

FMI Asset Protection Conference
March 9-12, 2015
The Memphis Peabody, Memphis, Tennessee
Preliminary Agenda

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

MONDAY, MARCH 9, 2015

- 6:30 a.m. – 2:00 p.m. **GOLF TOURNAMENT**
Sponsored by: Checkpoint
[Mirimichi Golf Course](#)
(Pre-registration required. Additional fees may apply.)
- 4:00 p.m. – 7:00 p.m. **REGISTRATION**
Sponsored by: Axis Communications
- 4:15 p.m. – 4:45 p.m. **NEW ATTENDEE AND EXHIBITOR ORIENTATION**
Sponsored by: FMI Asset Protection Council and FMI Risk and Safety Council.
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**
Sponsored by: Protection 1
Join your industry colleagues and friends to kick off the 2015 Asset Protection Conference.

TUESDAY, MARCH 10, 2015

- 7:00 a.m. – 6:30 p.m. **REGISTRATION**
Sponsored by: Axis Communications
- 7:30 a.m. – 8:30 a.m. **BREAKFAST**
Sponsored by: Protection 1
- 8:45 a.m. – 9:15 a.m. **OPENING REMARKS**
Scott Ziter, Director, Loss Prevention and Security, Price Chopper Supermarkets
Rhett Asher, Vice President, Asset Protection, Data Security & Crisis Management, Food Marketing Institute
- 9:15 a.m. – 10:15 a.m. **Get Your Shift Together: How to Enjoy the Process**
Acquiring a healthy state of mind is essential in order to produce quality sales, quality customer service, teamwork, and communication. Rizzo will show your group how to overcome the everyday pressures that can stifle productivity and creativity in the workplace, while enjoying the process.
Steve Rizzo, The Attitude Adjuster
- 10:30 a.m. – 11:00 a.m. **BUSINESS BREAK & PEABODY DUCK WALK**
Sponsored by: CAP Index, Inc.

BREAKOUT SESSIONS

1) **Building an Asset Protection Brand**

Changing culture and achieving results begin by re-branding your department. A modern approach to influencing your entire organization through awareness, certification and orientation. Connect with associates at every level to ignite prescribed behaviors and transform your departments desired perception into a reality.

Mike Limauro, Vice President, Asset Protection, Weis Markets, Inc.

Ric Agostini, Vice President, Client Services, Alchemy Systems

2) **The Next Era of Payment Technology: Evaluating Security & Risk**

Shopper payments have dramatically shifted from cash and check to card-based transactions in the last decade. With the introduction of Apple Pay and Merchant Customer Exchange (MCX), payment technology is continuing to evolve with mobile solutions, EMV technology, and ACH transactions. How does the changes in payments solve existing security/risk problems? What new security/risk problems should we be prepared for with these new payment technologies?

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

Shawn Princell, Vice President, Cash Flow Solutions

Annette Higgins, AAP, Vice-President of Operations and Development, Cash Flow Solutions

3) **Mitigating Diverter Risk**

Learn why companies use diverters for legitimate purposes, how counterfeit and/or stolen product can get mixed with legitimate diverter product, and most importantly what companies can do to mitigate their exposure to risk.

Tony Sheppard, National Manager, Organized Retail Crime Unit, CVS Caremark Corporation

4) **Is It Contagious?? How infectious disease can send hundreds to the hospital and bankrupt your business.**

This session will review the significant risk of infectious disease to retailers, their employees and their customers. We will review the most common type of infectious disease exposures and identify how these diseases can results in claimed illnesses, deaths and negatively impact your brand. Our panel of experts will also review the tactics and best practices to handle these events successfully.

Libby Christman, Vice President, Risk Management, Ahold USA(**moderator**)

Mike Roberson, Director of Corporate Quality Assurance, Publix Super Markets, Inc.

Jo Anne Smith, Occupational Health Specialist, Publix Super Markets, Inc.

Dr. Manoj Jain, Infectious Disease Consultant, Mid-South Infectious Disease Associates

5) You Can't Talk Accidents Away!

Sponsored by: Shoes for Crews

Join us for a very interactive presentation about how to turn traditional safety communication into a process to identify causes, develop task based solutions, execute those tasks and measure the results. It starts with giving ownership to the end-users. During this presentation, participants will be asked to put themselves in the place of the employees in the stores. A series of give and take exercises will gradually bring the whole process together in what has produced very positive results by transforming talk into actions.

