2015 BRAND PROTECTION STRATEGY SUMMIT

Center for Anti-Counterfeiting and Product Protection
Michigan State University
At The James B. Henry Center for Executive Development
October 7-8, 2015

AGENDA

The Brand Protection Strategy Summit is hosted by the Center for Anti-Counterfeiting and Product Protection (A-CAPP) in partnership with:

[Logos of UL, Kellogg's, Lbrands, DOLBY]
Dear Summit Participant,

Welcome to the beautiful Michigan State University campus in East Lansing, Michigan, for the 2015 A-CAPP Center Brand Protection Strategy Summit.

Since our launch in 2009 as the first academic body focusing on the complexities of anti-counterfeiting and product protection, we have built our Center through close partnerships with brand owners. We work closely with industry, and other stakeholders, to learn about the brand protection issues of most concern to them and to develop platforms of research, education and outreach that support their missions. This Summit provides us an opportunity to further share our ongoing work and insight exclusively with our brand owner partners. As you will see, the agenda is based on cutting-edge research conducted by MSU faculty and field-based lessons from industry and law enforcement. Our hope is to help facilitate a dialogue of opportunities for industry to work with academia to further data-driven, research-based anti-counterfeit and brand protection strategy.

Please take this opportunity to further connect with the A-CAPP Center and its staff, as well as to network with your colleagues, peers, and experts, throughout the many and diverse formal and social activities we have planned. We hope you find great value in this exclusive opportunity to engage interactively in discussions about challenges and strategies in brand protection—both current and emerging.

As part of your visit, be sure to take some time to enjoy the fall colors in Michigan, or golf at one of the many local courses. Should you have any questions, please feel free to reach out to me or any member of the A-CAPP Center team.

Best regards,

Jeremy M. Wilson, Ph.D.
Director, A-CAPP Center
Professor, School of Criminal Justice
Table of Contents

About the A-CAPP Center & MSU ................................................................. 1
Conference Schedule .................................................................................. 2
2015 Keynote Speakers .............................................................................. 6
Speaker Bios ............................................................................................... 7
A-CAPP Center Staff ................................................................................ 16
Event Map .................................................................................................... 17
Contact and Event Information ................................................................. 18
About the A-CAPP Center

The Michigan State University Center for Anti-Counterfeiting and Product Protection (A-CAPP) is the first and only academic body focusing on the complex global issues of anti-counterfeiting and protection of all products and brands, across all industries, and in all markets. Linking industry, government, academic, and other stakeholders through interdisciplinary and translational research, education, and outreach, the A-CAPP Center serves as an international hub for the development and dissemination of evidence-based anti-counterfeit and brand protection strategy. For more information and opportunities to partner, contact Dr. Jeremy Wilson, Director of the A-CAPP Center, at (517)432-2204 or jwilson@msu.edu. Additional information about the Center and all of its products, resources, and training and education opportunities can be found at http://www.a-capp.msu.edu.

About Michigan State University

The nation’s pioneer land-grant university, MSU began as a bold experiment that democratized higher education and helped bring science and innovation into everyday life. Today, MSU is one of the top research universities in the world—on one of the biggest, greenest campuses in the nation—and is home to a diverse community of dedicated students and scholars, athletes and artists, scientists and leaders.
# Conference Agenda

## Tuesday, October 6, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 5:00 p.m. - 7:00 p.m. | Opening Reception  
*HopCat, 300 Grove Street, East Lansing, MI 48823* |

