

FMI Asset Protection Conference
March 9-12, 2014
Hyatt Regency Jacksonville Riverfront, Jacksonville, Florida
Preliminary Agenda

***Agenda is a draft only and subject to change*

SUNDAY, MARCH 9

7:30 a.m. – 2:00 p.m.

GOLF TOURNAMENT

[Bent Creek Golf Club](#)

4:00 p.m. – 7:00 p.m.

REGISTRATION

4:15 p.m. – 4:45 p.m.

NEW ATTENDEE AND EXHIBITOR ORIENTATION

River Terrace Deck

Sponsored by: FMI Asset Protection Council and FMI Risk and Safety Committee

Find out how to navigate the conference from seasoned professionals and build your industry network. Open to any conference attendees who have not attended prior Asset Protection Conferences.

5:00 p.m. – 7:00 p.m.

WELCOME RECEPTION

River Terrace Deck

Join your industry colleagues and friends to kick off the 2014 Asset Protection Conference. Spend time networking with conference attendees while overlooking the beautiful St. Johns River.

MONDAY, MARCH 10

7:00 a.m. – 6:30 p.m.

REGISTRATION

7:00 a.m. – 8:00 a.m.

VENDOR SHOWCASE & BREAKFAST

Grand Ballroom 4&5

Enjoy a continental breakfast with your peers and exhibiting business partners while sharing ideas for improving your business and the industry.

8:15 a.m. – 8:45 a.m.

OPENING REMARKS

Grand Ballroom 6-8

Tim Bartkowiak, Director, Asset Protection, Spartan Stores
Rhett Asher, Vice President, Asset Protection, Data Security & Crisis Management, Food Marketing Institute

8:45 a.m. – 9:45 a.m.

WORK, LAUGH, REPEAT

Grand Ballroom 6-8

Perfect for any group that needs a humorous break from the serious side of business. In spite of its therapeutic qualities, laughter is often absent from the business environment. Greg shows it is possible to laugh at work and about work. Audience members will put down their iPads and Blackberries and laugh along with Greg as he good-naturedly discusses topics such as Smart Phone abuse, social network overload, never-ending conference calls, "frequently" asked questions, and home office workers. His preparation includes company web site research, phone conferences and maybe even a personal visit!

Greg Schwem, Syndicated Humor Columnist

9:45 a.m. – 10:00 a.m.

REFRESHMENT BREAK

10:00 a.m. – 11:00 a.m.

BREAKOUT SESSIONS

1) Move The Table: Establishing relevance and providing value in today's Asset Protection environment

Elevate how Asset Protection is perceived as a career, a curriculum, and an industry by transitioning into an enterprise profit hub.

Mike Limauro, Vice President of Asset Protection, Weis Markets

2) Cyber Liability, Social Media, and Protecting Your Company

A panel of cyber liability insurance experts discuss the data and technology related exposures facing companies, as well as the availability of insurance products to protect companies' reputations and balance sheets. Questions from the audience will be accepted.

*Alex Ricardo, CIPP, Breach Response Services, Beazley Group
Dave Wasson, Cyber Liability Practice Leader, Hays Company*

3) Critical Infrastructure Protection

An overview of intelligence and counter-terrorism efforts as it relates to the identification and direct protection of critical infrastructure & key resources (CIKR). The activities of the Urban Area Security Initiative (UASI) Risk Mitigation Planners are discussed along with their role in performing security assessments on critical infrastructure sites. This includes a photo presentation of commonly found security weaknesses from actual (unidentified) sites.

*Michael Boyle, Risk Mitigation Planner, Union County Prosecutor's Office
Nick Kormash, Risk Mitigation Planner, Hudson County Prosecutor's Office*

4) Preventing and Defending Retail Pharmacy Misfills: From a Risk Manager's Perspective

Unfortunately, prescription misfills are a growing concern amongst retail community pharmacies in the United States. Prescription misfills are a widespread problem which can, in the worst case, cause harm, and even death, to customers.

