

Please enjoy our latest newsletter to help keep you up-to-date on the activities of the Center.



Center for  
Anti-Counterfeiting  
and Product Protection  
MICHIGAN STATE UNIVERSITY

## A-CAPP CENTER HOLDS THIRD ANNUAL BRAND PROTECTION STRATEGY SUMMIT

The third annual Brand Protection Strategy Summit in early October was the largest and most successful yet for the A-CAPP Center. More than 100 participants from 29 firms, 11 law enforcement agencies, and 10 academic units attended the two-day event held at the Lansing Center on October 3 and 4.



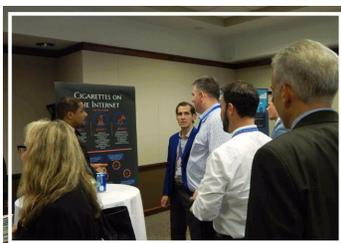
The annual summit has "turned into one of our center's greatest achievements," Jeremy M. Wilson, director of the A-CAPP Center, told participants. "It's one of the ways we get the most value from our partners, learning about what their issues are

and how we can help address them and also giving back to our partners by creating a venue to let them learn about the cutting-edge research going on at the university and to learn from their peers."

"I do believe bringing all the stakeholders together is how we're going to move to the future, how we're going to beat the bad guys at their own game," added Brian Monks, vice president of anti-counterfeiting operations for UL and president of the A-CAPP Center advisory board.



The summit this year addressed three themes: the challenges and opportunities of e-commerce, how partnerships can promote brand integrity, and how to measure the return on investment in brand protection programs. Participants heard introductory presentations and panel discussions and joined strategy sessions on each of these topics.



The summit was made possible through A-CAPP Center partnerships with UL, Johnson & Johnson, L Brands, Merck, Western Union, Avaya, and Amazon. In addition, Kellogg's, L Brands, and Under Armour provided participant registration gifts.

### IN THIS ISSUE

[BRAND PROTECTION STRATEGY SUMMIT](#)

[PIONEER AWARD RECIPIENT](#)

[BRAND PROTECTION HERO AWARD RECIPIENT](#)

[NEW BRAND PROTECTION TRAINING](#)

[STAFF AND PARTNER NEWS](#)

### TEAM FEATURE



TARA STEKETEE

In her role as Director of Global Product Integrity, Global Security for Merck & Co., Inc., Tara Stekete fights global supply chain threats with intelligence-led investigations and the development of proactive risk methodologies that can be employed to protect patients. Awareness campaigns, advocacy and engagement with policymakers and law enforcement for better protection of patients are also key areas of focus for Tara. She is frequently called upon as a subject matter expert on counterfeit pharmaceuticals as well as the overall ecosystem that supports illegal drug sellers and the threat this activity

The A-CAPP Center will soon publish a summit proceedings report. Past summit proceedings reports are available for [2016](#) and [2015](#) on the A-CAPP Center website. The fourth annual A-CAPP Center Brand Protection Strategy Summit is tentatively scheduled for Tuesday, October 2, and Wednesday, October 3, 2018.



THE A-CAPP CENTER AT MICHIGAN STATE UNIVERSITY  
**BRAND PROTECTION  
STRATEGY SUMMIT**  
BRAND OWNERS | ACADEMICS | LAW ENFORCEMENT

---

## MCGARRELL RECEIVES PIONEER AWARD

Edmund F. McGarrell, professor in the Michigan State University School of Criminal Justice and director of the school from 2001 to 2014, received the A-CAPP Center Pioneer Award at our annual summit in October.



In presenting the award to McGarrell, Jeremy M. Wilson, director of the A-CAPP Center, noted, "Ed made fundamental contributions to what would eventually become the A-CAPP Center . . . As industry came to MSU and began discussing product counterfeiting and the complex issues surrounding it, he saw the opportunity for the university to collaborate with industry and law enforcement and how all would benefit by working together . . . He had the insight to recognize the importance of acting, the vision to identify opportunities created by moving forward, and the tenacity to see a commitment implemented."

