discussions:

- Succession Planning and Leadership
- Trends in Fraud
- OSHA Trends and Inspection
Observations
- Risk Management
- Workplace Violence

AGENDA AT A GLANCE

3:30 P.M. – 4:30 P.M.

**U.S. Economic and Financial Outlook:
Your Money, Your World, Your
Family...The Future**

4:30 P.M. – 6:00 P.M.

Vendor Court and Cocktail Reception

TUESDAY, MARCH 8

7:00 A.M. – 8:00 A.M.

Continental Breakfast/Vendor Court

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**

9:30 A.M. – 10:30 A.M.

Breakout Sessions

- Assessing Risk with Self Checkout
- Coupon Fraud
- Yeah, But What If?
- Impact Safety
- Gangs and the Food Industry

10:45 A.M. – 11:45 A.M.

**Reading People Through:
Understanding Personality
Differences and Nonverbal
Communication**

11:45 A.M. – 1:30 P.M.

Lunch and Vendor Court

1:30 P.M. – 3:00 P.M.

Data Breach Tabletop Exercise

3:15 P.M. – 4:15 P.M.

Breakout Sessions:

- Ebay/PROACT Update
- Medicare Set Asides
- Protecting People and Property at Retail Special Events
- 1,000 Ways to Injure Yourself and Others
- Global Harmonized System of Classification and Labeling of Chemicals (GHS)

4:30 P.M. – 5:30 P.M.

Preparing for Legal Action

6:30 P.M.

Offsite Social Event

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**

9:15 A.M. – 10:15 A.M.

Breakout Sessions

- Loss Prevention Foundation
- Making Confident and Winning Technology Decisions
- StoreLab: A Video Tour of Supermarket LP/AP Innovation

10:30 A.M. – 11:30 A.M.

**Leadership and Accountability When
It Matters**

FEATURED SESSIONS

"This is a must-attend event for asset protection professionals in the supermarket/grocery industry in North America. The conference focuses on your business needs and gives you the opportunity to learn from the best in the business."

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

■ **ORGANIZED RETAIL 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"?

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

FEATURED SESSIONS

■ **STORELAB: A VIDEO TOUR OF SUPERMARKET LP/AP INNOVATION**

Top retail executives use video footage to illustrate how to improve and more accurately measure asset protection methods in their stores. Hear how collaboration with product manufacturers, solution partners and scientists can build cost-effective countermeasures using testing offender, shopper and employee feedback.

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

■ **SPEAK THE LANGUAGE: CHANGE THE CULTURE**

In this interactive session, panel experts share their thoughts on the culture shift for today's LP/AP 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 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.*
Other panelists TBD

■ **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*

■ **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? Learn 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.

Speaker: *Helen Levinson, Principal, Desert Rose Design*

For a complete list of education workshops and general sessions visit www.fmi.org/events

FEATURED SESSIONS

■ 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.

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

■ 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.

Speaker: *Larry Miller, President, The Retail Control Group*

■ 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.

Speakers: *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.

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

Dan Faketty, Vice President, Winn-Dixie Stores, Inc.

FEATURED SESSIONS

■ 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 identify gang related criminal activity.

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

■ READING PEOPLE THROUGH: UNDERSTANDING PERSONALITY DIFFERENCES AND NON-VERBAL 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.

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

■ 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.

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

■ THE DATA BREACH YOU DIDN'T SEE COMING.

Do you have the crisis management team and the operating model in place to react and recover from a serious data breach? 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

FEATURED SESSIONS

■ 1,000 WAYS TO INJURE YOURSELF AND OTHERS

Is your accident prevention program keeping pace with the myriad of ways that customers can injure themselves? Discover which concepts and methods Harris Teeter is using to keep accident prevention fresh.

Speaker: *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.

Speaker: *Richard W. Peebles, Aon Global Risk Consulting*

■ FIGHTING COUPON FRAUDS

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 the first industry wide voluntary best practice guide for coupon acceptance.

This conference brings together professionals with a wide range of experience and knowledge and we all learn from one another. The session content is current and relevant and I always take new knowledge and actionable ideas away with me.

– **Libby Christman, Senior Director, Risk Management, Ahold USA Retail**

QUESTIONS

Program and Sponsorships

Amanda Bond-Thorley
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Vendor Court

Heather Cain
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Registration

Susan Lentz
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CONFERENCE INFORMATION

CANCELLATION:

Please notify registrar in writing by email to slentz@fmi.org or fax 202.220.0830. A full refund, less a \$75 processing fee, is granted when a cancellation is received prior to February 18, 2011. A 60% refund is granted if cancellation is received by February 25, 2011. No refund if notification is received after February 25, 2011.

REGISTER ONLINE:

Go to www.fmi.org/events/, select Asset Protection Conference, click on “register online” and follow the instructions.

HOTEL INFORMATION:

Please make all room reservations directly with Buena Vista Palace Hotel & Spa, 1900 Buena Vista Drive, Lake Buena Vista, FL 32830 at 1.866.246.6563 by Friday, February 11, 2011. FMI cannot guarantee the group discounted rate of \$169 per night (single/double occupancy) after February 11, 2011. Reference the FMI Asset Protection Conference to receive the group rate.



**FMI offers Food Safety,
Government Relations
and Loss Prevention**

**programs providing cutting-edge
information, training and representation
in Washington to help you and your
company be successful.**

**Visit us at www.fmi.org to discover all
the resources available to help you
achieve your professional goals.**

You may also be interested in attending FMI's Financial Executive Conference co-located with the Internal Audit Conference, May 23 - 25, 2011 in San Diego, California.

FMI's Financial Executive Conference delivers up-to-date information about a variety of critical financial issues and opportunities facing the supermarket industry's financial management. Discover solutions to financial challenges from industry experts at education sessions and from peers at informal discussion meetings.

FMI's Internal Audit Conference provides the tools and strategies that food retail industry Internal Auditors need to evaluate and improve controls and help achieve financial goals.

ASSET PROTECTION

FOR THE **21ST** CENTURY

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