Risk management is an integral part of a retail pharmacy's standard business practice. Risk management activities include identifying and evaluating risks, followed by implementing the most advantageous methods of reducing and eliminating these risks. The first step in the process of protecting yourself and reducing liability exposure is to learn about the risks that confront today's retail pharmacies. Once these types of claims arise, the most critical step is acting as quickly as possible to fully investigate the claim so that it can be properly defended.

This presentation is intended to inspire risk managers, pharmacists and legal counsel nationwide to carefully examine their practices, develop effective risk prevention programs and develop a strategic action plan in the event of a pharmacy misfill.

Melissa Foti, Partner, Kenney, Shelton, Liptak Nowak, LLP

5) OSHA's Tough Enforcement Continues – Are you Ready?

OSHA's strategy of "shaming" employers by issuing multiple citations, high penalties, and unpleasant press releases has continued into President Obama's second term, and shows no signs of abating under recently-confirmed Secretary of Labor Thomas Perez. This fast-paced session will focus on enforcement trends and programs, as well as offer practical tips for handling OSHA inspections so as to minimize liability. Strategies for reaching favorable settlement agreements and litigating effectively will also be discussed.

Melissa Bailey, Partner, Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

11:15 a.m. – 12:15 p.m.
Grand Ballroom 6-8

Ahold USA Shrink Strategy

Ahold USA Operations and Asset Protection leadership will outline the key components of the Ahold USA shrink strategy. The presenters will discuss the Company's vision and ambition on how Ahold USA can increase sales and profitability while reducing the exposure to inventory shrink. Key areas of the strategy including the cross functional Shrink Task Force, Non-Perishable Shrink Response Plan and the Passport to Profit shrink benchmarking program will be highlighted. Implementation of the strategy, governance & ownership and measuring results will also be discussed.

Nicholas Betram, *SVP Store Strategy & Execution, Ahold USA*

Bhavdeep Singh, *EVP Operations, Ahold USA*

Scott Ziter, *VP Asset Protection Ahold USA*

11:15 a.m. – 12:15 p.m.

THE ENERGIZED APPROACH FOR ACHIEVING A SAFE, HEALTHY AND PRODUCTIVE WORKPLACE

Companies introduce numerous safety programs to employees with great excitement and high expectations. Then, with unfortunate predictability, these new programs fall short of expectations, the program goes away and a "new and improved" program is brought in. This vicious cycle is exhausting for everyone involved. The problem usually isn't with the programs; the problem is with the environment into which these programs are introduced and the methods used to develop, implement and support them. "The Energized Approach" offers a time tested strategy that increases the success of safety programs by energizing the work environment with participants who are motivated, receptive and involved.

Michael Melnik MS, OTR, *Prevention Plus and The Energized Approach*

12:15 p.m. – 2:15 p.m.
Grand Ballroom 4&5

VENDOR SHOWCASE & LUNCH

Enjoy lunch with your peers and exhibiting business partners while sharing ideas for improving your business and the industry.

2:30 p.m. – 3:45 p.m.

BREAKOUT SESSIONS

Join your peers for an in depth discussion about industry topics while sharing ideas and best practices.

1) Getting Your House in Order

Want to understand how your finances or your love life might be affecting your job? Many retail professionals seek a next level position and often wonder what they should be doing to ready themselves for an opportunity once it arises. Join this discussion to examine what non-work-related obstacles may be holding you back and help you work toward changing others' perceptions of you in order to improve your "professional appearance".

Tina Sellers, Director of Loss Prevention, Delhaize America

2) Social Media and Risk; Threats and Opportunities in 2014

Based on the RISC team's analysis since 2011, this session will cover the current threat trends to retailers from social media, including violent groups, teens, criminals and other disruptive actors. By using case studies, it will delve into the current and forecast state of the fast-moving social media landscape and ultimately help attendees better understand and harness this medium in order to derive timely, accurate and actionable intelligence about threats to their businesses – ultimately helping not only to increase resilience, but also to drive profits.

Justin Crump, CEO, Sibylline Ltd. And Director, the Retail Industry Security Center (RISC)

3) How To Handle a Major Crisis in Your Workplace

You are sitting in your office -- working away -- when the unthinkable happens: A phone call reporting multiple fatalities at one of your facilities. How do you respond? Please join us for an interactive "table top" session addressing a fact pattern that includes dealing with employees, OSHA and other government agencies, the press, and the inevitable civil litigation. We will discuss the scenario as a group, and will talk about how to prepare for this kind of catastrophe, as well as strategies for how to handle these kinds of situations when and if they occur.

