

**FMI ASAP Conference**  
**March 20-22, 2017**  
**Rosen Shingle Creek, Orlando, Florida**  
**Preliminary Agenda**

*\*\*Agenda is a draft only and subject to change (last updated March 7, 2017)*

**MONDAY, MARCH 20, 2017**

- 11:30 a.m. – 12:30 p.m. GOLF LUNCH**
- 12:30 p.m. – 5:00 p.m. GOLF TOURNAMENT**  
(Pre-registration required. Additional fees may apply.)
- 5:30 p.m. – 6:30 p.m. OPENING RECEPTION**  
Join your industry colleagues and friends to kick off the 2017 ASAP Conference.

**TUESDAY, MARCH 21, 2017**

- 7:00 a.m. – 8:30 a.m. BREAKFAST**
- 7:15 a.m. – 8:15 a.m. PRE-CONFERENCE BREAKOUT SESSION**
- Social Networking and Engineering: Risk and Readiness Tips for Internal Auditors**  
*Ryan C. Hay, Manager, Security & Privacy Services, RSM US LLP*
- Protecting a company's digital assets is as much an internal responsibility as it is an external one. In a "when not if" world where data breaches are becoming ubiquitous, how can retailers keep up with and protect themselves from new and emerging social engineering threats that can disrupt business operations, damage public relations and severely impact the bottom line? In this fascinating session, you'll discover the types of exposure to risk associated with social networking and get an update on the latest social engineering tactics. Take home valuable tips on what internal auditors should be looking for during an audit and how they can help mitigate current and future social engineering risks.
- 8:30 a.m. – 9:30 a.m. OPENING KEYNOTE**
- Off Balance on Purpose**  
*Dan Thurmon, Author and Peak Performance Expert*
- Maintaining your balance in today's off-balance world of new regulation, consumer demands, and social challenges is a never ending effort. That's why Dan Thurmon tells you to give up trying to live your life "on-balance" and start living life "off-balance on purpose." This is the only way you will experience true happiness, accomplish meaningful goals, and lead a life which has lasting significance.

9:35 a.m. – 10:35 a.m.

## BREAKOUT SESSIONS

- **How to Turn a Crisis Plan Inside Out**

*Michael Gulli, Manager of Corporate Security & Crisis Manager, The Golub Corporation & Price Chopper Supermarkets*

*Steve Hoptay, Vice President, Loss Prevention, Wakefern Food Corp.*

During an emergency the first step is for associates to address the company “inside the fence line.” But equally as important is sharing information and effectively communicating with emergency response agencies coming from outside the fence. In this session we’ll walk through the steps to successfully develop a crisis plan and then turn it inside-out to build strong and sometimes life-saving private-public partnerships.

- **PCI 3.2 Has Arrived - Are You Ready?**

*Brian Willis, CISSP, QSA, Manager, LBMC Information Security*

With the recent release of PCI DSS version 3.2, merchants face new compliance challenges in addition to those they continue to tackle from previous versions. Get an overview of these changes and how will they affect your next assessment and hear how other merchants are dealing with the requirements that have proven difficult to comply with. Gain useful insights into the common compliance challenges organizations are facing and get advice on strategies for implementing a successful compliance program.

- **OSHA Updates That Matter**

*Joan M. Spencer, Compliance Assistance Specialist, U.S. DOL – OSHA, Tampa*

Are you responsible for OSHA Compliance? What’s being emphasized? Where’s the focus? What are the top 10 grocery supermarket citations? Come and hear the latest updates and insights from an OSHA Compliance Assistance Specialist.

9:45 a.m. – 12:00 p.m.

## PROFESSIONAL DEVELOPMENT WORKSHOP

### Effective Communication Skills

*Dale Weiss, Senior Vice President, CommCore’s*

This program will provide participants with a hands-on, highly interactive experience in order to improve their communications skill set for dealing with a wide variety of audiences.