Congratulations, Professor McGarrell, and many thanks for your contributions to our Center and field!

---

## KRYSKOWIAK RECEIVES BRAND PROTECTION HERO AWARD

James A. Kryskowiak, a Raleigh, North Carolina police sergeant and intellectual property crimes investigator, received the A-CAPP Center Brand Protection Hero award at our annual summit in October.

In presenting the award to Kryskowiak, Jeremy M. Wilson, director of the A-CAPP Center, noted Kryskowiak "has been combating IP crimes for nearly ten years and has worked to bring attention to the issue by publishing an article on IP crime investigations through the

poses on patients  
worldwide.

Tara serves as Merck & Co. representative to the A-CAPP Center's Industry Advisory Board and the BPP Editorial Board.

---

## RECENT ACTIVITIES

---

Jeremy M. Wilson, Jay P. Kennedy, Kari Kammel, and Brandon Sullivan attended the 11th Annual International Law Enforcement IP Conference in New York in August. Co-hosted by INTERPOL, U.S. Immigration and Customs Enforcement (ICE), and National IPR Center, in partnership with UL and the IACC, the event brought together 500 senior police leaders, government officials, and security and industry experts from all over the world.

---

Also in August, Kari Kammel, Jay P. Kennedy, and Rod Kinghorn attended the Alliance for Gray Market and Counterfeit Abatement (AGMA) Americas Summer Conference in Chicago. Kari Kammel, Brandon Sullivan, and other A-CAPP Center staff provided a resource table at the U.S. Patent and Trademark Office (USPTO) Lansing Regional Seminar, held in the MSU Technology Innovation Center, in September. The USPTO event provided information on various types of intellectual property, the patent process, and public and private resources available for protecting intellectual property.

---

Jeremy M. Wilson presented on Metrics and Brand

North Carolina Conference of District Attorneys. The article was so well received that he was asked to develop and deliver multiple IP trainings at various venues. He's been training officers across the U.S. in the identification and investigation of IP crimes for six or seven years now."

Wilson also noted that Kryskowiak leads "a community-focused, problem-oriented, and intelligence-led educational campaign to combat IP crimes by increasing the risk to offenders, which he's been asked to present to a variety of associations and groups," and that he "regularly presents at the Raleigh Police Volunteer Academy to train all the new Raleigh police volunteers in the identification and investigation of IP crimes."

Congratulations, Sergeant Kryskowiak, and many thanks for all your efforts in our field!



## NEW COURSE ON BUILDING AND SUSTAINING EFFECTIVE BRAND PROTECTION TEAMS

How brand protection teams organize can affect how well they work. Teams may organize within or across legal and other functions, be aggressive or passive in their efforts, and be reactive or proactive in their work. They can adopt a wide variety of tactics depending on their industry and the products they seek to protect.

The newest A-CAPP Center course seeks to help participants in Building and Sustaining Effective Brand Protection Teams. The course is designed to help individuals develop a greater depth of understanding on how to build and sustain effective teams of professionals whose responsibility is to address counterfeiting and brand protection issues and is the first course in the Center's new Applied Brand Protection Training program.

The course will use rigorous research and case studies to explore issues, with a heavy focus on the practical outcomes of high-quality organizational and anti-counterfeiting and brand protection research as reported in top-tier and practitioner-focused outlets. The case study format will allow participants to more directly apply real-world lessons to their unique situations, and increase the utility of course materials.

The course will provide participants with in-depth knowledge beyond that offered in the A-CAPP Center's Professional Certificate Courses and Academic Certificate Courses. Upon successful completion of the course, participants will be able to

- Identify and describe important elements of successful brand protection teams
- Describe how the research on teams directly relates to the development, growth, and sustainability of brand protection teams

Protection Valuation at the International Anti-Counterfeiting Coalition (IACC) Annual Fall Conference in Marina del Rey, California, in October. The A-CAPP Center research team on this topic, including Karen Sedatole, Will Demeré, and Cliff Grammich, is addressing questions such as what return on investment for brand protection means for a company, tradeoffs between costs and eliminating counterfeiting, and specific metrics brand owners use to measure brand protection performance.