Melissa Bailey, Partner, Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

4) High Octane Safety: Managing Risk at the Pump

Everything you need to know about fuel station safety, prevention of crime and accidents and ensuring environmental compliance.

*Libby Chrisman, Vice President, Risk Management, Ahold USA
Chris Hansen, Senior Director, Safety, Wal-Mart Stores USA
John Slager, Risk Management and Safety, The Kroger Co.*

5) Super Psych Me - How to design an incentive program that jazzes up your safety program portfolio

In an all-hands on deck approach to safety management, companies often apply a wide variety of rewards-based programs to create buy-in and engagement. Let's talk about what the beatings accomplish and if the carrots beat the sticks out in accomplishing better safety metrics for your overall safety performance.

Komilla John, Corporate Safety Manager, Wakefern Food Corp.

Vic Alvarado, Senior Manager, Risk Management, Springfield Insurance Co.

3:45 p.m. – 4:00 p.m.

REFRESHMENT BREAK

4:00 p.m. – 5:00 p.m.

Grand Ballroom 6-8

COME TOGETHER: GENERATIONAL DIFFERENCES AND HOW TO EFFECTIVELY WORK WITH SOMEONE MUCH OLDER OR YOUNGER THAN YOU

Matures. Boomers. Gen X. Gen Y. Or are they called Millennials? Why is Gen X called “X”?

Why don't Boomers realize there's more to life than work? And why don't Millennials realize that their 5:00 pm yoga class does not take precedence over a client deadline? What happened to “paying your dues”? Why doesn't my supervisor praise me and appreciate me for all the great things I do every day?

These questions are being asked and grumbled about in every office everywhere in the country. Any time two or more generations work side by side, there are going to be potential differences in the approach to work and collaboration. But never have the differences between these generations been so profoundly marked as they are now. Why? And more importantly, how do you learn to work with someone who has such a different approach to work, not to mention their values and priorities?

Kelly McDonald, *Marketing and Advertising Expert, McDonald Marketing*

5:00 p.m. – 6:30 p.m.

Grand Ballroom 4&5

VENDOR SHOWCASE AND COCKTAIL RECEPTION

Join your industry colleagues and friends in an informal setting to discuss the day's events, network and meet with exhibiting business partners.

TUESDAY, MARCH 11

7:00 a.m. – 8:00 a.m.

Grand Ballroom 4 & 5

VENDOR SHOWCASE & BREAKFAST

Enjoy a continental breakfast with your peers and exhibiting business partners while sharing ideas for improving your business and the industry.

8:15 a.m. – 8:30 a.m.

Grand Ballroom 6-8

WELCOME & HOUSEKEEPING

Libby Christman, Vice President, Risk Management, Ahold USA

Rhett Asher, Vice President, Asset Protection, Data Security & Crisis Management, Food Marketing Institute

8:30 a.m. – 9:30 a.m.

Grand Ballroom 6-8

IGNITE BRILLIANCE in your Leadership and Innovation

What's the secret of brilliant leadership? Will your current workforce be the solution or the problem in America's future? What questions should you be asking to drive higher performance, productivity and innovation? How can leaders be a catalyst for igniting brilliance in their teams and creating unprecedented competitive advantages as well as profits? Leadership and innovation happens one conversation at a time. You are responsible for the quality of this conversation. Through humor, insight and experience, AmyK provides leadership & innovation tools that have immediate practical applications for increasing performance and productivity levels in individuals and teams. AmyK shares the 2 critical elements leaders must "sell" each & every day; the 5 questions leaders need to ask to best influence and foster productive behaviors; how to create and retain high performers; and how to grow a healthy, profitable organization.

AmyK Hutchins, CEO, Speaker, Trainer and Business Strategist, AmyK Inc.

9:30 a.m. – 9:45 a.m.

REFRESHMENT BREAK

9:45 a.m. – 11:00 a.m.

