

# What Our Members Are Saying

“Given the evolution of the loss prevention industry and increasing complexity, it always makes me feel much more comfortable when I am working with a business partner who realizes how important industry-specific training and knowledge is to our profession. IAI helps me address many of the risks inherent to our industry by providing support and guidance to my team. Seeing others who recognize this benefit from the vendor and business partner side reinforces this message in our industry.

**Christopher H. McDonald**

Senior Vice President / Loss Prevention  
Compass Group

“Investing into our team members by supporting CFI certification is a great way of demonstrating our commitment to development and growing great industry leaders!”

**Debbie Maples, CFI**

Vice President of Loss Prevention



## INTERNATIONAL ASSOCIATION of INTERVIEWERS

### WHAT IS THE INTERNATIONAL ASSOCIATION OF INTERVIEWERS (IAI)?

In December 2010, the four principals of Wicklander-Zulawski & Associates, the leader in interviewing and interrogation education and training, met for a strategic planning session about the state of the industry and future planning. During this meeting Doug Wicklander, Dave Zulawski, Shane Sturman and Wayne Hoover discussed the need for a single entity dedicated to serving the comprehensive needs of the interviewing and interrogation community. Doug, Dave, Shane and Wayne decided to be the driving force behind a new association called the International Association of Interviewers (IAI).

IAI has been met with incredible enthusiasm and interest among the interviewing and interrogation community.

Education is no stranger to the founders of Wicklander-Zulawski who have worked to develop a year-round learning experience via Webinars, online training (10 hour course availability) as well as white papers, peer-to-peer forums and alliances with major educational institutions. IAI plans to innovate and continue its educational mandate into the future.

### WHY JOIN IAI?

IAI offers valuable opportunities to grow your career, sharpen your skills and become among the elite in the interview and interrogation profession.

- Top interview and interrogation resources and publications in the quarterly CFI Insider Journal.
- Elite Training experiences with topics such as Micro-expressions, Organized Retail Crime Rings, Linguistics, False Confessions and many others.
- Networking with directors and managers from leading corporations and government agencies.
- Educational Webinars about interviewing, interrogation and investigation techniques as well as other relevant topics throughout the year.
- Certified Forensic Interviewer (CFI) continuing education credits through IAI educational programs.
- Access to the top industry professionals, including almost 250+ Vice Presidents and Directors.



## INTERVIEWERS

The International Association of Interviewers (IAI) is the only association specifically for CFI designees as well as all those dedicated to the art of interviewing and interrogation. The IAI mission is to provide educational, business and networking opportunities to interviewers from all disciplines through valuable resources such as instructive events, useful Web content, exclusive Webinars and much more. For those not yet qualified as CFI or to learn more about IAI membership and existing educational resources visit [www.certifiedinterviewer.com](http://www.certifiedinterviewer.com).

## ABOUT CERTIFIED FORENSIC INTERVIEWER CERTIFICATION (CFI)

A Certified Forensic Interviewer (CFI) is a professional with the expertise to conduct a variety of investigative interviews successfully, confidently, and efficiently.

A CFI is a professional with the expertise to conduct a variety of investigative interviews with victims, witnesses, suspects or other sources to determine the facts regarding suspicions, allegations or specific incidents in either public or private sector settings. The objective of this certification program is to create comprehensive, universally accepted professional standards combined with an objective measure of an interviewer's knowledge of those standards. Your CFI certification can sharply reduce legal exposure for you and your organization.

To find out more about becoming a CFI, visit our website: [www.certifiedinterviewer.com/CFI-Certification](http://www.certifiedinterviewer.com/CFI-Certification)

# WE ARE THE INTERNATIONAL ASSOCIATION OF INTERVIEWERS

**2,500+ IAI MEMBERS      1,800+ NUMBER OF CFIs**

Committed ◦ Professional ◦ Dedicated ◦ Certified ◦ Elite

*In the past few years...*

**100+ Promotions of CFIs to Director and Vice Presidents**

**250+ Executive level CFIs promoted**

### To find out more contact:

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INTERNATIONAL ASSOCIATION  
of INTERVIEWERS

Wicklander Zulawski supports IAI because of diverse ideas, strategies and career development.