

ISSUE #1, 2024

INTERNATIONAL ASSOCIATION OF  
INTERVIEWERS

# CFINSIDER



## The Importance of Empathy in Investigative Interviews

While the pursuit of facts and evidence is at the core of our work, it's equally vital to recognize the human element involved in every interaction.

Empathy plays a pivotal role in building rapport, fostering trust, and ultimately, eliciting valuable information from interviewees. By empathizing with their experiences, emotions, and perspectives, we create a safe space for open communication and collaboration.



# Letter From the Editor



Emily Kuhn  
Association Manager

## SPRINGING FORWARD: EMBRACING EMPATHY

As the vibrant colors of spring slowly emerge (especially here in Chicago!) and the world awakens from its winter slumber, it brings with it a renewed sense of energy and opportunity. It is within this season of growth and transformation that I am thrilled to welcome you to the spring edition of our journal for the International Association of Interviewers.

The articles in this edition all highlight the importance of empathy in investigative interviewing. We explore how cultivating empathy not only enhances rapport between interviewer and interviewee but also fosters a deeper understanding of the human experience, ultimately leading to more effective and ethical outcomes in our investigations.

As always, our association remains dedicated to fostering a community of learning and collaboration. I encourage each of you to take advantage of the resources and networking opportunities available to you such as Elite Training Days or a Regional Chapter Meeting. These gatherings offer unparalleled opportunities for networking, skill development, and knowledge exchange. Whether honing existing skills or staying on top of the latest developments, participation in these conferences is instrumental in ensuring continued excellence in investigative interviewing.

I want to extend my heartfelt gratitude to all of our members. Thank you for your unwavering support, camaraderie, and passion for investigative interviewing. Now, back to watching every true crime documentary ever made. Happy Spring!

### ETD 2024

Elite Training Days serves as a pivotal platform for sharing groundbreaking techniques, exchanging best practices, and staying abreast of the latest advancements in investigative interviewing. Find out more!

### CFI 2.0

Get ready to sharpen your investigative interviewing skills! The highly anticipated updated CFI 2.0 exam for investigative interviewers is set to launch soon.

Cheers,

*Emily*

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# Letter From the IAI Chair



Wayne Hoover, CFI  
Chair of the IAI Advisory Board

My favorite season is upon us. Spring means one thing to me—baseball. As a coach for the last thirty-plus years, I always look forward to having a new team of high school freshmen to teach, mentor, grow with, and learn from.

Of course, this does not just apply to sports but also to our daily activities as elite interviewers. In Emily Kuhn's "Letter From the Editor," she mentions taking advantage of all the offerings of IAI through the Elite Training Days, the ETE events, and at the Chapter level. These are obvious ways to stay elite in this profession.

I want to take it a step further and challenge all of us to step back and ask to be coached. Have a mentor review your recent interviews with you. Discuss the opportunities we have to get even better. Ask them to provide feedback on better rapport options, effective empathy, and improving questions to obtain actionable information that can be validated.

