INSIDE THIS ISSUE

letter from the chairman
hello from the editor
legal aspects
microexpressions
mob, rob, occupy, pick a name
protecting our assets
cfis in the media
tis the season...
links of interest
cfis on the move
cfis recertify
Letter from the Chairman
of the CISA Advisory Committee

First of all, thank you to all who were able to make the first CFI Elite Training Day. The program was a resounding success focusing on micro-expressions, detection of deception and case resolution. The feedback we received was so positive we are already planning a follow-up day for 2012. We will let you know the date and location as soon as possible so you can get it on your calendar.

Any “thank you” would be incomplete without including our host TJX. Senior Vice President, Bob MacLea, made the opening remarks and AVP Mike Marquis, CFI, and his group planned for several hundred people to come to the TJX Corporate Office. The auditorium was nothing short of spectacular providing comfortable seats, perfect sound system and an excellent view for all. Not to be overlooked was the generous contribution of coffee by Vector Security’s Mark Townsend. A program gets a nice start when it is well planned in a comfortable venue. Thanks to all who helped organize and move people during the day.

We are looking for interesting topics or speakers for the next Elite Training Day. If you know of someone who might be interesting or a potential topic please contact either Wayne Hoover, whoover@w-z.com or myself, dzulawski@w-z.com.

The CFI Advisory Board met the day before our Elite Training Day. Again, thanks to TJX for providing a room and Steven May, CFI, from LPI, for a delicious barbeque lunch. After reviewing the growth of the certification and organizations involved, we turned to a discussion about increasing the number of CFIs during the next year.

On a related topic we discussed including non-CFIs since there are many who do not meet the standards yet, but want the education. These might include individuals still in school, or those who do not interview yet, but have a strong interest in career development. While they do not meet the requirements to sit for the CFI examination they would like to be part of the educational component of being a CFI.

A special thank you to two board members: Laurie Sorenson, CFI, Burlington Coat Factory and Mike Keenan, CFI, Gap; two board members who resigned in November. Laurie and Mike have been on the board since the CFI designation and test were developed. Their valued insights helped move us to where we are today.

We are growing each year. Keep in touch by joining the CFI LinkedIn Group.

Merry Christmas and Happy Holidays to all! May you all have a healthy and prosperous New Year.

David E. Zulawski, CFI, CFE
Chairman CFI Advisory Board
Hello from the Editor
Stefanie Hoover, CFI
Marshalls

The Holidays are in full swing and when most folks are dreaming of tree trimming and mistletoe, most CFIs are probably having nightmares about flash mobs and robberies. Normally we don't have time to think about our own development past November 1st, so it was with great pleasure that I, along with approximately 200 of my fellow CFI's and investigators, were able to attend the CFI Elite Training day on November 9th, 2011.

Hosted by TJX Companies, Inc at their corporate headquarters in Massachusetts, the CFI Elite Training Day was a full day dedicated to honing our interviewing skills. After the kick-off by Bob MacLea, SVP of LP at TJX, Wayne Hoover, CFI emceed and introduced the first guest speaker, Chris Batson, CFI, from The Gap. Batson highlighted the CFI Northeast Chapter meetings that have taken place since September 2010. The Chapter has presented experts speaking on topics ranging from handwriting analysis, to forensic accounting, to the psychology of deception. If you are interested in being a part of these meetings please contact Chris Batson. They’re a great way to network and fulfill those CEC requirements!

Melissa Mitchell, CFI, and Walter Palmer, CFI, gave an update on what the CFI Advisory Board is working on to continue to evolve the CFI designation and provide even more value for its members.

Dr. David Matsumoto, an expert in behavior from Humintell, presented a portion of his trademarked training on Micro Expressions. Dr. Matsumoto was an engaging speaker who challenged the room to let go of their assumptions when it comes to behavior. Dr. Matsumoto provided us with video training designed to enhance the speed and accuracy at which we read facial behaviors or micro expressions, changes which occur in fractions of a second. I think everyone found this to be eye opening, especially when we saw our accuracy at predicting deception.

After some lunch and networking, we were treated to a rare glimpse inside the workings of a FBI investigation. Rick Manning, CFI, CFI (he holds two CFI designations) took us down the twisted road of a kidnapping investigation and gave us a glimpse inside the twisted minds of its perpetrators. We were able to follow the case from A to Z as Manning explained how the kidnappers were finally caught and prosecuted.

Dave Zulawski, CFI, wrapped up the day with a synopsis of a cold case that he had been involved with, the oldest cold case closed in US history. After the case facts, Zulawski introduced the Participatory to help strengthen the case against the suspect. Manning highlighted the use of interviewing to gain information from the kidnappers on one another.

The day was packed! I walked away with information to share immediately and some ideas to try down the road. I hope to see you all at the next CFI Elite Training Day. Tentative plans are in place for November, 2012.
Legal Aspects

It seems that the CFI designation is bringing interest from many quarters. Read the letter below from the ironically named James Freeman. Illinois Department of Corrections number M03420 convicted of murder.

James Freeman was convicted of participating in the kidnapping and murder of Robert Greene, a drug dealer in December 2002. Greene’s body was left in the trunk of his car which was not discovered until May 2003.

Freeman was arrested by police on an unrelated weapons charge about a year after the murder. Freeman at the time of the killing was a 25-year-old man with five children and an eighth grade education. Under questioning, Freeman gave a videotaped statement implicating himself and others in the murder, kidnapping, and robbery of Robert Greene. Freeman was convicted and sentenced to 60 years in prison for his crimes. See the associated link to review the Illinois Appellate Court finding relating to the murder conviction. The Illinois Appellate Court affirmed the circuit court’s guilty finding.

As part of his appeal he was refused the right to represent himself in his original trial in the Circuit Court of Cook County. It seems that since he has the time he has decided to represent himself and has requested a myriad of information about Certified Forensic Interviewers. He is attempting to obtain information using the Freedom of Information Act. Unfortunately, the Freedom of Information Act applies only to the federal and state governments and not to private entities.

All 50 states, the District of Columbia, some territories, and the federal government have variations of the Freedom of Information Act. There are significant differences between the states in what they include and exclude from a FOIA request.

