

FMI Asset Protection Conference
March 11-14, 2012
Hyatt Regency New Orleans, New Orleans, LA
Final Agenda

SUNDAY, MARCH 11

6:30 a.m. – 2:00 p.m. **GOLF TOURNAMENT**

[Lakewood Golf Club](#)

Host Site for the 2012 U.S. Open Qualifier

3:00 p.m. – 7:00 p.m. **REGISTRATION**

4:30 p.m. – 4:50 p.m. **NEW ATTENDEE AND EXHIBITOR ORIENTATION**

Sponsored by: FMI Conference Planning Committee (made up of Loss Prevention, Risk, Insurance and Safety Executives)

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 IN THE VENDOR COURT**

Join your industry colleagues and friends from loss prevention, risk management, safety, and insurance to kick off the 2012 Asset Protection Conference. Take time to network in an informal setting while welcoming exhibiting business partners as you explore the latest tools, technologies and trends in the asset protection field.

Sponsored by [Wren Solutions](#)

MONDAY, MARCH 12

7:00 a.m. – 8:00 a.m. **CONTINENTAL BREAKFAST/VENDOR COURT**

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

8:00 a.m. – 8:30 a.m. **OPENING REMARKS**

John Guenther, Director, Loss Prevention, Heinen's Fine Foods, Inc. & Conference Planning Committee Chair
Rhett Asher, Vice President, Industry Relations, Food Marketing Institute

8:30 a.m. – 9:30 a.m. **CEO PERSPECTIVE**

J.H. Campbell, Jr., President & CEO, Associated Grocers, Inc.

9:30 a.m. – 9:45 a.m.

REFRESHMENT BREAK

Sponsored by [Wortham Insurance & Risk Management](#)

9:45 a.m. – 10:45 a.m.

THE IMPORTANCE OF PUBLIC & PRIVATE PARTNERSHIPS

Attendees will hear an overview of FEMA's robust private sector outreach initiatives from preparedness through response and recovery, including a major new preparedness campaign developed in partnership with the retail industry, as well as, an FBI presentation on the importance of FMI as a conduit to other retailers and law enforcement and whether the resource investment is worth the results.

*Lori Rivera, Senior Outreach Manager, Private Sector Division, FEMA
SSA Eric B. Ives, Federal Bureau of Investigation, Major Theft Program*

9:45 a.m. – 10:45 a.m.

POWERLIFT TRAINING: A PRACTICAL GUIDE TO REDUCING MATERIAL HANDLING INJURIES

The hands-on, interactive session will detail the three requirements for mitigating strain, sprain injuries involved with lifting, pushing, pulling, bending and reaching. This is a lively discussion wherein the participants will come away with a sense that they learned valuable information.

Dr. Michael Schaefer, Powerlift Training, Risk Management Consultants, Ltd

10:45 a.m. – 11:00 a.m.

NETWORKING BREAK

11:00 a.m. – 12:00 p.m.

BREAKOUT SESSIONS

AUDITS UNLIMITED: GOING BEYOND THE BASICS FOR OVERALL BUSINESS IMPROVEMENT

Grocers effectively use audits on a daily basis to verify compliance, ensure food safety and achieve consistency across multiple store locations. Beyond safety and compliance, where else can audits be used to impact the bottom line? We will explore the effective and creative use of audits in the grocery segment to identify operational challenges, prioritize efforts, achieve better customer service, and allocate limited resources. We will also discuss how these assessment tools can be utilized in pharmacy operations and to ensure overall security compliance, with a focus on shrink, process and physical security. Attendees will also learn tactical tips for improving audit effectiveness and results.

*Mark Gaudette, Director of Loss Prevention, Big Y
Keith Aubele, President & CEO, Retail Loss Prevention Group, Inc., on behalf of
Wren Solutions*

HOW COME YOU CAN NEVER FIND A COP / GEEK WHEN YOU NEED ONE?

We hear about it all the time, but how many of us really focus on identifying and building critical internal relationships? Hear how this company made the transition from two marginally interactive departments to two inter-dependent departments focused on the business. Identify opportunities for improvement and/or validate yourself towards a better partnership.

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

Louis Penny, Director, Information Technology, Heinen's Fine Foods, Inc.

MOBILITY AND IMPACTS ON LP

Learn about current trends in mobility and its impacts on the role of Loss Prevention at Retail now and in the future. With the advent of mobile POS and other mobility, LP will be challenged to ensure that the level of risk associated with the new technology will be minimized and potentially utilized as another weapon in the toolkit for Asset Protection.