Wayne "Bo" Blauert, *Store Operations Safety Manager, Brookshire Grocery Company*

Christine Newman, *Director of Risk Management, United Supermarkets, LLC*

12:15 p.m. – 2:15 p.m. VENDOR SHOWCASE & LUNCH

Sponsored by: Setronics

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

12:45 p.m. – 1:50 p.m. VENDOR SPOTLIGHT PRESENTATIONS

New in 2015! Please join us in the vendor showcase hall for six vendor spotlight presentations presented by solution provider companies. These 15-minute targeted topic sessions will focus on technologies and services designed to offer resolutions to your needs and to make your job easier and more efficient.

2:30 p.m. – 3:45 p.m.

BREAKOUT SESSIONS

1) Get A Harvard Education For Free

What if you were told that you could take classes at Harvard, MIT, and Cal Berkley over the internet for free? This is not just about watching lecture videos on YouTube; it's about real-life participation and grading in order to complete a course. Don't let your professional development become dependent on a financial budget. Join your peers to discover how to remove all of the barriers to life-long learning.

Adam Smith, *CFI Senior Regional Asset Protection Manager, Bi-Lo Holdings, LLC*

2) The Breach, The Fallout, and Your Response -

We all must accept that when it comes to your company experiencing a data breach it is not a matter of "if" but "when." Is your team ready to handle all of the technical, operational, and strategic challenges associated with a breach? Exercising and testing your incident response plan is one of the most critical leading indicators to how painless or painful a breach will be for your company.

Vince Crisler, *Partner, Fortalice Solutions, LLC*

Alexis Lavi, *Cyber Security and Risk Consultant, Fortalice Solutions, LLC*

Matt Sickbert, *Cyber Security Program Manager, Fortalice Solutions, LLC*

3) In House Shrink Programs - Open Roundtable

If you're looking for successful strategies to identify and address Shrink in your stores, please join us for an interactive open forum discussion where participants will be able to talk about successful Corporate and In-Store Shrink programs, as well as Best Practices for addressing Fresh (Perishable) and Center Store (Non-Perishable) Shrink. Participants will be able to ask questions on specific problem areas, and share their own experiences on Shrink Reduction practices that have worked in their companies.

Gary Geitter, Director, Asset Protection, Tops Markets LLC

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

4) The Environmental Balance Sheet: “Name out and Earnings in”

Today's environmental landscape can expose your company to massive environmental fines, lengthy and costly court cases, and adverse publicity that can impact brand reputation. We've got the information you need to understand and manage your hazardous waste exposures. Our expert panel will share basic hazardous waste requirements, approaches to complying, sustainable opportunities, and ideas for minimizing expenses. Ever wonder what products your company handles that could be hazardous waste? You'll be amazed at the types and quantities of household-related items your company sells, and others used to maintain your operations that require special handling/disposal. Some are completely unexpected and you'll hear about one that's an edible product that contains a chemical also used in rocket engines.

Peg Chandler, Environmental Compliance Manager, The Kroger CO.

Dale Peleski, Regional Director, Risk Control, Supply Chain, SUPERVALU INC.

Scott DeMuth, Vice President, Business Development, g2 revolution LLC

5) Job Demand Profiles: That's Not My Job!

Have you ever wondered if a new-hire truly understands what is expected of them when they start working for your company? Or have you made a 'guess' if an incumbent worker can transfer to another job or rotate to another department and work safely and successfully? Do you find yourself in the uncomfortable position of trying to explain or defend the physical demand levels of your job in return-to-work situations? If 'yes' is the answer to any of the above questions, you will want to learn about how well documented, user friendly, up-to-date Job Demand Profiles can make new-hire onboarding as well managing your workforce much easier when you define the nature of your jobs. This session will highlight the key steps needed to obtain and maintain well documented job demand profiles and the situations where these reports can be of significant decision support help.

Jamie Wright, Corporate Safety Manager, Safeway Inc.

Mike Raub, Director of Business Development, BTE

3:45 p.m. – 4:00 p.m.

BUSINESS BREAK

Sponsored by: Telaid

4:00 p.m. – 5:00 p.m.

Social Engineering: The Greatest Threat - How is My Company at Risk?

This session on social engineering and insider threats will focus on the anatomy of an insider threat (how the criminals pull off their tricks), why employees fall for these tricks, how you can educate your employees to be the first line of defense, trends currently facing the retail industry, and what companies can do to mitigate these threats.