All the FOIA have one thing in common which is they apply to the government only. For example, in Illinois the following are included in the statute:

(5 ILCS 140/2) (from Ch. 116, par. 202)
Sec. 2. Definitions. As used in this Act:

(a) "Public body" means all legislative, executive, administrative, or advisory bodies of the State, state universities and colleges, counties, townships, cities, villages, incorporated towns, school districts and all other municipal corporations, boards, bureaus, committees, or commissions of this State, any subsidiary bodies of any of the foregoing including but not limited to committees and subcommittees thereof, and a School Finance Authority created under Article 1E of the School Code. "Public body" does not include a child death review team or the Illinois Child Death Review Teams Executive Council established under the Child Death Review Team Act.

Continued...
Microexpressions
Angela Nino, CFI
Speaker

So you are that guy or girl who missed the recent CFI Elite Training Day in Boston? While you may have missed an informative day, you’re not completely out of luck since I can fill you in on some of the very cool stuff we covered.

We had the pleasure of Dr. David Matsumoto joining us to discuss Microexpressions. Some of you might be wondering Micro what? Here is how it was explained to our group.

A Microexpression is a concealed or repressed emotion which has a subtle fragmentary nature. It happens in approximately 1/15th of a second versus a Macroexpression which is much easier to detect since it lasts between ½ second to 4 seconds.

Dr. Matsumoto demonstrated microexpressions with a video of Kato Kaelin while he was being questioned during the OJ Simpson trial. Kaelin was asked about making “a lot of money” for his appearance on A Current Affair (YouTube is your friend). As Kaelin was answering the question, his facial expression changed for a very brief moment, to the untrained eye it could have easily been overlooked as an itchy nose. However, when the video was paused on the exact moment Kaelin made the expression, it’s evident this Microexpression was emotional. His expression resembled a similar warning of a dog who might snarl at an intruder. We don't always know what creates the Microexpression, so we dig further to find out.

The general public has a 54% chance of detecting deception, which is slightly better than flipping a coin. Those of us who do this for a living score a bit higher, closer to a 65% rate.

The audience was then able to test their skills in detecting deception and Microexpressions. Dr. Matsumoto showed five videos of people answering questions about the death penalty.

Continued...
We the audience, had to determine if they were being truthful or deceptive. In addition to watching the videos we were challenged to take notes and share our thoughts about our conclusions with the rest of the class. So how hard could this be for an auditorium full of trained observer lie detectors? Most of us were correct on at least three deceptions, while only three people were 100% accurate.

So how good were these videos, or more importantly, who were the people being interviewed and where did they find them? Dr. Matsumoto explained most studies conducted in the past have been about detecting white lies that no one cares about and where no stakes were involved, making the lies easy to conceal. However the situations Dr. Matsumoto shared with us were unlike those typically used.

So how on earth do you get people to lie about something they care about and create stakes high enough which will cause them to leak behavior? In order to create these conditions, Dr. Matsumoto and his team make it a point not to use random selection or random assignment. Instead, they found members of highly motivated groups, such as an anti Death Penalty group. The group members were put in situations where they could choose to do something wrong, then choose to lie about it. What about the stakes? Dr. Matsumoto and his team created them. Since they are unable to put people in jail, they got creative with annoyance. For example, one consequence would result in having a person listen to a fuzzy black and white TV static noise for an extended period of time. I’m annoyed just thinking about it.

It was interesting to see how differently individuals in the class interpreted observed behavior, especially with regards to how definitively some interpreted eye movement. Dr. Matsumoto reinforced what WZ teaches during seminars. Eye movement shows mental searching. An individual may look to one side to create and a different side to recall. Whether it’s visual or auditory recollection, both should be taken into consideration. Dr. Matsumoto shared that out of 24 studies conducted on eye movement, 23 of them support there is no specific eye movement which indicates a lie. This is one reason why establishing a behavioral norm for each individual we talk to is so important. Also, liars are well aware eye movement analyzing exists and will intentionally make more of an effort to look people in the eye when they lie. Neurolinguistics is one of the tools used to establish a behavioral norm. Remember no single behavior symptom is always indicative of truth or deception. We know there is no one way to detect all lies all the time (hence why marriage exists). And if it were, accuracy rates would be much better.

Interview techniques based on rapport building have been proven to be the most effective in eliciting truthful information. Rapport, trust and safety allow individuals to tell their story. As interviewers, we want the entire story from the people we are interviewing. Creating these relationships requires us to read people well and gain insight about personality, motivation and intentions.

Interpretation of emotions and non-verbal behavior are foundational skills to interviewing and surveillance. They allow us to evaluate credibility when receiving information. What is a person telling a lie focused on? They focus on the words coming out of their mouths. Behavior leakage happens when they are focused on words, and become less focused on their own behavior. Leakage occurs in multiple channels including facial expressions, gestures, verbal style and verbal content. Facial expressions of emotions are universal. Emotions prepare people for behavior and are immediate, automatic, unconscious and involuntary. Understanding Microexpressions does not substitute your current skill set. This is another tool in your toolbox for interpreting non-verbal behavior.

We did one last group exercise. A face was put up on the screen with no expression. After several seconds, a flash came up on the screen for a fraction of a second of the same person exhibiting a facial expression, but quickly returned to the expressionless face. The class had to decide if the emotion in the brief facial expression displayed was anger, contempt, disgust, fear, joy, sadness or surprise. How well would you do? For more information on how to sharpen your skills in Microexpressions visit www.humintell.com.
That’s a Good Question
Chris Cassidy, CFI

During an interrogation recently I was faced with a suspect who rejected all of the rationalizations I had offered him. The investigation concerned a Grain Marketing scam. No matter what I tried the suspect resisted and continued to shake his head saying “No”. Naturally curious as to why I was not making the connection, I asked him why he did not want to speak with me.

“It’s not that I don’t want to speak with you. It’s just that you are asking me things I don’t want to talk about.”

I didn’t think I’d ever heard that before. So I asked, “What do YOU want to talk about?”

“You haven’t asked me how I did it.” I replied that I already knew how he had committed the crime. But I needed to know how he arrived at his decision to act, so I asked, “What made you think of this?”