Rick Marino, Managing Director, the Stores Consulting Group

Phil Belena, VP, Sales & Marketing, Enfatica

MANAGING YOUR FLEET TO REDUCE LOSSES AND IMPROVE OPERATIONS

Whether you have a fleet of tractor/trailers, delivery vans, or company cars in this session you'll learn about a system that improves safe driving behaviors by affording the ability to deliver feedback to drivers based on their driving behaviors, thereby reducing collisions. Our speaker will also share how this system can provide indisputable evidence when a collision or event occurs, thus enabling better defense against fraudulent claims and those where their driver was not at fault. Another feature that will be talked about is the ability to track your vehicles movement in real time and alert you when they go outside of a specific geographic area.

Dale Peleski, Region Director, Risk Control – Supply Chain, SUPERVALU

EBM, UR, PBN, MPN: THE ALPHABET SOUP OF MEDICAL MANAGEMENT IN WORKERS' COMP

Evidence Based Medicine – what is it and how to use it in a claims setting. How utilization review, medical provider networks, and pharmacy networks can and should be the tools to implement and monitor EBM to promote quality treatment and outcomes for injured workers.

Anita Weir, Director, Medical & Disability Management, Safeway Inc.

12:00 p.m. – 2:00 p.m.

LUNCH AND VENDOR COURT

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

Sponsored by: [U.S. Security Associates, Inc.](#)

2:15 p.m. – 3:15 p.m.

OPEN ROUNDTABLE DISCUSSIONS

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

Succession Planning & Leadership

Moderated by:

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

Gary Geitter, Director, Loss Prevention, Tops Markets, LLC

Data Security

Moderated by:

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

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

Fuel Fraud

Moderated by:

Joseph Fryar, Director, Security and Loss Prevention, K-VA-T Food Stores, Inc.

Tim Bartkowiak, Director, Loss Prevention and Security, Spartan Stores, Inc.

Darlene Franklin, Retail Safety Project Manager, Giant Eagle, Inc.

Claims & Insurance

Moderated by:

Lizabeth Christman, Vice President, Risk Management, Ahold USA

Jody Wood, Director, Risk Management, Safeway Inc.

Environmental Compliance

Moderated by:

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

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

3:15 p.m. – 3:30 p.m.

REFRESHMENT BREAK

Sponsored by [Wortham Insurance & Risk Management](#)

3:30 p.m. – 4:30 p.m.

THE BOTTOM LINE ISN'T NECESSARILY THE BOTTOM LINE

In the past 40 years we have tried everything as a people in a sincere effort to solve some major problems. These have included bigger government and the higher taxes and increased spending that support it, to more recent proposals for smaller government, lower taxes and less spending. Now, our children are exacting revenge. According to TIME magazine, elementary school children are now engaging in sex with no remorse and no sense that what they are doing is wrong or even bad for them. What happened to self-evident truth to which our founders appealed? What profit is it if we gain great material wealth and corporate success, but lose our souls? Is it too late to recover a moral sense, or does the new century and second millennium offer a unique opportunity to begin again?

Speaker: Cal Thomas - Syndicated Conservative Columnist

4:30 p.m. – 6:30 p.m.

VENDOR COURT 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.

Sponsored by: [eBay, Inc.](#)

TUESDAY, MARCH 13

8:00 a.m. – 8:30 a.m.

CONTINENTAL BREAKFAST

Enjoy a continental breakfast with your peers.

8:30 a.m. – 8:45 a.m.

WELCOME/RECAP

*Lizabeth Christman, Vice President, Risk Management, Ahold USA
Rhett Asher, Vice President, Industry Relations, Food Marketing Institute*

8:45 a.m. – 9:45 a.m.

PREPAREDNESS IS NOT PARANOIA

Join Edward Minyard as he shares his perspectives on business continuity & crisis management from an experienced incident manager. As a first responder to Hurricane Katrina and many other disasters since, he understands the importance of preparedness planning. Attendees will be introduced to why preparedness planning is important to not only their business, but also their relationships with their employees, their communities and various government agencies. Minyard talks about why Risk Management is a crucial and continual process and also touches on the importance of public/private partnerships and how the food industry is viewed by FEMA and DHS.

*Edward Minyard, CBCP, CRISC, CISM, CBCI, President
ResponseForce1 Corp.*

Sponsored by [Enabl-U Technologies](#)

9:45 a.m. – 10:00 a.m.