#### Upon completion of the training, participants will be better able to:

- Learn key insights into how to confidently address and manage speaking to executives, peers, managers, and external stakeholders.
- Broaden skills in communicating concisely and consistently in a variety of communication situations.
- Build rapport with the audience and inspire confidence.
- Use effective tools and techniques to communicate, anticipate and manage Q&A.

10:35 a.m. – 11:00 a.m.

## BREAK IN THE VENDOR SHOWCASE

## 11:00 a.m. – 12:00 p.m. IDEA EXCHANGES

Join in a lively discussion about the issues and challenges that keep auditors, risk and asset protection professionals in the food retail business up at night. Get ideas, swap best practices, share your pain points and connect with your peers during our most popular session.

- **Internal Auditing**
- **Risk and Safety**
- **Asset Protection**

## 12:00 p.m. – 1:00 p.m. LUNCH

## 1:00 p.m. – 2:00 p.m. BREAKOUT SESSIONS

- **Risk, Readiness & Resiliency: Conducting Your Supply Chain Vulnerability and Risk Assessments**

*Rod Wheeler, Founder and CEO of the Global Food Defense Institute*

The nation's food, agricultural and chemical industries are diverse, complex and potentially vulnerable. The supply chain includes distributed networks, varied organizational structures and operating models, interdependent functions and systems in both the physical space and cyberspace, and governance constructs that involve multi-level authorities, responsibilities, and regulations.

Food, agricultural and chemical businesses must be secure and able to withstand and rapidly recover from all hazards. This presentation will discuss the opportunities to consider and pitfalls to avoid when securing your supply chain.

- **How to Survive an Active Shooter Situation  
Part 1 Mental Preparation**

*Mark Seguin, CEO, TBG Solutions Inc.*

Mark Seguin from TBG Solutions will walk you through developing an action plan for your store, the history of active shooters in our country, how organizations have responded in the past, and how to be mentally prepared for an active shooter situation.

- **Ten Reasons Internal Controls Break Down and What to do About It**

*John Hall, John Hall Consulting, Inc.*

Business best practices, regulations, and accounting standards require organizations to develop and document sound internal control procedures and behaviors. Maintaining those internal controls is every bit as important as setting them up and writing them down. Yet despite best efforts, controls still have a tendency to fail over time - not every control every day, but too many controls on too many days. In this session, you'll investigate the real reasons controls fail and take home recommendations that auditors, managers and key control employees can use to reduce exposures from control failures. You'll learn:

- The importance of hard control procedures and soft control behaviors
- How to implement a "How do I know?" culture at key control moments
- The importance of "The Quality Moment"
- How to educate employees at all levels about WHY a control is important – before addressing the HOW and WHEN of the procedure
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**1:00 p.m. – 3:15 p.m.**

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Effective Communication Skills**

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**2:00 p.m. – 2:30 p.m.**

**BREAK IN THE VENDOR SHOWCASE**

**2:30 p.m. – 3:30 p.m.**

**ROUNDTABLES**

- **Legal and Social Issues Impacting the Workplace**

*Damon Cavasin, Director, Asset Protection, SpartanNash*

Medical marijuana, transgender restrooms and weapons are just a few of the current legal and social issues requiring the input, response and leadership of asset protection and risk management teams throughout our industry. For those interested in learning more about these issues or understanding how others are responding to current challenges, join your colleagues for what is sure to be a lively discussion and educational event. Participation is required!

- **EMV Trends: Impact on Business**

*Hannah Walker, Senior Director, Technology & Nutrition Policy, Food Marketing Institute*

Come join your colleagues to see how EMV has affected the industry over the past year and a half. Learn what other retailers have experienced and how they addressed issues that negatively impacted their bottom line in 2016. Industry experts will provide an update on some of the changes made by credit card companies and financial institutions that will reduce the risk and exposure to retailers moving forward.