The suspect replied, “That’s a good question. I didn’t really think of it. I just stumbled onto it. I thought about it for a while and then practiced a few transactions on paper with fictitious clients to see what the possible outcomes could be. When I was satisfied with the tests I conducted, I put the plan into motion with real clients. Getting people lined up for future transactions is really just as simple as a Ponzi scheme.”

I noted that with this suspect I needed to ask more questions of a human nature versus the mechanics of the crime. So I asked questions more about the effect it had on him and the victims:

- How do you think this impacted the businesses and livelihoods of the others involved?
- How did this impact you?
- How did you decide which clients to target?
- Which clients complained to you?
- Who did you share your scheme with?
- How often were you worried that this was going to fall apart?

There were others, but these set the foundation for a true dialogue with the suspect about his crime. During the interrogation, the responses led to questions about mechanics and methodology. These are details we typically want so that we can use them as evidence and finalize the investigation.

Later I thought about how many times I asked questions like these, but in different ways. Did you think you would get caught?

Were you concerned you would be seen? Who did you tell? What do you think should happen to a person who does these things? What did you do with the money? The list can go on, but most of the time we ask these questions automatically.

As we have learned and become accustomed to, interrogation preparation includes knowing your “audience”. In addition to who they are, consider “what” they are and sometimes vice versa. Your interrogation style with a warehouse person is going to be different than your style with a cashier or a business unit manager. Consider using social media and news articles prior to the interrogation. Another option is to visit the suspect prior to the interrogation. It may not be unusual to encounter them at work or on a job site so take advantage of your environment as well as theirs. Just do not make it too obvious that you are ‘sizing them up’.

LPC Certification Savings Just for CFIs

You’ve established you want to be the BEST in your industry – you earned your CFI. Continue your journey of education by adding the LPCertified (LPC) credential to your resume.

The LPC course from the Loss Prevention Foundation covers everything you need to be a well-rounded, loss prevention business professional.

You’ve got the interviewing down – now tackle the other side of the business with the LPC and maximize your career potential.

Join 500+ other LP professionals currently enrolled and learn valuable material that you can use in your current position.

Take advantage of 15% off LPC certification in the next 30 days – ending January 15. With these savings the LPC course costs you $675.00.

Click [here](#) for more information or sign up [here](#) using this code: **CFIandLPC001. All promotions are a one-time discount and cannot be transferred to existing or future registrations. No refunds.**
Rationalization of the Quarter

Group: Family

Rationalization: Taking care of a sick relative

State It: Sometimes, people make the wrong decision for the right reason.

Story It: I recently had a conversation with a guy who was just trying to take care of someone close to him. An investigation had been completed and it clearly showed that this man was responsible for removing supplies from his job. He worked for a company that partnered with the government and their contract dealt with electronics. I’m sure it’s not hard to imagine how all the electronic components they made would be closely counted, regulated and tracked because they were for government agencies.

During my conversation with him, he admitted taking the electronics, but really wanted me to understand why. He told me that his brother had become very ill, was out of work and the family was struggling to stay afloat. The news was getting worse and it appeared that his insurance was going to limit their coverage. Well, after hearing this news, the guy did what anyone would do. He thought about ways he could help his brother. After debating for a couple weeks he made the decision to take a few small components and sell them on line. He gave the money to his brother, and it really helped them.

After he didn’t hear anyone asking questions about the missing components he took a couple more and pretty soon he had made some substantial money from selling them on line. He gave all of that money to his brother, and it really made an impact on his life. The unfortunate misunderstanding that this guy had was that because no one was saying anything, no one knew anything. In actuality, no one had said anything to him because he was under investigation. That investigation clearly showed what he was taking, how he was taking things, and what he was doing with them. What that investigation didn’t show us was the terrible circumstances his family was in. Once we were able to determine that he was only doing these things because life pushed his family into a corner, the company was able to make a much more informed decision.

Moral It: I think that this type of situation is something everyone can understand. This wasn’t someone taking stuff for himself. He was trying to help a family member. This wasn’t done out of greed, it was done out of love.

Link It: That is why people like me sit down with folks after an investigation is completed. We can then understand why they did things that are totally out of character for them and start the process of making things right.

A Simple Psychology Experiment Called The Hawthorne Effect & How It Relates To Loss Prevention
Submitted by Nicole Accardi, CFI

The Hawthorne Experiment was conducted on factory workers between 1924 and 1932.

The entire experiment resulted in one conclusion: there is an “observer effect.” People’s workplace efficiency, performance and productivity were influenced. They modified their behavior when they knew there was increased attention on them. In other words, they modified their behavior when they knew that they were being studied or watched. It is unclear whether their efficiency increased because they were honored to be selected to participate in a study or because they knew they were under scrutiny. Regardless, the Hawthorne Effect has been studied because it is known as a workplace efficiency phenomenon. This relates to Loss Prevention because we are “Big Brother” in a company. We manage the tools and resources that modify behavior. The Tip line (Hotline), CCTV and trained managers and associates are tools that, if utilized properly and effectively, can modify both customer and associate behavior. Hence, there are unquantifiable benefits to a well trained staff, tools, and resources, including CCTV. This can limit an Investigator’s workload as the preventable measures reduce the opportunity for theft. This allows the Investigator to spend time investigating training issues or developing inter and intra departmental LP training. The sky is the limit with all of the “free” time an Investigator will have...

CFIs Promoted in Unbelievable Numbers in 2011

The CFI designation is being recognized as a premier group. In the first 11 months of 2011, we had 51 CFIs promoted to Vice President or Director level positions. Many others were promoted throughout the year as well. Congratulations to all the CFIs that are moving through the ranks, and may more of you be recognized in 2012!
Which ever type of activity hits your business it will most likely impact it immediately and potentially for some time to come.

The impact to your business may come in the form of an immediate fear from your customers accompanied by a prolonged period of fear for your customer base. Additionally, your company name and product line may suffer as well.

But the purpose of this article is not to engage in politics or to tell companies what they should do in the event they are MOBBED, ROBBED, or OCCUPIED. The purpose is to relay to you how retailers, private sector companies and law enforcement in one small corner of the U.S. worked together in an effort to look at the activities of some who may not have our companies’ best interests at heart.