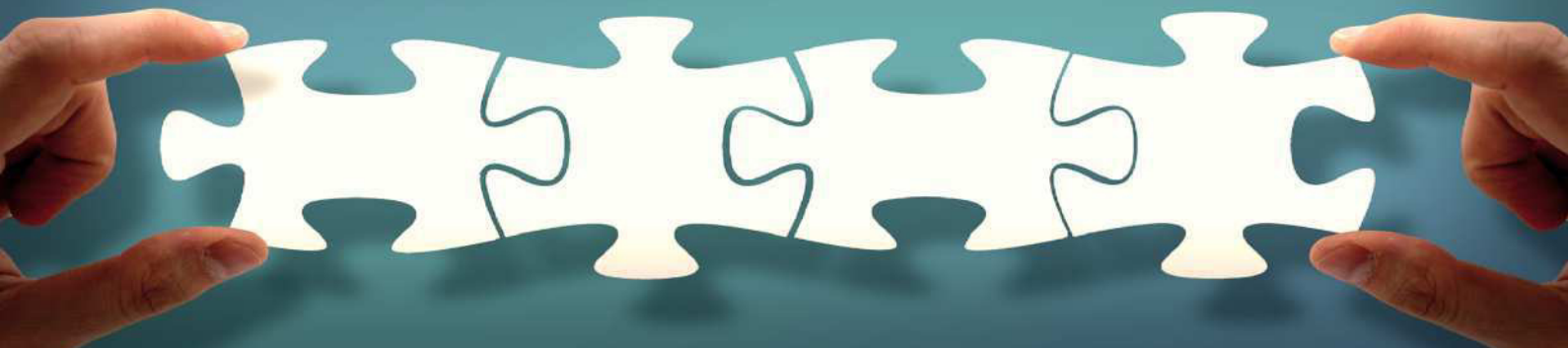
But let's not stop there. Extend and pay forward your learning by mentoring a new interviewer and sharing the knowledge you've gained. Our high school team's goal is to foster a culture where learning comes from the players. This approach is more effective when teammates hold each other accountable, not just the coaching staff. If we can build a team of interviewers who uphold the integrity of our profession, we will all serve the people we interview better.

Spring is the season of growth, and it's the perfect time to nurture your team's skills, including your own. Let's commit to personal and team growth this year and make a difference in our profession.

*Wayne Hoover, CFI*



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James Ballard, CFI, Goshen Police Dept.  
jamesballard@goshencity.com

David Matsumoto, Humintell  
dmatsumoto@humintell.com

Bryan Barlow, CFI, Chicago Police Dept.  
bryan.barlow@chicagopolice.org

Chris McDonald, Murphy USA  
Christopher.mcdonald@murphyusa.com

Don Berez, CPA, CFE, CFI, GSU  
berez@georgiasouthern.edu

Melissa Mitchell, CFI (Ret.)  
melissamitch99@gmail.com

Ray Cotton, CFI, CPP Wells Fargo  
ray.cotton@gmail.com

Rocco Pierri, CFE, Dun & Bradstreet  
Pierri1805@gmail.com

Linda Campbell, CFI, Caleres  
Lcampbell@caleres.com

Michael Reddington, CFI, InQuasive  
michaelreddingtoncfi@gmail.com

Eric Chase, CFI, CarMax  
Eric\_L\_Chase@carmax.com

Kathleen Smith, CFI (Ret.)  
kamjs@aol.com

Joe Davis, CFI, CPP, LPC, Walmart  
joe.t.davis@walmart.com

Shane Sturman, CFI, CPP, WZ  
ssturman@w-z.com

Dan Doyle, CFI, Bealls Inc.  
dand@beallsinc.com

Mark Sullivan, CFI, Grant Thornton  
mark.sullivan@GT.com

L. Wayne Hoover, CFI, WZ  
whoover@w-z.com

David Thompson, CFI, WZ  
dthomspon@w-z.com

Cary Jones, CFI, Visionworks  
cjones@visionworks.com

John Waugh, CFE, CAMS, Johns Hopkins  
jowa2736@yahoo.com

Emily Kuhn, IAI  
ekuhn@certifiedinterviewer.com

Douglas Wicklander, CFI, (Ret.)  
dwicklander@w-z.com

David Lund, CFI, Dick's Sporting Goods  
david.lund@dcsbg.com

David Zulawski, CFI, CFE, (Ret.)  
dzulawski@w-z.com

Debbie Maples, CFI, Sales Force  
dmaples@salesforce.com



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# THE EVOLUTION OF NON-CONFRONTATIONAL INTERVIEWING



SPECIAL GUEST  
Dave Zulawski, CFI, CFE



HOSTED BY  
Dave Thompson, CFI

## Truth Be Told

TBT101 The Evolution Of  
Non-Confrontational  
Interviewing

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#Podcast that debunks myths, explores case studies and identifies the keys to effective communication with a Certified Forensic Interviewer and special guests. Need to talk to an employee about a disciplinary issue? A family member or significant other about an uncomfortable topic? Attempting to uncover the truth of "what really happened" through effective questioning and active listening? With unique perspectives from interrogators, exonerees, academics and professionals across multiple disciplines, learn how strategic communication can work to your advantage. Powered by Wicklander-Zulawski & Associates (WZ) and the International Association of Interviewers (IAI), "Truth Be Told" brings to you some of the leading voices in the space of communication, investigations and interpersonal behaviors.

