

# Members Only! The Value of Membership in a Professional Association

In 1981 a brand called Members Only was introduced to the U.S. market by Europe Craft Imports in the form of jackets known for their epaulettes, elastic sleeves, and their signature Members Only branding under the chest pocket. Their advertising told us, “When you put it on, something happens to you.” Retailers reaped the rewards of this new hot item.

The popularity and even what some might call a cult-like success of the product focused on the idea that everyone wants to belong. Belong to what? Something! Every one of us has a membership in some group. We have memberships in families, churches, sports teams, fan clubs, and on and on. More recently we have joined online membership venues, such as Twitter, MySpace, and Facebook.

Psychologically, we all have a need to belong, and we all can benefit from belonging to the right groups. But, with so many groups that we are already in and with so many groups out there that would love to have you as a member, how do you choose?

Start by identifying value that you want to derive from a group or association and then find the group that meets your needs. There are as many reasons to join some groups as there are members. Some groups want to help you save money. Some offer exclusivity. Some help you to be with people of like attitudes. Some profess to be groups that do good. Some offer “members only” benefits.

If you Google “value of professional memberships” you will find over 5,400 separate results. Based on this, clearly there are people looking for associations, associations looking for members, and “experts” extolling the virtues of becoming a joiner. If you are a retail loss prevention professional interested in constant improvement of yourself and your peer professionals in the industry, read on.

As a loss prevention professional, supplier, student, or academic, your goal should be to join a group whose goal is to elevate the loss prevention/asset protection profession and give our profession the career recognition and professionalism that we know it deserves. One organization I strongly recommend for LP professionals is the Loss

by Jeff Levitt, LPC, CPP



Levitt is a charter member of the Loss Prevention Foundation and is currently on the LPF board of directors as a representative of the restaurant LP and security industry. He has been senior manager of asset protection for Panera Bread for eight years after holding LP leadership positions at Toys“R”Us and Target. Levitt can be reached at 314-984-2672 or via email at jeff.levitt@panerabread.com.

Prevention Foundation (LPF). It is the one international association that focuses its mission and passion to advance the retail loss prevention and asset protection profession by providing relevant, convenient, and challenging educational resources.

## Comments from LP Professionals

Following are some additional comments from industry executives about membership in the Foundation.

“I highly recommend that loss prevention professionals belong to professional associations like the LPF. It is also another item to add to your professional credentials and is a great way to support professionalizing our industry. LPF is a not-for-profit organization created by LP professionals for LP professionals. Most professions have their own industry specific organization, and it was time we created our own.” *Chris O’Leary, President, Loss Prevention Recruiters*

“Belonging to a professional organization is a great way to give back to the LP industry. I see it as supporting the efforts to elevate the industry to be a true profession. Associating with the Loss Prevention Foundation was a very personal decision, and I’m proud of my affiliation. The LPF is a no gimmicks, no games organization that is all about development of the individual. What could ever be wrong with that?” *Dan Provost, LPC, Vice President Global LP, Staples*

“Being a member of professional associations like the Loss Prevention Foundation, ASIS International, and the Association of Certified Fraud Examiners has been very rewarding in the number of high quality people I’ve met and opportunities I’ve had that I wouldn’t have otherwise connected with. All of those associations offer certifications that support and validate an individual’s willingness to learn, achieve, and educate themselves. I appreciate the experiences and hope I can contribute to each association as much in return.” *Alan Greggo, CPP, CFE, Principal, Profit RX*

## Benefits of LPF Membership

Becoming a supporting member of the LPF connects you with industry leaders and those who share your

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desire to elevate the professional status of loss prevention practitioners. Your commitment will also serve as a tangible reminder to prospective employers that you understand a strategic, long-term vision of the LP profession. Adding it to your resume sends a clear message that you are a professional and are not singularly focused on investigations and interviewing.

LPF works to eliminate the confining “security-shoplifter-apprehension” stereotype as well as to advance the profession into core business processes profiting both the business and the LP professional.

In addition to its aim of recruiting current loss prevention professionals into its ranks, LPF focuses 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.

