

ASSET | PROTECTION

FOR THE **21ST CENTURY** |



ASSET | PROTECTION

The Methods and Value of Behavioral Detection in Retail

Michael Rozin, Doug Reynolds,
Eric White

The Threat is Real



Terrorist Threat

Adam Gadahn:



1. Simple Attacks.

“ The fact is, the heroic Fort Hood operation opens up a host of new opportunities...”

2. Act Individually

“ We must look to further undermine the West's already-struggling economies with carefully timed-and-targeted attacks on symbols of capitalism which will again shake consumer confidence and stifle spending aspects of the Western Crusader culture....”

3. Don't Travel Overseas

“ And Brother Nidal didn't unnecessarily raise his security profile or waste money better spent on the operation itself by traveling abroad to acquire skills and instructions which could easily be acquired at home, or indeed, deduced by using one's own powers of logic and reasoning....

4. Choose “Easy” Targets

Terrorism Threat in USA

- **May 20, 2009** - Four Muslim converts were arrested in New York for plotting to bomb two Jewish synagogues and shoot down a military aircraft. The suspects were James Cromitie, David Williams, Onta Williams and Laguerre Payen.
- **June 1, 2009** – Carlos Bledsoe aka., “Abdul Muhammad” carried out a deadly shooting at a recruiting station in Little Rock, Arkansas. One soldier was killed and one was injured.
- **July 28, 2009** – The FBI arrested seven men in North Carolina as a part of a terrorist conspiracy to wage an Islamic holy war overseas. All seven had received paramilitary training within the US.
- **September 19, 2009** – Authorities arrested Najibullah Zazi on terrorism charges. FBI assessment: Zazi’s plot was one of the most serious terror plots since 9/11.
- **September 24, 2009** - FBI arrested Hosam Maher Husein Smadi, a Jordanian citizen, after he allegedly placed and attempted to activate a Vehicle Born Improvised Explosive Device (VBIED) in downtown Dallas. Smadi was charged with “attempting to use a weapon of mass destruction”.

Terrorism Threat in USA

- **September 24, 2009** – Michael C. Finton (aka, Talib Islam) was arrested by the FBI on charges of attempted murder of federal employees and attempted use of a WMD in connection with a plot to detonate a VBIED in Springfield, Ill.
- **October 21, 2009** – Tarek Mehanna, from Sudbury, MA was arrested on accusations of conspiring with Ahmad Abousamra and others to obtain automatic weapons needed to carry out a shopping mall ambush in which they planned to open fire at US shopping centers.
- **November 5, 2009** – Malik Nadal Hasan opened fire at a military processing center in Fort Hood, Texas killing 13 soldiers and wounding 31.
- **December 25, 2009** – A Nigerian national, Abdul Farouk Abdulmutallab, attempted to detonate a person-borne improvised explosive device (PBIED) on Northwest Airlines (NWA) flight 253 from Amsterdam to Detroit.
- **January 8, 2010** - Adis Medunjanin and Zarein Ahmedzay were arrested in connection with Najibullah Zazi.

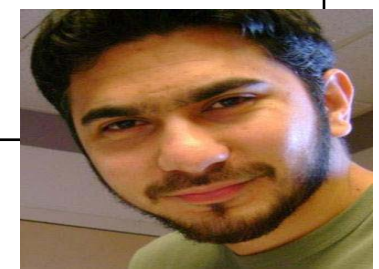
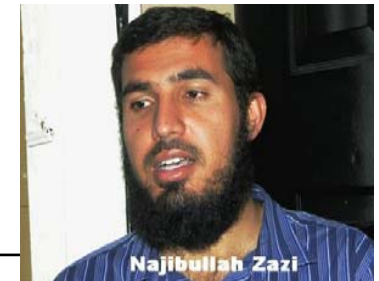
Terrorism Threat in USA