In this episode, Dave Zulawski, CFI, CFE co-founder of Wicklander-Zulawski & Associates, shares insights and experiences from his career in interviewing and interrogation. He discusses the lack of training in these areas and the importance of effective communication skills. He emphasizes the need for flexibility in interviewing methods and the power of silence and active listening. Dave also highlights the value of recording interviews and how these skills can be applied in HR and hiring processes. He concludes by encouraging continual learning and self-evaluation to improve as an interviewer. In this episode of the Truth Be Told podcast, we explore the importance of effective communication and how it can be improved. We discuss the role of active listening and empathy in communication, as well as the impact of non-verbal communication. We also address common communication barriers and how to overcome them. Finally, we touch on the topic of cultural differences in communication.

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# “Good People Make Poor Decisions For Good Reasons”

**Written By:**

**Gregory LaPre, CFI**

We have all used that line in the process to obtain the truth from individuals one time or another. And you know what, it's true.

Businesses invest a lot of time and energy to source talent. When that decision to hire that person is made, it's made with a hopeful excitement for that individual to add value to the organization, their quality of life and progress in their career path. More often than not, that's what happens, but occasionally, opportunity or life circumstances influence a good person to make a bad decision.

A CFI has heard all the reasons and excuses, and for sure there is a difference between reasons and excuses. If a CFI “truth seeker” is truly seeking the truth, they will discern between a reason and an excuse. We shouldn't be simply looking for an admission, accepting an excuse to obtain the admission. Obtaining an admission is just one objective.

We need to challenge ourselves to seek the truth, the good reason that a good person made that decision. This reason is a lesson within the business that can and should be implemented into preventative measures in a process or standard.

Sometimes that lesson is a vulnerability in the operational process that someone took advantage of. Sometimes that lesson is a disengaged manager. Sometimes that lesson teaches the interviewer his or her life isn't that bad, that his or her life challenges, family challenges, health challenges, or financial challenges are not as extreme as the person sitting across from us. Indeed, life can be tough.



I'll admit, early in my career, pre CFI, the goal was to get the admission. Case closed. Build a stat and move onto the next case. Maybe even brag a little. Not so much anymore. Post CFI, as years go on, we become more personally and professionally mature. We're more empathetic and sympathetic from life and professional experiences. Consciously or unconsciously the person across from you in that interview picks up on that. Having a genuine interest in the truth, that specific person's truth, builds a rapport that more easily gets you to the truth. Every CFI knows how important building rapport is in an interview process.

Ideally, that post interview recap to our business partners, not only shares the truth, but identifies the real root cause of the opportunity that needed to be investigated. I think sometimes that root cause lesson is overlooked, leaving an inefficient process in place or an inefficient checks and balances in place. Or unfortunately missing that coaching opportunity for that unengaged supervisor to be more engaged with their people. Good loss prevention or asset protection programs help create a culture of keeping honest people honest, while enabling them to quickly identify and resolve opportunities to minimize risk and loss. Sharing that lesson learned should strengthen the cultural fiber and operational efficiency of an organization.

Being a CFI provides a unique skill set and opportunity in the loss prevention or asset protection industry. It helps you better understand human nature, understanding that “good people make poor decisions for good reason.” It enables you to be at the turning point of that operational or behavioral breakdown. A skill well worth building for professional and personal benefits.