REFRESHMENT BREAK

Sponsored by [SR Max Slip](#)

10:00 a.m. – 11:00 a.m.

BREAKOUTS

OPEN ROUNDTABLE DISCUSSION

Drug Diversion & Pharmacy Investigations

Moderated by:

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

Sophia Lai, Director of Pharmacy Loss Prevention, Rite Aid Corporation

CASE STUDY ON CRISIS MANAGEMENT

As a follow-up to his general session on Preparedness is NOT Paranoia, Minyard will go into greater detail about Crisis Management. Hear a new perspective on your enterprises' threat, risk and impact assessments, while also discovering new elements to consider during the planning process. Attendees will also learn how to incorporate planning knowledge gained by the "being there" experience. Minyard will use firsthand examples of destruction and disruption of major catastrophic disasters including Hurricane Katrina and Haitian Earthquake.

*Edward Minyard, CBCP, CRISC, CISM, CBCI, President
ResponseForce1 Corp.*

IT'S ON! IN THE BIG EASY

It's time to suit up and get serious at FMI this year – because IT'S ON. Come one, come all to the 2012 Bayou trivia battle in the Big (Not So) Easy. That's right, we're bringing "Team Trivia" to the Bayou so warm up your mettle, dust off your LP smarts and practice your best smack talk for a chance to WIN some prizes. Get ready to rumble by building a team of your coworkers or handpick your own experts to compete with the best of them and see who has the highest LP IQ to win the 2012 FMI trivia smack down.

Gene Smith, President, LP Foundation

Kevin McMenimen, LPC, Board of Directors, LP Foundation

David George, CFI, LPC, VP, Asset Protection, Harris Teeter Supermarkets

RESPONDING TO THE CATASTROPHIC CLAIM: ARE YOUR ROUTINE INVESTIGATIVE PROTOCOLS SUFFICIENT?

Companies who deal with accidents need to consider having an emergency response team/plan in place to respond to the catastrophic claims; shootings, robbery, severe bodily injury, etc. Those claims that you know with almost certainly will go to litigation, and from the mere facts/injuries, be facing potential substantial damages. From having a local attorney respond immediately and to coordinate the investigation to allowing the attorney client/work product privilege to apply sooner than later while ensuring that the integrity of the investigation is protected. It is something you hope never happens, but when it does, are you prepared?

Thomas Thornton III, Attorney, Carr Allison

DATA SECURITY AND PRIVACY: PROTECTING YOUR CUSTOMERS, REPUTATION AND PROFITS

Retailers of all sizes are favorite targets of cyber criminals seeking financial information, while your pharmacies are targeted for financial and healthcare information. This session will provide a broad foundation for understanding the cyber exposures that your company faces, practical steps to make it harder for thieves to access sensitive information and minimize legal liability, insurance solutions that minimize the impact of a breach on your customers, reputation and profits and how to be prepared when a breach happens.

Becky Pearson, Cyber Liability Practice Leader, Hays Companies
Lori Nugent, Partner, Wilson Elser Moskowitz Edelman & Dicker, LLP

11:00 a.m. – 11:15 a.m.

NETWORKING BREAK

11:15 a.m. – 12:15 p.m.

READING PEOPLE USING NONVERBAL BEHAVIOR

What are you missing in face-to-face interactions? For many years studies have compared the relative contributions of verbal versus nonverbal behaviors in conveying messages in human interaction, and have reported that the vast majority of the messages communicated are nonverbal. Depending on the study, the estimated amount of information communicated nonverbally ranges between 65% and 95% of the total messages conveyed. This is ironic, especially because people most consciously attend to the verbal language when interacting with and judging others. Nonverbal behaviors are part of the “hidden dimension” of communication, a silent language, and if you do not pay attention to the nonverbal behavior there is a great chance that you are missing much of what is actually being communicated by the other person. While active listening is always good, active observation is also necessary. This presentation will demonstrate how improving one’s knowledge and skills at reading nonverbal behavior can be a valuable addition to the skillset of the professional interviewer. Attendees will get a taste of programs that help people recognize signs of concealed emotions called “micro-expressions”, and signs of elusive, fleeting emotions known as subtle expressions. This presentation will show how nonverbal behavioral analysis can be used to gain insights to a person’s personality, motivation, and intentions; they can be used as signs of deception, helping one to evaluate truthfulness and assess credibility; and they can be used to detect signs of suspicious behavior or imminent aggression. Learning to read these signs and other, nonverbal behaviors can give one an edge in any interaction.