## Wednesday, October 7, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 8:00 a.m. - 9:00 a.m. | Registration & Continental Breakfast  
*Henry Center Atrium & Lobby* |
| 9:00 a.m. - 9:10 a.m. | Introduction & Welcome Remarks  
*Neal Schmitt, Ph.D., Interim Dean, College of Social Science; University Distinguished Professor, Psychology, MSU  
Jeremy M. Wilson, Ph.D., Director, A-CAPP Center; Professor, School of Criminal Justice, MSU*  
*A169, Henry Center* |
| 9:10 a.m. - 9:20 a.m. | A-CAPP Board Welcome  
*Ron Davis, Senior Director, Brand Protection, Qualcomm Incorporated*  
*A169, Henry Center* |
| 9:20 a.m. - 9:30 a.m. | A-CAPP Awards Presentation  
*Jeremy M. Wilson, Ph.D., Director, A-CAPP Center; Professor, School of Criminal Justice, MSU*  
*A169, Henry Center* |
| 9:30 a.m. - 10:00 a.m. | Brand Protection Partnerships  
*Brian Monks, Vice President of Anti-Counterfeiting Operations, Underwriters Laboratories (UL)*  
*A169, Henry Center* |
| 10:00 a.m. - 10:30 a.m. | Economic Risk in Illegitimate Supply Chains and Intellectual Property Security  
*Roger Calantone, Ph.D., Eli Broad Chaired University Professor of Business, Eli Broad Graduate School of Management, MSU*  
*A169, Henry Center* |
| 10:30 a.m. - 11:00 a.m. | Networking Break  
*Poster Session and Exhibits*  
*Henry Center Atrium* |
| 11:00 a.m. - 12:00 p.m. | Panel Discussion: The Future of Brand Protection  
*Moderator:  
Jeremy M. Wilson, Ph.D., Director, A-CAPP Center; Professor, School of Criminal Justice, MSU*  
*Panelists:  
Mike DeStefano, Global Brand Protection Manager, DuPont Corporation  
Leah Evert-Burks, Industry Fellow, A-CAPP; retired Director, Brand Protection, Deckers Outdoor Corporation  
Jeff Mieseler, Senior Manager-Americas, ERM & Global Security, TE Connectivity  
Kevin Weaver, Director, Brand Protection Technology, Johnson & Johnson*  
*A169, Henry Center* |
### Conference Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 p.m. - 12:45 p.m.</td>
<td><strong>Brand Protection in China</strong>&lt;br&gt;Speaker:&lt;br&gt;- Ron Davis, Senior Director, Brand Protection, Qualcomm Incorporated&lt;br&gt;A169, Henry Center</td>
</tr>
<tr>
<td>12:45 p.m. - 2:00 p.m.</td>
<td><strong>Lunch &amp; Networking Break</strong>&lt;br&gt;- Poster Session and Exhibits&lt;br&gt;<em>Henry Center Atrium</em></td>
</tr>
<tr>
<td>2:00 p.m. - 2:45 p.m.</td>
<td><strong>BREAKOUT SESSIONS</strong>&lt;br&gt;&lt;br&gt;&lt;strong&gt;Emerging Areas of Research Panel&lt;/strong&gt;&lt;br&gt;Moderator:&lt;br&gt;- Kari Kammel, Outreach Specialist, A-CAPP Center, MSU&lt;br&gt;Presenters:&lt;br&gt;- Rabindra (Robby) Ratan, Ph.D., Assistant Professor, Department of Media and Information Systems, MSU (Virtual Technology)&lt;br&gt;- Brandon A. Sullivan, Ph.D., A-CAPP Center, MSU (State Legislation)&lt;br&gt;- Ruth Waddell Smith, Ph.D., Associate Professor of Forensic Chemistry in the Forensic Science Program, School of Criminal Justice, MSU (Forensics)&lt;br&gt;- Adam Zwickle, Ph.D., Assistant Professor, School of Criminal Justice, MSU (Risk Communications)&lt;br&gt;A169, Henry Center</td>
</tr>
<tr>
<td>2:00 p.m. - 2:45 p.m.</td>
<td><strong>Market Monitoring Roundtable</strong>&lt;br&gt;Moderators:&lt;br&gt;- Leah Evert-Burks, A-CAPP Center Industry Fellow; retired, Director of Brand Protection, Deckers Outdoor Corporation&lt;br&gt;- Kevin Weaver, Director, Brand Protection Technology, Johnson &amp; Johnson&lt;br&gt;B119, Henry Center</td>
</tr>
<tr>
<td>2:00 p.m. - 2:45 p.m.</td>
<td><strong>Partnership Building Roundtable</strong>&lt;br&gt;Moderator:&lt;br&gt;- Rod Kinghorn, Outreach Specialist, A-CAPP Center, MSU&lt;br&gt;Quad Room, Henry Center</td>
</tr>
<tr>
<td>2:00 p.m. - 2:45 p.m.</td>
<td><strong>Financial and Cargo Intermediaries Roundtable</strong>&lt;br&gt;Moderators:&lt;br&gt;- Phil Hopkins, Vice President, Global Security, Western Union&lt;br&gt;- Jay P. Kennedy, Ph.D., Assistant Professor, A-CAPP Center &amp; School of Criminal Justice, MSU&lt;br&gt;B120, Henry Center</td>
</tr>
<tr>
<td>2:00 p.m. - 2:45 p.m.</td>
<td><strong>Network Lounge</strong>&lt;br&gt;B182/183, Henry Center</td>
</tr>
<tr>
<td>2:45 p.m. - 3:30 p.m.</td>
<td><strong>BREAKOUT SESSIONS</strong>&lt;br&gt;&lt;br&gt;&lt;strong&gt;Workforce Training and Recruitment Roundtable**&lt;br&gt;Moderator:&lt;br&gt;- Kari Kammel, Outreach Specialist, A-CAPP Center, MSU&lt;br&gt;- Monica Mena, Senior Manager, Global Security and Brand Protection, Underwriters Laboratories&lt;br&gt;A169, Henry Center</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
</tr>
<tr>
<td>-----------------</td>
<td>-----------------------------------------------------------------------</td>
</tr>
<tr>
<td>2:45 p.m.–3:30 p.m.</td>
<td><strong>Employee Theft of Intellectual Property Roundtable</strong>&lt;br&gt;<strong>Presenter:</strong>&lt;br&gt;- <strong>Jay P. Kennedy</strong>, Ph.D., Assistant Professor, A-CAPP Center &amp; School of Criminal Justice, MSU&lt;br&gt;- Quad Room, Henry Center</td>
</tr>
<tr>
<td></td>
<td><strong>Cyber Security Roundtable</strong>&lt;br&gt;<strong>Presenter:</strong>&lt;br&gt;- <strong>Thomas J. Holt</strong>, Ph.D., Associate Professor, School of Criminal Justice, MSU&lt;br&gt;- <strong>Brian Monks</strong>, Ph.D., Vice President, Anti-Counterfeiting Operations, Underwriters Laboratories (UL)&lt;br&gt;- B120, Henry Center</td>
