



ASIS Councils NEWSLETTER

Retail Loss Prevention Council

Chairperson Profile



Karen Moore, CPP

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

I am currently the Executive Administrator for SIM Investments. I have been employed with them for the past 3 years. The two founding partners of this company are investment operators of Health Clubs and currently have 17 locations nationwide, with a current growth rate of two locations per year. I am the Administrator to one of the partners.

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

I worked for 24 Hour Fitness, USA as the Assistant Director of Loss Prevention and the acting Director of Loss Prevention during an extended restructure phase.

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

I was awarded my CPP designation in 2002 and was very proud to be among a very elite group to achieve this status. Not only is this designation achieved by a select few; as a female, I am proud to be among an even more finite group to achieve this pinnacle status of Security Management.

What do you consider your greatest accomplishment in your present position? In your career?

I have only been in my current position for 3-yrs, so I do not believe I have achieved my greatest accomplishment in this position as of yet; however, I have been afforded a great opportunity to utilize all aspects of my professional experience and my CPP designation with each new project I am given and facility my company opens. Considering that my career spans 33-yrs in many facets of the security field, which includes Physical Security, Financial Security, Armored Security, Security Management, and currently Retail Loss Prevention, there have been many opportunities presented to me to achieve something great and within each position I've held I continually endeavored to instill a positive impact not only on the company, but with my employees, all levels of management and professional peers. If I were to select a particular in-

stance, then I would have to say the opportunity to develop and implement a Security/ Retail Loss Prevention Department from conception to fruition at the onset of the newly established company, 24 Hour Fitness, USA, which remains a vital department in this Fortune 1000 company today.

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

The title Loss Prevention is an evolution from the more familiar titles of "Risk & Safety" or even "Security"; therefore, I would have to say that the recognition of what "loss prevention" necessitates in expanding the field of security and risk & safety and the value the Loss Prevention Professional contributes to a company is the most prevalent change that has occurred in the past decade. Today, we are more frequently invited into the boardroom and readily called upon for contributions to the development of systems and controls, instead of mere execution of the same.

Where do you see it going from here?

It is my belief that we will continue to evolve as a profession and will successfully break through the current obstacles of budgetary constraints and insufficient professional recognition. We will continue to support networking and industry events to remain abreast of iniquitous trends and changes in the industry and world affairs that directly impact the companies we are charged to protect. We will continue to promote the development of systems, programs and devices to ensure we have the tools sufficient to effectively perform our duties.

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

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Interesting Statistics

For those of you who were able to attend the RILA Loss Prevention, Safety, and Auditing Conference this Spring in Dallas, TX you would have gotten the opportunity to sit in on a very interesting presentation given by Caroline Kochman, Executive Director of the National Association for Shoplifting Prevention.

In this presentation, Ms. Kochman detailed the results of a recent NASP survey of some 3500 adult and juvenile shoplifters who had been apprehended by various retailers, and ordered by the courts to complete the NASP program. The survey was part of the requirements of this participation.

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Securing Management Support for Your LP Initiatives in Difficult Economic Times



*David Gorman
President & CEO
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Conventional thought might be that tough economic times within the retail environment will very likely bring demands for reductions in Loss Prevention programs and initiatives from Senior Management. It is clear that these periods will certainly cause every business expense to undergo increased scrutiny—Loss Prevention related expenses included. While these times are to be expected in any business model which is so dependent on the current economic comfort level of their customer base, they also provide unique opportunities for Loss Prevention executives to show their leadership within the business.

There are three basic aspects to this leadership example which LP executives, in particular, should embrace. These are:

- Are there aspects to the current store LP program where expense can and should be reduced?
Are these reductions temporary or permanent?
- Are there new initiatives or equipment/technology rollouts which can reasonably be postponed until the company's economic situation improves?
- Regarding those new initiatives which really should be implemented now, how can LP show an ROI that will demonstrate the importance of an immediate investment?

This article will focus on an analysis of these questions, and how Loss Prevention executives can provide both current and future savings and be seen as taking the appropriate measures prior to arbitrary cuts being dictated by others.

As indicated in the questions listed above, the initial examination that LP executives should undertake is to insure that the current level of spending for Store or Headquarter security and LP programs is necessary and justified. Within any organization, there are processes which are widely implemented at the beginning, but may not currently be necessary or necessary everywhere. An example of this category would include reports (both computer and manual) which are no longer used, or compliance/process reviews which are no longer important, but payroll is still being spent to conduct and report them.

Also, there are generally always processes which are initially established at a consistent level throughout, such as hours of coverage for security personnel, which may not be productive or needed at all locations equally. It is important to always challenge these expenses, and to insure that hours being worked are tailored to the specific location and the issues occurring there. The reality of the situation is that it is very likely that an open minded review of these costs will identify significant opportunities for immediate payroll savings.