David Matsumoto, Ph.D.
Professor of Psychology, San Francisco State University

Sponsored by [Axis Communications, Inc.](#)

11:15 a.m. – 12:15 p.m.

BE A RISK & SAFETY INNOVATOR

Hear from seasoned risk and safety professionals about ways to improve your organization's results: reduce accident frequency and severity, improve compliance and heighten your safety culture. This session will feature veteran risk and safety leaders discussing high impact programs and how you can implement at your company.

Lizabeth Christman, Vice President, Risk Management, Ahold USA

Janet Crocker, Assistant Vice President, Risk Management, Hy-Vee, Inc.

Dale Peleski, Region Director, Risk Control – Supply Chain, SUPERVALU

12:15 p.m. – 2:00 p.m.

LUNCH AND VENDOR COURT

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

Sponsored by [McGriff, Seibels & Williams, Inc.](#)

2:00 p.m. – 3:00 p.m.

ORGANIZATIONAL ALIGNMENT ON LOSS PREVENTION

Are you and your senior leadership in sync on the challenges your organization faces in Loss Prevention? How does your CEO perceive you, your function, and how you integrate into the overall mission of the company? In this session, you will hear the results of an exclusive survey of CEO's and Senior Loss Prevention leaders from the FMI membership and learn how closely aligned we are with our senior management teams. Based on the data, we will then explore ways to improve our communication, partnership, and credibility and move the perception of ourselves and our industry forward.

Walter Palmer, CEO/ President, PCG Solutions

2:00 p.m. – 3:00 p.m.

OSHA TAKES ON THE RETAIL GROCERY INDUSTRY: HOW TO HANG ON TO YOUR CHEESE

This presentation will examine the leadership personnel and objectives of OSHA under the Obama Administration, with a specific focus on the agency's rigorous, ongoing enforcement crackdown affecting the retail grocery industry. The presentation further will focus on steps that retail grocers can take to avoid unwanted enforcement entanglements with OSHA. Don't miss this fast-paced, lively discussion, to be presented by one of the leading attorneys in the field.

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

3:00 p.m. – 3:15 p.m.

NETWORKING BREAK

Sponsored by [SR Max Slip](#)

3:15 p.m. – 4:15 p.m.

BREAKOUT SESSIONS

THE ADVANCED USE AND IMPLEMENTATION OF CCTV

This session will explore some of the creative ways in which network video can be used to reduce shrinkage, optimize marketing strategies, conduct audits more efficiently, and improve store operations –proving that network video offers more than just conventional CCTV surveillance.

Joseph Fryar, Director, Security and Loss Prevention, K-VA-T Food Stores, Inc.
Jackie Anderson, Axis Communications
Hedgie Bartol, Axis Communications

BUILDING AN INTERVIEWER: LESSONS LEARNED

The title says it all, but have you really thought about the proper way to develop a successful interviewer to maximize his/her potential? Two veteran interviewers look at past efforts of development all the way through to today's trends on interviewer development. Presented from a management and training perspective, Mike and Wayne will address the issues that can bring your team to their highest level of productivity.

Mike Marquis, CFI - AVP, Marshall's
Wayne Hoover, CFI, Partner/Vice-President CFI Programming,
Wicklander-Zulawski & Associates

DISTRIBUTION CENTER & SUPPLY CHAIN SECURITY

Retail losses don't just occur in your stores. This session will focus on cost effective ways to increase your distribution center and supply chain security while mitigating your loss and lowering your risk.

Kevin Ling, Director, Loss Prevention, Big Lot's Canada
John Tabor, Director, Corporate Security, National Retail Systems

MAKING YOUR DATA WORK FOR YOU: HOW TO IMPROVE YOUR RISK PROGRAMS, IMPROVE COMMUNICATIONS AND LOOK LIKE A HERO

Expanded data collection and leap frog advances in information technology are an opportunity, but no guarantee for actionable progress for claims and risk management. Learn how a practicing senior risk management professional and one of the leading analytical service firms developed a practical path to using these tools to cut the cost of risk.

Lizabeth Christman, Vice President, Risk Management, Ahold USA
Richard (Rick) Denning, Shelter Island Risk Services

OSHA TAKES ON RETAIL, Cont.

This follow up session provides attendees with the opportunity to engage in Q&A's and detailed follow-up discussion with the presenter of the plenary session on the OSHA enforcement topic. It will provide an excellent opportunity for attendees to share their experiences and views on how to avoid being "shamed" by OSHA and the consequent adverse publicity that can accompany OSHA enforcement actions.

