



LOSS PREVENTION RESEARCH COUNCIL

IMPACT 2015

shaping the future of
loss prevention through science

INNOVATION, COLLABORATION, EVALUATION

September, 22, 2015, Gainesville, FL

Fear of crime, lower sales, higher-losses- retail crime affects all retailers, and all shoppers. So for 11 years, loss prevention executives from leading US retailers have headed to Gainesville, FL for the LPRC *Impact Research Conference* to discuss recent crime and loss control research findings, as well as to set upcoming projects.

The conference is put on by the industry group Loss Prevention Research Council, a coalition of over 40 retail chains, 40 security technology companies, and manufacturers like Proctor and Gamble and Mead Johnson, in conjunction with the University of Florida's Crime Prevention Research Team.

Retail asset protection executives from multiple retailers including Home Depot, CVS, Walmart, Big Lots, Best Buy, Autozone, eBay, Lowe's, Publix, Bloomingdales, Target, Kroger, Macy's, Rite-Aid, Louis Vuitton, Kay Jewelers, Family Dollar, Verizon, and TJ Maxx. Dr. Read Hayes, a UF Research Scientist specializing in criminology, heads up the annual conference.

This year's October 5th-7th conference features an anonymized panel of active theft offenders, recent experimental and offender interview research, a tour of the UF and LPRC Innovation Lab located in UF's Innovation Square, multiple breakout working groups on hot topics including fraud, supply chain protection, shoplifting reduction, video analytics, crime pattern modeling, and violent crime prevention.

This year's 2015 annual IMPACT Conference is to take place in the J. Wayne Reitz Union Grand Ball-Room, located on UF's Main Campus, with over 175 executives expected to participate.

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"Impact allows you to quickly learn if you are devoting the right amount of resources to combat Organized Retail Crime problems, and get the ROI you need to be thought of as a business unit supporting company goals." – Denny Dansak (Kroger Company)