Tangible benefits of membership in the LPF include:

- Savings of \$75 on full-course payment for the LPQ and/or LPC coursework.
- Savings of \$125 on recertification fee with consecutive three-year membership.
- Savings of 33 percent on LPF educational events as well as priority registration.
- Networking opportunities with other professionals who are committed to promoting LP as much more than investigations and apprehensions.
- Subscription to the monthly membership newsletter.

- Priority consideration on serving on LPF committees.
- Listing your membership status in your credentials.
- Access to online resources for education, careers, store, and personal assessment.

There are many professional associations that cater to the security industry. Some focus on a specific skill, such as interviewing. The experienced loss prevention professional—or aspiring professional—has choices. I believe that the Loss Prevention Foundation, with its minimal membership fee, has much to offer and deserves consideration.

They even have an LPF store where you can get branded apparel. “When you put it on, something happens to you.”

## Newly Certified

Following are individuals who recently earned their LPC and LPQ certifications.

### Recent LPC Recipients

Timothy Berry, LPC  
Joseph Bleyer, LPC, CFI, Assoc. Dir. of AP, Ralph Lauren  
Benjamin Burrows, LPC, Reg. LP Mgr, Goodwill Industries of Central Indiana  
Patrick Christen, LPC, VP Compliance & LP, Flexi Compras  
Christopher Coleman, LPC, LP Investigator, Marshalls  
James Daniel, LPC, CFI, Reg. LP Mgr, Stage Stores  
Todd Didion, LPC, Dist. LP Mgr, Walgreens  
Glenn Forrest III, LPC, Field LP Mgr, Staples  
Jimmy Gonzales, LPC, LP Mgr, Stage Stores  
Bilie Jo Gwyn, LPC, Dist. LP Mgr, Walgreens  
Eric Hebert, LPC, LP Supervisor, T.J.Maxx  
Stacy Johnston, LPC, LP Mgr, Lowe’s  
Lisa Kelleher, LPC, Services Area AP Mgr, Best Buy  
Michael Mirand, LPC, Dist. LP Mgr, Walgreens  
Matthew Nagler, LPC, Ops Supervisor, Hayneedle  
Sanford Siegel, LPC, Mgr of LP, TGI Fridays  
Jeremy Sutherburg, LPC, Dist. LP Mgr, Walgreens  
Alan Thorne, LPC, LP Mgr, Walgreens  
Jonn Trinka, LPC, Sr. Fraud Res. Coord., REI  
Elliott Webb, LPC, Dist. LP Mgr, Walgreens  
Samuel Wilkerson, LPC, Dist. LP Mgr, Walgreens

### Recent LPQ Recipients

Debbi Abood, LPQ, Mgr e-Commerce Fraud, Bed Bath & Beyond  
Troy Cilio, LPQ, LP Specialist, Publix Super Markets  
Michael Crowley, LPQ, Fraud Analyst Level II, Redbox Automated Retail  
Andrea Galvis, LPQ, LP Auditor, Publix Super Markets  
Camyle Haywood, LPQ, LP Specialist, Publix Super Markets  
Phillip Huneycutt, LPQ, Stocker, Food Lion  
Luis Lozoya, LPQ, LP Agent, Goodwill Industries International  
Rediar Mallard, LPQ, LP, Genesco  
Serafin Martinez, LPQ, Student, Texas State University, San Marcos  
Joseph Mastrangelo, LPQ  
Mike Mesa, LPQ, LP Investigator, TJX Companies  
Clint Middlebrooks, LPQ, LP Agent, Lowe’s  
Scott Morris, LPQ, Div. LP Mgr, Heartland Automotive Services  
Michael Pierpaoli, LPQ, Investigator, Macy’s Logistics and Operations  
John Rainey, LPQ, Sr. LP Investigator, Academy Sports plus Outdoors  
Randy Snyder, LPQ, LP Dir., Big 5 Sporting Goods  
Julio Suarez, LPQ, LP, HomeGoods  
William Whitaker, LPQ, U.S. Marines ■

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