The whole process started this past August. It appeared to some of us in the Milwaukee Area Retail Crime Investigators (MARCI) network that “flash mob/robs” were a phenomena that appeared to be increasing in incidence and could possibly become the M.O. of Organized Retail Crime groups (ORCs).

We saw that mob/rob activities had occurred coast to coast and even right here in South Eastern Wisconsin. Okay, so what does South Eastern Wisconsin have to do with the rest of the country – the answer is I don’t know for sure. I can say though I firmly believe the approach and process we undertook can very easily be applied anywhere.

Here’s what we did.

Our first step was a simple email to several members of the MARCI group asking if we as an informal networking and information-sharing group had any authority or responsibility to publish to our members a list of “Best Practices” in the event of a flash mob/rob or similar event in one of their stores or companies.

After some extensive discussions we agreed that within MARCI we should step up to the plate with a list of well researched “Best Practices”. But above all we had to emphasize that every MARCI retailer, company, and/or law enforcement agency must abide by their organizational policies and directives. We also had to be sure that it was understood whatever we published as MARCI were suggestions and not directives.

Based on the information we found, it was agreed that mobs, robs and occupies come in three distinct phases: Pre-Event; actions that occur or can be done prior to an actual attack/event; Trans-Event; actions that occur during the attack/event itself; and Post-Event; those actions to take after the attack/event has occurred. We then took each of those three phases and identified some suggested actions for each.

For example: in the Pre-Event phase we identified such things as developing internal policies, training staff, liaison with law enforcement and related security agencies, monitor social networking, identifying signs and behaviors that might indicate an attack/event may occur, ensure camera systems or operating at optimum capabilities,… .

During the Trans-Event some of the suggested actions we identified were: SAFETY, compliance with company policies, use of customer service techniques, instructions to associates and customers, observe and report and be sure to keep law enforcement updated and informed, detain subjects within company policies, note targeted merchandise, identify modes of transportation and direction of travel… .

The Post-Event suggested list contained actions such as: check the status of all associates and customers and summon medical assistance as needed, protect the affected area of the store as a crime scene, inventory the affected area, prepare video copies, follow company policies in the event of media requests, interview detained person(s), inspect facility for damage, inspect immediate area outside of the facility for dropped merchandise or damage,
assist law enforcement as requested within company guidelines, notify corporate hierarchy as directed in policy, notify fellow MARCI members as soon as possible, and prepare your report... .

Having prepared a draft of the “Best Practices” we held another meeting for the MARCI group during which members of the local police department provided a presentation to group.

At this point we believed all of the pieces were in one place. We then coupled the draft “Best Practices” with the police department’s presentation and input from individual MARCI members into a single Power Point presentation which was provided to all MARCI members.

This entire process is a living one. Constant efforts should be made to open and maintain communications and networking. We in MARCI continue that effort through monthly meetings, emails, phone calls and information sharing.

At the time this article was prepared for the Insider, we in MARCI believe we are prepared to alert each other and law enforcement in the event one of us is MOBBED, ROBBED, or OCCUPIED.

---

Protecting our Assets
By Rhett Asher

After more than one year in my current role at Food Marketing Institute (FMI), I’m reminded every day how there is no longer a clear divide between food and non-food when it comes to issues within asset protection, technology or even the supply chain. The business needs of our retailing industry go well beyond the confines of definitions, and I’m motivated by our food retail members to construct and offer engagement opportunities across the aforementioned roles, including safety; risk management; crisis management; loss prevention; and food defense. In light of the challenges among these issues, one of my immediate goals is to reignite programs and build participation at FMI.

FMI represents more than 1,500 retailer and wholesaler members, or about 75 percent of the supermarkets in the U.S., and for these food retailers, the protection of people, property and brand reputation is about focusing on operational efficiencies, internal processes, partnerships and the mitigation of overall risk to an organization. Connections are crucial, and since food retailers play a critical role in our nation’s crisis management plan, we need to bridge the gaps between retailers and their local, state and federal agencies and bring awareness to the role of these retail professionals.

For food retailers, asset protection has moved beyond the common shoplifter to defense against intentional tampering across a wide range of critical control points: Cargo, cyber, mobile-point-of-sale security, data analytics, effective C-level communications, OSHA, workplace violence, pharmacy to fuel fraud. At future FMI events, such as the Asset Protection Conference in March 2012, our committees are working to ensure that the educational value is twice that of other industry shows, so 2012’s conference will feature a series of professional development workshops lead by collaborating partner organizations, like W-Z (Wayne Hoover, CFI) and Dr. Matsumoto (CFI Advisory Board member), in order to drill down on these business system issues. We’ll reinvigorate the conversation around technology research projects, and in 2012, we’ll bridge this work on technology with asset protection and risk management at other FMI educational events.

We are a competitive industry, but we leverage this energy to ensure the food supply is safe, efficient and delivers on customer satisfaction. Our businesses and our supply chain is a fluid and value-driven process that is not bound by a strict methodology and retailers continue to remain nimble during critical times.

Our roles are challenging and ever-changing, and like my FMI peer groups of which many are CFIs, I’m enjoying the ride.

Rhett Asher can be reached at rasher@fmi.org.
CFIs in the Media
Amber Virgillo mentions CFIs in her article found in the e-newsletter for Loss Prevention Magazine titled: If You're Reading This: You're a Liar - December 1, 2011.

Loss Prevention Blog
Steven May, CFI, CEO/President of LP Innovations was quoted in Loss prevention lessons learned and what to expect in 2012 on 12/6/11.

Michael Hofstetter, CFI, National Manager wrote Focusing on Associate Relationships this Holiday Season on 10/26/11.

Hoda Ilyavi, CFI, Director of Field Services wrote What is the #1 skill for a successful Loss Prevention Career? On 9/20/11.

John Fice, CFI, Chief Operating Officer wrote The importance of food safety for a retail loss prevention department on 8/23/11.

Steven May, CFI, CEO/President of LP Innovations wrote “Active Shooter” – Words Create Perception on 8/16/11.

Tim Casey, CFI, Director of Corporate Services wrote The Ultimate Shrink Test: Shrink Dollars versus Shrink Percentage on 7/19/11.

Michael Hofstetter, CFI, National Client Services Manager wrote New isn’t always better for improving your shrink results on 7/12/11.