</tr>
<tr>
<td>3:30 p.m.–4:00 p.m.</td>
<td><strong>Networking Break</strong>&lt;br&gt;- Exhibits&lt;br&gt;- Henry Center Atrium</td>
</tr>
<tr>
<td>4:00 p.m.–5:00 p.m.</td>
<td><strong>Brand Protection Benchmarking</strong>&lt;br&gt;<strong>Presenters:</strong>&lt;br&gt;- <strong>Mike DeStefano</strong>, Global Brand Protection Manager, DuPont Corporate&lt;br&gt;- <strong>Rich Kaeser</strong>, Vice President of Global Brand Protection, Johnson &amp; Johnson&lt;br&gt;- <strong>Jeremy M. Wilson</strong>, Ph.D., Director, A-CAPP Center; Professor, School of Criminal Justice, MSU&lt;br&gt;- A169, Henry Center</td>
</tr>
<tr>
<td>6:00 p.m.–10:00 p.m.</td>
<td><strong>Networking Reception &amp; Dinner</strong>&lt;br&gt;- Old Town Marquee, 319 E Grand River Ave, Lansing, MI 48906</td>
</tr>
<tr>
<td><strong>Thursday, October 8, 2015</strong></td>
<td></td>
</tr>
<tr>
<td>8:00 a.m.–9:00 a.m.</td>
<td><strong>Networking &amp; Continental Breakfast</strong>&lt;br&gt;- Poster Session and Exhibits&lt;br&gt;- Henry Center Commons</td>
</tr>
<tr>
<td>9:00 a.m.–9:30 a.m.</td>
<td><strong>Keynote Address: Enforcement and Messaging Efforts by the National Intellectual Property Rights Coordination Center</strong>&lt;br&gt;<strong>Keynote Speaker:</strong>&lt;br&gt;- <strong>Bruce Foucart</strong>, Director of the National Intellectual Property Rights Coordination Center, Homeland Security Investigations, Immigration and Customs Enforcement&lt;br&gt;- B106/107, Henry Center</td>
</tr>
<tr>
<td>9:30 a.m.–11:00 a.m.</td>
<td><strong>Panel Discussion: Innovative Analytics for Brand Protection</strong>&lt;br&gt;<strong>Moderator:</strong>&lt;br&gt;- <strong>Jeremy M. Wilson</strong>, Ph.D., Director, A-CAPP Center; Professor, School of Criminal Justice, MSU&lt;br&gt;<strong>Presenters:</strong>&lt;br&gt;- <strong>Steve M. Chermak</strong>, Ph.D., Professor, School of Criminal Justice, MSU; Lead Investigator affiliated with The National Consortium for the Study of Terrorism and Responses to Terror (START)&lt;br&gt;- <strong>Thomas J. Holt</strong>, Ph.D., Associate Professor, School of Criminal Justice, MSU&lt;br&gt;- <strong>Jay Kennedy</strong>, Ph.D., Assistant Professor, A-CAPP Center &amp; School of Criminal Justice, MSU&lt;br&gt;- <strong>Brandon A. Sullivan</strong>, Ph.D., Assistant Professor, A-CAPP Center, MSU&lt;br&gt;- B106/107, Henry Center</td>
</tr>
</tbody>
</table>
### Conference Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 a.m. - 11:30 a.m.</td>
<td>Networking Break  &lt;br&gt; - Exhibits  &lt;br&gt; <em>Henry Center Commons</em></td>
</tr>
<tr>
<td>11:30 a.m. - 12:00 p.m.</td>
<td>Keynote Address: Supply Chain Security  &lt;br&gt; Keynote Speaker:  &lt;br&gt; - <strong>David J. Closs</strong>, Ph.D., John H. McConnell Chaired Professor of Business Administration, Department of Supply Chain Management, MSU  &lt;br&gt; <em>B106/107, Henry Center</em></td>
</tr>
<tr>
<td>12:00 p.m. - 12:30 p.m.</td>
<td>Panel Discussion: ROI and Communicating Value of Brand Protection  &lt;br&gt; Presenters:  &lt;br&gt; - <strong>Emilio Daireaux</strong>, Senior Manager of IP Protection and Enforcement, Dolby Laboratories, Inc.  &lt;br&gt; - <strong>Scott Lindahl</strong>, Chief Security Officer and Senior Director, Global Security and Aviation, Kellogg Company  &lt;br&gt; <em>B106/107, Henry Center</em></td>
</tr>
<tr>
<td>12:30 p.m. - 2:00 p.m.</td>
<td>Lunch &amp; Networking Break  &lt;br&gt; - Exhibits  &lt;br&gt; <em>Henry Center Atrium</em></td>
</tr>
<tr>
<td>2:00 p.m. - 3:00 p.m.</td>
<td><strong>BREAKOUT SESSIONS</strong>  &lt;br&gt; <strong>Approaches to Risk Assessment Roundtable</strong>  &lt;br&gt; Moderators:  &lt;br&gt; - <strong>Jay P. Kennedy</strong>, Ph.D., Assistant Professor, A-CAPP Center &amp; Criminal Justice, MSU  &lt;br&gt; - <strong>Dave Vargas</strong>, Manager of Forensic Analysis Brand Protection, Qualcomm Incorporated  &lt;br&gt; <em>B106/107, Henry Center</em>  &lt;br&gt; <strong>Developments in Engineering and Technology Roundtable</strong>  &lt;br&gt; Moderator:  &lt;br&gt; - <strong>John Verboncoeur</strong>, Ph.D., Professor and Acting Associate Dean for Research, College of Engineering, MSU  &lt;br&gt; <em>B119, Henry Center</em>  &lt;br&gt; <strong>Food Safety and Defense Issues Roundtable</strong>  &lt;br&gt; Moderator:  &lt;br&gt; - <strong>Darrell Donahue</strong>, Chaired Professor of Biosystems and Agricultural Engineering, MSU  &lt;br&gt; - <strong>John Dowd</strong>, Global Brand Protection Director, DuPont  &lt;br&gt; <em>B113/B121, Henry Center</em>  &lt;br&gt; <strong>Legal Issues In Brand Protection Roundtable</strong>  &lt;br&gt; Moderator:  &lt;br&gt; - <strong>Barbara Toop</strong>, Executive Counsel, Intellectual Property, General Electric  &lt;br&gt; <em>B120, Henry Center</em></td>
</tr>
<tr>
<td>3:00 p.m. - 3:30 p.m.</td>
<td><strong>Closing Session</strong>  &lt;br&gt; Speaker:  &lt;br&gt; - <strong>Jeremy M. Wilson</strong>, Ph.D., Director, A-CAPP Center; Professor, School of Criminal Justice, MSU  &lt;br&gt; - <strong>Ron Davis</strong>, Senior Director, Brand Protection, Qualcomm Incorporated  &lt;br&gt; <em>B106/B107, Henry Center</em></td>
</tr>
</tbody>
</table>
Keynote Speaker: Enforcement and Messaging Efforts by the National Intellectual Property Rights Coordination Center