Theresa Payton, CEO and Chief Advisor, Fortalice Solutions, LLC

Randy Trzeciak, Senior Member of the technical staff for the Software Engineering Institute's (SEI) CERT Program at Carnegie Mellon University

Vince Crisler, Partner, Fortalice Solutions, LLC

4:00 p.m. – 5:00 p.m.

The Intersection between OSHA and Traditional Labor

Sponsored by: Shoes for Crews

Please join us for this fast-paced session addressing OSHA recordkeeping, whistleblower complaints and union organizing, and learn about how they fit together. Given its recent regulatory proposals, OSHA seems to be working hand-in-hand with labor unions and union organizers. OSHA proposes making OSHA 300 Logs and OSHA 301 forms publicly available on its website. Who benefits? Union organizers will definitely benefit from having access to this information. Also, safety whistleblower complaints are becoming increasingly common. An employee alleging discipline or termination for complaining about safety has only has 30 days to file a complaint. OSHA has decided that time period is too short, and has teamed up with the National Labor Relations Board to educate employees about other complaints they can file. Specifically, OSHA now tells employees that file their complaints too late to contact the NLRB and file an unfair labor practice. What does this all of this mean for your operation?

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

Ruthie Goodboe, Shareholder, Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

5:00 p.m. – 6:30 p.m.

VENDOR SHOWCASE & COCKTAIL RECEPTION

Sponsored by: TelaId

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

WEDNESDAY, MARCH 11, 2015

7:00 a.m. – 8:00 a.m.

BREAKFAST

Sponsored by: CEC

8:15 a.m. – 8:30 a.m.

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.

Lessons in Leadership – Remaining Relevant

Sponsored by: i3 International

In this energizing and empowering keynote, the Navy's first female Tomcat F-14 fighter pilot Carey Lohrenz shares the fundamentals that helped her win in the cockpit at Mach 2, and can help your team win in business--by learning the importance of remaining relevant. This session will challenge, inform, and inspire your team to move to higher levels of performance in difficult economic times and environments.

Carey Lohrenz, U.S. Navy's First Female F-14 Fighter Pilot and Team-Building, Leadership and Strategy Expert

9:30 a.m. – 9:45 a.m.

BUSINESS BREAK

Sponsored by: Gleason Technology

9:45 a.m. – 11:00 a.m.

BREAKOUT SESSIONS

1) WANTED: Innovative Leader and Mentors - Understanding motivation across gender, age and career objectives

Leading and mentoring an individual or a team these days can be tricky. What motivates millennials? Should you alter your management style for women vs. men? Is true mentoring dead? How does technology affect your effectiveness as a leader and manager? Looking to achieve the next milestone in your career but not sure how to get there? Hear all these topics addressed by innovative loss prevention and safety professionals spanning retail's footprint. In partnership with the International Association of Interviewers, we present some first-hand perspectives of real-life scenarios with key attendee takeaways.

Sherri Dindal, Global Investigations, Case Management and Training, The Home Depot, Inc.

Towanna Bazile, CFI, Lead Analyst, Senior Investigator, AT&T

Carmen DuBose, CFI, Regional Vice President, Loss Prevention, Hibbett Sporting Goods

L. Wayne Hoover, CFI, Vice President, Programming and Partner, Wicklander-Zulawski & Associates, Inc. (Moderator)

Amber Virgillo, Owner & Brand Strategist, Calibration, LLC (Moderator)

2) The Breach, The Fallout, and Your Response -

We all must accept that when it comes to your company experiencing a data breach it is not a matter of "if" but "when." Is your team ready to handle all of the technical, operational, and strategic challenges associated with a breach? Exercising and testing your incident response plan is one of the most critical leading indicators to how painless or painful a breach will be for your company.

Vince Crisler, Partner, Fortalice Solutions, LLC

Alexis Lavi, Cyber Security and Risk Consultant, Fortalice Solutions, LLC

Matt Sickbert, Cyber Security Program Manager, Fortalice Solutions, LLC

3) Don't Just Trash It!: Technology Life Cycle Management and Disposal

Join us for an educational session on the best practices, applications, and value of life cycle management and disposal—the oft-forgotten keys to optimal life cycle management. Attendees will learn how to maximize the useful life of their technology, correctly and optimally program equipment without enhancing the risk of a data breach, and maintain PCI of hardware throughout the course of the entire lifecycle. Reduce costs and help control your assets with this insightful presentation.