Shannon C. Hill, CFI, National Client Services Manager posted How much should you be spending on Background Screening? On 7/6/11.

Kevin Griggs, CFI, Account Executive Building a Successful Whistleblower Hotline Program – Part Two on 7/16/11.

William Angiolillo, CFI- Director of Client Services posted Self Auditing: Let Them Inspect what You Expect on 5/31/11.

Hoda Ilyavi, CFI, Director of Field Operations wrote A Gun, Some Cash and a Robbery Experience all too common on 5/24/11.

John Fice, CFI, COO of LP Innovations Workplace Harassment Investigation 101 for LP Professional on 5/10/11.

Steven May, CFI, CEO of LP Innovations wrote SHRINK REDUCTION = COST OR RETAIL $ TO MY BOTTOM LINE? On 5/3/11.

Michael Hofstetter, CFI, National Client Services Manager posted Showing True Value in your Loss Prevention Initiatives on 4/5/11.

Shannon C. Hill, CFI, National Client Services Manager posted The Synergies between Operational and Loss Prevention Training on 3/29/11.

Tim Casey, CFI, Director of Corporate Services wrote Establish a Return on Investment with a Future Loss Indicator on 3/15/11.

William Angiolillo, CFI, Director of Client Services posted Building Successful Business Relationships on 3/1/11.

Loss Prevention Magazine: November – December Issue
Dan Doyle, CFI was mentioned in the Publisher's Letter: A Year in Review on Pg. 6.
Chris Batson, CFI, Nicole Accardi, CFI, Mike Kennan, CFI, and Walter Palmer, CFI was mentioned in Looking Back on 10 Years of LP Magazine. Pg 12-13.
David E. Zulawski, CFI, CFE and Shane Sturman, CFI, CPP wrote an article: Did You Do It? Pg. 14.
Michael Draper, CFI from JCPenney was mentioned in LAAORCA: Taking a Bite Out of Organized Retail Crime by Adam Paul. Pg. 21.
Mike Marquis, CFI Assistant Vice President of Loss Prevention with TJX Companies wrote an article titled: Corporate Greed Versus Giving Back. Pg. 56.
Jen Drake, CFI and Paul Paglia, CFI wrote a review on i3 international: Beyond Shrink – From LP Practitioner to Integrated Business Professional on Pg 57.
Rob Wynn, CFI was in a photograph within the Weis Markets Awards LPQ and LPC Scholarship article.
Chris McCray, CFI LPC, LPQ was mentioned in Weis Markets Awards LPQ and LPC Scholarship Pg. 62.
Melissa Mitchell, CFI was mentioned in What’s in Your Gift Bag? on Pg. 66.

Loss Prevention Magazine: September-October Issue
Kathleen Smith, CFI, Kevin Valentine, CFI, Dave Zulawski, CFI and Doug Wicklander, CFI were mentioned in the LP Magazine of Looking back on 10 years of LP Magazine. Pg. 18.
James Carr, CFI Director of International Loss Prevention from Rent-A-Center was quoted in an article: The Impact of Loss Prevention on Page 22 and also wrote a column: Rethinking Just How Vulnerable We All Are When in Public on Pg 40.
Melissa Mitchell, CFI, Director of LP & Inventory Control from Lifeway Christian Stores was quoted in an article: The Impact of Loss Prevention on Page 24 and also wrote a column: New Respect for Our Soldiers Risking Their Lives Serving our Country on Pg 34.
Mike Marquis, CFI wrote an article: Are You Cautious or a Risk Taker? Pg 52.

Continued...
Tis the Season...

Submitted by Nicole Accardi, CFI

The holidays are upon us and this is the busiest time of the year for most retailers. The good news is that foot traffic is increasing so stores need associates to convert the browsers into customers. The bad news is that many stores rely on mass seasonal hiring. Seasonal may mean Black Friday weekend or it may mean through December and into January. It always means that the associate is aware that this is a temporary assignment. Many times these associates have been hired to work part time for a specified period of time (seasonal) and are either unsupervised or minimally supervised as managers are busy assisting customers and running the sales floor. Seasonal associates tend to be in high school or college (in their early 20's) and have access to all of the merchandise on the sales floor and stock room. Sometimes they are trained as cashiers and have access to cash, credit cards, gift cards, etc.

For an investigator, this can be a busy time of the year. They will have to run exception reports and hope for hotline calls to identify a lead. Even seasonal associates rarely steal in view of an overt CCTV camera. If there are no leads and nothing is “popping” from a report, they are then forced to utilize “old school” but effective techniques to identify dishonesty. They can utilize the WZ Employee Information Sheet. WZ describes it as a data sheet designed to assist the investigator in having an overview of the employees that are to be questioned during the investigation. The investigator should put a check mark after the employee’s name in each category that applies to that employee. The more check marks there are could mean a higher propensity to steal. If there is a specific theft that is being investigated, the check marks may assist in narrowing the scope. The actual interview is the arrow that should hit the bull’s eye. Depending on the information and/or the company culture either a general loss or selective interview would gain the admission.

What Does Your E-Signature Look Like?

Chad Borstein, CFI
Regional LP Investigator
Lowe’s Corporation

D & D Daily:

Andy Buchanan, Associate VP Asset Protection for Mark’s Work Wearhouse wrote in the D & D Daily on November 18, 2011 about ORC in Canada is a Plague We Can Mitigate - Learning From Our US Peers

John Drake, CFI Director of Resource Protection for West 49 Inc. wrote in the D & D Daily on November 4, 2011 about Environmental Programs.


Tracey French, CFI Director of Loss Prevention for Limited Brands wrote a column in the Global Leadership section of the D & D Daily - October 5, 2011.

Mark McClain, CFI from Wal-Mart was seen in the D & D Daily writing an article titled Do Annual Surveys Tell the Whole Story?

Eric Pidgeon, CFI had a thought challenge in the D & D Daily September 2, 2011: Do you ever get that butterfly feeling before interviewing an associate for a company loss? Of course, we all do! That’s the natural feeling that relates us to everyone else in the world. It doesn’t matter how many interviews we have conducted in our career. Not matter how skilled you are, preparation in key. Each interview is as important as the first one you conduct. A curious mind, a simple rationalization, and most importantly - confidence in YOU will lead to a successful interview.

