



NATIONAL ASSOCIATION FOR SHOPLIFTING PREVENTION®

FOR IMMEDIATE RELEASE:

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NASP Begins 2020 with the Continued Expansion of its Advisory Committee

Melville NY – 1/6/2020 – Continuing to build on the 2019 launch of the National Shoplifting Prevention Coalition, a project of its Advisory Committee, the National Association for Shoplifting Prevention (NASP) is delighted to announce the addition of Pamela Velose, Vice President, Asset Protection and Safety at Belk. Continuing to add diverse points of view to its Advisory Committee supports the organization’s focus on connecting retailers and criminal justice to support collaborative efforts to reduce shoplifter recidivism, which, in addition to saving police, prosecutor and retail resources, will reduce ongoing theft activity and improve safety in stores and communities alike.

“We are always humbled by the willingness of leaders like Pamela to be part of the industry effort to examine progressive alternatives to an age-old problem. The level of collaboration between these retailers is truly gratifying as we work to alter how the nation thinks about shoplifting prevention in the age of criminal justice reform,” noted NASP Executive Director Caroline Kochman. “We are already seeing the power of the collective voice of the veteran asset protection leaders assembled on this committee in creating a paradigm shift in the approach taken by retailers, criminal justice and communities around the country.”

Pamela brings over 20 years of retail industry experience to the NASP Advisory Committee. Before beginning her career at Belk, she spent more than 16 years at Macy’s where she led and developed the investigations programs for both internal investigations and Organized Retail Crime programs. Her hands on approach and strong operational skills will provide tremendous benefit as the Coalition begins to operationalize its 2020 activities.

Ms. Velose stated, “In our ever-changing retail landscape, it is important for retailers to do everything we can to create the best shopping experience for our customers. This includes investing in the communities where we work and live through outreach, education and partnerships. I am honored for the opportunity to partner and serve on the NASP Advisory Committee.”

John Matas, Vice President of Profit Protection at Macy’s noted, “Pamela sets high standards in both the Asset Protection and Investigations space. Pamela is a proven leader and excels at anything she has taken on in her career. She is dedicated to her mission of producing positive results in any project in which she is involved. I am a Pamela Velose fan and I look forward to working together on the vision and priorities of the NASP.”

About NASP:

Incorporated in 1989 as a non-profit organization under IRS code 501(c)(3), the National Association for Shoplifting Prevention is the nation’s leading provider of shoplifter education programs. Trusted by more than 4,000 criminal justice professionals in 2,000 jurisdictions around the U.S., NASP’s offense-specific education programs have a court-documented recidivism rate of less than 3%. NASP’s mission is to raise

public awareness about the harmful effects of shoplifting on youth, families and communities, unite public opinion toward constructive solutions, deliver needed programs and services and engage community action in prevention efforts to improve the lives of those affected and reduce the number of people who become involved. All NASP efforts are driven by one overarching goal – to reduce shoplifter recidivism.

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