- **March 9, 2010** - A federal indictment was unsealed against Colleen R. LaRose (Jihad Jane) for her involvement in a plot to carry out murder. She is a US-born, caucasian, female, convert to Islam
- **May 1, 2010** - Faisal Shahzad a U.S. naturalized citizen of Pakistani origin drove a Nissan Pathfinder loaded with gasoline, propane, fireworks and fertilizer into Times Square and attempted to use it as a VBIED.
- **May 26, 2010** - Wesam El-Hanafi, a US citizen, charged with conspiring to provide support to al-Qaeda and creating his “own mini-terror cell” in the state of New York.
- **June 6, 2010** - Mohamed Mahmood Alessa and Carlos Eduardo Almonte, both of New Jersey, were charged with conspiring to kill or injure persons outside the United States. Both are US citizens.
- **September 19, 2010** - Sami Samir Hassoun was arrested early Sunday morning, immediately after placing a backpack which he thought contained an explosive device into a curbside trash receptacle near a Sluggers’ Sports Bar downtown Chicago.

Terrorism Threat in USA

- **October 27, 2010** - Farooque Ahmed, a US Citizen, was arrested on charges of plotting to carry out multiple bombing attacks on the Metrorail mass transit system that serves the Washington, D.C. area.
- **November 26, 2010** - Mohamed Osman Mohamud, 19, a naturalized U.S. citizen from Somalia was arrested by the FBI and Portland Police after he attempted to detonate what he believed to be an explosives-laden van that was parked near the tree lighting ceremony in Portland's Pioneer Courthouse Square.
- **December 7, 2010** - Awais Younis ,26, U.S. citizen was arrested by FBI after he allegedly said he was going to set off bombs on the D.C. Metro System. FBI was alerted to threats by an informant before as a plot was developing. according to the Washington Examiner. Younis said he could also put a bomb under a sewer head in Georgetown to "produce the greatest number of casualties".
- **December 8, 2010** - Antonio Martinez, 21, a naturalized U.S. citizen was arrested by FBI after he attempted to blow up a military recruiting center in Catonsville, Maryland. Martinez faces charges of attempted murder of federal officers and attempted use of a weapon of mass destruction.

2009/2010 Perpetrators



Consequences of Attack

- Satisfy terrorists' desire for attention
- Sudden decline in consumer activity
- Slowdown in the global supply network
- Damage to brand
- Destruction of property
- Injuries, death



Retail's Role

- Identify and prioritize risks
- Improve communication
- Harden the target
- Continue to build response capabilities

Critical Path for Retail

- Accept the likelihood at the appropriate level
- Advocate internally (don't overreact)
- Use skills like Analytical Risk Management inside of Enterprise Risk Management programs
- Become world-class public relations experts
- Influence critical risks, prevent catastrophic risks

Mall of America

- 4.2 million square feet
- Annual economic impact of 1.8 billion USD
- Approximately 520 tenants; 50 restaurants
- 42 million visitors annually
- Attractions: amusement park, aquarium, and numerous celebrity appearances
- Phase II expansion planned
- Hotel development



Terrorist Targets

- Places of mass gatherings
- Government facilities
- Tourist locations
- Religious institutions
- Shopping malls
- Transportation
- Economic
- Symbolic