Contact Emily with any questions!  
[ekuhn@certifiedinterviewer.com](mailto:ekuhn@certifiedinterviewer.com)



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## FEATURED ARTICLE



# UNRAVELING THE AMERICAN NIGHTMARE

BY: MANDY AGUILAR, CFI  
AND SEAN ANELMO, CFI

Content Warning: This Story Discusses  
Sexual Assault.

I love a good crime documentary and while surfing Netflix one day, I found myself attracted to the preview of American Nightmare, so I began watching it. Episodes 1, 2, and then 3 – done within one evening. I couldn't take my eyes off the screen, and I had a whirlwind of emotions. At this point, I reached out to my friends and told them they HAD to watch it. One of those friends was Sean Anselmo. Sean and I worked together and are both Certified Forensic Interviewers (CFI) with many years of experience. I knew he would have an appreciation for this and here we sit together going over this case.

I'd start by saying the key phrase that will continually be used here is confirmation bias. By definition, this is the tendency to interpret new evidence as confirmation of one's existing beliefs or theories.

The show starts with an extraordinary story. Aaron is the boyfriend of Denise. They are victims of a home invasion who were bound, eyes covered with blacked out goggles and drugged. The kidnapper makes a reference along the lines of "We have a problem, you're not Andrea". However, Denise is kidnapped. Aaron wakes up hours later to a camera mounted on his wall, tape around the perimeter of the couch where he was told to stay in, and he's been told not to call the cops or else Denise will suffer. Aaron eventually feels the need to call the police and does so hoping it would help her, and not make the situation worse. Police arrive and he's escorted downtown. First question: Do we have a victim or a suspect?

Meanwhile, Denise had been drugged, blindfolded and bound by zip ties and had been placed in the trunk of a car. She's brought to a cabin in the woods and remained blindfolded. She was raped twice and was informed she was being recorded. Denise was threatened that if she told her family or law enforcement, the video would be released through the internet. Several days later, the kidnapper released her by dropping her off at her father's home.

Imagine you are Aaron. You've been held for 18 hours and have not been able to talk to any friends or family. You voluntarily permitted your DNA and blood samples to be taken. Your clothes were bagged and tagged and placed into evidence. You voluntarily took a lie detector test with an FBI agent. You're being told repeatedly that you are a monster and don't love Denise. That you know what happened to her and she's gone. They are going to tell your family that she's dead. You've been told that you failed the lie detector test "miserably". The story you told to the detective was made into a joke.

When Denise was interviewed about the incident, she had her attorney present. During the interview, Denise explained the events which transpired from the time she woke up to a kidnapper taking her from her home while she was sleeping in her bed, to being raped and returned to her father's home days later.

In any interrogation, the end game is to get to the truth. The truth comes from the facts of the case. Opinions and personal beliefs are where confirmation bias comes in and they certainly need to be checked the moment you walk into the interview room. It is your job as an interrogator to allow the victim/suspect to tell their story to you from beginning to end. Building rapport and showing understanding is critical in any interview because it helps the interviewer show they are actively listening and builds on the foundation of mutual trust and understanding is critical in any interview because it helps you show empathy, understanding and it allows you to build on the empathy statements.

The question I asked earlier was, “Is Aaron a victim or a suspect”? The answer is, he and Denise were both victims. Now we circle back to confirmation bias. According to the documentary, there were critical things that were missed throughout this investigation. Although it wasn’t disclosed in the documentary, the assumption is there was no tracking of the IP address into the camera or Aaron’s phone. Additionally, Denise’s phone was never examined which would have found the proximity of where she was being held and could have prevented the second rape. There was no due diligence in researching similar crimes that would have led to the same suspect Detective Misty Carausu of the Alameda County Sheriff’s Office had investigated. It was the tenacity and passion of Detective Carausu which broke this case wide open And led to the arrest and prosecution of the suspect, Matthew Muller. Muller had been named a person of interest in several incidents which included home invasion/attempted rape, etc. before Denise’s incident. Detective Carausu truly became our hero in this case!

