



CAL-ORCA CONFERENCE 2022
COLLABORATING ON A SAFER CALIFORNIA

Ontario Convention Center



October 4-5, 2022 – Ontario Convention Center

Tuesday, October 4

- 8:30 am – 10:00 am Registration
Welcome Coffee – Networking with Sponsors and Exhibitors
Sponsor/Exhibition Room
- 10:00 am – 10:30 am **Welcome Opening Ceremonies**
Ballroom C
Mayor Paul S. Leon, City of Ontario
Chief Mike Lorenz, Ontario Police Department
- 10:30 am – 11:30 am Keynote Presentation
Ballroom C
[State of Retail Theft in California: Framing the Conversation and Political Realities](#)
Assemblymember Vince Fong
Assemblymember Al Muratsuchi
Fran Inman, Senior Vice President for Governmental Relations and Community Affairs, Majestic Realty (Moderator)
- 11:30 am – 1:15 pm Lunch and Networking with Sponsors and Exhibitors
Sponsor/Exhibition Room
- 1:15 pm – 2:15 pm Breakout Sessions - Series #1
[#PROP 57: ORC Gangs and Impacts](#)
Room 100
Rick Serrato, President/CEO, Serrato & Associates, Inc.

This session focuses on ORC gangs and the impact on retail companies and communities.

[OSINT in Tactical Investigations](#)

Ballroom C

Michele Stuart, Private Investigator, JAG Investigations

With the proliferation of the world wide web, it's never been easier to find information that can assist in the identification of an individual and the sales platforms that can be used to sell stolen product. Understanding how technology gathers and disseminates online data empowers you to leverage open-source intelligence to identify and assess a threat climate,

uncover identities, and discover actionable intelligence. This class will teach you how criminal actors can use open-source intelligence to social engineer cyber and physical attacks against retailers, how to use multi-platform search engines assisting in where product is listed / sold and how to identify social media profiles.

2:15 pm – 2:30 pm Break

2:30 pm – 3:30 pm Breakout Sessions – Series #2

[Spotlight on Increasing Theft: Cargo, Rail and Trucking](#)

Ballroom C

Gerardo Pachuca, Detective, Los Angeles County Sheriff (Ret) Captain
Captain Alfonso Lopez, Los Angeles Police Department, Commercial Crimes Division

This session will focus on cargo theft and strategies to deter it. How can retailers, law enforcement and the ORC Task Forces work together to combat this growing trend? What other resources are needed to deter this type of crime?

[Interview Skills Training \(Part 1\): Evolution of Interviewing](#)

Room 100

David Thompson, President, Wicklander-Zulawski

David Thompson discusses the changes in interviewing techniques as a result of academic research and legislative trends in the industry, ranging from employee theft to homicide cases.

3:30 pm – 4:00 pm Break and Networking with Sponsors and Exhibitors

Sponsor/Exhibition Room

4:00 pm – 5:00 pm Keynote Presentation

[Partners Against Crime: Tips for Leveraging California's ORC Task Forces](#)

Ballroom C

Captain Jason Daugherty, CHP Headquarters (Moderator)
Investigator Michael Diehl, CHP Golden Gate Division ORC Task Force
Investigator Scott Elson, CHP Southern Division, ORC Task Force
Sergeant Jim Kelley, CHP Border Division, ORC Task Force

California led the nation in implementing Organized Retail Crime Task Forces that have led to successful investigations of large-scale thefts. Hear from the CHP on how you can leverage California's ORC task forces to combat this growing problem. Each team will provide a case study focused on successful operations, arrests, and merchandise recovery. The session will also provide a scope of what is needed from retailers to conduct a successful ORC investigation.

5:00 pm – 7:30 pm **Reception** - Networking with Sponsors and Exhibitors

Sponsor/Exhibition Room

Wednesday, October 5

7:30 am – 8:30 am Registration
Welcome Coffee – Networking with Sponsors
Sponsor Room

8:30 am – 9:30 am Breakout Sessions - Series #3

[How to Work E-Commerce Fraud Cases](#)

Ballroom C

Gary Novello Jr., LPC, CFI, Director of Fraud Strategy and Analytics, Macy's

Gary Novello has been in the retail industry for 18 years and worked with Home Depot, Bed Bath & Beyond, Bloomindale's, and Macy's in a variety of asset protection roles from detective to director of fraud strategy and analytics. In this session, he shares his experience and lessons learned on building a fraud investigation with a focus on root-cause analysis, data science, collaboration, investigation tactics, and Law Enforcement partnerships.

[Interview Skills Training \(Part 2\): Strategic Rapport and De-escalation](#)

Room 100

David Thompson, President, Wicklander-Zulawski

David Thompson presents new content from Wicklander-Zulawski incorporating research from the High-Value Detainee Interrogation Group into everyday conversations and investigative interviews; and how these techniques help to mitigate high-stress (possibly confrontational) interview settings for both law enforcement and private sector investigators.

9:30 am – 9:45 am Break

9:45 am – 10:45 am Keynote Presentation
[SB 301 Panel Discussion](#)

Ballroom C

Raul O. Aguilar, Division Chief, Transnational Organized Crime Division, Homeland Security Investigations

Michael Redding, Special Assistant Attorney General, California Attorney General Rob Bonta

Mike Carson, Director, Regulatory Policy Group, eBay
Panel Speakers - **Amazon, Walgreens, Walmart**

Rachel Michelin, President/CEO, California Retailers Association (Moderator)

Recently, the California State Legislature passed, and Governor Newsom signed, the California INFORM Act which requires, starting July 1, 2023, online marketplaces to require specified high-volume third-party sellers on the platform to provide certain information to the platform and certain

contact information to consumers to make it more difficult for to sell stolen goods on-line. Join a panel discussion on how law enforcement, retailers, and marketplaces can collaborate to combat ORC in California. Learn how this impacts ORC at the national and international level and leave with a better understanding of how this new legislation can deter on-line sales of stolen goods.

10:45 am – 11:00 am Break

11:00 am – 12:00 pm Breakout Sessions - Series #4

[How Creating Technology Partnerships with Your Local Police Agency Can Reduce Loss and Deter Crime](#)

Ballroom C

Assistant Chief Travis Martinez, Redlands Police Department

Captain Todd Withers, Beverly Hills Police Department

*Session presented by **Flock Safety***

Learn how two policing agencies are partnering with retailers to successfully integrate advanced technologies like vehicle identification cameras, GPS technologies and security cameras to overcome organized retail crime challenges in their communities.

[Interview Skills Training \(Part 3\): The Participatory Method of Interviewing and Identifying Intent](#)

Room 100

David Thompson, President, Wicklander-Zulawski

David Thompson presents a specific interviewing concept with the goal of eliminating explanations, identifying intent or locking a subject into an alibi. ORC interview case studies will be included.

12:00 pm - 12:45 pm Lunch

Sponsor Room

12:45 pm - 1:30 pm Keynote Presentation

Ballroom C

[Perspectives on ORC from the California Leadership](#)

California Attorney General Rob Bonta

Award Presentation

ORC Prosecutor of the Year Award

ORC Law Enforcement Investigator of the Year Award

ORC Case of the Year Awards