

# Will Certification Benefit Solution Providers?

I recently attended the Food Marketing Institute (FMI) asset protection conference in Jacksonville, Florida, which continued to demonstrate the continued support and acceptance of professional certification for our industry. It seems like it was only a few years ago that most conference attendees came by our booth to solicit information about the benefits of the still new certifications. They were not used to the idea that they were being asked to consider allocating time to study what they had been doing for years.

Now they come by the booth and ask how to get started because they have heard about the knowledge others have gained and are applying to their positions in LP. We often hear something like, "My manager completed it and told me he learned a lot."

For the past couple of decades, many in our industry knew that a specific loss prevention certification was needed for our profession. We all knew if created properly, it would be a tremendous learning tool for many. It is clear that not just LP practitioners in North America see the benefit as evidenced by our recent announcement that we are expanding certification into India because of the overwhelming interest we have received there.

## Not Just for LP Practitioners

We are also now having solution providers approach us in record numbers wanting to know how they or their company team can earn certification. When we ask them about their motivation for certification, here is some of what we hear:

- "I never worked loss prevention, so I really want to know for sure what my clients do every day."
- "I want to show my clients that I respect and am interested in what they deal with in their jobs."
- "I want to learn information that might help me apply the proper solution to my client's needs."
- "It will help me look at solutions through their eyes."
- "I know other solution providers who have become certified, and they tell me they learned a great deal."
- "I want to help elevate our profession, and certification is the best way I know to do that."

Here are a few quotes from solution providers who have earned their certification.

"The LPC course was a rigorous journey through every aspect of retail loss prevention," said Kevin Lynch, LPC, executive director of business development for Tyco Integrated Security. "As a solution provider to the LP community, it gave me a unique, new perspective on the amount of knowledge and leadership it requires to be a top-flight LP executive. I will be a significantly

by Gene Smith, LPC



Smith is president of The Loss Prevention Foundation, the not-for-profit organization charged with the responsibility of managing certification. He was formerly president of the industry's largest executive search and consulting firm. During the past fifteen-plus years, Smith has provided career counseling for thousands of industry professionals nationwide. He can be reached at 704-837-2521 or via email at [gene.smith@losspreventionfoundation.org](mailto:gene.smith@losspreventionfoundation.org).

more effective and efficient solution provider for having acquired my LPC designation."

"A busy person always finds time to do one more thing," said Karen VanBrunt, LPC, analyst services administrator for Agilence. "After twenty-four years with the same company as an LP professional, I knew I still had much to learn about various areas of LP that I had never been exposed to. I could not think of a better way to enhance my skills than to become certified. The Foundation provided me with the opportunity I could not get from other courses. It's a certification built by and for our industry that, at the end of the day, would enrich anyone's LP knowledge."

**"We believe that being certified shows our commitment to supporting the loss prevention industry. Through certification we have a better understanding of our client's challenges and needs, which helps us provide value and better solutions as an industry partner." Cita Doyle, LPQ, Director of Sales and Marketing, InstaKey Security Systems**

Cita Doyle, LPQ, is director of sales and marketing for InstaKey Security Systems. She explained why she became certified and is having her entire support team earn their certification. "We believe that being certified shows our commitment to supporting the loss prevention industry. Through certification we have a better understanding of our client's challenges and needs, which helps us provide value and better solutions as an industry partner."

Another solution provider with several years in the industry recently thanked us for helping him earn his certification. He informed us that he was successful in helping an LP director secure funding for a project because of the information he learned in the return-on-investment (ROI) section of the LPQ coursework. He felt that the section gave him the ability to help his client understand and explain the ROI so the LP director in turn could sell it to his CFO.

Based on these testimonies and others we've heard, certification is a great benefit to solution providers. Certification will benefit anyone on either side of the table who view themselves as LP professionals. Whether you are new to the profession or an experienced veteran, we know you will gain valuable knowledge that you can use immediately in performing your current function better.

