

# Invisible fencing will keep pets from leaving home

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A COUPLE of customers gave the product a ringing endorsement. "I didn't think it would work," Anas said. "They had a guarantee on it and I liked that idea."

Tank, an 8-year-old Labrador,

learned fairly quickly, she said. "He got zapped a couple of times, that was it."

"It's freedom for the dog. The dog isn't confined. I can take off for the day and not leave him in the house. It's an excellent product."

Koski said Invisible Fencing

seems to be better for animals than keeping them tethered with ropes or chains or inside all the time. She had some misgivings initially about the shock effect, but changed her mind when she was accidentally zapped while holding a radio-activated collar.

"I KNEW it wasn't bad," Koski said. "If it were cruel, I wouldn't have done it."

She has four dogs ranging from a 16-pound chihuahua/poodle, Patch, to a 108-pound shepherd/husky, Lady.

The Humane Society of Michigan probably wouldn't place a dog with a person who had or planned to install an Invisible Fence, said Gary Tiscornia, executive director.

"The thing that concerns us is it shocks the animal," he said.

Other risks cited by Tiscornia include the possibility of an animal escaping, then not being able to get back into the yard due to constant zapping and the possibility of another animal coming into the yard and breeding with the dog who belongs there.

## Business-by-mail can be a big loser

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ington, D.C. for follow-up review. "From my own experience... and from what I've read, it certainly looks like an illegal chain letter," he said.

Mitra said after reviewing the letter that he would have thrown it away after the first paragraph.

"MY FIRST advice is anything that offers anyone no cost, no problems, no trouble, my immediate reaction is to reject it no matter what," Mitra said. "I've never found anything that offers no cost, all benefit."

Sue Mason, a Westland resident and O&E editor, received a copy of the letter from B. Jamesons with a Garden City post office box number. Mason didn't recognize the name.

Mason speculated that her name came from a mailing list. "I'm registered to vote. I do take magazines. There are charge card companies that would gladly sell names for a fee."

B. Jamesons is a business operated by a Westland woman. She recently got involved after receiving a letter herself.

"THE BOTTOM line is just like everyone else... operating in the black and having a few bucks in my savings account," she said of her decision to participate. "I'm obviously on a lot of lists. I get letters every day. I'm a mail order freak."

The woman said she's spent about \$250 on the venture and has just made her first mailing of 1,000 letters.

However, the woman has had second thoughts since she was contacted for this story. "I want to investigate it further with the postal department," she said.

The woman said she has been advised by her lawyer to get a written ruling, hold all letters she receives unopened until that time, then return the letters and close the box if the decision goes against her.

That's her plan for now.

Jerry Embree of Cincinnati, Ohio, introduced the woman to the program via a mailing list.

He said he's been at it about two months, having earned \$200, spending a little over \$400 and mailing 1,000 letters.

"It did seem legal. It wasn't a chain letter. It wasn't a pyramid scheme. You're selling a product, information," said Embree. He, too, said he'd quit if the business were determined to be illegal.

## Employees account for much theft

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loss prevention total. Department stores spent two to three times more than specialty stores or drug chains and supermarkets, as a percentage of sales, to combat losses. An informal survey of local department stores confirms concern with employee theft, although most retailers admit that getting an exact handle on each factor in the shrinkage equation is difficult.

At Kmart, Philip C. Way, director of loss prevention, wouldn't divulge company statistics but said that the average employee theft involves considerably more merchandise or cash than a customer incident. Way also said that Kmart's shrinkage is below the 2-percent national average.

"Our primary focus is education," said Way. "The loss prevention manager at each store is involved in the training of every employee. We also use videotapes to educate employees on the behavior pattern of shoplifters."

But Kmart also aims surveillance at employees through routine observation and investigations of cash or merchandise discrepancies. The Kmart accounting system can track individual departments at each

store. The laundering of merchandise tends to be a team effort with a non-employee. Way said while employees usually act alone when stealing cash.

HUDSON'S RELIES on a sophisticated computer system to thwart employee theft, according to spokeswoman Susan L. Kelly.

"Our initial training for employees has a segment on shrinkage and loss prevention; our employees are informed on what our computer system can do, which often acts as a deterrent," Kelly said. "Our policy is to prosecute employees and customers whenever possible."

Local loss prevention managers see no clear pattern or profile for the dishonest employee.

Kmart's Way believes that there is less employee theft with increasing age and length of service. "Other workers haven't gained a stake in our business yet," Way said.

Sears Fricker, with more than 16 years' experience in loss prevention, isn't so sure.

"Unhappy employees may be more likely to steal," Fricker said, "but if I knew why employees steal, I'd quit here and become a millionaire. The problem is difficult and getting more difficult. I hate to see

people hurt themselves."

Kenneth Stedman, director of security for Crowley, Milner and Co., is also perplexed.

"I have never found any real correlation between male or female, black or white, young or old," said Stedman, who has 23 years in loss prevention. "The need as the employee perceives it and opportunity are the deciding factors."

Stedman also confirms a surprising finding of the loss survey. Forty-five percent of employee thefts were detected at the point of sale, the cash register. This may include false voids, a phony return or undercharging friends for merchandise. Only 10 percent of employee thefts were detected in the stock area.

"There's nothing really new," Stedman said. "Employees keep re-inventing the wheel. They try to cover tracks wherever they leave them. Theft of merchandise is least on the list."

But Crowley's has a handle on the problem. Stedman said. In addition to computer inventory systems and plenty of closed-circuit cameras, Crowley's is fighting money losses with money.

Selling staff receive rewards for pointing out thieves. \$25 plus 50 percent of the merchandise value for

customer theft, and \$350 plus 10 percent when identifying employees who steal.

Stedman said this program has helped Crowley's achieve a 1.34 percent shrinkage rate for 1989, well below the 2-percent national average.

Crowley's is also hard on those caught stealing. "We prosecute 80 percent of cases, employee or customer," Stedman said. "We make sure it's a winning case, and we have lost only one case in three years."

Michigan laws against retail fraud are still. First-time theft under \$100 (second-degree retail fraud) is a misdemeanor with a maximum penalty of 93 days in jail and/or a \$100 fine. Theft of \$100 or greater, or a second offense of any value, brings the charge to first-degree retail fraud, a felony subject to a maximum penalty of two years in jail and/or \$1,000 fine. Stores are allowed to apprehend those caught stealing under the principle of citizen's arrest.

The national survey also claimed that 55 percent of employed thefts were related to drug use, a relationship that was not confirmed by local stores. None of the local stores surveyed test employees for drugs, although 14 of the 160 companies in the national survey do.

## business people

Joseph D. Carney was elected executive vice president and chief operating officer of Newcor Inc. headquartered in Troy.

Linda Campbell of Farmington Hills was promoted to production coordinator at Anthony M. Franco Inc.

Susan J. Kurtyna of Farmington

Hills joined Security Bancorp of Southgate as a financial analyst.

Jill Tscherning of Birmingham was appointed assistant director of public relations for the Fitz-Carlton in Dearborn.

Rick Land was promoted to general manager of MarketPlace Publications in Troy. Dale Jaslow was pro-

moted to advertising director for Detroit MarketPlace, and Michael Jacques was named sales manager for MarketShare Coupons.

Dr. Jacqueline Goldsmith Applah of West Bloomfield joined the staff of the Providence Medical Center, Livonia. She is a specialist in family practice.

Allan Benedict was promoted to executive vice president, and John Wargo was made vice president of Nordhaus Research Inc. in Southfield.

John Hostas was promoted to director of technical services, and William Cumbs was promoted to area manager at Pire-Pak, Inc., Walled Lake.

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