The other question remaining is “Why did the kidnapper think Denise was Andrea?” Andrea was the ex-fiancé of Aaron. Was she a target initially? During the investigation, it was determined that FBI Agent Sesma was the ex-boyfriend of Andrea and was able to remain on this case through its entirety because it was found that it wasn’t a problem when in fact, he should have been recused immediately due to the conflict of interest. Unfortunately, we’ll never know the true answer to this question.

The treatment of Denise during her interrogation including the intensity of her emotional state and references to the movie, “Gone Girl”, adds a distressing dimension. The absence of compassion and empathy in crucial moments raises doubts about the investigators’ commitment to finding the truth. The ordeal faced by Aaron during his relentless hours of interrogations, combined with defamation of character, underscores the need for a thorough review of investigative practices. The difficulty in discerning truth from deception left the case shrouded in uncertainty.

Aaron and Denise filed a lawsuit against the City of Vallejo Police Department and were awarded \$2.5 million for “violating” the couple’s “constitutional rights” and “unfairly (destroying) their reputations through an outrageous, completely unprofessional and wholly unfounded campaign of disparagement”.

As questions continue to linger and doubts persist, this case stands as a stark reminder of the importance of unbiased, empathetic, and thorough investigative practices in ensuring the truth is found.



**“ But I just wanted to reach through the computer and give her a hug and say, ‘I got you.’**

**DET. SGT. MISTY CARAUSU**



# JUST THE FACTS.

## Investigative Interviewing Techniques to Identify the Truth.



No case is the same; each requires a unique approach to identify the truth. That is why having a team of experts who can teach you how to ask the right questions is essential in bringing cases to a successful close. Wicklander-Zulawski (WZ) uses a combination of proven methods and evidence-based techniques designed to identify the truth. Our powerful, practical methods offer flexible approaches providing you with the ability to alter strategies depending on the level of evidence, subject considerations, and type of interview.

Our training courses will equip you with the skills and techniques necessary to navigate complex conversations to ensure you never miss a crucial piece of evidence again. Whether you're a seasoned investigator, interviewer, human resource professional, or executive, our training courses will transform you into a truth-seeking mastermind trained to extract hidden truths and effectively close the case.

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Speaking of free learning resources, did you know that WZ and the International Association of Interviewers (IAI) joined forces to present the TRUTH BE TOLD podcast hosted by Dave Thompson, CFI? **Click on the microphone to learn more!**



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## The Culture Of Expediency And Confirmation Bias

Written By: Amanda Weaver, CFI, PHR

The history of investigative interviewing isn't without complexities and ethical dilemmas. From the early days, when the pursuit of a confession overshadowed the goal of seeking the truth, to the modern ideology of evidence-based interviewing, the evolution of fact-gathering reflects a learned shift in our understanding of justice, ethics, and human rights.

In the past, investigations often prioritized speed over thoroughness, leading to a shared culture of expediency and confirmation bias. Interviewers, driven by personal theories, often interpreted information in a way that confirmed their existing beliefs. This approach has been known to compromise the integrity of the investigation.

Another chapter in the history of investigative interviewing was the prevalence of coercion; obtaining a confession became the primary objective, often at the expense of ethical considerations. Interviewees were subjected to tactics designed to break their will and extract cooperation. The consequences were acute, with some individuals coerced into providing misleading information or false confessions.



Amanda Weaver,  
CFI, PHR

Recognizing the inherent flaws in these approaches, a paradigm shift towards evidence-based interviewing techniques began to take shape. The focus shifted from coercion to collaboration, from confirmation bias to impartiality. Evidence-based interviewing techniques acknowledge the rights of interviewees, prioritizing fairness, accuracy of information, and respect throughout the process. This shift enhances the integrity of investigations and safeguards the rights and well-being of all involved parties.

The consequences of unethical or outdated interviewing practices extend far beyond individual cases. They harm investigating agencies' reputations, erode public trust in the justice system, and inflict lasting harm on individuals unjustly implicated in investigations. By contrast, embracing evidence-based principles in interviewing not only upholds the sanctity of justice but also strengthens confidence in the fairness and integrity of investigative processes.