Jay P. Kennedy discussed his research on "Shan Zhai: How Cultural and Economic Conditions Can Signal Future Product Counterfeiting," at the annual meeting of the American Society of Criminology (ASC) in Philadelphia in November.

Also at the ASC meeting, Brandon Sullivan chaired a session on "Regulation and Prevention of White-Collar Crime," and presented his research with Jeremy M. Wilson on "An Empirical Examination of Product Counterfeiting Crime Impacting the U.S. Military."

Kari Kammel and Rod Kinghorn presented "Brand Protection and Packaging" at the MSU School of Packaging workshop on food packaging in November. Joining them were interns Scott Turner, Rachel Starks, and Lauren Jones.

Jeremy M. Wilson attended the 2017 Intellectual Property Rights Center Symposium in November in Arlington, Virginia.

Jeremy M. Wilson also attended the U.S. Chamber of Commerce Global Intellectual

- Competently apply relevant research findings on teams and work groups to important brand protection issues
- Identify challenges and roadblocks faced by brand protection teams and describe how these challenges can be overcome.

"Course topics will include team composition, why some teams succeed and others fail, brand protection teams as service-based teams, and overcoming barriers and dealing with success," said Jay P. Kennedy, who will lead the course. "Brand protection teams may face barriers both in forming and continuing their operations. The course will cover dealing with both. It will also help participants manage successes appropriately to that expectations remain appropriate."

The first offering of the four-week, online course will be from January 2 to January 24, 2018, with sessions on Tuesdays and Thursdays. Click [here](#) for more information.



## WILSON RECEIVES AWARD FOR CONTRIBUTIONS TO POLICE RESEARCH

A-CAPP Center Director Jeremy M. Wilson is receiving the O. W. Wilson Award presented by the Police Section of the Academy of Criminal Justice Sciences. The nationally competitive award for which Jeremy was nominated earlier this year recognizes significant contributions to police research, practice, and education. In addition to his A-CAPP Center work, Jeremy, a professor in the MSU School of Criminal Justice, has served as the director of MSU's Program on Police Consolidation and Shared Services, which, like the A-CAPP Center, develop and disseminates evidence-based lessons for decisionmakers, practitioners, policymakers, and scholars. Jeremy has written broadly in the areas of police administration, violence prevention, product counterfeiting, and internal security.

## A-CAPP CENTER STAFF AND PARTNER NEWS

### Advisory Board



**Alan Swayne**, an associate vice president at L Brands in Columbus, Ohio, has joined the A-CAPP Center Industry Advisory Board. Alan has extensive experience in brand protection in the specialty retail industry, including international investigations to locate product as it flows through the supply chain from production to consumer. Alan also has experience in building collaborative partnerships with vendors and suppliers and

helped expand the L Brands Brand Protection team from two associates to ten in the United States, Vietnam, and China.

**Tara Steketee**, director of Global Product Integrity for Merck & Co., has also joined our Industry Advisory Bar, as well as the editorial board of *The Brand Protection Professional*. Read more on Tara in this month's Team Feature (sidebar).

Property Center's 2017 IP Champions Gala in Washington, D.C., in November.

## UPCOMING EVENTS

Visit the A-CAPP Center staff at these upcoming events.

Midwest Supply Chain Management Conference  
March 21, 2018  
Grand Rapids, MI

NASBITE International Annual Conference  
March 21-23, 2018  
Baltimore, MD

## EDUCATION

### APPLIED BRAND PROTECTION TRAINING

Building and Sustaining Effective Brand Protection Teams

This four-week, online course will start in January 2018 and be led by Jay P. Kennedy. For further information, see accompanying article in main column, or see our [brochure](#).

### PROFESSIONAL BRAND PROTECTION CERTIFICATE

This A-CAPP Center program comprises 17 modules on topics related to product counterfeiting, enforcement activities, secure supply chain management, anti-counterfeiting strategies,



Members of our Industry Advisory Board help us fulfill our vision of being an international hub for evidence-based anti-counterfeit strategy and to offer cutting-edge translational research programs and outreach activities.