BREAKOUTS

1) Thinking Inside the Box

How many times have you walked in to a house, store, or business and said, "I don't like it here or I really feel comfortable here?" This session is designed to introduce you to the concept of consciously understanding space, how we react to it, and how we can modify it to reduce crime, enhance safety and increase business.

Carol Martinson, President, Intentional Security Design, Inc.; Partner, Violence Prevention Strategies, LLC

2) FLASH POINT – Organizational Preparedness Through Individual Response

This session will describe the differences between Active Shooter, Hostage Situation & Robbery. Mr. Benson will cover the perspectives and insights on the nature of violence as well as the internal and external dangers, early warning signs and prevention strategies when it comes to threats. Also addressed in the session will be strategies that could save your life and those you protect.

Dave Benson, Principal, Executive VP of Operations, Center for Personal Protection & Safety

3) Best Practices for the Protection of Branded Food and Consumer Packaged Goods in the Marketplace

The incidence of counterfeit goods entering the food and consumer packaged goods supply chain is growing in frequency. Acknowledging that diversion is a practiced supply chain activity and economic buying approach, the challenge is to ensure safe, legitimate product is available to the consumer. The financial and reputational risks faced by retailers and CPG manufacturers from the introduction of counterfeit goods into supply chains are significant. As supply chains become increasingly complex, counterfeit goods will only become more difficult to detect, prevent and remove from the legitimate supply chain.

This presentation will provide recommendations for documenting or substantiating the chain of custody from manufacturer to consumer and address both domestic and foreign sources of counterfeit goods. The best practices shared will provide guidance to the retailing and manufacturing communities on how to minimize the financial and reputational damage associated with the counterfeiting of genuine branded products.

Steve Dollase, President, Supply Chain Network, Inmar

Jim Rittenburg, Vice President of Healthcare and Life Sciences, Authentix

4) Managing Your Flood and Windstorm Risk

Flood and windstorm are the most costly natural hazards in the world and the majority of losses are incurred at facilities where the exposure is easily identified. But, while these natural hazards at the facilities are inevitable, most flood and wind related property loss is preventable

Jacob Bonnet, Client Technical Training Specialist, Enterprise Learning, FM Global

5) SHOCK TO THE HEART: The ABC's of AED's!

Have you thought about implementing or enhancing an AED program within your company? What is involved? What are the regulations, liability and training challenges? Are you feeling overwhelmed?

If so, then we have answers for you! Come spend some time with three safety/risk professionals who have implemented successful AED programs within their companies. They will break down everything you need to know from decision and implementation to what to do after an AED is used in your facility and everything in between.

With an operational AED program, your employees will be better prepared to save the life of a coworker, friend, family member or customer.

Jen Horstmann, Safety Supervisor, Schnucks

Komilla John, Corporate Safety Manager, Wakefern Food Corp.

Dave Wright, Safety Specialist, Big Y Foods

11:00 a.m. – 11:15 a.m.

BUSINESS BREAK

11:15 a.m. – 12:15 p.m.
Grand Ballroom 6-8

GOVERNMENT UPDATE

Jennifer Hatcher, *Senior Vice President, Government & Public Affairs, Food Marketing Institute*

11:15 a.m. – 12:15 p.m.

TAKING THE RIGHT RISKS

Get a glance at how Safeway created their “Culture of Safety”. You will have the opportunity to see the strategic set of issues they dealt with including retail execution, employee engagement and reducing operational volatility. Learn how it significantly impacted their accident frequency, severity and operational costs. Walk away from this session with ideas of how you can improve your companies risk/safety performance.

Ward Ching, *VP Risk Management Operations, Safeway Corp.*
Jody Wood, *Safeway Regional Risk Management Director, Safeway Corp.*

12:15 p.m. – 2:00 p.m.
Grand Ballroom 4 & 5

VENDOR SHOWCASE & LUNCH

Enjoy lunch with your peers and exhibiting business partners while sharing ideas for improving your business and the industry over an extended time period.

2:15 p.m. – 3:30 p.m.

