



NRF Women in Loss Prevention Call Recap, 8/7/07

LP 2007 Conference Overview

Joan Manson, Container Store/Angélica Rodríguez, NRF

- Record attendance = 2,900 attendees
- Over 200 vendor partners featured on the Exhibit Hall
- Secure Store highlighting new technologies and features was a huge success
- Great participation by federal, state and local law enforcement at the NRF Fusion Center
- Women in LP Caucus Breakfast and Round Tables were very well attended and a lot of positive feedback on the networking came out from both of the events. Over 100 women attended the breakfast with strong attendance at both of the round tables.

Mentor Program

Cynthia Grizzle, Macy's

The mentor program has 28 pairs of mentors and protégés. A mentor conference call to touch base and give tips on "next steps" is coming up in mid-September. Be on the lookout for the date/time. If you would like to volunteer your time to be a mentor or would like to sign up as a protégé, contact Cynthia Grizzle at Cynthia.Grizzle@macys.com.

Regional/Content Subcommittee

Megan Curtis, Disney Retail

Volunteerism isn't there for the various subcommittees the Women in LP Council outlined a few years ago. Both the content and newsletter subcommittees need help, so please contact Angélica Rodríguez at rodrigueza@nrf.com to volunteer for these committees that are active right now. The Regional Subcommittee and Membership Subcommittees are in a holding pattern as the NRF is taking a look at the LP committee structure. If you are interested in drumming up support for a coffee-shop group, please let us know.

Guest Speaker:

Karen Kang, Positioning and Branding Expert, Karen Kang Consulting

“Positioning Your Department within your Company”

- Reposition – use interaction with IT, Finance, Operations, Marketing, etc.
- Brand LP as Smart, Strategic and Proactive (e.g. LP Pays)
- Tell the world why you're doing this & how LP benefits the company as a whole and the bottom line.
- Consistent Branding and Communications – create an LP campaign or logo and share internally
- Create a newsletter for the entire company/community
- What is the brand?
Product/Service + Strategy + External Brand Wrapping = Total Brand Package
- Raise your profile throughout the company
 - o Establish communication goals
 - o Present quarterly results
 - o Incorporate LP into HR training and materials
- Walk the Walk, Talk the Talk
 - o Act professionally, dress professionally, and do so in all communications
 - o Act strategic – at least quarterly forward interesting and strategic articles on LP to execs
 - o Benchmark LP trends in your industry versus your company
 - o Make recommendations based on analysis

Industry Update:

Doug Wicklander, an LP industry veteran, has been diagnosed as having a brain tumor and will be having surgery for its removal on Tuesday, 8/7/07. For further information regarding Doug's treatment, go to <http://www.dougversusthetumor.com> to view the website his son created to receive updates on Doug's condition. More information is also available at www.lpinformation.com.