- **Identifying and Reviewing Best Practices for Reducing Slips, Trips and Falls**

*David Rhein, Corporate Safety Manager, Asset Protection, Meijer, Inc.*

An interactive discussion on preventing slip, trip and fall incidents. The majority of general industry incidents are slips, trips or falls and account for 15% of all accidental deaths. How does your company prevent this most common incident from occurring? Do you need fresh new ideas to mitigate these types of incidents? Join your peers in reviewing tried and true methods for reducing slip, trips and falls in your facilities.

- **Adding Value with Store Audits**

*Theresa Maricevic, Manager of Online Shopping and Internal Audit, King Kullen*

Join your peers for a lively discussion on adding value to your store audit program. Share ideas and best practices on all aspects of store auditing such as reporting, auditing schedules, testing measures and compliance.

- **Internal Audit's Role in New IT System Implementation**

*Paul Lasly, Internal IT Audit Manager, Wegmans Food Markets, Inc.*

The implementation of a new IT system in your company can present a variety of challenges to the retail internal auditor. Join this roundtable to discuss your role in IT system development projects and examine what approach you should take to support internal projects as well as third party cloud systems. Share your challenges and successes with your peers and learn how to avoid pitfalls.

**3:30 p.m. – 4:30 p.m.**

**GENERAL SESSIONS**

**The State of the Industry: Impacts of the Digitally Engaged Food Shopper**

*Thom Blischok, Chairman & CEO, The Dialogic Group, LLC.*

## BREAKOUT SESSION

3:30 p.m. – 5:00 p.m.

- **Better Consulting Skills for Auditors: How to Develop and Apply Internal Consulting Skills In the Audit Environment**

*John Hall, John Hall Consulting, Inc.*

The traditional definition of internal auditing has been replaced by the expectation that we will supplement our compliance, information security and control testing responsibilities with value-enhancing ideas for operational and technical improvement. This session will demonstrate how auditors can add measurable value by evolving from internal auditor to internal consultant on every audit project. Take home suggestions on how to blend traditional auditor responsibilities with a more consultative approach and learn how to:

- Create measurable value through daily 'consultative moments'
- Make the similarities between internal auditing and internal consulting work for you
- Get recognized as a source of expertise
- Build credibility and visibility for yourself and your team
- Identify where managers need your assistance and how to get "invited in"

4:30 p.m. – 6:30 p.m.

## HAPPY HOUR IN VENDOR SHOWCASE

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 22, 2017

7:00 a.m. – 8:30 a.m.

## BREAKFAST

7:30 a.m. – 8:30 a.m.

## BREAKOUT SESSION

- **Food Safety Modernization Act (FSMA): What Auditors Need to Know and do to Assess Compliance**

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

The 2011 Food Safety Modernization Act, the most sweeping reform of U.S. food safety laws in 70 years, aims to protect the integrity of the U.S. food supply by taking a more preventative approach to food safety at all levels of the supply chain. A number of the provisions of the law impact food retailers and wholesalers both directly and indirectly. What do internal auditors need to know about FSMA compliance? What are the biggest risks and challenges that retailers face, what questions should auditors ask and what should they add to their audit programs? Get an overview of the key provisions of FSMA that will have the most impact on food retailers such as Preventative Controls, Sanitary Food Transportation, Foreign Supplier Verification and

Food Defense and gain the knowledge you need to ensure you're well-informed and in compliance.

**8:35 a.m. – 9:35 a.m.      BREAKOUT SESSIONS**

- **Corporate Fraud and High Level Investigations**

*Tammy L. Clark, Consultant, Wicklander-Zulawski & Associates, Inc.*

This presentation will guide attendees on performing a high-level investigation in preparation for an interview in regards to theft, fraud or embezzlement. Utilizing facts from an actual case, with real video examples, the instructor will discuss an overview of the investigative process focused on the strategy for the interview. The Participatory Approach to an interview will be discussed in depth as a strategy when interviewing a high-level executive to minimize excuses or denials. Ultimately, this session will provide attendees with additional tools to support their effort in searching for the truth.