BREAKOUT SESSIONS

1) Where are my Car Keys? The Cognitive Interview and its Application to our Environment

For over twenty years the Cognitive interview has proven itself to be the most effective method for interviewers to maximize the actionable intelligence they gain from victims, witnesses and suspects. The approach is useful in helping memories be retrieved in a proper method to make it more useful to your investigation. Great application for interviewing anyone that have been the victim of a crime, Human Resource interviews, ORC interviews, or for that matter of finding your car keys.

As all WZ presentation, there will be videos and interactive portions of the presentation, so come ready to be involved. And plan on leaving with a technique that you can use in your next investigation.

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

2) Exposing the Myths of Workplace Violence and Preparing Realistic Prevention Tactics.

Many of the Workplace Violence prevention tactics instituted by companies are based upon the risks presented in the news media. Even many police departments have fallen prey to this same pressure. Unfortunately these risks are negligible to most businesses. This presentation busts the myths surrounding workplace violence so that you can focus your preparation plans on the risks that are more likely to strike your company.

Randy Ferris, Founding Partner, Violence Prevention Strategies

3) Stolen Data, Big Problem. Defending Grocer's Payment Systems against Cyber Attack

Attackers have set their sights on merchants ranging from department stores to grocers. During this presentation, you'll hear real-world stories from the front lines discussing our investigations of data compromises at grocers and other retailers, along with statistics to help equip you for securing funds for your asset protection projects.

Chris Pogue, Director, Trustwave SpiderLabs

4) Utopia vs. Reality; Developing a Go Team and Claim Handling Protocols to Investigate, Avoid and Mitigate your Fleet or Catastrophic Personal Injury Claims!

Tired of lectures wherein you are told what your claim handling protocols and procedures should be; when the very recommendations being made are impractical to implement from an organizational standpoint! Is your approach to investigating a fleet or catastrophic personal injury claim the same as your standard claim? Suggestions are often easier made than implemented when it comes to internal corporate claim investigative protocols. Attendees during this interactive session will gain boots on the ground recommendations to developing a go team to investigate fleet claims, as well as how to identify and respond to catastrophic personal injury claims in the 21st century which can be implemented at an organizational level; while remembering that no two organizations are alike! Stop the Plaintiff's Bar from gaining the upper hand.

Tommy Thornton, Shareholder, Carr Allison

5) Flooring Solutions that Have Traction

In this session you will become familiar with various questions to ask and processes to consider ensuring that you have a well-designed floor safety program. Real world tips and traps will be shared throughout the presentation. By learning how to address your floor safety issues with the appropriate tools and techniques, you can reduce your slips, trips and falls, minimize your liability and thereby improve your safety results.

Brian Doe, Director of Workplace Safety, Delhaize America

Rob Peter, Retail Safety Manager & OSHA Compliance, Publix Super Markets, Inc.

Dave Wright, Safety Specialist, Big Y Foods

3:45 p.m. – 4:45 p.m.
Grand Ballroom 6-8

DISTRACTED DRIVING – IMPACT ON EMPLOYEE SAFETY, PRODUCTIVITY AND EMPLOYER LIABILITY

David Teater is a frequent speaker on the topic of distracted driving and has been featured in many national publications and news broadcasts. Teater has appeared before several state legislatures advocating for restrictions on cell phone use while driving and has testified before the US Congress. Listen as he discusses the history of mobile communications technology, its rapid adoption and impact on traffic safety and how mobile device use while driving degrades driver performance. Mr. Teater will address common misperceptions about cell phone driving distraction and why cell phone distraction is underreported as a factor in crashes and fatalities.

David Teater, *Sr. Director Transportation Initiatives, National Safety Council*

5:00 p.m. – 6:00 p.m.
Grand Ballroom 4&5

VENDOR SHOWCASE AND COCKTAIL RECEPTION

Join your industry colleagues and friends in an informal setting to discuss the day's events, network and meet with exhibiting business partners.

7:00 p.m. – 10:00 p.m.

SOCIAL EVENT

Join your peers for a fun and exciting evening at Mavericks Rock N' Honky Tonk in downtown Jacksonville Landing. Just steps away from the Hyatt Jacksonville Riverfront is this spacious salon that will provide the perfect venue to dine, dance and network with conference attendees. You will even get the chance to participate in the first ever FMI Asset Protection bull-riding competition. You won't want to miss it!

