



National Retail Federation

NRF Women in Loss Prevention Call Recap, 2/6/07

WELCOME AND INTRODUCTIONS:

Joan Manson thanked everyone for dialing in to the call and announced the 3rd anniversary of the Women in LP Caucus! With the growth of LP and subsequently the caucus, a new Director of LP for the NRF has been hired and will serve as the new liaison for the Caucus. **Angélica Rodríguez** is the new liaison. HUGE kudos to **Denise Brassé** for all of her behind-the-scenes efforts. She has every point covered all the time and she has helped this Caucus each step of the way. Sincere thanks for her help to the cause. Three years ago, only 25 members were on the inaugural call. Today we had over 50 people on the call and 342 members in of the Caucus. If you would like to send a note to Denise, showing your appreciation, you can do so @ BrasseD@nrf.com.

2007 Women in Loss Prevention Questionnaire – By now you should have all received the annual questionnaire. Please take 5 minutes after the call to complete the survey. We will tally the results on February 28th and follow up on the next call.

SUB COMMITTEE UPDATES:

Newsletter Educational Subcommittee

Jaclyn Cato, Cracker Barrel, jcato@crackerbarrel.com

The next addition of the newsletter is due out in March. Please submit any ideas for articles that you may have to Jaclyn Cato. The committee is also working on an article about the Caucus for LP Magazine – stay tuned.

Regional Meeting Subcommittee

Cindy Schultz, Walgreen, cindy.schultz@walgreens.com

The Regional Committee completed a survey regarding preferred regional meeting formats. Those that responded favored 'coffee-club' types of meetings. Responses varied widely on the frequency of the meetings – monthly/quarterly meetings seemed to weigh in heaviest in comparison to bi-annual and annual meetings.

Suggested meeting topics included: the opportunity to network and brainstorm on relevant issues for women in business including round table discussions and workshops. Also suggested were discussions to cover significant trends and cases, achieving success and overcome obstacles, new trends in loss prevention, hiring and staffing, and leadership development.

The majority of Members were open to traveling to get to meetings.

Currently we are looking for volunteers willing to host regional meetings. Please contact Cindy if you are willing to host a meeting.

Member Recruitment Subcommittee

Brittney Vachon, Saks Department Stores

brittney_vachon@saksinc.com

Membership = 342; 30% growth every 6 months

An automatic sign-up form has been created for posting on the NRF website. Once this is up and running, caucus members will be notified. The subcommittee will focus on women who are already members of the NRF Investigator's Network.

Mentor Program

Rosamaria Sostilio, SVP, Asset Protection of Saks 5th Avenue launched the Mentor Program in June 2005 has transitioned this program to Cynthia Grizzle. Cynthia is the Senior Manager of Executive Training of LP for Macy's South. She will begin the process and help match mentors and protégés.

For all of those interested in participating in the mentor program, contact:

Cynthia Grizzle, Sr. Mgr, Executive Training of LP, Macy's South

Cynthia.grizzle@macys.com

770-913-4192

Content Subcommittee

Megan Curtis, Disney Retail

The Content Subcommittee has secured a speaker for the May call on "Negotiating Conditions for Success." The Subcommittee also completed and sent out the 2007 Women in LP Questionnaire. The answers to the questionnaire will help us determine the topics and speakers for upcoming calls and the direction of the subcommittees.

Additionally, the committee is gearing up for the June NRF Loss Prevention Conference Breakfast and Round Tables, if you have any ideas for content/speakers please let us know.

For content ideas, contact:

Angélica Rodríguez, NRF

RodriguezA@nrf.com

GUEST SPEAKER INTRODUCTION AND PRESENTATION:

Sue Chadwick on "Building and Maintaining a Personal Brand"

Topics covered included:

- How she stumbled into personal branding
- Why personal branding matters
- Steps to building your own brand
- Downsides of this strategy

What is personal branding?

Personal branding is a mental picture people conjure up when your name is mentioned.

