

Retail Loss Prevention Council

Greg Brumley

Council Chair,
Retail Loss Prevention
Council – ASIS
Director, Retail Loss
Prevention – T-Mobile,
USA



Year in Review 2008

It is hard to believe the year 2008 is almost over. While we had some ups and downs along the way, all in all 2008 was a good year. We started the year with a new council chair, Karen Moore; with her diverse background and fresh ideas, the council got off to a great start. Unfortunately, due to some issues completely out of Karen's control, she was forced to give up her role as council chair late in the year. Thankfully she will remain on the council.

In addition, as many of us in business can attest, the downturn in the economy limited the level of involvement some of us were able to commit to on issues outside of our day jobs. In spite of some challenges this year, we have made some tangible progress on issues that are important to the retail loss prevention discipline.

This year we set out with an ambitious business plan and have seen an impact on all our goals. Some highlights include:

- ◆ council members working on legislation to

strengthen organized retail crime laws

- ◆ council members presenting at the ASIS Security Trends and Solutions conference in May
- ◆ participation with the US Dept of Labor on the creation of job descriptions specific to retail loss prevention
- ◆ council members producing a newsletter and the beginnings of a council website and adding members with diverse retail and international backgrounds to the council.

We are proud of the things we initiated in 2008 and our accomplishments, but there is still a lot to do in the coming year. We are excited for what 2009 will bring for the Retail Loss Prevention Council.

Our goals for 2009 are still being finalized, but we will continue to focus on promoting retail loss prevention within ASIS as well as promoting the diverse nature of ASIS to the retail world.

In 2009, the Retail Loss Prevention Council will have a new council chair. I am excited to take over this role from Karen Moore for the next year. We have a great council with lots of talent and many years of retail loss prevention experience between us and we will accomplish great things together in the coming year.

I am also excited to work with other councils within ASIS to leverage our collective strengths, promoting our initiatives as well as advancing the larger ASIS agenda.

Happy Holidays and get ready for a great 2009!

The Ethics of Bolos — Be On the Look Out

By Shannon K. Stilwell, CPP, CFE, CFI

In the not so distant past, responding to “alerts” meant calling back the phone number that was left on my pager or sending out a “BOLO” meant recording a broadcast voicemail that I would be scheduled to distribute to all of the selected stores. This was a delayed delivery and I could only hope would get picked up in time to take the necessary actions or preventative steps required.

But today’s environment is very different, with the speed of e-technology we not only can send real time alerts, but we can also transfer documents and images without giving it a second thought.

But maybe that is exactly what we should be doing, making sure to give this a second thought....

Loss Prevention departments have accelerated the level to which they are sharing or pooling information to National Databases or working with other retailers to combat crime rings, the level of information exchanges is becoming more and more common practice.

But with the ever increasing concerns about protecting consumer information, data security standards, and limiting work product liability, companies have to be diligent in establishing proper protocols.

A good idea is for Loss Prevention departments to create a policy governing the ethics of any “Be On the Look Out” (BOLO) alert.

Continue on page 3

Use of All Your Available Resources

Membership in ASIS International provides a number of important benefits, not the least of which is the vast knowledge of the overall membership which can be accessed to help solve the day to day challenges we all face. Clearly, a big part of that knowledge base are the Councils that help support the different membership verticals that make up our organization.

While the main focus of the Retail Loss Prevention Council is to support the needs of Loss Prevention executives, there are also other ASIS Councils which can and do support the retail vertical. In this newsletter, we will begin a series of articles wherein we discuss some of these other Councils which retailers should be aware of and interacting with. Brief descriptions of each Councils mission are included. More information on each of these can be obtained by going to www.asisonline.org and accessing the Council section under the Membership tab.

Crisis Management & Business Continuity Council

The mission of the Crisis Management & Business Continuity Council is to promote and educate business and industry on strategic crisis management and business continuity concepts as well as tactical incident response and business recovery operations. This includes fostering an understanding of the four phases of emergency management which are prevention, preparedness, response and recovery.