Articles:

Dave Zulawski, CFI and Shane Sturman, CFI wrote The History of Interrogation According to W-Z: The Future

Robert LaCommare, CFI Associate Vice President for Tween Brands wrote Growing like a Tweenager in Security Magazine.


Tim Casey, CFI from LP Innovations wrote an article in the LPI Blog about MOS: Marked out of Stock or Missing out of Shrink? on October 11, 2011.

Ohio Grocers Association LP Conference (October 2011)

Karl Langhorst, CFI presented on Today’s Loss Prevention: Reducing Shrink and Driving Sales

John Slutz, CFI presented on The LP Professional - Combining Compliance, Safety and Loss Prevention

Joe Nay, CFI presented on Investigating and Interviewing in the Workplace
CFI Committees (Recognized and Volunteers Needed)

Below is the list of people that have been active participants in the CFI designation for 2011 and heading into 2012. Without them, the designation would be nothing more than a list of letters after your name. We are always looking for more CFIs to become active participants to join these committees and new ones that we are setting up. A member of the committee receives 4 Continuing Education Credits towards their own recertification per year as an active member of a committee. Here is a breakdown on the committees and the new ones we are setting up.

Continuing Education Committee: Members of this committee are responsible for reviewing the submitted paperwork of CFIs that have been selected for the random audit. Usually only one or two audits per year are required when on this committee. The Committee is led by Jack Ternan with co-chairs being Mike Hannon, Chance Bowlin, and Chris Lutgen.

Group 1
Mike Hannon
Joshua Anderson
Roderick Cabrera
Bill Dietzen
Michael Hofstetter
Paul Jeeckel
Matthew Morgan
Steve Schwartz
Bill Suthard
Elena Welsh
Jane Woodland

Staples
Sportsman’s Warehouse
Tillys
Auto Zone
LP Innovations
Auto Zone
Goodwill of SE Wisconsin & Metro Chicago
Kohls
Barnes & Noble
Nike
JP Morgan Chase

Group 2
Chris Lutgen
Jeremy Bailey
James Carr
Dan DiMatteo
Reggie Holliday
Richard Portman
Dave Shugan
Kevin Thomas
Charles Werner

LP Innovations
Hibbett Sporting Goods
Rent-A-Center
Portland Police Bureau
Nike
Abbott Laboratories
Carters Inc.
Columbia Sportswear
Nordstrom’s

Group 3
Chance Bowlin
Michael Berry
Raymond Cotton
Garth Gasse
Scott Martyka
Benjamin Robeano
Everett Stein
Shauna Vistand
Dale Werner

Petco
Walt Disney World
Facebook
Toys R Us
Petsmart
Big Lots
Tractor Supply Co.
Sanford Health
Big Lots

Group 4
Jack Ternan
Jodie Murphy
David Dehner
Robert Hernandez
Shane Jennings
David Miglin
Karen Sandoval
Jon Stokes
William Wells
Lansing Williams

Tuesday Morning Inc.
Gap Inc.
Big Lots
Lapsed
Music and Arts Center
Big Lots
Ueltzen & Co.
Fresh & Easy
Neighborhood Markets
Rite Aid
Big Lots

Northeast Chapter Committee: This committee is providing opportunities for other CFIs to continue their education and share ideas as a group. The Northeast Chapter is led by Chris Batson, Chairman, with Steve Pulombo, Nate Prusi, and Neil Parke as the executive committee.

Northeast CFI Chapter
Aiana Parry
Alfredo Guilfuchi
Andre Stevens
Bill Angiolillo
Charles Cherry
Christopher Batson
Dan Martinez
David Dehner
David Kinkeade
David Lu
David Peihter
Deana McLees
Elisha Toye
Eric Means
Frank Honey
Jason Adams

Six Flags
The Timberland Company
Northampton District Attorney
LP Innovations
Ann Taylor
Gap (Chairman)
Six Flags
Big Lots
Hat World
Apple
Big Lots
Ann Taylor
Kohl’s
Armani Exchange
Gap
Gap Inc.
NEW-Midwest Chapter Committee: Now that we have had one chapter become active over the last year, we are ready to start a second one in the Midwest. A third Chapter is being considered for the west or possibly the south. We will be sending out follow up emails updating everyone of the progress as well.

Website Committee: We would like to have members that would like to be monitoring the blogs and comments. This committee will be active on the website in 2012.

Website Committee
- David Ryack, Home Depot
- Elena Mencos, Ulta
- Kevin Thomas, Columbia Sportswear
- Mathew Nickson, Braekey Energy
- Michael Peters, Rite Aid
- Robert Figueroa, Ratner Company

CFInsider Newsletter Committee: This group brings you this publication that is sent out quarterly. There is no need to be a writer as we will edit anything and everything (if needed). Also non-writers can help collect interesting tidbits that other CFIs will find useful, or links of interest, etc. The editors for the CFInsider are Stefanie Hoover, Cary Jones and Joe Nay, as they have been since 2005 when we first started the newsletter.

CFInsider Committee
- Nicole Accardi, J Crew
- Stephen Bain, Bain & Barkley
- Dennis Braman, Auto Zone
- Christopher Cassidy, Southern States Cooperative
- Jared Costa, J Crew
- Joe Davis, T-Mobile
- David Dehner, Big Lots
- Jennifer DiCarlo, Wal-mart Canada
- Christopher Dmytriw, Walgreens
- Robert Figueroa, Ratner Company
- Christopher Goebel, Blain Supply, Inc.
- Michelle Hamlin, Wal-Mart
- Stefanie Hoover, Marshalls (Editor)
- Shane Jennings, Music & Arts Centers Inc.
- Paul Joeckel, Auto Zone
- Cary Jones, Eye Care Centers of America (Editor)
- Thomas Jones, JCPenney
- Jim Kelley, Wal-Mart
- Kevin Larson, Kroger
- Rema Magagna, Picano & Partners
- James McLemore, Bealls Department Stores
- Matthew Morgan, Goodwill of SEWI & Metro Chicago
- Jodi Murphy, Gap
- Joseph Nay, Heinen’s Inc. (Editor)
- Adrian Nowalk, Radio Shack
- Benjamin Robeano, Big Lots
- Byron Smith, Conn’s
- Everett Stein, Tractor Supply Company
- Daniel Taylor, Panera LLC
- Jack Ternan, Tuesday Morning Inc.
- Donald Ward, TJX
- Lansing Williams, Big Lots
- Jeff Zulk, Aramark Uniform Services

Membership Committee: Members of this committee will meet via teleconference with the Advisory Board Members (Melissa Mitchell, Mike Marquis, and Doug Wicklander) to discuss ways to expand the CFI designation. If you are interested, please contact Wayne Hoover. Again, a committee that will become
active in 2012. Tom Stein, CFI, from Ollie’s Bargain Outlet is already a member.