- **OSHA: New Developments and New Risks**

*Thomas Metzger, Shareholder, Littler Mendelson P.C.*

As a safety professional, it's critical to know what OSHA is focusing on and emphasizing. While we don't always know the next injury that may trigger an OSHA visit, come hear a seasoned professional provide insights on key OSHA topics that must be addressed in preparation for potential interaction with OSHA.

- **Exploring the Role of ASAP Professionals in Cybersecurity**

*Gail Holmberg, Area Managing Partner, Fortium Partners*

We will present an overview of the joint Cybersecurity whitepaper recently issued by FMI and Fortium Partners. We will then take a deeper dive into the contributions ASAP professionals can and should make toward an effective corporate Cybersecurity program. Cybersecurity is a risk management program and your skills and experience can enhance the approach in areas such as incidence response, developing effective controls and integrating physical security components.

- **Effective Root Causes Analysis Techniques**

*Ann M. Butera, President of The Whole Person Project, Inc.*

As auditors, we need to be able to discern isolated incidents from systemic concerns and be able to identify the root cause of the problem. This interactive working session is intended for auditors at all levels who want to use root cause analysis to identify the source of inherent risks and control breakdowns, and to determine the usefulness of a corrective action plan.

- **Professional Development: Organizational Behavior and Leadership: The Evolution of HR and its Effects on Culture**

*Mike Nugent, Director, Asset Protection, Tops Markets, LLC; Adjunct Professor, State University of NY (Buffalo)- UB School of Management*

As leaders, we have a direct influence on the behavior of our personnel, overall employee engagement and organizational culture. This session will focus on ways we can apply that influence. Learn to manage with emotional intelligence, choose the right attitude and negotiate conflict. Review key values of an authentic leader such as respect, integrity, trust, and effective communication. Discuss the benefits of leading by motivating individuals and teams, analyzing problems, and finding solutions to real-world business situations. Take your leadership skills to the next level!

**9:40 a.m. – 10:40 a.m. IDEA EXCHANGES**

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- **Asset Protection**
- **Risk and Safety**
- **Internal Auditing**

**10:40 a.m. – 11:15 a.m. BREAK IN THE VENDOR SHOWCASE**

**11:15 a.m. – 12:15 p.m. BREAKOUT SESSIONS**

- **Credit Card Fraud Schemes**  
*Steven Geckle, CFCI, Upper Merion PD*

What are the latest trends in credit card fraud that retailers need to be aware of? This session will share recent nationwide credit card fraud cases and discuss skimming device trends that have impacted retail stores, gas stations, and ATM locations. An investigator from the Financial Crimes Unit of a local law enforcement agency will share data on the methodology of

- **Safety Keeps ROLLing**  
*Vic Alvarado, III, Senior Loss Control Executive, AmTrust North America*  
*Jennifer Horstmann, Safety Manager, Schnuck Markets, Inc.*

Responsive Open, Linking, and Lasting  
Attend this roundtable, get ready to ROLL, and get answers to your safety questions. Come prepared to participate in practical table top scenarios and learn what works and what doesn't in this knowledge sharing with other

Safety Professionals in the industry! Please use the ASAP App to communicate questions in advance that you would like to ROLL.

- **Making Data Analytics Work for You!**

*Steve Pesklo, MBA, CFE, Softlake Solutions*

Data analytics can be a powerful tool that enables internal auditors to analyze and monitor risk and convey powerful fact-based insights that result in more effective decision-making. The challenge is to condense and present all the data in a form that delivers meaningful actionable insights that are easy to understand. Join this session to learn how to leverage data visualization tools and techniques to make data analytics work for you more effectively.

- **How to Survive an Active Shooter Situation  
Part 2: How to Survive an Active Shooter Situation (Taking Action)**

*Mark Seguin, CEO, TBG Solutions Inc.*

Mark Seguin from TBG Solutions will lead an interactive demonstration on how to take action during an active shooter situation. Get ready to learn new survival tools, action planning, and training for you and your team to be proactive should an active shooter situation ever occur.