Mitchell Furbush, Vice President Enterprise Accounts, TelaId

Mike Korcuba, Vice President Enterprise Accounts, TelaId

4) Workers' Compensation Challenges and Solutions

For most employers, workers' compensation represents the largest piece of their risk management budget. In this interactive session we will be discussing potential solutions for known challenges, and new issues that employers need to be preparing for.

Mark Walls, Vice President Communications & Strategic Analysis, Safety National

5) The Key to Prevention... REVEALED TODAY

Sponsored by: Shoes for Crews

Given the importance of safety and the critical impact safe performance has on the success of our business, this session will provide the audience with a “Playbook” framework to accomplishing your injury prevention goals and objectives. Come and be part of an engaged session that shines the light on several safety best practices that include: Safety Cultural Assessment, Injury Repeater Counseling, New Hire Safety Training, DSD Vendor Safety Practices, Backroom Stacking and Storing, PPE, Floor Conditions, and more. Attendees to this session will take home a copy of the Playbook.

The presenters of this breakout session will then take the audience one step further, beyond strategy, policy and procedure and into what actually happens out in the real world of operation, finally showcasing a simple improvement model that reveals the most important key when determining results. You won’t want to miss this one!

Jennifer Artino, Risk Management Coordinator, Heinen's Fine Foods, Inc.

Jennifer Horstmann, Safety Manager, Schnuck Markets, Inc.

John Slager, Risk Management and Safety, The Kroger Co.

11:00 a.m. – 11:15 a.m.

BUSINESS BREAK

Sponsored by: Gleason Technology

11:15 a.m. – 12:15 p.m.

Bitcoin: The Basics for You and Your Business

Sponsored by: Iverify

BitPay has over 40,000 merchants worldwide accepting Bitcoin for their goods and services. This presentation will focus on educating merchants and service providers on digital currency and its practical application in a commercial economy. Learn about the basics of Bitcoin in an easy-to-follow explanation of what Bitcoin is and why it's changing digital payments.

Tony Gallippi, Co-founder and Executive Chairman, BitPay, Inc.

11:15 a.m. – 12:15 p.m.

Leading People to Safety: Design your Safety and Asset Protection Platform as a Blueprint for Evolution

Think differently! Forget about "outside of the box" thinking when it comes to safety and asset protection. Instead, expand the dimensions of the box and think differently inside of the box! Everyone in your organization can help change safety practices, protect assets and reduce painful and costly injuries by changing their idea of what they can do as an individual, as a company, and their idea of themselves. Avoid falling into the trap that safety doesn't matter until it does! You can't inspire your way to safety / zero injuries; safe working practices are not an accident. They are the result of actions, willing participants, effective leadership and walking the talk. Better yet, you don't have to be chained to historical rules of safety and asset protection. Be more effective today - and tomorrow - by creating a safety strategy that is disruptive and adaptive. Join us to learn how you can make your safety and asset protection efforts matter, make them simple, make them stick and definitely make them pay!

Robert Foster, Vice President, Marketing & Communications, Tucker Safety Products, Inc.

12:15 p.m. – 2:15 p.m.

VENDOR SHOWCASE & LUNCH

Sponsored by: Setronics

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

12:45 p.m. – 1:50 p.m.

VENDOR SPOTLIGHT PRESENTATIONS

New in 2015! Please join us in the vendor showcase hall for six vendor spotlight presentations presented by solution provider companies. These 15-minute targeted topic sessions will focus on technologies and services designed to offer resolutions to your needs and to make your job easier and more efficient.

2:30 p.m. – 3:30 p.m.

BREAKOUT SESSIONS

1) Data Analytics: Are You where You Need To Be?

“Big Data” has been the buzz word in the business community for a number of years with promises of providing better customer understanding /connection, improved margins, profitability and better understanding of risk and loss. It’s a great promise, but not that many business’s or Asset Protection teams have achieved that goal! Why not? This discussion covers what “Big Data”/ Data Analytics looks like when it’s working, barriers to achieving this goal and a basic outline of how to start the journey.