Significant strides have been made. As we reflect on the history of investigative interviewing, we must remain vigilant in our commitment to continued education and adaptability. Progress embodies our capacity for growth and improvement. By fostering a culture of integrity and remaining dedicated to the principles of ethics, transparency, and accountability, we can ensure that the investigative process continues evolving and is guided by fairness, truth, and respect for all.





# ELITE TRAINING DAYS 2024

IAI is proud to announce  
**ELITE TRAINING DAYS 2024**  
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**October 15-17, 2024!**



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We are so excited to announce that Elite Training Days will be in CHICAGO, ILLINOIS, October 15-17, 2024! The venue is right near O'Hare Airport with free shuttles! Close to the "L" train, you can easily get into the city and explore. New this year, we are making it easier than ever to travel. Sessions will start late Tuesday afternoon and end Thursday at lunch. We will be announcing speakers, events, and extras in the coming weeks—stay tuned. Be sure to take advantage of our Early Bird Pricing (\$50 off pp!!). Group and Corporate rates available.

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# ETD Speakers

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KEYNOTE SPEAKER

**Kristen Ziman**

Former Police Chief of the Aurora IL Police Department (Ret.),  
Speaker and Author



SPEAKER

**Dr. Tim Klatte**

Partner, Head of Forensic  
Advisory Services  
Grant Thornton Shanghai



SPEAKER

**Michele Wood**

Police Sergeant and on Camera  
True Crime Subject Matter Expert,  
Chicago Police Dept.



SPEAKER

**Anna Papalia**

CEO & Author of  
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SPEAKER

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## PREFERRED HOTEL

Please book your room by **Sept 15, 2024** to ensure the group rate of **\$152** per night. There is a complimentary O'Hare Airport shuttle, close to the blue line "L" train, and walk to the conference at The Event Center. Parking fee waived with a reservation.

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# WELCOME New CFI's



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## FEBRUARY

ROBERT FOERG  
WESLEY DOMERESSE  
LARRY BORDEN  
RICHARD YOUNG  
JUSTIN DENNIS  
TERESA PORRAS  
JEFF SCHATUNG  
VANESSA FRASER  
AARON PUNKE  
JOHN QUINN

## MARCH

SHAWN MCKENNA  
SEAN MAITA  
TYREE YADON  
IAN ROBB  
KATHY BIRRI  
RILEY FALLON  
KEITH BRUNO

### Quote of the Quarter

*"Where flowers bloom  
so does hope"*

– Lady Bird Johnson

# CFI ON THE MOVE



**Martina Bullard, CFI** is now a regional AP manager at Victoria's Secret

**Shane Coover, CFI** is now a major crimes investigations manager at Dollar Tree Stores

**Parker Griebel, CFI, LPC, LPQ** was promoted to AP assistant director at Festival Foods

**Josh Hamilton, CFI, CFE** is now manager of investigations at Peloton Interactive

**Aaron Hancart, CFI, EPS** is now senior director of AP and safety at Denny's

**Martin Lisitza, CFI** was promoted to multi-store AP manager at The Home Depot

**Michael Loox, CFI** is now senior manager of store security at Sheetz

**Tracy Marquez, CFI** is now a regional field AP manager at Chipotle

**Jayne McGrath, CFI, CFE, LPC**, is now a regional LP manager at Signet Jewelers

**Stephen McIntosh, CFI, CPP, MBA**, is now head of AP at Vuori

**Albert Metuge, CFI, CFE** was promoted to senior manager, omni risk and analytics at Lululemon

**Canaan Peacock, CFI., CFE**, is now corporate LP manager at EOS Fitness

**Rick Pfeifer, CFI, LPC**, is now a regional AP manager at Five Below

**Whitney Plemons, CFI, LPC**, is now a regional safety and security manager at Raising Cane's Chicken Fingers

**Carlos Rubio, CFI**, was promoted to regional director of LP at Ross Stores

**Dennis Smith, CFI, LPC**, is now a regional AP manager at Harris Teeter

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# Regional Chapter Updates



## ● Southeast Chapter

The Southeast Chapter of the International Association of Interviewers (IAI) held its first meeting of the year in Atlanta, Georgia. Our goal was to strengthen the partnership between retail and law enforcement and provide continuing education for all. After enjoying a networking lunch, The Georgia Retailer Organized Crime Alliance (GROC) conducted a dual live/online intel-sharing meeting.