Bruce Foucart is the Director of the National Intellectual Property Rights Coordination Center, Homeland Security Investigations, Immigration and Customs Enforcement. In April of 2015, Mr. Foucart was assigned to serve as the Director of the National Intellectual Property Rights Coordination (IPRC) Center located in Arlington, VA. The IPRC Center brings together 23 partner agencies, consisting of 19 key federal agencies and four international partners, in a task-force setting to effectively leverage the resources, expertise, and authorities of each partner agency and private industry to provide a comprehensive response to intellectual property theft. The IPRC Center places specific emphasis in ensuring national security by protecting the health and safety of the U.S. public, protecting the war fighters, and securing the federal supply chain.

Keynote Speaker: Supply Chain Security

David J. Closs is the John H. McConnell Chaired Professor of Business Administration and Chairperson in the #1 ranked Department of Supply Chain Management at Michigan State University. Dr. Closs has been extensively involved in the development and application of computer models and information systems for logistics operations and planning. The computer models have included applications for location analysis, inventory management, forecasting and routing. The information systems development focuses on inventory management, forecasting and transportation applications. His experience has focused on the logistics related issues in the consumer products, medical and pharmaceutical products and parts industries. Dr. Closs actively participates in logistics executive development seminars, presenting sessions in North America, South America, Asia, Australia and Eastern Europe and has also authored numerous articles regarding world-class logistics and supply chain capabilities and logistics information systems applications. Dr. Closs is an active member in the Council of Supply Chain Management Professionals and is Executive Editor of Logistics Quarterly.
Roger Calantone

Roger Calantone is the Eli Broad Chaired University Professor of Business at The Eli Broad Graduate School of Management at Michigan State University. In addition, he is Director of the Institute for Entrepreneurship and Innovation. Dr. Calantone is also an Adjunct Professor of Management and Economics, and has been recognized as an MSU University Distinguished Faculty. In 2009 he was honored as a Leading Researcher by the International Association for the Management of Technology, an award given every five years, for the second time. Dr. Calantone has authored over 378 peer reviewed journal and proceedings articles (indexed in Google Scholar), 5 books and several book chapters. His publications and research are mostly in the areas of product design and development processes, decision support tools for NPD, and organization process metrics. He is the recipient of numerous research and publication awards. In 2012 an article in JPIM analyzed the most productive innovation research scholars worldwide for the last twenty years and placed him second. Before he was at MSU, he was associate dean of the PhD program and research at McGill University, a visiting professor at Rutgers University while a senior consultant at Bell Labs; Econometrician at the Dick Pope Tourism Research Inst., and Associate Dean for Research and Graduate studies at the University of Kentucky.

Steven Chermak

Steven M. Chermak is a Professor in the School of Criminal Justice at Michigan State University. Dr. Chermak is also a lead investigator affiliated with The National Consortium for the Study of Terrorism and Responses to Terror (START). Dr. Chermak’s terrorism research has focused on four general areas. First, he studies the criminal and terrorist activities of domestic terrorists. Projects include understanding patterns of violence of far right, far left, and al-Qaeda inspired extremists, documenting how lone wolf attacks are different than group-inspired terrorist attacks, and examining the characteristics of foiled terrorist plots. Second, he studies the intelligence practices of State, Local, and Tribal law enforcement agencies. Third, he is studying the sources of funding used by terrorist organizations, with a particular emphasis on examining their use of counterfeited products. This research looks at what crimes terrorist organizations commit to fund their activities, how they are networked to other organizations or individuals to commit such acts, and assesses the impacts of these crimes. Finally, he has studied the media’s role in relation to crime and terrorism issues. Dr. Chermak’s research has been funded by the Department of Homeland Security, National Institute of Justice, and the Michigan State Police. He has published two books, seven edited books, and numerous research reports. His research has appeared in a number of journals including Journal of Quantitative Criminology, Criminology and Public Policy, Justice Quarterly, Policing: An International Journal of Police Strategies and Management, Journal of Criminal Justice, Criminal Justice Policy Review, and the Journal of Crime, Conflict, and the Media. Before joining the faculty at Michigan State University in 2005, Dr. Chermak was a faculty member at Indiana University in Bloomington from 1992-2005.

Emilio Daireaux

Emilio Daireaux is the Sr. Manager of Intellectual Property Protection and Enforcement at Dolby Laboratories, Inc. He leads the protection of Dolby's supply chain controls, enforcement activities and the assessment of new Dolby licensees in the Americas. With over 15 year experience in the Brand Protection arena Mr. Daireaux past roles include companies such as Microsoft Corporation and Cisco Systems, Inc. At Cisco he help developed, organize and execute Cisco’s Brand Protection efforts in Latin America leading investigations on gray market and anti-counterfeiting activities. While at Dolby, Mr. Daireaux has served in different roles leading IP Protection efforts in the Americas and the management of Global Programs.
Speakers

Ron Davis

Ron Davis is a key player in Qualcomm's drive to implement a world-class, Brand Protection (BP) and intellectual property rights (IPR) protection program. Ron capitalizes on his experiences as a former FBI Special Agent; big-four international security consultant; security director for General Dynamics Space Systems; volunteer security director for Dennis Conner's successful America's Cup campaign; global director, corporate security for Honeywell; and anti-counterfeit leader for Cisco Systems. He was recruited to establish Qualcomm's Brand Protection Program in 2005. In addition to managing global BP/IPR investigations, forensic examinations and international BP investigative resources for Qualcomm, Ron is uniquely involved in his industry as the only US based Vice Chairman of the 215+ corporate member's, Quality Brands Protection Committee (QBPC), in China. Ron was also elected as QBPC's “Goodwill Ambassador” to the United States. He travels to China and Asia, 6 or more times each year. His BP team includes Chinese citizens who serve as BP Senior Manager and BP Manager Analyst in China. He has the valuable perspective of having lived/worked in Hong Kong/China/Asia and organized Cisco's anti-counterfeit program to complement its ongoing IPR and gray market efforts. That unique experience, enhanced by ten+ years leading Qualcomm's BP efforts, makes him one of the most experienced professionals in the Brand Protection space. Ron served as a United States Marine Corps combat helicopter pilot. He has been designated a Certified Protection Professional (CPP) and Certified Fraud Examiner (CFE). Known by many for his love of networking, he is the advisory board President for Michigan State University's (MSU) Center for Anti-counterfeiting and Product Protection (ACAPP), the first true academic approach to the study of counterfeiting and intellectual property protection. He is also a long term member of the Board of Directors, not-for-profit, Identity Theft Resource Center (ITRC).

Mike DeStefano

Mike DeStefano is the Global Brand Protection Manager at DuPont Corporate. He leads the Corporate Global Anti-Counterfeit Network and is responsible for assessing brands and businesses of the DuPont Brands for a proactive approach to combating counterfeiting. Mr. DeStefano has been with DuPont in various roles for over 20 years, including Project Director for the Corporate Remediation Group, Supply Chain Manager and Top Line Growth Black Belt, moving from the Chemicals Solutions Business to the Corporate Brand Protection Group in March of 2012. Mr. DeStefano was selected April 2013 as a member of the ACAPP Industry Advisory Board.