Bill Titus, Managing Director, PricewaterhouseCoopers LLP

Suni Shamapande, Director, PricewaterhouseCoopers LLP

Silas Fisher, Senior Manager, PricewaterhouseCoopers LLP

2) Domestic Violence & Stalking - Mitigating its Impact on your Organization

Intimate partner violence is pervasive...affecting now 1 in 3 women in this country. Recent reports indicate that intimate partner violence has already entrenched itself in every mid to moderate-size company at a cost of over \$4 billion per year in lost productivity, increased healthcare costs, and absenteeism. Many times, when extreme violence occurs in a workplace, it’s originates from a domestic violence relationship. Learn how to recognize the signs, understand the common myths, the full range of impact on your organization, options for mitigating the threat and ways to help victims get the support they need.

Dave Benson, Chief Operating Officer, Center for Personal Protection and Safety

3) How 'bout a burger and fries with that?

Join us for an interesting discussion about one of Delhaize America's newest concepts, Hannaford-To-Go. Hannaford-To-Go (HTG) allows customers to order their grocery needs on-line and have them delivered to their car for a quick and convenient shopping experience. Unfortunately, customer-centric processes do not always equate to ease when addressing potential loss and liability risks. Our presenters will discuss their challenges including physical security considerations, legalities of alcohol/tobacco sales in a 'carhop' environment and theft counter-measures.

John Gay, Manager, LP Operations, Delhaize America

Joe Darnell, Manager, Loss Prevention Administration, Delhaize America

4) 7 Mistakes of Frequently Sued Employers – Workers’ Compensation Edition

As employers, are you getting tired of seeing your rates go up and up? Well, this segment is designed to help keep you out of unnecessary and costly workers’ compensation litigation and can also help attorneys litigate your workers’ compensation claims in a way that can lead to more reasonable settlements and trial awards. It’s time to get ahead of the curve.

David L. Jimenez, Partner, Floyd, Skeren & Kelly, LLP

5) Injury Elimination Through Innovation

Sponsored by: Shoes for Crews

“You’ve just got to be careful” or, “pay attention”. This is often how people approach injury reduction; it’s easy, but not very effective. Awareness will only get you so far. Injury Elimination Through Innovation (a.k.a., Prevention Through Design) is an effective injury prevention approach that focuses on eliminating the potential for injury at the source, as well as the requirement to “pay attention”. Let’s make it easier for the end user to be safe. Just because a piece of equipment, or a process, is made or performed the same way as all the others in the market, or a building or parking lot design is “up to code”, it doesn’t mean we can’t improve it. A little intuition and innovation can greatly improve functionality, paving the way for good work habits and techniques that will keep your best workers at work and productive for the long haul. In a lot of cases, collaboration with the suppliers, process engineers, facility designers or manufacturers will result in mutual benefit – reduced injuries for you, reduced equipment damage, and a better design/product for them!

Steve Livingston, Retail Safety Coordinator, Corporate Safety, Publix Super Markets, Inc.

Ian Cummings, Safety Specialist, Delhaize America

3:30 p.m. – 3:45 p.m.

BUSINESS BREAK

Sponsored by: CEC

3:45 p.m. – 4:45 p.m.

Everything is a Remix!

Nothing is truly original. From Bob Dylan to Steve Jobs, our most celebrated creators borrow, steal and transform. Kirby Ferguson, creator of the popular web video series Everything is a Remix and TEDTalk speaker, believes that a better way to conceive of creativity is as a patchwork “remix” born from the ideas of others—copied, transformed, and combined. What we see as new creations only take root and grow once the ground has been prepared by others who have come before. What do you believe? Join us and see.

Kirby Ferguson, Keynote and Motivational Speaker

5:00 p.m. – 6:00 p.m.

VENDOR SHOWCASE & COCKTAIL RECEPTION

Sponsored by: TelaId

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.

PEABODY ROOFTOP SOCIAL EVENT!

Sponsored by: Stanley Security, Axis Communications, CAP Index, eBay, Tucker Safety Products, LP Innovations, Turning Point Justice, The Zellman Group

Join your peers for a fun and exciting evening on the Peabody Rooftop. The beautiful views of the Mississippi River provide a perfect venue to dine, dance, and network with conference attendees. Hear live music by **STRETTA** - featuring **American Idol Season 10 semi-finalist Kendra Chantelle!** We can’t wait to see you there!

THURSDAY, MARCH 12, 2015

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

7:00 a.m. – 8:00 a.m.

CONTINENTAL BREAKFAST

Sponsored by: Protection 1

Enjoy a continental breakfast with your peers.

8:00 a.m. – 8:10 a.m.