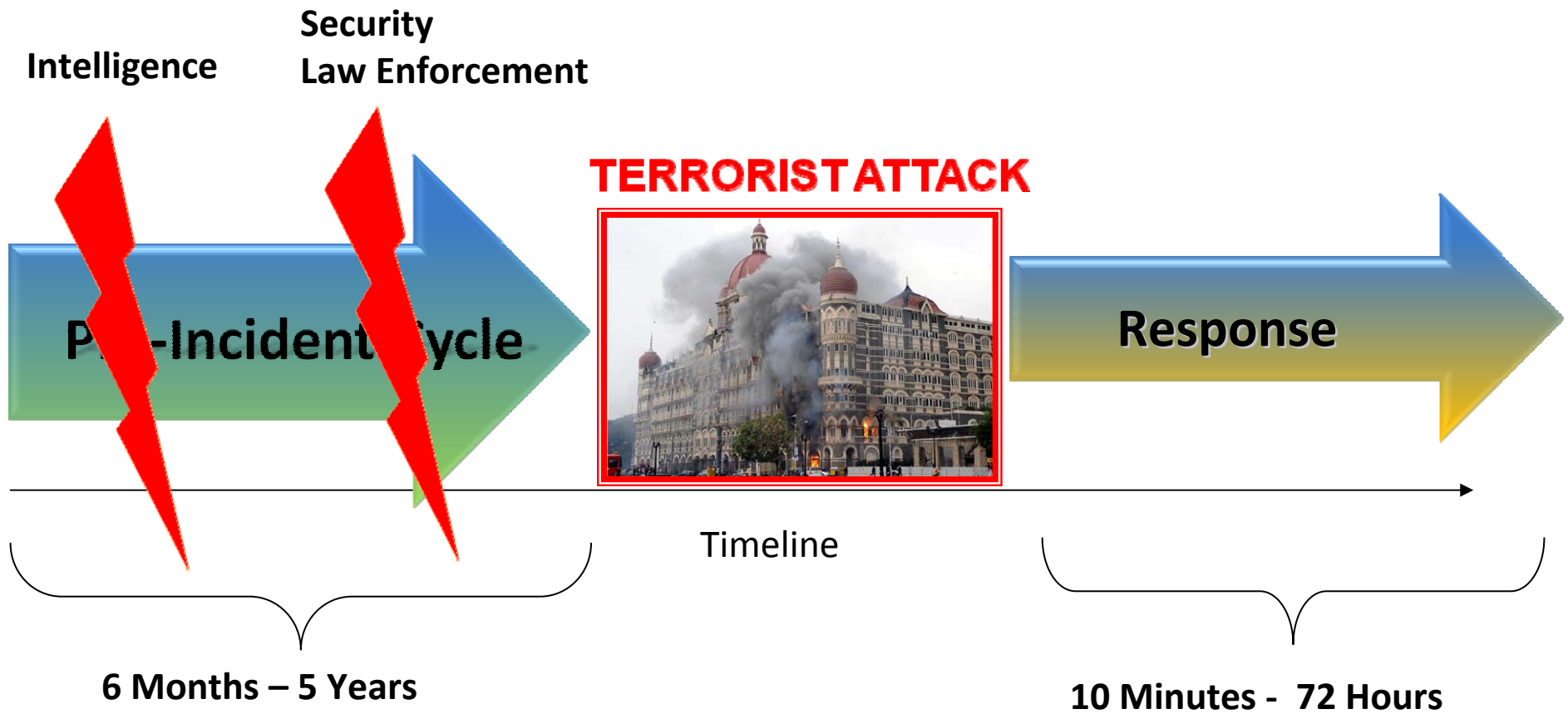
60K for a 5K



Source: Institute For Counter-Terrorism (ICT), Herzliya, Israel

Proactive Security Approach

Marking- Intelligence Gathering – Surveillance- Planning-Tooling Up-Rehearsal-Execution

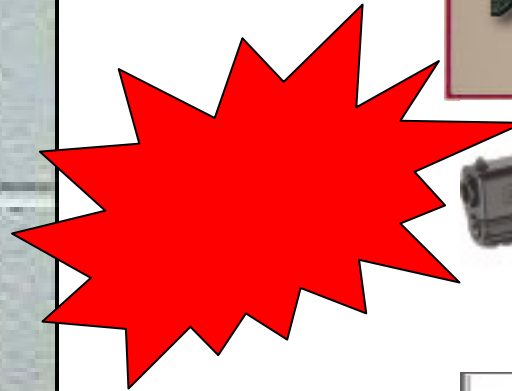


Formula for an Attack

Person with Harmful Intentions



Means of Attack

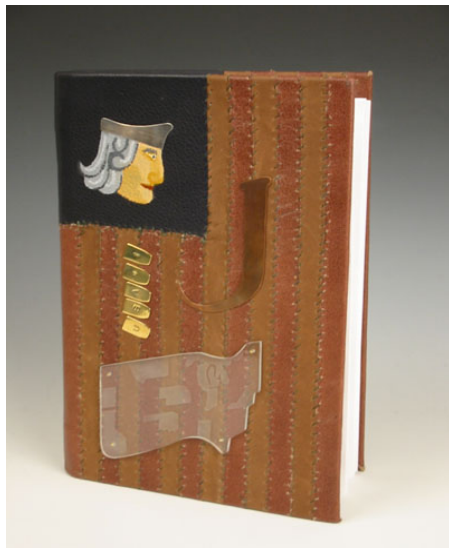


Detecting Means

Traditional Security approach is to attempt to locate the means of attack. However...