Darrell Donahue

Dr. Donahue's research related to food safety, food defense and risk assessment in general has a broad spectrum and background. Most recently, Dr. Donahue has been involved in the area of quantitative risk assessment. Dr. Donahue's experiences related to risk assessment and modeling are: National Academies of Science Committee, Scientific Criteria for safe food (2001-2003); US-EPA, Science Advisory Board, Computational Toxicological Framework for Risk Assessment (2003), Microbiological Risk Assessment for drinking water (2004-present); US Army-CHPPM, task force for anthrax threat models (2003-present); an AOAC International, Best Practices for Microbiological Methods (2004-present) and most recently (2009-2011) as a member of the Council of Canadian Academies focused on the evaluation of risk assessment methods used in the Canadian government. Dr. Donahue serves as a consultant to the International Commission on the Microbiological Specifications for Foods and as an expert on WHO/FAO panels in food safety and defense. He also consults with the federal government in the area of risk assessment and its evaluation. In these risk assessment venues, Dr. Donahue contributed his expertise to the exposure assessment and dose response portions of risk assessment where he can
capitalize on and contribute his strengths in industrial statistics and Monte Carlo simulation and modeling. Additionally, Dr. Donahue was a 2007-08 AAAS Science Fellow with the Department of Homeland Security. In this capacity, he worked in the area of food safety and food defense where he served as the Science Advisor to the Secretary and Assistant Secretary of Health Affairs.

**John Dowd**

John Dowd is the Global Brand Protection Director for the DuPont Company. His current responsibilities include leading the global brand protection practice in the Crop Protection Business Unit. Mr. Dowd also sits on DuPont’s Corporate Brand Protection Council and has extensive experience working with industry associations, such as the International Authentication Association and the Tricolfit Corporation. Over the past 10 years, he has held numerous senior business, marketing and sales leadership positions in DuPont’s Polymers, Electronics and Chemicals businesses. He also worked in DuPont’s Corporate Marketing Group where he was a leader in the DuPont Corporate Strategic Account Program. Mr. Dowd earned a BS degree from the University of Scranton. Mr. Dowd was selected in March, 2013 as a member of the A-CAPP Industry Advisory Board.

**Leah Evert-Burks**

Leah Evert-Burks recently retired as Director of Brand Protection for Deckers Outdoor Corporation, a US footwear company that builds niche brands into global market leaders. Its brands include Teva®, Sanuk®, Tsubo®, Ahnu®, Mozo®, Hoka One One® and UGG®. In her role at Deckers, Leah directed all Anti-Counterfeit programs worldwide for the Deckers’ family of brands and supported litigation against patent infringers. Deckers has been a trail blazer in counterfeit website litigation and in consumer education. Leah began her legal career in 1984 working as a Paralegal for the U.S. Department of Justice in Washington D.C. Since that time she has worked primarily in-house for various corporations for most of her career. Leah is an active member of the International Anti-Counterfeit Coalition and its Subcommittee on Counterfeit Website Legislation and the Payment Provider Initiative; and she was the Co-Chair of the IACC conference in fall of 2012. She also serves as the 2014 Co-Chair for the American Apparel and Footwear Association’s Brand Protection Council. Leah also has served on an FBI-led Working Group relating to IP Cybercrimes and helped develop a set of PSAs on IP Cybercrimes. Leah is a frequent speaker on the subject of counterfeiting and has been interviewed by numerous media franchises including The New York Times, The Wall Street Journal and ABA Journal Magazine among other publications. Leah received a BA in History from Fort Lewis College in Durango, Colorado. Ms. Evert-Burks was selected in February, 2014 as a member of the A-CAPP Advisory Board and as an A-CAPP Industry Fellow in July, 2015.

**Thomas J. Holt**

Thomas J. Holt is an Associate Professor in the School of Criminal Justice at Michigan State University whose research focuses on computer hacking, malware, and the role of the Internet in facilitating all manner of crime and deviance. His work has been published in various journals including Crime and Delinquency, Deviant Behavior, the Journal of Criminal Justice, and Youth and Society.
Speakers

Phil Hopkins
Phil Hopkins is the Vice President of Global Security for Western Union and is responsible for crisis management, executive protection, event security, physical security, travel safety, law enforcement relations, and both internal and external fraud investigations. Under Phil's leadership, Western Union’s Global Security Department has been ranked among the top 500 security organizations by Security Magazine for four consecutive years. Mr. Hopkins joined Western Union in July 2006 as Vice President in the Corporate Security Department and took over responsibility for the entire global team in January 2011. Previously, he served as Director of Corporate Security for First Data Corporation. Prior to his private sector experience, Mr. Hopkins served 20 years in the United States Secret Service where he completed his career as the Assistant Special Agent in Charge of the Houston Field Office. During his career he fulfilled assignments in the Charlotte Field Office, Miami Field Office, Bush Protection Division, Washington DC Headquarters, and the Houston Field Office. Mr. Hopkins received a Bachelor of Science Degree in Criminal Justice from Auburn University and in 2011 he completed the Wharton School ASIS Program for Security Executives. He currently serves on the Advisory Council for the International Association of Financial Crimes Investigators and he is a member of the American Society for Industrial Security (ASIS International), the International Security Management Association, the Overseas Security Advisory Council (OSAC) the Domestic Security Advisory Council (DSAC) and the Security Executive Council (SEC). Mr. Hopkins was selected in March 2015 as a member of the A-CAPP Advisory Board.

Rich Kaeser
Rich Kaeser is the Vice President of Global Brand Protection at Johnson and Johnson. He leads J&J's enterprise-level brand protection function, with responsibility for combatting illicit trade across all J&J business segments—pharmaceutical, medical device and consumer—and operating companies worldwide. In his 25-year career with J&J, Rich has served in various leadership roles within J&J's medical device segment, including most recently as Vice President of US Sales for Cordis, a maker of interventional cardiovascular and endovascular devices. Other prior commercial roles have included Vice President of Strategic Customer Development for Johnson and Johnson Health Care Systems, Marketing and Product Director for Ethicon Endo-Surgery's (EES) bariatric surgery and Endocutter businesses, and Director of Sales and Marketing for CardioVations, a division of Ethicon. He also led Ethicon's renowned Endo-Surgery Institute for two years. In his current role, Rich applies his extensive commercial go-to-market and strategic planning experience toward developing and implementing effective brand protection programs for J&J's patients, consumers and brands. He is also the recipient of numerous leadership awards from J&J and has served on several boards, including the American Society for Bariatric Surgery and the Society for Cardiovascular and Interventional Radiology, and is currently the co-chairman of Rx360 Supply Chain Security Committee.