We couldn't have asked for a better trio of speakers focused on investigative interviewing. First was Ken Morrow, the Director of Investigations for the Georgia Medical Board. He shared valuable insights he learned over the last 30 years of investigations. His presentation was highlighted by his exclusive personal interactions with "Dr. Death" Narendra Nagareddy during his interview of him.

Next, we had the President of InQuasive Inc., author and podcaster, Mike Reddington CFI. Mike's presentation focused on strategic listening techniques. Mike covered such topics as the seven stages of contentious conversations, barriers to listening, the troublesome trifecta, dangerous distractions, and more.

Senior Partner of WZ, Wayne Hoover CFI, was the last speaker of the day. Wayne gave a great presentation on a topic not covered enough – interviewing a suspect who's been interviewed before or who has intimate knowledge of the interview process (such as a person who has sat in as a witness). The session was further enriched by Wayne's and Mike's anecdotes, drawing from their extensive collaborative history at WZ.

Looking ahead, the IAI Southeast Chapter eagerly anticipates hosting its next meeting in Nashville, Tennessee – a first for the chapter.



# Regional Chapter Updates



## ● Northeast Chapter

If you couldn't physically come in person or join virtually, you missed a great meeting. Thank you to Stefanie Hoover, VP of LP Magazine, for the fantastic collaboration!

Dave Johnston VPAP and Retail Operations at NRF started us off and gave a great presentation based around the journey of his career. Every story is different and what Dave shared spoke to how the journey is ours and we own it.

We then had a panel comprised of Joe Coll, VP of AP, Macys, Malcolm Gaspard, SVP of LP, Kohls and James Stark, Segment Development Manager (Retail) at AXIS. These top industry leaders allowed us a look behind the curtain into their thought processes and they were generous with their advice to the leaders in the room, giving everyone a wealth of knowledge.

After lunch, Brian Kristel, MS, CFE, Director of Corporate Security Operations Americas at Olympus and Jeff Teator, CFE, LPC, CFI, Senior Regional LP Manager at URBN, spoke to preserving Ethics and the quandaries that can come to light if we are not doing what's right, even when no one is looking.

And finally Dave Thompson, CFI, President at WZ, spoke to how we hone our interview skills through self critique. Not only can we learn from others but sometimes our best teachers can be ourselves.

Congratulations to Edmond Osouna at Burlington for winning a CFI scholarship!

## ● Midwest Chapter

After a brief hiatus, the Midwest chapter is back in action, bringing together professionals from various interviewing industries for networking, collaboration, and education. The first meeting of 2024 is set to be held virtually on April 26 at 1pm CDT. Attendees can look forward to engaging presentations about trauma on the interviewer, both private and public sectors. This return marks an exciting time for the chapter as it reconnects with its members and resumes its mission of fostering professional growth and development in the region. [REGISTER HERE](#)