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

4:15 p.m. – 4:30 p.m.

NETWORKING BREAK

4:30 p.m. – 5:30 p.m.

NEGOTIATING WITH THE BIG BOYS

Ed Hochuli is a defense attorney during the week and an NFL Referee on the weekends. With the help of actual NFL game video, anecdotes with the players and coaches, and your help thru audience participation, Ed talks about the lessons he's learned negotiating with the Big Boys during his 22 years on the NFL football field, and how they teach valuable lessons for negotiating in the legal world.

Edward Hochuli, Attorney, Jones, Skelton & Hochuli, & NFL Referee

Sponsored by [Carr Allison](#)

5:30 p.m. – 6:30 p.m.

VENDOR COURT 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.

WEDNESDAY, MARCH 14

**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.*

7:30 a.m. – 8:00 a.m.

CONTINENTAL BREAKFAST

Enjoy a continental breakfast with your peers.

8:00 a.m. – 9:00 a.m.

LAST MAN DOWN: A FIREMAN'S STORY

In a presentation modeled after his best-selling book, *Last Man Down*, FDNY, Chief Richard Picciotto offers a tribute to the lives that were lost that day. His recount is not one of death and destruction, but a celebration of life and its unpredictable nature. Picciotto offers an eyewitness account of the defining historical event of our lives; his story is that of a man, a hero, and a tragic event that inspired a nation.

Chief Richard Picciotto - FDNY Chief and Highest Ranking Firefighter to Survive the World Trade Center Collapse

Sponsored by [Axis Communications, Inc.](#)

9:00 a.m. – 9:30 a.m.

MAIN CONFERENCE ADJOURNS / BREAK TO WORKSHOPS

9:30 a.m. – 4:00 p.m.

PROFESSIONAL DEVELOPMENT WORKSHOPS

INTERNET INTELLIGENCE TRAINING

brought to you in partnership with [Hetherington Group](#)

Learn how to uncover valuable information from public and private online databases, social networks, and Web 2.0 applications. Understand the full range of online investigative tools and techniques in order to conduct thorough, fully-rounded investigations. A full day seminar for Licensed P.I.s, Fraud Examiners, Accountants, Auditors, Law Enforcement, Security Professionals, Government, Insurance and Education professionals.

The Seminar includes valuable handouts, Course Guidebook, and Continuing Education Certificate for 8 hours of training. This Guidebook will become an invaluable tool for everyone from occasional to full time online research professionals.

Cynthia Hetherington, MLS, MSM, Hetherington Group

ADVANCED INTERVIEW & INTERROGATION TECHNIQUES

brought to you in partnership with [Wicklander-Zulawski & Associates](#)

The WZ Advanced Workshop is a follow up to the two day Interview and Interrogation Techniques Seminar. During this interactive session, participants will springboard to the next level of expertise by interacting with new ideas and strategies to resolve cases and obtain confessions. This workshop involves role playing, supporting theory and the application of carefully thought out techniques and practical ideas.

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

ACTIVE SHOOTER: READINESS, RESPONSE, RECOVERY

brought to you in partnership with [CPPS](#)

This seminar addresses the Active Shooter, providing perspectives and insights on the nature of violence. Internal and external dangers that define a potential Active Shooter threat are also addressed, as well as, early warning signs and effective prevention strategies. It is possible to survive an Active Shooter incident if you know how to respond. Participants will learn response options to survive the unthinkable, how to train others AND how to establish or refine an Active Shooter Prevention Plan within their own organization.

All participants will receive a complimentary copy of the [CPPS Active Shooter Response Planning Guide](#) along with a student note-taking guide.

Randy Spivey, CEO, Center for Personal Protection & Safety

TECHNIQUES OF RISK MANAGEMENT

brought to you in partnership with [RIMS](#)

A comprehensive look at risk management, this workshop includes risk assessment, control and mitigation strategies, and mechanisms to identify and transfer risk and assess the best coverage.

This is an excellent primer as well as refresher for risk professionals who want to stay on top of the latest trends in risk management. By understanding the quantitative and qualitative analysis to identify and assess risks, participants will be better equipped to identify solutions using proven techniques to manage and control risk within their organizations.

*Christopher E. Mandel, EVP, Head of Professional Services,
rPM3 Solutions, LLC*

12:30 p.m. – 1:00 p.m.

LUNCH BREAK

Lunch will be provided for attendees of all workshops.

4:00 p.m.

WORKSHOPS ADJOURN