### Industry Fellow

**Dean Brocious**, who recently retired as Associate Vice President for Global Compliance Services at L Brands, has joined the A-CAPP Center as an Industry Fellow. Dean's work at L Brands included loss prevention and internal investigations. Dean also served as a member of the A-CAPP Center Industry Advisory Board.



### Staff

**Kayla Parker** has joined the A-CAPP Center as an Administrative Support Coordinator. At the Center, she works on several projects ranging from event planning, internship program management, and preparing financial documents. She is a recent graduate from Michigan State University with a Bachelor's degree in Comparative Cultures & Politics. She began working on campus at the Department of Food Science and Human Nutrition as a student, gaining experience in accounting procedures and grant set-up. She is also a volunteer at the Lansing Refugee Development Center working with adults and students taking ESL classes.



### Student Interns/Externs

The A-CAPP Center welcomed six student interns this fall. They are

- Lauren Jones, a senior majoring in Packaging
- Emily Osika, a sophomore majoring in International Relations with a minor in Muslim Studies
- Shayne Palmer, a junior majoring in Criminal Justice with a minor in Security Management
- Rachel Stark, a senior majoring in Packaging with a minor in Environmental and Sustainable Studies

### NEED AN INTERN? HIRE ONE FROM THE A-CAPP CENTER!

Brand owners can benefit from new perspectives that A-CAPP Center interns may offer. Encouraging them, for example, to ask why your firm does things in a particular way, or what would occur if a process were changed, can help brand protection professionals rethink their work.

The A-CAPP Center's internship program works with interns from diverse disciplines. Many of our intern alumni have gone on to internships and careers with brand-owning firms. Our interns have already developed familiarity with the issues of anti-counterfeiting and product protection and have helped make substantive contributions to the field.

communication and education, and risk management. For more information, see our [brochure](#).

### EXECUTIVE EDUCATION

The A-CAPP Center offers custom brand protection training programs. Such programs are part of our larger mission of pursuing cutting edge research projects, sharing new solutions to brand protection challenges as developed through evidence-based research, and providing thought leadership and education in the area of brand protection. For further information, write to Kari Kammel at [kkammel@msu.edu](mailto:kkammel@msu.edu).

### OTHER NEWS

Congratulations to Ross Miltz, who has accepted a position as an Operational Risk Analyst for GM Financial's International Operations Division. Ross's duties will include managing operational risk issues and events for markets in Latin America and Asia. Ross had served as an A-CAPP Center intern and research assistant, collecting, validating, and analyzing data for research.

Congratulations also to former intern Devin McClenton, who is now an associate intelligence analyst at Dolby Laboratories. Devin, who graduated from Michigan State with a degree in criminal justice in 2017, previously served as an intellectual property protection and enforcement intern for Dolby as well.

Interested in hiring an A-CAPP Center intern for one of your own internships or early career positions? Contact Kari Kammel, (517) 353-2163, or [kkammel@msu.edu](mailto:kkammel@msu.edu)

---

## RECENT PUBLICATIONS

**Clicking Into Harm's Way: The Decision to Purchase Regulated Goods Online**, article in *American Behavioral Scientist: Special Issue on Illicit Economies*

**Illicit Market for Counterfeit Products at Small Businesses in Michigan**, article in *American Behavioral Scientist: Special Issue on Illicit Economies*

Finally, congratulations to former intern Graham Raby, who is now a security policy analyst at Michigan Health Information Network Shared Services. Graham, who graduated from Michigan State with a degree in criminal justice in 2017, helps create and maintain compliant security policies and procedures and assists in security and security-risk assessments.

# a-capp.msu.edu



Michigan State University, Center for Anti-Counterfeiting and Product Protection,  
1407 South Harrison, Nisbet Building, Suite 350, East Lansing, MI 48824

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [About our service provider](#)

Sent by [jwilson@msu.edu](mailto:jwilson@msu.edu) in collaboration with

**Constant Contact** 

Try it free today