

APEX Women Mindshare: The Verdict is In

Well, the feedback is in from last week's APEX Women and here it is, straight from the attendees' keyboard:

- "This is the third or fourth virtual seminar I have listened to this year and APEX Women was by far the best! Others had one or two good sessions, but all of these were fantastic! Well done." – said one attendee.
- "This virtual presentation was a phenomenal opportunity. I am very satisfied with the information that was presented and what I learned. Thank you so much, TalkLP, for engaging with the audience and having such great presenters. I am looking forward to attending the next one!" – said another APEX mindshare fan.
- "I felt like I was sitting in my living room with a group of friends sharing ideas and lending support. What a great environment! Loved every minute!" – said the APEX attendee.

All feedback was gathered immediately after the mindshare via a survey specific to the APEX Women event.

TalkLP's Asset Protection Executive Xchange (APEX) virtual mindshare series executed the only virtual event dedicated to empowering women in the loss prevention and asset protection industry on Oct. 1. The mindshare was also available for men to attend as the agenda covered valuable information for any LP professional.

The following sponsors made the APEX Women mindshare possible, showing they are truly committed to supporting the empowerment of women within LP: AXIS Communications, MARCH Networks, CONTROLTEK, Protos Security, InstaKey, Gatekeeper Systems, Loss Prevention Foundation, and the D&D Daily.

The first session of the day featured Cynthia Hetherington, founder of the Hetherington Group and investigation expert. The audience was treated to a packed hour of real-life ways to conduct investigations right from their respective desktops. The afternoon continued with leadership lessons from Cheryl Dick from Chick-fil-A and Debbie Maples from Williams Sonoma.

Additional sessions discussed ways to prepare and secure that promotion you've always wanted with Wendy Hans from AMC Theaters and Sandra Chandler from ULTA Beauty. The mindshare also debuted a tech panel on making sure you're choosing the right technology for future ROI. This panel featured Antoinette King from AXIS Communications, Angie Barnes from NAVCO, and Rebecca Alexander and Audrey Lafforgue, both from the Starbucks Coffee Company.

The final panel discussed social unrest and preparing for crisis with Jennifer L. Schaefer, MA LPC, Field Asset Protection Manager from T-Mobile, Kathy Lockhart, CPA, Chief Accounting Officer

from Noodles & Company, and Cynthia Carbonaro, Regional Asset Protection Manager from Meijer.

Missed APEX Women? View the replay on-demand [here](#).

Stay tuned for more upcoming APEX Virtual Mindshare events!