Our mission is achieved by hosting council sponsored educational workshops, participation in industry associations and partnerships, facilitating the public private partnership with homeland security related agencies and promulgation of guidelines and industry best practices.

Contact point: knox_don@cat.com

Law Enforcement Liaison Council

The Law Enforcement Liaison Council helps facilitate an ongoing environment for members to engage in the development, research, and implementation of programs and activities which foster cooperation and partnership between the public law enforcement and private security and loss prevention professions.

Contact point: Richard.E.Chase@usdoj.gov

Global Terrorism, Political Instability, & International Crime

This Council provides information to ASIS members on the threats presented by global terrorism, political instability, and international crime. It accomplishes this by recognizing business vulnerabilities and mitigating the risks presented by these threats in an effective, cost-efficient manner.

Council members, when possible, participate with local Chapters to speak on the capabilities of the Council and its members. Go to the Councils website within ASIS International for more information.

Contact point: Michael.Bouchard@eodt.com

Investigations Council

The Investigations Council works to provide information to ASIS members on a wide range of investigative issues and solutions. This is accomplished through the use of a Council newsletter, presentations at the Annual Convention, articles within Security Management magazine and other relevant periodicals including Private Investigators magazine, and participation with local ASIS Chapter meetings.

Contact point: marty.bishop@nsn.com

More of the Councils relevant to Retail LP will be discussed in the next RLPC Newsletter.

Seasonal Hiring—Be Happy with the Choice You Make

By Rich Frank, CPP—Eddie Bauer

Each year most retailers ramp up their work force populations with temporary employees known as ‘seasonal associates’ to get them through the Holiday period. Now that the fourth quarter is here, the process of finding honest and enthusiastic people to fill these seasonal openings begins.

While filling open positions with individuals who will represent your brand with care, whether full time or temporary, always requires careful planning and execution of basic hiring practices, organizations can quickly find themselves pressured from within to ignore their regular screening processes in order to hit last minute hiring targets.

As Loss Prevention executives, we know that the majority of our annual profitability is tied to the fourth quarter. We know also, that much of our shrinkage and accident risk occurs during this time as well. As a result, it is important that we remain diligent partners during this period, and insist on maintaining the hiring standards that have been validated and successfully incorporated during all other times of the year.

In my experience, these are the most critical considerations:

- Devote some time mentoring those who will do the initial screening, talking through the key elements of review for an employment application and first interview. These personnel are sometimes borrowed from other areas of the business to help with the seasonal hiring, and they may not be knowledgeable of these basic processes.

- Focus your efforts on hiring people who are honest with you from the beginning. Often, a significant percentage of applicants are not truthful about their past employment or criminal history, and as a result, do not get past the criminal background check. Tell them that a criminal conviction may not disqualify them from employment—but lying will.

- If you have a drug testing program, keep that in force during this time. Mistakes made here can not only impact your shrinkage losses, but individuals with less than one year of service generally make up the bulk of lost time accidents. Drug testing can help screen out those most likely to add to your workers compensation costs.

Do your best to verify identity at the pre-employment stage. Many examples exist where individuals have applied for and secured employment under several identities, only to have a relative or friend actually show up on the first day of work.

Loss Prevention’s main goal in this effort is the prevention of errors during the hiring process that will create both immediate and long term problems in the work place. Insure the preventive programs followed during other times of the year are also in place during the Holidays, and have a Happy Profitdays!

Rich Frank is Group Manager for Loss Prevention & Safety at Eddie Bauer. He can be reached at rich.frank@Eddiebauer.com.

The Ethics of Bolos, Cont...

The ethics of BOLO’s involves the creation, distribution, and posting of these alerts. Creation of a Bolo should be based on factual details, validated information and based on good faith. A bolo should never be created from second-hand information, assumptions or in any effort to mark someone as a suspect.

As far as distribution goes, every company should restrict to whom and how the Bolo is distributed. Unfortunately, in the urge to “get the bad guys” this information gets attached to emails and often gets distributed to non-company personnel, posted to websites, or to other retailers or unauthorized groups. When the document is released there is no longer any level of control as to where else it might be sent or even if content is altered or changed.