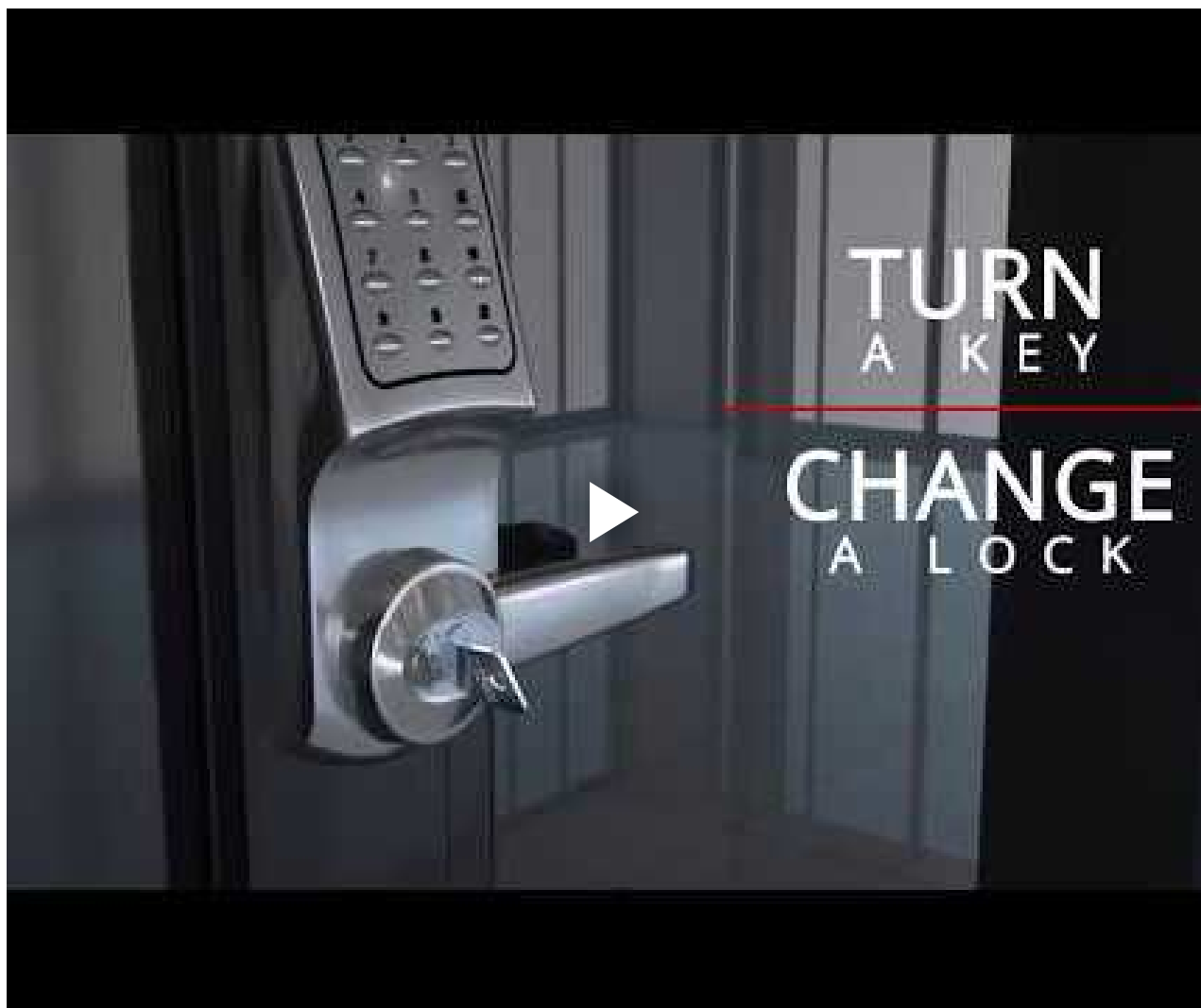
## ● South Chapter

Join us for the IAI South Chapter Meeting, a fantastic opportunity to connect with fellow professionals in the field of investigation. This in-person event will be held at the McCoy's Building Supply HQ located at 1350 IH 35N San Marcos, TX, 78666, USA. Don't miss out on the chance to network, share insights, and stay up to date on the latest industry trends. Lunch will be provided by Rolland Solutions followed by presentations from Rudic Nino, FBI and Lindsey Miller, CFI of Brookshires Grocery Company. We look forward to seeing you there! [REGISTER HERE](#)



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Contact Us:



International Association of Interviewers  
323 W. Galena Blvd.  
Aurora, IL 60506  
630-515-3579