Kari Kammel
Kari Kammel has a background in training, adult education, program management, and design spanning multiple disciplines. Prior to working at A-CAPP, she worked at MSU, managing Middle East programs for the Visiting International Professional Program, MSU. Before that, she was Deputy Chief of Party at DePaul College of Law’s Iraq office, where she managed rule of law programs; and Deputy Executive Director in the Chicago office. She is a licensed attorney in Illinois and Michigan and has experience researching in intellectual property law, rule of law, and international criminal law. She holds a J.D. from DePaul University, an M.A. in Political Science from the American University in Cairo, and a B.A. from the University of Chicago. She is currently an Outreach Specialist for A-CAPP.
Jay P. Kennedy

Jay P. Kennedy is an Assistant Professor with the Center for Anti-Counterfeiting and Product Protection and School of Criminal Justice at Michigan State University. He earned his Ph.D. in Criminal Justice at the University of Cincinnati, where he was Graduate School Dean's Distinguished Fellow, as well as a Yates Scholar. While at the University of Cincinnati, Jay was awarded a Graduate Minority Fellowship from the American Society of Criminology, and received several research grants and awards. A graduate of the MBA program at the Carl H. Lindner College of Business, University of Cincinnati, his research focuses upon deviance within corporations. Specifically, his research and published works explore issues of employee theft within small businesses, the multi-level antecedents of corporate crime, and the role business ethics plays in decision-making. Prior to attending graduate school, Jay spent just over 8 years working for a number of corporations in the metro Detroit area, including a major non-profit organization, a family-owned automotive supplier, and a Fortune 100 corporation.

Rod Kinghorn

Rod Kinghorn retired in June 2012 as General Director of Global Security at General Motors where he was responsible for GM’s Global Security Operations. Mr. Kinghorn graduated from Michigan State University School of Criminal Justice in 1974 with a Bachelor of Science degree. Upon graduation, he worked with General Motors Security from 1974 until his retirement in a variety of positions. In addition to security-related functions, he also held positions where he was responsible for fire protection and prevention, plant safety and worker’s compensation, employee business travel and company vehicle operations. A majority of his assignments since 1984 for GM were in the field of investigations where he used an integrated business process to direct investigations that included: internal and external frauds, thefts, major policy violations, allegations of criminal activity, loss of proprietary information, forensic analysis of information systems, counterfeit automotive parts, health care fraud, workplace violence threats, and undercover drug operations in support of GM’s Global Operations. During his career Mr. Kinghorn’s participation in related professional organizations has included serving 10 years on the Nevada Safety Council Board of Directors, with seven years as the Vice President of Administration, Chairman of the Sierra Nevada Chapter of the American Society for Industrial Security (ASIS), advisor, Secretary, President and Chairman for the Michigan Chapter of InfraGard, and Chairman for the Michigan State University Identity Theft business partnership. In 2004, Mr. Kinghorn was honored as a recipient of one of the first Alumni service awards presented by the MSU School of Criminal Justice during a ceremony held in East Lansing, Michigan. Additionally, Mr. Kinghorn was an inaugural member of the A-CAPP Industry Advisory Board. Currently, he serves as an Outreach Specialists for the A-CAPP Center at Michigan State University.

Scott Lindahl

Scott Lindahl is the Chief Security Officer and Senior Director of Global Security and Aviation at Kellogg Company. Kellogg brands include Kellogg’s, Keebler, PopTarts, Eggo, Cheez-It, Club, Nutri-Grain, Rice Krispies, Special K, All-Bran, Mini-Wheats, MorningStar Farms, Famous Amos, Ready Crust and Kashi. Mr. Lindahl is responsible for the enterprise-wide Security program and Aviation operations. Mr. Lindahl began his Kellogg career in 2008 as Manager, Corporate Security and was promoted to Director, Corporate Security in 2010. He was promoted to Chief Security Officer and Senior Director of Global Security and Aviation in 2012. Previously, Mr. Lindahl was the Corporate Loss Prevention and Business Continuity Planning Manager at Ace Hardware Corporation. He has held previous security and loss prevention positions in the retail, financial and manufacturing industries. Mr. Lindahl holds the Certified Protection Professional (CPP) designation from ASIS International, demonstrating that he is Board Certified in Security Management. His industry involvement includes participation in the ASIS
International Food Defense and Agriculture Security Council where he is the past council chairman, the Grocery Manufacturer’s Association – Food Defense Committee and the Coupon Information Corporation. He holds an undergraduate degree in Criminal Justice from Mac Murray College and a master’s degree in Criminal Justice with concentration in Security Administration from Michigan State University. His studies have included completion of the International Security Management Association (ISMA) leadership and executive programs at Georgetown University and Northwestern University. Mr. Lindahl was selected in October, 2014 as a member of the A-CAPP Advisory Board.

Jeff Mieseler

Jeff Mieseler is currently the Senior Regional Manager – Americas for TE Connectivity’s Enterprise Risk Management and Security team. He is responsible for leading enterprise risk management and global security programs throughout the Western Hemisphere for TE Connectivity, a $14 billion diversified connector and sensor solutions company with 80,000 employees globally. Jeff has spent 25 years in corporate security where he has experience successfully designing international product protection strategies and investigating counterfeit product allegations in the industrial/manufacturing, high tech and pharmaceutical sectors. Prior to his current role, he was the Director of Corporate Security and Social Compliance for Callaway Golf Company and has held security leadership positions at Prime Therapeutics LLC, and at 3M Company. Jeff holds a Bachelor of Science degree in Accounting from Iowa State University and a Post Graduate Diploma in Risk, Crisis, and Disaster Management from the University of Leicester in the United Kingdom. Jeff holds the Certified Fraud Examiner (CFE) designation by the Association of Certified Fraud Examiners and participated on the MSU A-CAPP Center Advisory Board from 2012-2013.