**Ethics Committee:** This committee is in charge of reviewing CFIs that have been reported to the Board for conduct unbecoming of a CFI.

**Ethics Committee**
- Alan Tague: Gander Mountain
- Dan Doyle: Beall’s Department Stores
- David Zulawski: Wicklander-Zulawski & Associates

**Rationalization Committee:** This group provides useful rationalizations THEMES for others to use in their interrogations. The new website will have the rationalizations broken down by type of interrogation for the end user to put into use right away. The committee is chaired by Randy Tennison. A member is required to submit 6 rationalizations per year in the proper format to be considered active.

**Rationalization Committee**
- Joshua Anderson: Sportsman’s Warehouse
- Katie Ayala: Asset Protection Associates
- Christopher Batson: Gap
- Dennis Braman: Auto Zone
- Christopher Cassidy: Southern States Cooperative
- Joe Dolio: Dollar General
- Jennifer Drake: West 40 Inc.
- Michael Ferlottie: Harris-Teeter
- Robert Figueroa: Ratner Company
- R. Gittings: Sears Holdings
- Kevin Krotenberg: Auto Zone
- Robert LaCommare: Petsmart
- Thomas McGreal: Tween Brands, Inc.
- Andie Millaway: Cook County State’s Attorney’s Office
- Paul Joeckel: PetSmart
- Kevin Krotenberg: Advance Auto
- Robert Figueroa: Shopko Stores Operating Co., LLC
- Paul Joeckel: Walt Disney World
- Kevin Krotenberg: Sanford Health
- Robert LaCommare: Nike

Did You Know?
In addition to the CFI Coin, we have received requests for numerous CFI items. While several are under development, including a new logo for shirts, we do have 58 commemorative CFI leather bound folders available. The cost is $30.00 plus shipping. Please click HERE to order yours today!

**CFI Shirts**
Many requests have been made to provide our CFIs with ways to order CFI apparel. While we are not in the retail business we did want to try and accommodate the many requests. We are offering two options for an order that we will make on March 1st, 2012, so any orders will need to be in by February 29, 2012. This will include the cost of the shirt, the embroidered CFI logo, as well as our shipping and handling from the WZ office. Due to us not being a retailer, there will be no returns or exchanges accepted, so please make sure you order the correct size for yourself. We look forward to seeing all the CFIs proudly displaying their new CFI wear! Please visit the website for ordering instructions.

**Charities**
There are a lot of charities out there asking for our support right now, I think we all agree giving back to those less fortunate is a valued service that should be recognized. Please email Jen Ziegler the charity you are involved in with the link and brief description and we will make sure to list it on the Charity Page on the www.jaCFI.com website. Thank you to all the CFIs that are “Giving Back!”

**Are Your Carrying Yours?**
None
CFIs On the Move!
September - November 2011

Information was generously provided by:

CFIs On the Move!
September - November 2011

Mark Miller, CFI was appointed Fraud Prevention Supervisor at Apple Inc.
Justin Neese, CFI is now Physical Security Coordinator at Kohl’s Department Stores.
Robert Pennucci, CFI was promoted to Associate Vice President of Loss Prevention with Victoria Secret.
Leroy Quarles, CFI was promoted to Divisional Vice President of Loss Prevention for Helzberg Jewelers.
Mark Reaves, CFI was promoted to Director of Loss Prevention for Rent-A-Center.
Julie Shamp, CFI was promoted to Director of Loss Prevention for Helzberg Jewelers.
Nick Shinsky, CFI was promoted to Division Director Loss Prevention for the Mid-Western Division for Sherwin-Williams.
Tammy Smith, CFI was promoted to Senior Manager of Loss Prevention at Blockbuster.
Russ Swanson, CFI was appointed to Regional Manager of Loss Prevention for Eye Care Centers of America.
Jon Stokes, CFI, CPP is now Commander - California Wing at Civil Air Patrol.
Kimberley Tassitano, CFI is now Regional Loss Prevention Manager at GNC.
Scott Tranum, CFI was named Director Supply Chain Asset Protection for Ralph Lauren Corporation.
Vince Williams, CFI was appointed Regional Investigations Manager at Newgistics.
Rob Wynn, CFI, CFE was named Regional Director of Loss Prevention for Weis Markets.

Marty Andrews, CFI has been promoted to Corporate Loss Prevention Manager for Vans US/Mexico/Canada.
Anthony Antonelli, CFI was promoted to Director of Loss Prevention for Gap Outlet.
Ryan Bauss, CFI was promoted to Corporate Asset Protection Operations Manager at Harris Teeter.
Jennifer Bennett, CFI was named Senior Manager Supply Chain Asset Protection for Ralph Lauren Corporation.
James Carr, CFI was promoted to Director of International Loss prevention for Rent-A-Center.
Christopher Coffey, CFI was promoted to Senior Manager, Asset Protection at Saks Fifth Avenue.
Damaris Colon, CFI was named Area Loss Prevention Manager for Limited Brands.
Johnny Custer, CFI has been promoted to Director of Field Operations and Data Analysis for Merchant Analytic Solutions.
Randy Delaney, CFI, a member of the CFI Advisory Board was promoted to Chief Human Resources Officer for Beall’s Department Stores.
Bryan Gittings, CFI was named Director of Loss Prevention for Big 5 Sporting Goods.
Kevin Gollner, CFI was promoted to Asset Protection Director for Southeast/ Puerto Rico Advance Auto Parts.
Dawn Johnston, CFI was appointed to Asset Protection Manager at Home Depot.
Jay Kelly, CFI was named District Investigator at TJX.
Robert LaComare, CFI was promoted to Associate Vice President of Loss prevention at Tween Brands for Justice and Brothers.
Kevin Larson, CFI has been named Corporate Training and Investigations Manager for Kroger.
Wilbur Lock, CFI was named District Loss Prevention Manager at Winn Dixie.
Debbie Maples, CFI was promoted Vice President of Loss Prevention, International Stores, Global Supply chain, Investigations and Corporate Security for Gap Inc.
Recertification: Certificates
The timing of the recertification process is a question that has been asked numerous times. We thought we would take a moment to clarify some questions that have been asked. When you send in your money and recertification paperwork early, that doesn’t mean you will receive your new certificate immediately. All certificates are processed together, immediately after your recertification month ends. This is because we do a random audit of all that recertified so they all need to be done at the same time. After the individuals to be audited have been selected, we then send out the new certificates for those that were up for recertification in that month.