Secondly, the same open mindedness used to analyze current payroll levels, must be employed to review all current capital expense requests. Look at requests, both approved and pending, and establish those where a delay in implementation can occur without a significant impact on current loss levels. For example, instead of an immediate rollout of a new technology company wide, can the implementation be completed now in the 20% or 30% of locations which will benefit most, provide a significant ROI now, as well as capital expense savings in the current period? Any adjustments which can logically be made to these programs will likely be embraced and appreciated. They may also stave off other less logical and more negative adjustments from occurring.

Lastly, due to the size of losses generally associated with Loss Prevention priorities such as inventory shrinkage and accident costs, it is many times somewhat easier to establish a meaningful ROI for LP requested expenditures. However, it is incumbent on the LP professional to always be prepared to prove their case. Where it is clearly necessary to implement actions without delay, it is important to make certain that you have the ongoing and continued support of key Executives within the areas most impacted. For example, if the solution is intended to reduce shrinkage or accident losses at store level, does Senior Management within the Store Operations Division still support the expenditure?

If that support has lessened, make your best case to the appropriate personnel that a delay will actually result in more expense, and that implementation will allow savings to these expense categories that will not be possible without the implementation of the improvements. Involve the CFO in these discussions and show ROI calculations, or industry studies, which are specific to your request and which confirm your conclusions.

While a difficult economy will always result in added pressures to reduce expenses, it does not have to have a negative impact of programs that are in the best interests of the company to continue. The LP Executive needs to just roll up their sleeves and sell the value of their initiatives. This is the exciting part of leadership.

Organized Retail Crime Committee Update

By Committee Chair, Alan Greggo, CPP

On May 7, 2008. Millie Kresevich, a Senior Regional Loss Prevention Manager for Luxottica gave testimony in support of Senate Bill 320 to make the penalties for ORT in Ohio much more serious and effective.

As a retailer of products that are often targeted by organized retail crime groups, we are very concerned about organized retail crime ("ORC") in Ohio and elsewhere, and support passage of Senate Bill 320.

The impact to our retail stores is devastating. Instead of helping our legitimate paying customers to buy glasses, associates are forced to provide high levels of customer service to known groups stealing product in the hopes they will deter them from taking the product from the store. Often because of the organization of the group, the different roles played by the members of the group, and targeting times with low associate coverage the battle is lost. The product is taken in large quantities, leaving our shelves empty of product that is desired by actual customers. The same group of individuals hits many stores several times per week.

Testimony on behalf of Luxottica Retail Concerning Senate Bill 320 Organized Retail Crime was Presented to the Ohio Judiciary Committee on Criminal Justice Columbus, Ohio

To date 11 states have passed legislation pertaining to organized retail crime. Recent figures indicate that the lost sales tax revenue ranges from \$1,207,500 to \$228,127,500 overall in the United States. Can Ohio afford not to pass this proposed legislation and attempt to recoup some of this lost revenue? As you've heard in prior dis-

cussions from my colleagues, organized retail crime is not a shoplifting problem, and Senate Bill 320 does not provide that ordinary shoplifters should face increased penalties for their actions. Rather, Senate Bill 320 allows law enforcement, prosecutors, and retailers to utilize an additional tool; which is the ability to aggregate separate criminal acts across jurisdictions and increase penalties for convictions to combat this ever-growing epidemic of criminal activity plaguing retailers across the country. Passing this bill will:

- Provide an additional tool for retailers and law enforcement to combat the effects of organized retail crime, within their communities.
- Provide prosecutors the ability to adequately punish those groups or individuals responsible for large losses.
- Allow judges to levy additional fines/penalties for those more serious offenders.
- Permit those who orchestrate the criminal enterprise to be held accountable for their part within the criminal organization.
- Give retailers additional support from government agencies by recognizing that the problem of organized retail crime exists and increasing the likelihood that members of these criminal organizations will be prosecuted.
- Allow Ohio to delineate between basic shoplifting and ORC-related crimes.
- Reduce the distribution of stolen product and allow the state to recoup lost tax revenue.
- Send a clear and distinct message that Ohio will not tolerate organized groups of individuals stealing from our retailers, our consumers, and our state!

Interesting Statistics, Continued from Page 1

Of special interest to the Loss Prevention Executives in attendance were the following survey results:

- 72% of the survey respondents indicated that they were not aware whether or not security personnel were present in the store before they shoplifted. As a result, this factor did not represent a significant deterrent.
 - 87% of adults and 85% of juveniles stated that the presence of CCTV and Security Cameras was an effective or extremely effective deterrent to their activities.
 - The use of CCTV was rated higher as a deterrent than attentive store employees (72%), uniformed security guards (83%), or Shoplifting Warning signs (42%).
 - Also, 82% of adult shoplifters and 75% of juvenile shoplifters indicated that EAS tags and towers represented either an effective or extremely effective deterrent to their activities.
- In a separate question about the presence of EAS alarms towers at store exits, 80% of adults and 75% of juveniles said these represented either an effective or extremely effective deterrent to them.