**12:15 p.m. – 1:30 p.m.**

**LUNCH**

**1:15 p.m. – 3:45 p.m.**

**WORKSHOP**

**Techniques for Selling Audit Findings and Overcoming Objections**

*Ann M. Butera, President of The Whole Person Project, Inc.*

For an auditor, client objections and pushback concerning controls gaps and breakdowns are an inevitable part of the job. So, how can you present your audit findings in a way that minimizes resistance and increases acceptance? During this interactive workshop you'll learn specific techniques to help you engage the people you audit and get buy-in on your results. Discover how to use the Critical Linkage,<sup>™</sup> a four-step, COSO-based thought process as a guide when selling audit findings, learn how to position the issues for optimum buy-in and agreement and identify how to lock down the solution and negotiate corrective action.

**1:30 p.m. – 2:30 p.m.**

**BREAKOUT SESSIONS**

- **Emerging CCTV & Facial Recognition Technologies**

Join your colleagues as security solution providers share some key industry trends in CCTV and Facial Recognition technologies. Whether you are looking to upgrade your current video platform or are researching facial recognition solutions for the first time, this is the place to be. Retailers will share how they have integrated technologies in ways that are new to the industry. We'll also explore some of the creative ways in which new technologies can reduce shrinkage, optimize marketing strategies and improve overall store operations.

- **Ergonomics: It's Not Just About Your Back!**

Today's store design options offer opportunities to not only elevate the customer experience, but to also improve ergonomics for your associates. In this session we'll look at ways to design a working environment that meets the needs of a diverse employee group and reduce stress from lifting, pushing and pulling.

- **Professional Development: How to Read a P&L Statement...Like A Boss!**

*April Purdie, CPA, CIA, Director, Internal Audit, Wegmans*

**2:30 p.m. – 2:55 p.m.      BREAK IN THE VENDOR SHOWCASE**

**2:55 p.m. – 3:55 p.m.      BREAKOUT SESSIONS**

- **Reversing the "80/20 Rule" of Shrink**

*Joe Conway, Director, Asset Protection, ACME*

*Mike Nugent, Director, Asset Protection, Tops Markets, LLC*

Join us for an engaging session, focusing on "Fresh Shrink's" recent rise to fame within the Shrink Theater. Many organizations continue to allocate 80% of their resources toward only 20% of their shrink challenges. An open-minded, factual examination of a company's collaborative "Fresh" Department Profile tells the story of an 80% shrink-impact point on profitability, which when better understood, can drive significant performance improvement. This interactive session will include factual information, including discussion based on the trends specific to "Fresh Shrink" across our industry. We will explore some new, foundational and creative approaches that are being used to mitigate the impact at multiple levels of the organization.

- **Fire Safety Before, During and After an Incident**

When you drive into the parking lot and see a fire truck in front of your store, you probably have mixed reactions, visions of emergencies and surprise inspections competing in your mind. But local emergency services are there to help us, before, during and after an emergency. Join an interactive discussion with members of the Orange County Fire Department to better understand why they do the things that they do and what we can do to help ourselves.

**4:00 p.m. – 5:00 p.m.      CLOSING KEYNOTE**

**Win as One: The 8 Essential Elements of Human Synergy**

*Robyn Benincasa, World Champion Adventure Racer, CNN Hero of The Year*

What do the world's most successful teams have in common? --- The ability to upgrade their "teamwork" to Human Synergy! If your goal is to increase performance by inspiring your team to adapt, overcome, and win as ONE, this keynote is the perfect message to take home. The stories and videos that Robyn shares from the most epic, entertaining and meaningful moments in the sport of Adventure Racing will leave you with a deep understanding that with true Human Synergy you and your team will go farther AND faster in pursuit of your goals.

**5:30 p.m. – 8:30 p.m.      CLOSING PARTY IN VENDOR SHOWCASE**

**Agenda Color Key**

**Asset/Loss Prevention (blue)**

**Risk and Safety (purple)**

**Audit (green)**

**Professional Development (orange)**

**All Audiences (black)**