

# Adding Depth to Your Retail Knowledge

**T**his is another in a series of interviews with working LP professionals who have earned their LPQ or LPC certifications from the Loss Prevention Foundation (LPF). Hear in their own words why they pursued certification and how it benefited their careers.

**When did you get LPC certified?**

February 2013.

**Why did you decide to pursue certification? Was there something specific that influenced your decision?**

Getting a professional certification in your chosen field is always a benefit. It helps keep you up-to-date on what is going on in loss prevention, helps with networking, and fosters an understanding that you take your professional development seriously.

**Was the course what you expected?**

I was surprised by the depth and breadth of material. Quite frankly, I was expecting to read a few paragraphs on a topic, answer a couple of questions, and that was it. The scope of the topics and the detail was quite surprising.

**Tell us more about the process of going through the courses and taking the exam.**

I found that the easiest way for me to go through the material and compile my notes was to dedicate a specific amount of time each week to read sections and take the quizzes. I generally spent the last thirty minutes of the work week to complete sections. With so much going on from a work/life balance standpoint, having a dedicated time to work on my certification worked for me.

**Looking at your own personal development, what information within the course helped you the most?**

There are certain topics that I have not delved deeply into—pharmacy and logistics, for example. And the certification process allowed for an increased understanding of those pieces of the business.

**What was the most eye-opening information that was part of the curriculum?**

**Interview with Tracy Fleming, LPC**



Tracy Fleming, LPC, is the asset protection strategy manager for Walmart based in Bentonville, Arkansas. Fleming started with Walmart in 1993, worked in operations for several years before transitioning to LP, served as regional AP manager from 2001 to 2015, and then moved to the current position. Fleming has a bachelor's in criminal justice from Anna Maria College in Paxton, Massachusetts.

There wasn't any one specific thing that was eye-opening, but the overall depth and scope of material was impressive. I was surprised by how many topics were covered and the depth at which they were covered.

**What benefits have you seen from taking the course?**

I have been able to talk to peers about the benefits of the certification. I also think there is a certain status you enjoy by having a professional, industry-recognized certification.

**If you could offer one key takeaway to someone currently considering getting certified, what would it be?**

The amount of knowledge you gain by getting the certification is well worth the time spent on the process itself.

**Do you think getting certified will help make you a better LP professional?**

I do. I think it is helpful in networking, as well as resume building. You may have a leg up on the job competition by having a professional certification that your job competitors may not have.

**Would you recommend certification to others?**

Certainly. The material is applicable, and a professional certification is a benefit in enhancing your skills at your job, as well your future career aspirations.

**Is there anything else that you would like to share regarding the learning experience?**

Dedicating specific time to go through the material, rather than rushing through to meet a deadline or putting it off, was extremely beneficial to me. I was able to absorb the material without worrying about running out of time before I took the final exam. Also, for those going through the certification process, take good notes.

**Newly Certified**

Following are individuals who recently earned their certifications.

**Recent LPC Recipients**

- Nathan Bradfield, LPC, CFI, Lowe's
- Angela Branstrom, LPC, Walgreens
- Shannon Clausen, LPC, Lowe's

Mark Conachen, LPC, Rent-A-Center  
 Justin Dietel, LPC, ShopRite  
 Kenneth Edwards, LPC, Lowe's  
 Steven Farmer, LPC, Walmart Stores  
 Craig Gassert, LPC, Lowe's  
 Brian Gross, LPC, Kmart  
 Gary Holland, LPC, Lowe's  
 Lisa Kane, LPC, Sears Holdings  
 Scott Ketelhut, LPC, New York & Company  
 Randy Lima, LPC, CFI, CFE, CORCI  
 Anthony Maddox, LPC, CFI, Hibbett Sporting Goods  
 Harold McIntyre, LPC, CFI, Bloomingdale's  
 James Perillo, III, LPC, Sears Holdings  
 Aaron Pisors, LPC, Sears Holdings  
 Joshua Power, LPC, Goodwill Industries of Seattle  
 David Rivera-Santiago, LPC  
 Brigham Roberts, LPC, Lowe's  
 Dustin Ross, LPC, Walgreens  
 James Runyon, LPC, Lowe's  
 Robert Seibel, LPC, Lowe's  
 Kevin Shaw, LPC  
 Duane Smith, LPC, Sears Holdings  
 Rocco Speziale, LPC, Sears Holdings  
 Robert Thompson, LPC, CFI, HomeGoods  
 Matthew Trader, LPC, Weis Markets  
 Paul Tucker, LPC CFI, Lowe's  
 David Valentine, LPC, Walgreens  
 Michael Young, LPC, Belk Department Stores

#### Recent LPQ Recipients

Romeo Acevedo, LPQ, Ralphs Grocery  
 Joel Atwood, LPQ, Jobworks Education and Training Systems  
 Cole Brundage, LPQ, Ferguson Enterprises  
 Christopher Coffey, LPQ, CFI, Sephora  
 David Cohen, LPQ, Jobworks Education and Training Systems  
 Abi Conlon, LPQ, Fullers, Smith & Turner  
 Des Cooney, LPQ  
 Sherry Cramer, LPQ, Levi Strauss  
 Alexa Dunn, LPQ, Banfield Pet Hospital  
 Joshua Herold, LPQ  
 Richard Ives, LPQ, Dauphin Co-op  
 Serena Kelaart, LPQ, Starbucks  
 Julian Kolarchick, LPQ, Genesco  
 Eugene Levit, LPQ, CVS Health  
 Kyle Maurer, LPQ, Sendik's Food Market  
 Jonathan McCormick, LPQ, Genesco  
 Shane Murphy, LPQ  
 Kimberly Oglesby, LPQ, Jobworks Education and Training Systems  
 Brandy Parrish, LPQ, TJX  
 Alma Rogers, LPQ, Jobworks Education and Training Systems  
 Michael Rutland, LPQ, Cubic  
 Kendrick Thomas, LPQ, US Army Criminal Investigation Command  
 Gregg Titmus, LPQ, Fullers  
 Robert Toliver, LPQ, HomeGoods  
 Marcus Toussaint, LPQ, BCE  
 Amber Waterman, LPQ, Genesco  
 Robert Young, LPQ, Federated Co-operatives  
 Dustin Yost, LPQ, Macy's ■

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 &+ \text{ Retail Experts} \\
 &= \text{ Enhanced Profits} \\
 &= \text{ Reduced Risk}
 \end{aligned}$$

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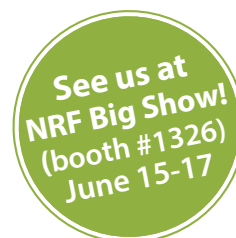
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