



by Britt Wood

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You Gotta Do What You Love

Recently, I decided to reread an incredibly inspirational piece of text that was given to me several years ago. The piece is not an article or an essay or a book, but rather a commencement speech given by Apple CEO Steve Jobs to the graduating class at Stanford in 2005. Jobs tells three unique short stories in his address, one about connecting the dots in your life, the next about love and loss, and the last is about death.

The reason I find the address so inspirational is not because it is well written, or because it contains different inspirational stories, or because it comes from a successful CEO running a successful business. I love it because it is all of those things and much more. The “much more” I take from his address is how all of your past experiences benefit you in the future, and, most importantly, if you are doing what you love, you’ll be great, in one form or another, one day.

When I read this address recently, I was struck by how many individuals in this industry love what they do. There is a passion for this profession that is incredible to observe. As I have worked with different aspects of retail for over thirteen years now, I have seen how well you share with each other and how you genuinely help each other grow. You are in an amazing profession. In retrospect, I understand now that your passion for your profession and for each other begot this organization and its certification and membership programs, which we are privileged to be a part of.

So, thank you for your passion, for being as good as you are, for always working to be better, and, finally, thank you for loving what you do.

If you are interested in reading the full text of Jobs’ commencement address, I have posted a link to it on the following page: www.losspreventionfoundation.org/membership.html.

Foundation Updates

There has been a tremendous amount of activity at the Foundation over the past several months that we are very excited about. Here is an update on some of our most recent developments.

Membership Program. In an effort to continually add to our membership program, we added the following offerings as resources for our membership:

- **White Papers**—Over ninety white papers broken down into topics such as general loss prevention, business continuity,

- data security, payment card industry compliance, RFID, safety and risk, supply chain, leadership, and personal development.
- **Webcasts**—Seven webcasts on topics such as “Organized Retail Crime: An Industry Approach,” “Building an Effective Awareness/Training Program,” and “Retail Pharmacy Diversion—Key Metrics.”
- **Information Boards**—Four new information boards designed to allow members to post questions and get answers. The boards cover the following topics: general loss prevention, supply-chain loss prevention, crisis management, and organized retail crime.

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Professional Speakers Series. In partnership with Keppler Speakers, the Foundation will feature multiple presentations from professional speakers. The first speaker will be Ken Schmidt, the former director of communications for Harley-Davidson and his presentation on building an entirely new corporate culture, rekindling relationships with customers, and reaching out to new ones in completely untraditional ways.

Coming Soon to Our Membership Section. In addition to what we currently have in place, here are some new things that we anticipate having up in the membership section during the spring months.

- **New Surveys**—Starting in the spring there will be a new trends in loss prevention survey that will be posted in our Best Practices section of the website every four to six weeks.
- **Job Descriptions**—A new section in our Career Center will be added that will give you the most detailed listing of job descriptions in the loss prevention profession anywhere on the web.
- **Organization Chart Repository**—Housed in our Best Practices section, the organization chart repository will give members an inside view into how different retailers organize themselves.