



News Release

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FOR IMMEDIATE RELEASE

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The Loss Prevention Foundation (LPF) Announces New Board and Academic Members

Additional members to broaden industry perspective and help support future endeavors

Matthews, NC (September 29, 2015) – The Loss Prevention Foundation (LPF) announced the selection of its newest board members to assist in governing and providing strategic direction for the Foundation at its recent board meeting.

The following individuals have accepted the nomination and have been approved by the board to serve on the Foundation's Board of Directors:

- **Lisa Labruno**, Sr. Vice President Retail Operations, Retail Industry Leaders Association (RILA)
- **Allan Watters**, Sr, Vice President Asset Protection, Sports Authority

"The Foundation continues to strive for a broad range of industry perspectives so we can serve the loss prevention/asset protection industry in an informed and comprehensive manner," said Gene Smith, LPC, president of The Loss Prevention Foundation. "These leaders have proven that they have tremendous industry vision and have clearly demonstrated their commitment to improving the loss prevention industry through supporting education."

Each of these new board members has clearly demonstrated their support for industry-specific loss prevention certification. They are personally committed to obtaining the LPC designation and each of them has a passion for improving our professional perception as an industry and feel professional certification is a critical step in achieving that goal.

"The Foundation continues to amass strong retail support for its mission – educating the loss prevention industry by providing challenging and convenient resources such as our LPQ and LPC certification programs," said Frank Johns, LPC, chairman of The Loss Prevention Foundation. "Each of these professionals brings a unique perspective as a result of their extensive expertise in loss prevention and asset protection."

The board also approved the following member to the academic committee:

- **Kevin Whiteacre, PhD** - Chair, Associate Professor - Department of Sociology and Criminal Justice - University of Indianapolis

“Kevin has clearly demonstrated his commitment to elevating our profession by his recent implementation of a loss prevention concentration. Partnering with LPF on that project clearly demonstrated his genuine support in our continued efforts to develop educational standards, industry specific curriculums and strategies to increase the level of awareness for our profession”, said LPF president, Gene Smith, LPC.

The LPF academic committee includes university representatives from across the United States and the United Kingdom and provides academic guidance to the organization. Work includes developing strategies on how the foundation can complement higher education, reviewing certification coursework content, and advising LPF staff on outreach to two and four year college students.

For a complete list of board members and academic committee members, visit our site: [LPF Board of Directors](#) and [LPF Academic Committee](#).

About The Loss Prevention Foundation:

The Loss Prevention Foundation (LPF) is a not-for-profit 501 c (6) organization founded in 2006, by industry leading professionals to serve the loss prevention /asset protection industry. An international leader in educating and certifying loss prevention and asset protection professionals, LPF is responsible for administering the industry’s only internationally sanctioned LP credentials: LPQualified (LPQ) and LPCertified (LPC). With 24/7 online educational resources and a professional membership program, the LPF is able to educate the industry like no other organization of its kind, in the world. LPF is also focused on driving more talent to the industry from colleges, universities, military and law enforcement through its Academic Retail Partnership Program and its Hire A Vet Program. For more information, visit www.losspreventionfoundation.org

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