

As the Combination Spins

Upcoming events:

KioskCom Self-Service Expo

April 14–15
Las Vegas, NV

Professional Retail Store Maintenance (PRSM) Conference

April 18–20
Orlando, FL

Retail Industry Leaders Association (RILA) Conference

May 2–5
Dallas, TX

NACStech

May 6–7
New Orleans, LA



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CSS In The Virtual World

CSS is always looking for innovative new ways to connect and interact with our customers. On March 4, 2010, we participated in a virtual trade-show hosted by LP Magazine. The name of the show was the “Travel-Free Loss Prevention Expo and Conference”.

Glenn Walters and Candice Leonard ‘manned’ the booth for us. They handled all the traffic of folks stopping in our booth to review our products and have a ‘chat’. During the day over 200 show attendees visited the CSS booth and about 60 downloaded our company brochures and literature. Not bad for never having to leave the office.

With travel budgets being watched closely, more companies are turning to virtual trade shows to connect with customers and suppliers.

Virtual shows combine the latest technology in webcasting, online chats, video streaming, webinars and avatar graphics to offer the elements of trade shows: exhibitor booths, speeches, seminars, distribution of marketing literature and social “gatherings.”

The event-planning firm Champion Exposition Services says about 70% of companies that it has queried are “producing or considering virtual events in 2010.” (Continued on page 2)





Congratulations to the February sales leaders:

Sales Collected:

Jack Costello
Karl Watson

Sales—% Growth:

Patrick Bales
Martina Herrera

Good job to all!



What is the Magnitude of Employee Theft?

In the NRSS 2008 Survey loss prevention executives indicated they believe employee theft to be the single most significant source of inventory shrinkage. They attributed nearly 43% of their inventory shrinkage to employee theft. Assuming a total shrinkage dollar amount of approximately \$36.3 billion, this translates into an annual employee theft price tag of \$15.5 billion. This is a staggering monetary loss to come from a single crime type. In fact, there is no other form of larceny that annually costs American citizens more money than employee theft.

Got a CSS story to tell?

Like to write?

Submit articles for consideration to:
Wes Wernette
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Sharat Sharan, chief executive of ON24, a company who specializes in setting up shows, says: "2009 was the first year virtual events really took off." They recently surveyed 530 marketing professionals and 63% said they are more likely to attend conferences online than in person, and almost three-quarters (72%) said they feel as confident communicating virtually as they do face-to-face.

"The fact that 63% are more likely to go themselves to a virtual event than a physical one demonstrates a 'tipping point' for virtual venues that is sure to make them even more pervasive as marketers plan their strategies accordingly," said ON24 Chief Marketing Officer Denise Person.

In addition, virtual event provider Unisfair, found that nearly half (48%) of the 100 marketing professionals they surveyed planned to increase their use of virtual events in 2010. Why? Reasons given included extending



their marketing reach (32%) and increasing leads (15%).

Virtual tradeshow events are the wave of the future when it comes to the tradeshow circuit, whether they will be held in conjunction with or eventually in replacement of some tradeshow events is yet to be determined. The one thing for sure is that the popularity of these events and the affordability of them is on the rise and there is a high likelihood that more and more companies will get involved in them at least on some level.

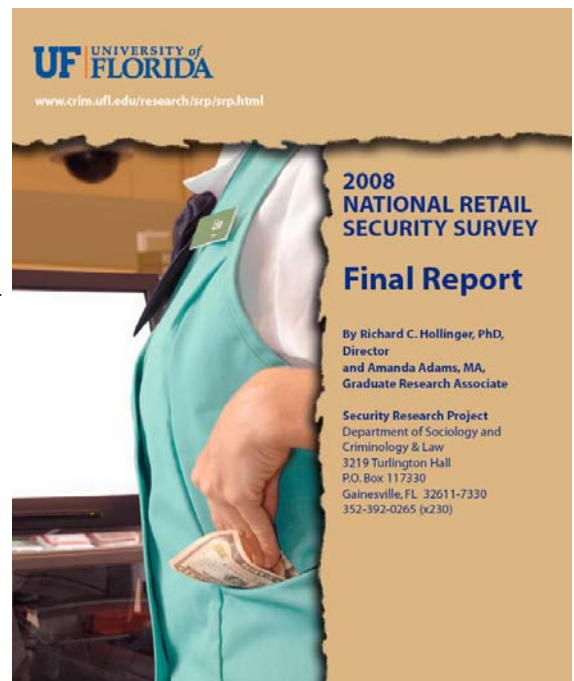
A collective 'well done' to Glenn and Candice on their efforts during the show and jumping on this inaugural event for Corporate Safe. The virtual world continues to expand and we are on the forefront.

Burglaries and Robberies Trending Up

According to the latest National Retail Security Survey, burglaries and robberies are on the rise. As noted in the report, both burglary and robbery are costly and dangerous crimes that loss prevention managers must be aware of, train associates how to respond to, and attempt to prevent.

This past year, responding retailers experienced an average of 3.74 burglaries and 3.8 robberies per \$100 million in total sales, which is almost four times higher than in the previous reported year—2007. The raw number of reported burglaries ranged from zero to 650 per chain and for robberies the range was from zero to 1100 per chain.

While the average dollar losses for each case of burglary and robbery are not as high as Organized Retail Crime losses, both average burglary and robbery cases resulted in losses which are significantly higher than the average employee theft and shoplifting cases. Specifically, responding retail companies lost an average \$5,029 for



each burglary incident and \$4,992 every time a store was robbed.