WEDNESDAY, MARCH 12

**All non-conference attendees who are registered for only a Wednesday workshop are invited to the continental breakfast and to attend the closing keynote on Wednesday.*

7:00 a.m. – 8:00 a.m.

CONTINENTAL BREAKFAST

Enjoy a continental breakfast with your peers.

8:00 a.m. – 8:10 a.m.

WELCOME/RECAP

8:10 a.m. – 9:10 a.m.

Grand Ballroom 6-8

OVER THE WALL THINKING

Pit crews operate in one of the most dynamic and demanding teamwork environments imaginable. In racing, like in business and in life, there are no guarantees. Make one mistake that's too big or at an inopportune time and your day at the race is over -- you go home while the race continues on without you.

This creates incentive to be safe and conservative. Balance that against the fact that there are forty-one other teams you compete against at each event and you never have even the chance to win unless you push people and equipment to their limits and beyond at the proper moment. Communication and empathy are critical factors in this world that judges human performance in tenths of a second.

So is innovation. Do something successful at the race track and you can be sure that everyone will soon copy you. If you don't have the next improvement ready, and the one after that, you quickly fall behind. Innovation is a process, not an "aha" moment.

Andy Papathanassiou, a Stanford University master's graduate, shares how passion overcomes obstacles and makes things happen. He talks about the make-up of highly successful teams. Whether it's pit crews, sales teams or groups that come together to accomplish any goal, the characteristics of successful teams are universal.

Andy Papathanassiou, *Director of Human Performance, Hendrick Motorsports*

9:10 a.m. – 9:15 a.m.

CLOSING REMARKS

9:30 a.m. – 4:00 p.m.

PROFESSIONAL DEVELOPMENT WORKSHOPS

1) IGNITE BRILLIANCE in your Innovation (3 Hours)

It's time to THINK DIFFERENTLY! Does your company have the right skills to take on tomorrow? Do your people possess the behaviors necessary to create a culture that fosters innovation and generates long-term growth? What's the secret to getting your next great idea? AmyK shares how to generate more creative ideas and how to take these ideas to market...fast! In this highly interactive and engaging workshop, AmyK will share how to develop an innovative strategy for your company that involves visionary leadership and bold ideas that make a lasting impact. If your environment is laced with inertia, fear, risk, silos or short term focus, you will enjoy this refreshing plunge into boundless waters of Big Thinking. With 1200+ presentations to over 35,000 executives around the globe, AmyK Hutchens, CEO of AmyK, International, Inc., will transform your perspective on what great leaders do to build creative, aligned teams and innovative companies.

AmyK Hutchins, *CEO, Speaker, Trainer and Business Strategist, AmyK Inc.*

2) From Knowing to Doing: Getting the Most out of Your Safety Training Efforts (3 Hours)

For years, classroom training has been the method of choice for influencing employee behavior. Unfortunately it has become abundantly clear that there is a huge difference between "what employees know" and "what employees do with what they know". While information certainly has value, its impact is influenced not only by the quality of the content, but also by how this content is developed, packaged, delivered and reinforced. This fun, high energy and humorous workshop takes an in-depth look at training and offers insights and time-tested strategies that not only influence what employees know, but also what they do.

Michael Melnik MS, OTR, *Prevention Plus and The Energized Approach*

3) Breach Response Workshop

A thorough review of privacy liability issues facing retailers and breach response exercises

Alex Ricardo, *CIPP, Breach Response Services, Beazley Group*
Dave Wasson, *Cyber Liability Practice Leader, Hays Company*

4) Risk Assessment Methods (6 Hours)

Risk assessment lies at the heart of every risk management process. The information generated by risk assessment informs or validates decisions your organization makes.

This workshop will describe a broad range of risk assessment techniques from the ISO 31010 Risk Assessment Standard. Learn to determine the best risk assessment methods suitable for your organization and apply them accordingly within your organization's risk management framework.

Richard Roberts, *Vice President, Board of Directors, Risk and Insurance Management Society (RIMS)*

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