These statistics represent a compelling ROI argument for any Loss Prevention group looking to define the possible shoplifting benefits of CCTV or EAS capital investments.

Chairman's Corner — An Interview with Karen Moore

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Retail Loss Prevention professionals are the gatekeepers of their company and are responsible to protect the assets of that company from both, internal and external attacks. Retail theft costs all of us billions of dollars in manufacturing changes to protect consumer goods. These changes are passed on to the consumer in the form of increased prices to compensate for the losses incurred by retailers. Everything in life requires control of some degree and in the retail world without controls and those who are charged with implementing, overseeing and enforcement of those controls, the retail industry would be forced to limit the availability of products and consumers could not afford even the basic necessities, let alone the luxuries of life.

[What tips would you give to someone wanting to get involved in Loss Prevention?](#)

Get involved! If you have a desire to explore the opportunities of Retail Loss Prevention then start at the basics and take every opportunity to gain experience through structured training and performing tasks at every level you have access to. Join organizations on the local and International level and attend their events; this will allow you to network with others in related and parallel fields. I have had some dynamic individuals from a broad range of occupations who mentored me throughout my career, in all aspects of human behavior and management. If you want to establish yourself as a leader in your industry then find others who have achieved great things in their own field and become a mentee. We have never learned all we can from one another.

[Who or what was the greatest influence to your development and success in this field?](#)

When I first came into the Retail LP field I had only a minimal amount of experience with Loss Prevention; at the time my career was more physical security foundation based. This meant that I had to learn this specialized field in a very short time; therefore, I would contribute the training in investigation, interview and interrogation I received from Wicklander-Zulawski as an instrumental and invaluable part of my success and continued involvement in this field. Additionally, I would be remiss if I did not credit the individual who selected me as the founding member and charged me with the responsibility to develop a Security/Retail Loss Prevention Department, Jim Starnes. He believed in my abilities to get the job done and cleared the many obstacles with Executive Management that is continually faced by a Loss Prevention Department; from financial support to LP policy implementation and enforcement, allowing me to implement and establish this department.

[Why did you join ASIS and what drives you to participate as a member of the LP Retail Council?](#)

Even though I had been in the security field for many years prior; I was originally encouraged to join ASIS in 1998, by my VP, Jim Starnes, and immediately found the organization to be a great resource for education and networking in a specialized environment. As the years went by, I noticed there was a consistent lacking of Retail LP offerings, similar to other organizations like, RILA & NRF. The Retail Security Council existed when I first joined; only it was not promoted very well or known to very many LP professionals. As a Retail Loss Prevention Professional I was a little disappointed that there was not a larger presence of Retail LP at ASIS International conferences or sponsored events. Each year I noticed the council booth and three years ago, in Dallas, I was pleased to notice the name of the Council changed to Retail Loss Prevention Council and in this same year there were Retail LP related topics that, if attended, would contribute additional points to my CPP recertification points. Even with these improvements, I was still disappointed at the lack of ASIS to reach out to more Retail LP professionals. I approached the Council booth and addressed Council veteran, Mike Magill, who was the volunteer at the booth and had the misfortune to take the full blast of my frustration. I proceeded to vent my disappointment with the lack of Retail LP recognition and involvement. Mike told me that if I was so unhappy with what was happening then I should put my business card into the fish bowl and join the Council. I thought fine, I will put my money where my mouth is and threw my card into the bowl. What drives me to be part of the Council is what drew me in the first place. I would like ASIS International to improve on their recognition of Retail LP Professionals within this organization and especially how we assist to bridge the gap between all protection entities and security management.

[Briefly tell us a little bit about you personally... Where do you live? Hobbies? Family? Etc...](#)

I grew up in Michigan and moved to California in 1989 and currently reside in San Ramon, CA. I have been widowed for the past 5 years and have no children. I am blessed that my Mom & Dad (Wilma & Louis) are in my life and they continue to live in the family home in Troy, Michigan, where they are lovingly cared for by my sister, Sandy, along with my 15-year-old nephew, Johnathan. My sister's daughter, Christina, is currently attending San Francisco Theological Seminary in San Anselmo, CA and I have a brother who lives in Stanwood, MI. I find enjoyment in my life by spending time with my friends and family; exercise and weight training; visiting Northern California wine country to experience the exceptional wine and enjoying fine cigars.