Recertification: Options
During tough economic times when travel and training budgets are limited for you and your staff, obtaining Continuing Education Credits may seem difficult, but there are other options available. One of the best ways to get those credits for your recertification and provide additional training for you and your staff is the use of a webinar. On-line, interactive training webinars with live instructors are a great resource to enhance your and your team’s interviewing skills. To learn more about interviewing webinars, click here.

A directory providing details of computer forensics courses offered by academic institutions worldwide is now online.
Continuing Education Options

2012 Conferences

*February 16
Los Angeles Area Organized Retail Crimes Association (LAAORCA)

*February 19-21
American Society of Industrial Security (ASIS) Middle East Conference

*March 11-14
Food Marketing Institute (FMI) Loss Prevention Conference

*March 24-27
Association of Certified Fraud Examiners (ACFE) European Fraud Conference

April 15-17
American Society of Industrial Security (ASIS) European Conference

*April 16-21
International Law Enforcement Educators and Trainers Association (ILEETA) Conference

*April 22-25
Retail Industry Leaders Association (RILA) Loss Prevention Conference

*June 17-22
Association of Certified Fraud Examiners (ACFE) Fraud Conference

*June 20-22
National Retail Federation (NRF) Loss Prevention Conference

September 10-13
American Society of Industrial Security (ASIS) European Conference

*August 5-8
National Food Safety & Security Council (NFSSC) Annual Conference.

*Note: CFIs have mentioned that they will be at these conferences and/or presenting at the conferences. For networking possibilities with other CFIs, please contact Wayne Hoover for an introduction.

Organizations Represented
We have over 400 different organizations with CFIs on staff around the world. The following list comprises the NEW organizations that have individuals who have successfully achieved the CFI designation during the quarter, SEPTEMBER - NOVEMBER 2011.

To view the current list of organizations represented, visit our updated website, or click here.

Facebook
Wells Fargo
Kenyon Enterprises
Dart Drug Stores, Inc.
Mark’s Work Wearhouse
City of Albuquerque
Gymboree
Oakland County Sheriff’s Office

CFI Profile

If you would like to profile a CFI, we would love to add that to the newsletter, so other CFIs can be made aware of those out in the field. If you would like to be profiled, we have interviewers that can talk to you so we can share what you are doing with others. Please contact Wayne Hoover for details.

Quote of the Quarter

The most effective way to do it is to do it.

--Amelia Earhart, American aviation pioneer
CFIs Up for Recertification Next Quarter

Below are the individuals that are up for recertification who need to either submit their recertification form, the payment, or both. Those listed are for December 2011 - March 2012. Please visit the CFI Website then click on the CFIs Only Tab and select the Recertification tab. Send in your payment as soon as possible, so you will not be required to take the CFI examination again to maintain your CFI designation.

CFIs Recertify

We are proud to list those who have recertified. This list includes those who have submitted their paperwork from October – November 2011, to continue their CFI designation through 2014. Congratulations on maintaining your CFI.

December
Jason Adams  
Nicholas Bacon  
Scott Carroll  
Paul Chrisman  
Kerry Crapia  
Tracy Davis  
David Eastland  
Nelson Harrah  
Lawrence Hartman  
George Hines, Jr.  
Thomas Jones  
Christopher McCray  
Marc Santiago  
Brian Williams  
Kimberlee Woo

January
Justin Bowers  
Saul Castaneda  
Chris Castellani  
Melanie Covel  
William Dietzen  
Michael Draper  
Christopher Gibson  
Matthew Haughton  
Robert Hearn  
William Hill  
James Hooper  
Mary Kelly  
Celia Kettle  
Ken Kohler  
Danny Lake  
Pierre Lautischer  
Gary Moncur  
Juan Perez-Garcia  
Timothy Ruggiero  
Mike Saphos  
Chad Sellers  
Tristen Shields  
Michael Sturgill

February
Ryan Bauss  
Jason Brumm  
Elaine Buksa  
Brian Csorba  
Pasquale Gallo  
James Knaak  
Karl Langhorst  
Matt Lincoln  
Kevin Poplawski  
Jeff Robinson  
Christopher Rosson  
Patrick Smith  
Rodd Wilson

March
Cathi Ambro  
Christopher Anderson  
Suzanne Castillo  
Jim Contakos  
Jacinto Davila  
Glenn Eddleman  
Kasondra Fehr  
Justin Fielder  
Jeffrey Foster  
Sylvia Garlowich  
Jack Gehrke  
Bryan Gittings  
Dave Harben  
DeWayne Harrison  
Michael Hooper  
Joe Ochoa, Jr.  
Daniel Petrousek  
Tiawan Pinkney  
Sam Reichman  
Donald Rollings  
Marlene Salomon  
Brian Scavotto  
Tamera Schliebe  
Jacqueline Vaught

What’s On Your Business Card?

Christie Harrison, C.F.I.  
Area Loss Prevention Manager  
West Bath & Body Works  
2 Limited Parkway  
Columbus, OH 43230  
tel 517-294-0229  
fax 614-577-3189  
charrison@limitedbrands.com

Letters to the Editor

Every magazine provides an opportunity for readers to express their feelings about the content of the publication. We welcome your thoughts and comments to help us better address your issues. To write us click here.