Additionally, there is the great concern of the BOLO being posted or given to unauthorized individuals. In an effort to help insure the document stays secure and to remind all internal associates who may think about posting or distributing the document, a good recommendation would be to label the document itself with some kind of tag line such as: “CONFIDENTIAL –

DO NOT POST” or “CONFIDENTIAL – INTERNAL USE ONLY”.

A prime example of the importance of this was a recent litigation that resulted in a company losing an 3+ million dollar settlement by having a BOLO that listed an individual as the subject but had unconfirmed information about the activity and this information was distributed to the LP team within the company as well as to local Loss Prevention networking group to which the subject also belonged.

We certainly don’t want to discourage the networking partnerships or the strong collaborative efforts to deter, prevent and apprehend criminal offenders hitting the retail industry, but there is also a serious responsibility in protecting our companies from liability by not posting “suspected” incidents on the internet or distributing to unauthorized individuals any information that is either not confirmed or is confidential to the company.

Shannon Stilwell is the Manager of Exception Reporting & ORC at Kohl’s Department Stores. She can be reached at shannon.stilwell@kohls.com

Member Profile — Keith Aubele, CPP

What is your Position, and how long have you been employed with this company?

A) I am the President & CEO of the Retail Loss Prevention Group, Inc. I have been in this positions since 2002.

Before joining your current company, where were you and what did you do in your previous position?

A) I spent 15 years at Wal-Mart, and was a divisional director when I left to take the position of Corporate Vice President at the Home Depot.

Briefly, what is your education background and which professional certifications do you hold?

A) I have a Bachelors Degree in Criminology from Missouri Southern State University, and a Masters Degree in Business Management from Troy University. I currently hold the CPP designate and the LPP (Loss Prevention Professional) designate from Missouri Southern State University.

What do you consider your greatest accomplishment in your present position? Being able to assist companies in impacting their bottom line in a positive way. In your career?

A) Bringing real change to the field of retail loss prevention as it applies to the professionalism of the career field.

How has LP changed since you first got into the field?

Where do you see if going from here?

A) I have seen LP move from a reactive state to a real positive proactive state. As well the level of professionalism in LP has improved dramatically. I see Loss Prevention/Asset Protection becoming more of a decision making entity as it applies to organization's protecting their very fragile bottom line.

Explain to the general public the importance of retail loss prevention.

A) Loss Prevention is the reason retailers are able to offer lower prices, have safer environments and enable companies to stay strong against the tide of loss that exists in this business.

What do you see as the current trends in Retail Loss Prevention and what companies should take notice of?

A) Video analytics and overall system driven tools such as RFID will revolutionize the way retailers do business. Loss Prevention professionals are on the leading edge of these technological changes.

Where do you think the U.S. is in comparison to other countries in regards to the LP industry? What can we do to keep or attain a lead in this area?

A) Technology seems to abound in Europe and Asia. We seem to behind the curve to those folks. In regards to



processes and programs, I think the US has the edge. We need to embrace technology in order to keep a grasp on controlling loss and maintaining strength.

What tips would you give to someone wanting to get involved in Loss Prevention?

A) Study and select the companies that embrace LP as a key element to the success of the organization. You don't want to be working for a company that views your role as an after thought.

Who or what was the greatest influence to your development and success in this field?

A) Well a guy by the name of Dave Gorman allowed me the opportunity to succeed, and supported me in my path towards success.

Why did you join ASIS and what drives you to participate as a member of the LP Retail Council?

A) I joined ASIS to round out my education in regards to this career field. I want to give back to the very field that enables me to be successful.

Briefly tell us a little bit about you personally... Where do you live? Hobbies? Family? Etc...

A) I have been married to my beautiful wife Silvia for 30 years. I have one son, Brendan who is 22 and is married to a beautiful lady named Lauren. I enjoy traveling, golf, tennis, photography, writing and mentoring young people who are working hard to make a difference in the world.