WELCOME/RECAP

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

8:10 a.m. – 9:10 a.m.

Around the World with KT McFarland: Today's and Tomorrow's Flashpoints

Sponsored by: Stanley Security

FOX News National Security Analyst KT McFarland leads an engaging and informative discussion about critical issues facing the U.S. A veteran of three Presidential administrations -- Nixon, Ford and Reagan -- she received the Defense Department's highest civilian award for her work in the Reagan Administration, the Distinguished Service Award. A sought-after speaker in the field of global politics and national security, she brings an expert's knowledge to the critical topics of cyber war, cyber theft, cyber blackmail, what's happening in the former Soviet Union, nuclear weapons in the Middle East and the emerging threat of China's increasing aggression on the global stage.

KT McFarland, Fox News' National Security Analyst

9:10 a.m. – 9:15 a.m.

CLOSING REMARKS

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

9:30 a.m. – 4:00 p.m.

PROFESSIONAL DEVELOPMENT WORKSHOPS

1) Social Media Monitoring & Investigations (3 hours)

This investigator's guide to Social Network Investigations will explore the latest search tools popular for Investigating and monitoring for chatter on Social Networks.

We will expand on the items you can search for and discuss the items that simply don't work. Deep diving into the social media sites to locate content and potential employee abuse, as well as prevent loss and hinder illegal actions. Participants will leave with a list of new search resources like Tigertrax, CybertoolBelt, Geo-fencing resources and more on Instagram pictures.

Cynthia Hetherington, MLS, MSM, CFE, President, Hetherington Group

2) Threat Assessment in the World of Retail (4 hours)

This workshop includes lecture and case examples in assessing and managing threats and threatening behavior in accordance with industry "Best Practices," the ASIS/SHRM WVPI.1-2011, American National Standard, Workplace Violence Prevention and Intervention as well as the OSHA Instruction CPL02-01-052 Enforcement Procedures for Investigating or Inspecting Workplace Violence Incidents. The content will include, trend issues and insights regarding the prevention of Workplace Violence; Threat Assessment and Threat Management insights on "Best Practices;" Intimate Partner Violence and Stalking, a Threat Assessment Perspective; Suggestions for safe suspensions, terminations and layoffs; Active Shooter and the role of the Threat Management Team and Consequence Management.

Dave Benson, Chief Operating Officer, Center for Personal Protection and Safety

3) How to Contain Crisis in Today's Viral World (3 hours)

You know how quickly it can happen. And in today's world it may not be a question of if - but when - a viral crisis will affect you and your business or organization. What are the new rules for preparing for crisis in today's fast-moving, viral social media world? Are you prepared? This three-hour interactive, hands-on crisis workshop is designed to help you become aware of potential crises, create effective communication crisis strategy, measure your response effectiveness, and prepare yourself and your company or organization to maximize your overall communication goals. The participants will discuss current viral crisis situations and the communication reaction and responses – both good and not-so-good – and then have the opportunity to test their viral crisis communications skills with role playing and analysis. In addition, you will be provided with ideas and tips you can use immediately to prepare your organization.

Nick Peters, Senior Vice President, CommCore Consulting Group

Amy Doman, Vice President of Administration, CommCore Consulting Group

4) Part 1: Measuring Return on Investment of Workers Compensation Medical Cost Containment and Managing the Outcomes. (3 hours total)

Services to manage ever-increasing medical expenses in workers compensation are essential to help eliminate unnecessary care and inflated billing. But, when not properly watched over, cost-control measures and services can become part of the problem and generate unwarranted expenses. Mr. Farrand and Mr. Picone will discuss analytics and options that can help improve your ROI from medical management services.

Session Takeaways:

- Identify where unwarranted costs can creep into a workers' comp program
- Apply strategies for eliminating unnecessary expenses
- Evaluate medical management spend for optimal outcomes

Mike Farrand, Director of Workers Compensation Cost Containment, Willis

Joe Picone, Claim Consulting Practice Leader, Risk Control & Claim Advocacy Practice, Willis

Part 2: How much Risk can we Transfer??

This session will discuss how to protect your company's Balance Sheet from Third Parties Negligence in the areas of construction, maintenance, suppliers and other service providers through contract development.

Session Takeaways:

- Who should we have contracts with
- What to ask for
- What can happen if we don't have one

Deborah L. Brown, ARM, CPCU, CRIS, AMIM Assistant Vice President/Sr Client Executive, Willis