What do you think of when someone mentions...

- top amusement park? Disney
- quality coffee shop? Starbuck's

What do you think of when someone mentions Oprah, Paris, Melinda Gates?

All of these individuals have created their own brands and people conjure up certain ideas when the above names/stores are mentioned.

To create your personal brand, identify and communicate what makes you a star. Figure out a way to separate you from peers and make you a star.

Create tangible and intangible aspects to your brand

Tangible = specific and people can tie it to you, like your name

Intangible = the way people feel about you, positive feelings

Does everyone need a personal brand?

Everyone has a personal brand whether you realize it or not. If you don't develop your own, people give you one. Usually a brand that others create for you is not good.

5 easy tactics to creating a personal brand

1. Gain experience
2. Complete education and training
3. Promote yourself
4. Become an expert
5. Build relationships

Your accomplishments are the building blocks of your career brand. Plan and focus on what you want your brand to stand for. Work on areas where your brand is weak. (i.e., public speaking – speak from the heart and all will be right. If you make a mistake, usually you are the only one who knows)

Ask for new and challenging tasks to enhance your skills

1. Freelance
2. Consult
3. Volunteer for a non-profit organization

Get an education or enhance your education

Promote your brand

1. Fine line between bragging and promoting. So promote yourself.
2. Give credit and take blame. Take responsibility and respect will be gained.
3. Don't forget to promote yourself with your boss.
4. It can be as easy as writing a follow up to major tasks.

Become and expert

1. Write articles and publish them

2. Seek out conferences where you can be a speaker
3. Get quoted by offering thoughts and ideas to industry journalists.
4. Start a website and offer free articles on topics

Build relationships

- Keep your network strong with colleagues and former bosses
- Search out new networks

Downsides

- Some say that building a personal brand, individuals focus too much on themselves and not enough on the customers - *Note, by continuous practice and learning, you will improve your skills and be the best you can be in daily works with others.

Q & A Session

1. *How can I best engage an executive coach or career counsel?*
 - Be honest and define who you are. Ask for that feed back so that you can improve yourself.
2. *What are the difficulties you faced when trying to promote yourself/what did you do to start getting that out there?*
 - Put your wins down on paper. Stop and “take stock” of all that you have accomplished.
 - Prior to her annual review, Sue submitted a 3-page document to her boss showing all she and her team had accomplished the previous year. She gave credit to everyone who took part. Her boss went through this in advance of her review and was impressed/surprised/REMINDING of all that she and her team had accomplished.
3. *Any special tips on working with men?*
 - Sue took up golf so that she could play in golf tournaments. Playing golf, she was able to “cross over” and in her line of work, playing golf is a big deal.
 - Find out what those at the top of your profession are doing in their free time and start doing it. By networking with them socially, in a relaxed environment, you will reap high dividends professionally.
4. *As you began to dress and differentiate yourself, how did your female peers respond to your growth?*
 - Sue’s been fortunate and most were very supportive. Several (most younger than her) have asked her what she did to be successful. She has always wanted to help people because there were always people helping her do better. She worked with her female counterparts and subordinates and coached them/gave them tips on how to advance professionally. She is still in contact with a lot of them. Dress in the job you aspire to. Dress similar to those in positions you are seeking.

- 360 feedback provided valuable peer, subordinates and boss feedback

Resources:

You Don't Need a Title to Be a Leader: How Anyone, Anywhere, Can Make a Positive Difference by Mark Sanborn

The Brand You 50 : Or : Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion! by Tom Peters

The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand by Peter Montoya and Tim Vandehey

CONCLUSION:

- June 11-13, 2007 – NRF Loss Prevention Conference and EXPO, San Diego, CA
- Tuesday, June 12, 2007 – Women in Loss Prevention Breakfast
- Please complete the questionnaire
- Any recommendations on roundtable discussions or the breakfast, please let us know.
- Please volunteer for a subcommittee and remember to network, network, network!