Monica E. Mena

Monica Mena is Senior Manager in UL’s Global Security and Brand Protection department responsible for outreach and capacity building initiatives. Her main responsibility is as the global program manager for the International IP Crime Investigators College (IIPCIC) which is an INTERPOL initiative in cooperation with UL. She has responsibility for managing the global content development and delivery of the online college. She also sits on the IIPCIC Advisory Group and IIPCIC Joint Action Committee where she works with INTERPOL and other private and public organizations to initiate actions that will facilitate the fight against IP crime. Prior to this role, Monica was Instructional Design Manager at UL and managed the development of learning solutions for both internal and external customers including GE and Allstate. Prior to joining UL, Monica had her own training and development consulting company whose clients included LaSalle Bank, Wachovia Bank, Northwestern University and DePaul University. Monica has a Master’s degree in Sociology from the University of Chicago and over 10 years of experience facilitating and developing online and instructor-led adult learning in corporate and higher education settings.

Brian Monks

Brian Monks is the Vice President of Anti-Counterfeiting Operations at Underwriters Laboratories (UL). Mr. Monks has been with UL for 30 years and has worked in the intellectual property enforcement area for over 18 years. He works closely with national and international law enforcement agencies to identify and seize counterfeit products, such as the U.S. Customs and Border Protection, Federal Bureau of Investigations, Immigrations and Customs Enforcement, and the Royal Canadian Mounted Police.
Additionally, he is an Executive Board Member of the International Anti-Counterfeiting Coalition (IACC) and acts as a special advisor to the National Electrical Manufacturers Association (NEMA) Anti-Counterfeiting Task Force, a member of the NYC Mayor’s Anti-Counterfeiting Task Force, the Canadian Anti-Counterfeiting Network, Co-Chair of the Interpol Intellectual Property Crime Action Group, INTA Anti-Counterfeiting & Enforcement Committee, member of the WCO IPR Strategic Group and frequently serves as a keynote speaker at anti-counterfeiting conferences worldwide. Mr. Monks earned a Bachelor of Science from the New York Institute of Technology-Old Westbury and an MBA from Dowling College. Mr. Monks was selected in June, 2013 as a member of the A-CAPP Industry Advisory Board.

Rabindra (Robby) Ratan

Rabindra (Robby) Ratan is an Assistant Professor and AT&T Scholar in the Department of Media and Information at Michigan State University. He is also an affiliated faculty member of the College of Education's program in Educational Psychology and Educational Technology. Rabindra received his Ph.D. from USC's Annenberg School for Communication and Journalism, his M.A. in Communication from Stanford University, and his B.A. in Science, Technology and Society, also from Stanford University. His research focuses primarily on the psychological experience of media use, with an emphasis on video games and other interactive environments (e.g., virtual worlds, the road) that include mediated self-representations (e.g., avatars, automobiles). He is particularly interested in how different facets of mediated self-representations (e.g., gender, social identity) influence the psychological experience of media use, and how different facets of this psychological experience (e.g., avatar-body schema integration, identification) affect a variety of outcomes, including cognitive performance, learning, health-related behaviors (e.g., food choice, driving aggression), and prejudicial/prosocial attitudes.

Neal Schmitt

Dr. Schmitt came to MSU as an assistant professor of psychology in 1974 and served as department chairperson from 2000 to 2010. He retired from Michigan State in 2011 and, in addition to his role as interim dean of the college, is currently executive vice president for Polaris Assessment Systems and associate editor of two professional journals. In his research, Dr. Schmitt examines how effective hiring practices can help find the best employee. He has worked with Ford Motor Co., the FBI and the National Association of Secondary School Principals, and his research has been cited more than 18,000 times. His work, along with his colleagues, was integral to building the industrial/organizational psychology program at MSU into the top ranked program of its kind in the nation. A University Distinguished Professor since 1992, Dr. Schmitt received doctoral and master's degrees in industrial psychology from Purdue University and a bachelor of arts from Loras College in Dubuque, Iowa.

Ruth Waddell Smith

Ruth Waddell Smith is an Associate Professor of Forensic Chemistry in the Forensic Science Program, School of Criminal Justice at Michigan State University. She completed her postdoctoral fellowship in the Analytical Chemical Sciences Division at Los Alamos National Laboratory (Los Alamos, NM). Her current research interests include the application of multivariate statistical procedures for the association and discrimination of various types of forensic evidence, including fire debris, controlled substances, and questioned documents.
Brandon A. Sullivan

Brandon A. Sullivan is an Assistant Professor at the Center for Anti-Counterfeiting and Product Protection (A-CAPP) at Michigan State University. He earned his PhD from the School of Criminal Justice at Michigan State University in 2015 and his Bachelor and Master of Science from Bowling Green State University. He also serves as co-Principal Investigator and Project Manager for the Extremist Crime Database (ECDB) Financial Crimes project and is a Research Affiliate with the National Consortium for the Study of Terrorism and Responses to Terrorism (START). His primary research interests are product counterfeiting, criminal networks, and financial, enterprise, and extremist crime. Other research interests include policing, media and crime, corporate crime, and environmental crime, as well as mixed methodology and social network analysis. Recent publications have appeared in the International Journal of Comparative and Applied Criminal Justice, Global Crime, European Journal of Criminology, International Criminal Justice Review, and Security Journal.

Barbara Toop

Barbara Toop is the Executive Counsel – IP for GE Water & Process Technologies Unit of the General Electric Company. In her role, she is responsible for all domestic and international legal issues that are related to technology and intellectual property, including technology protection, counterfeit investigations, freedom to operate reviews, management of patent and trademark prosecution, patent litigation, agreement drafting and negotiation and training. In addition to another IP legal counsel, Ms. Toop also manages the IP engineers for the Water unit. She has worked for GE for over 6 years, with her initial assignment in GE’s Global Patent Operation. Prior to GE, Ms. Toop worked for over 25 years in the consumer product industry, working for a number of companies in various capacities. She worked for the North American division of Danone, where she served as the Deputy General Counsel. Prior to that, she worked for Best Foods for about 15 years, in a variety of positions, including International IT Counsel, Counsel North America and Senior Patent Counsel. Ms. Toop graduated from Lafayette College with a BS in Chemical Engineering and got her JD from New York Law School. Ms. Toop was selected in April, 2012 as a member of the A-CAPP Industry Advisory Board.