## Newly Certified

Thanks to the work and dedication of hundreds of professionals, we now have over 452 companies who have someone certified LPQ or LPC, or currently have someone enrolled in one of certification programs. Following are individuals who recently earned their certifications.

### Recent LPC Recipients

Sam Alvarado, LPC, Macy's  
Logistics and Operations  
Nathan Anderson, LPC  
Ryan Arensberg, LPC, Lowe's  
Chad Barnhill, LPC  
Arturo Barraza, LPC, Lowe's  
Larry Borden, LPC  
Emily Bosworth, LPC, Lowe's  
Winston Boyce, LPC, Lowe's  
Dale Brantley, LPC, Best Buy  
Scott Bushnell, LPC, Lowe's  
Robert Caveness, LPC, Lowe's  
Robert Cochran, LPC, Rite Aid  
Corey Cook, LPC, JCPenney  
Robert Corrado, LPC, Rite Aid  
Pedro Corrales, LPC, Lowe's  
Marcus Culliver, LPC, Lowe's  
Scott Demmons, LPC, Lowe's  
Jessica DeValkenaere, LPC, Staples  
Thomas Devaney, LPC, Rite Aid  
Cynthia Diogostine, LPC  
John Doggette, LPC, Lowe's  
Leighton Dowdle, LPC, Lowe's  
Kate Early, LPC, Lowe's  
John Ellis, LPC, Lowe's  
Tracy Fleming, LPC, Walmart  
Timothy Foley, LPC, Lowe's  
Steve Forgette, LPC, T.J.Maxx  
Jacob Gillette, LPC, DICK'S  
Sporting Goods  
Carlos Gonzalez, LPC,  
Walgreens  
Shawn Hanley, LPC, Lowe's  
Ryan Hogan, LPC, Lowe's  
Nichole Huber, LPC, Rite Aid  
Todd Isenhour, LPC, Lowe's  
Marlon Jones, LPC  
William Jones, LPC, Gander  
Mountain  
Amy Jankaitis, LPC  
Curtis Leininger, LPC, Lowe's  
John McCallister, LPC, Lowe's  
Kevin Molle, LPC, Rite Aid  
Richard Nowak, LPC, Lowe's

Efran Padilla, LPC, Lowe's  
Jeffrey Patronaggio, LPC, Lowe's  
Don Popa, LPC, Rite Aid  
Page Ramirez, LPC, Office Depot  
Sue Read, LPC, Lowe's  
Eric Rode, LPC  
Terry Rogers, LPC  
Travis Ross, LPC, Lowe's  
Jeremy Santos, LPC, Lowe's  
Dennis Shanley, LPC, Lowe's  
Daryl Shaw, LPC, Buy For Less  
Jason Smith, LPC, Hallmark Cards  
Jimmy Soto, LPC, Walgreens  
Jerry Stockley, LPC, 7-Eleven  
Terry Sullivan, LPC, Lowe's  
Brian Swon, LPC, Lowe's  
Matthew Thompson, LPC, Lowe's  
Brian Thumm, LPC, Lowe's  
Samuel White, LPC, Lowe's  
Michael Yarbrough, LPC, Lowe's

### Recent LPQ Recipients

Donald Abba, LPQ, SMG  
Management  
Nicole Anderson, LPQ,  
Federated Co-operatives  
Bill Coates, LPQ, 7-Eleven  
Janet Crimo, LPQ, Staples  
Jeffrey Dobrusin, LPQ  
Jeffrey Hedges, LPQ  
William Johnson, LPQ  
Lee Lastovica, LPQ, Genesco  
Thomas Mistrata, LPQ  
Vanessa Moinhos, LPQ  
Eric Murray, LPQ  
Adam Nowicki, LPQ  
Brigitte Prock, LPQ, PETCO  
Raymond Ruiters, LPQ  
Douglas Squires, LPQ  
Elizabeth Tichenor, LPQ  
Austin Wadsworth, LPQ  
Joseph Young, LPQ,  
Neimann Foods  
Thomas Zimmerman, LPQ,  
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