



National **Retail** Federation

NRF Women in Loss Prevention Call Recap, 5/8/07

Welcome and Introductions:

Joan Manson thanked everyone for dialing in to the call and reminded everyone of the Mission Statement:

“The Women in Loss Prevention Caucus is a forum that encourages women to network and learn from each other. Our purpose is to provide opportunity for empowerment through shared learning and mentoring, to support women in reaching their career goals.”

LPInformation

- Update on www.lpinformation.com by Angelica Rodriguez – remember there are online forums and free job postings on the site.
 - o To participate in a forum or post a job, simply register on the site.

Women in LP Caucus 2006 Survey Results

- Joan Manson gave an overview of the survey results, which were sent to caucus members.
- Over 80% of participants stated that the Caucus meets their needs and several suggestions for enhancing the educational content of the calls. Thanks for taking the survey!

Guest Speaker Presentation:

Cynthia Hetherington on “Investigations Via the Net”

Topics covered included:

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

Research Methods & Resources

- Scenarios
- Google Primer
- Public Record Databases
- Private & Fee Based Sources
- Q&A with real examples

Data Mining Scenarios

- LP: Locate goods, and intellectual property, being sold through the web
- CI: Locate the future marketing plan of your competitor.
- Opp. Res: Locate tax filings online
- Assets: Locate alternative sources of income for the suspect.
- DD: Conduct due diligence quickly and cheaply.
- Crim: Trace cellphone, PO Box & elusive email.

Free Loss Prevention Tools online

- | | |
|------------------|-----------------|
| • Technorati.com | • Blogs.com |
| • Ebay.com | • Myspace.com |
| • Flickr.com | • Archive.org |
| • Alltheweb.com | • Guidestar.org |
| • Zoominfo.com | |

FEE BASED

- | | |
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| • Factiva.com | • LexisNexis.com |
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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!