Dave Vargas

David Vargas is the Brand Protection Manager at Qualcomm. With Qualcomm 17 years, he has established a strong reputation for being an innovative and entrepreneurial leader that delivers solutions through cross-functional collaboration. Dave is also enrolled in the Northwestern University MS-Predictive Analytics data science program. Dave earned a BA degree in Criminal Justice from Michigan State University. He has also studied at the University of Redlands (MBA), Stanford University (Advanced Project Management), University of Notre Dame’s Mendoza College of Business (Six Sigma Black Belt) and University of Southern California’s Marshall School of Business (Executive Development Program). He is a Stanford Certified Project Manager and Six Sigma Certified (DFSS). Mr. Vargas was selected in May, 2011 as a member of the A-CAPP Industry Advisory Board.

John Verboncoeur

John Verboncoeur is a Professor and Acting Associate Dean for Research in the College of Engineering at Michigan State University. His research interests are computational plasma physics, electromagnetics, beam physics, high field effects including sheath formation, field emission, multipactor, and breakdown, laser-plasma interactions, plasma edge effects, transport, numerical methods, object-oriented techniques
applied to scientific computing, visualization, plasma waves and boundary phenomena. Applications include microwave beam devices, charged particle beam optics, fusion and other energy applications, accelerators, plasma thrusters, low pressure discharges for plasma processing, and high pressure discharges including plasma display panels and fluorescent lamps.

Kevin Weaver

Kevin Weaver is the Director of Brand Protection Technology at Johnson & Johnson. Mr. Weaver has over 20 years with Johnson & Johnson, Kellogg Company, and Computer Sciences Corporations with experiences in Supply Chain, Information Technology, Sales Analytics, Market Research, Business Intelligence, and Strategic Planning & Architecture. In his current role, he focuses on migrating illicit trade risks (e.g. counterfeits, diversion, tampered, trademark / copyright) by enabling product protection and market intelligence capabilities across the Johnson & Johnson Family of Companies. He currently is on the International Anti-Counterfeiting Coalition (IACC) Board of Directors. Mr. Weaver was selected in August, 2013 as a member of the A-CAPP Industry Advisory Board.

Jeremy M. Wilson

Jeremy M. Wilson is the Director of the Center for Anti-Counterfeiting and Product Protection and a Professor in the School of Criminal Justice at Michigan State University. Prior to joining MSU, Dr. Wilson was a Behavioral Scientist at the RAND Corporation where he directed many local, national, and international public safety projects and served as founding Associate Director of the Center on Quality Policing and founding Director of the Police Recruitment and Retention Clearinghouse. He is a visiting scholar in the Australian Resource Council’s Centre of Excellence in Policing and Security at Griffith University, and he recently held the Willett Chair in Public Safety in the Center for Public Safety at Northwestern University and was an adjunct professor of public policy at Carnegie Mellon University. Dr. Wilson has collaborated with police agencies, communities, task forces, governments, and professional organizations throughout the U.S. and the world on many of the most salient public safety problems. Jeremy’s research on anti-counterfeiting integrates and draws from his broader interests in the areas of law enforcement, violence prevention, and internal security.

Adam Zwickle

Adam Zwickle is an Assistant Professor in the School of Criminal Justice at Michigan State University. He conducts interdisciplinary social science research centered on communicating environmental risks and encouraging sustainable behaviors. Drawing from the fields of social psychology and risk communication, his work integrates theories of individual perception and message framing to aide communication practitioners. Specifically, his goal is to better communicate environmental risks in ways that reduce the amount that their long term impacts are discounted. He is also active in sustainability issues at the university level. He has worked with colleagues to develop a valid assessment of sustainability knowledge targeted at undergraduate students, partnered with university sustainability offices to increase conservation behaviors among students, and believes in using campuses as living laboratories to produce both theoretical and practical research as well as tangible local impacts.
The A-CAPP Center Staff

Jeremy M. Wilson
Director

Sara Heeg
Business Manager

Kari Kammel
Outreach Specialist

Jay Kennedy
Assistant Professor

Rod Kinghorn
Outreach Specialist

Lori Schrauben
Outreach Specialist

Brandon Sullivan
Assistant Professor
### Contact Information

**A-CAPP Center**

| Address         | 1407 S. Harrison, Suite 350  
|                 | East Lansing, MI 48823 |
| Sara Heeg       | Cell (517)927-3499  
|                 | heegsar1@msu.edu |
| Kari Kammel     | Cell (773)715-8169  
|                 | kkammel@msu.edu |

### Hotels

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
</table>
| Courtyard Marriott        | 2710 Lake Lansing Rd.  
|                           | Lansing, MI 48912             | 517-482-0500 |
| Candlewood Suites         | 3545 Forest Rd                | 517-351-8181 |
| Towneplace Suites         | 2855 Hannah Blvd.             | 517-203-1000 |
| East Lansing Marriott     | 300 M.A.C Ave                 | 517-337-4440 |

### Summit Venues

<table>
<thead>
<tr>
<th>Venue</th>
<th>Address</th>
<th>Phone</th>
<th>Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>HopCat</td>
<td>300 Grove Street</td>
<td>517-816-4300</td>
<td><em>Please note validation for lots will not be available because we are offering a shuttle service.</em></td>
</tr>
<tr>
<td>Henry Center, MSU</td>
<td>3535 Forest Road</td>
<td>517-353-4350</td>
<td><em>Parking: Parking is available at the University Club/Henry Center at no charge in the surrounding lots.</em></td>
</tr>
<tr>
<td>Old Town Marquee</td>
<td>319 East Grand River Avenue</td>
<td>517-853-5880</td>
<td><em>Parking: Open parking lot (Brenke Fish Ladder) across the street from Old Town Marquee.</em></td>
</tr>
</tbody>
</table>
2015 BRAND PROTECTION STRATEGY SUMMIT