Points of Failure



History of Behavior Detection

- Kozo Okamoto
- May 30, 1972 – Lod Airport Massacre
- **26 people killed and 78 injured**
- In the early 80's Israeli Intelligence Services developed the concept of Behavior Detection



Behavioral Detection

- Behavior detection focuses on uncovering harmful intentions vs. only on means for the attack.
- The aggressor will always try to cover his/her intentions until the minute of execution.
- Behavior detection allows a trained eye to detect psychological reactions to any sort of pressure, stress and signs of pre-attack preparations.

Case Study

- April 17, 1986
- Ann Marie-Murphy
- 32-year-old pregnant Irish woman
- Hidden inside her suitcase: 2kg of SEMTEX explosive material and a timing mechanism within a calculator



RAM Unit

Risk Assessment and Mitigation

Mission Statement:

Minimize the damage and potential for occurrence of a terrorist attack on Mall of America property.

That is their sole purpose.

Circle of Security

- Applied to all high-level profile Israeli targets
- Involves focusing multiple security measures against a specific threat
- Behavioral detection enhances the capabilities of each circle
- RAM unit is only one of several circles of security at Mall of America – including other officers, departments and tenants

RAM Method

- Identifying Possible Aggressors Methods of Operation (AMOs) at MOA
- Focusing on Intentions vs. Means (only)
- Working “Clandestine” – Visually Undercover
- Detecting and Engaging Suspicious Indicators based on Behavior
- Using Covert and Overt Elicitation Techniques
- Applying Security Interviewing Technique
- The Process: Detection, Security Interview and Deployment

RAM Method

- Constant “Red Teaming”
- Security Impression = Deterrence:

➤ Mall of America



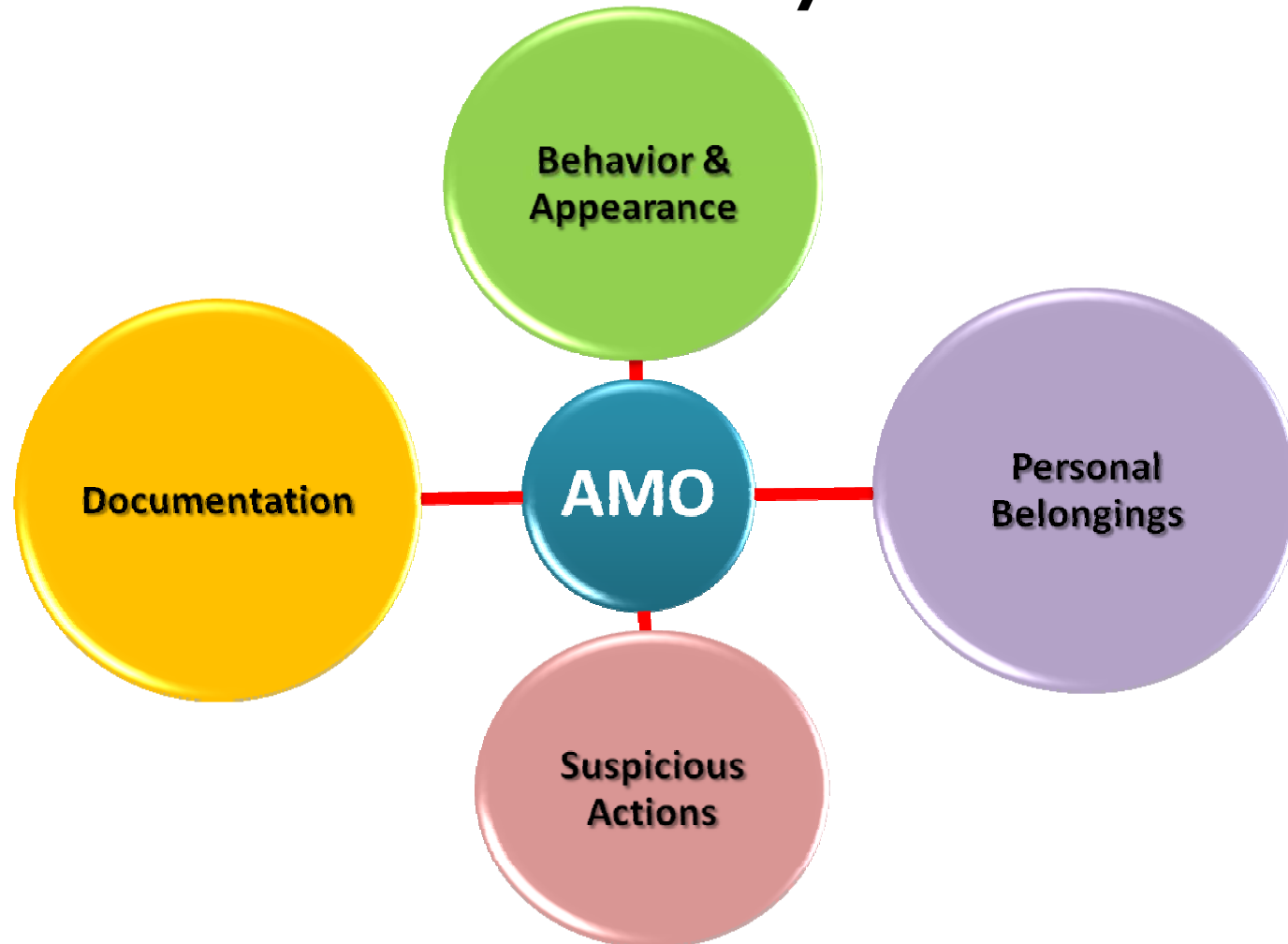
➤ EL AL Airlines



➤ Ben Gurion International Airport



Detection Cycle



Golden Rules of Security

Threat vs. Risk

Threat is Constant while Risk is Variable

Suspicion vs. Threat

Suspicion is a Threat until Refuted

**IF THERE IS A DOUBT,
THERE IS NO DOUBT**

Potential Program Obstacles

- Change from norms
- Financial restrictions
- Public/media ridicule
- Suspicious activity reporting statistics
- Misperception of program's intent
- Lack of law enforcement support
- Belief that it “can't happen here”
- Elitist perception with internal staff

Building a Program

Leverage LP competencies and programs:

- Technologies
- Human resources
- Retail competencies
- Investment in IP Technology

Retail Competencies

Take advantage of strong suits:

- Drawing on support structure from across the country
- Managing security at large events and open environments
- Prioritizing critical events

Responding to Threats



People

Vehicles

Objects

SOPs

Follow Standard Operating Procedures when responding to a potential threat:

- Address immediate danger
- Notify law enforcement
- Establish clear criteria and prepare to move to the next step
- Proper follow-up

Benefits of Program

- Protect property/brand
- Help prevent terrorist attacks against the U.S.
- Reduce overall crime problems
- Build relationships/collaboration with law enforcement
- Potential reduction in terrorism insurance rates / SAFETY ACT

Value of Preparedness

- You can protect your facility
- Don't sharpen the knife after the fight
- Terrorism is a relevant risk in retail
- By leveraging current resources and capabilities, can mitigate the risk significantly

Have a Plan



Questions and Contacts

Doug Reynolds, Mall of America

Doug.Reynolds@moa.net

(952) 883-8882

Michael Rozin, Mall of America

Michael.Rozin@moa.net

(952) 883-8486

Eric White, Wren

Eric.White@wrensolutions.com

(678) 680-4317

Doug Reynolds

Doug Reynolds has extensive experience in security with a background with the United States military. At the Mall of America, Doug and his staff are responsible for working with the Bloomington Police Department on site as well as other local, state and federal authorities for the security and protection of regular visitors and celebrities or VIP's that visit the Mall. Doug directs a staff of approximately 100 officers in the 24-hour operation responsible for the 4.2 million square feet that constitutes Mall of America. On-site, Mall of America also has a full-time counter-terrorism unit that specializes in behavior detection as well as three explosive detection dog teams.

Michael Rozin

Michael Rozin served as a Sergeant in a specialized infantry unit in Israeli Defense Forces. After his military service he joined the Israeli Airport Authority as a specialized security agent at Ben-Gurion International Airport in Tel-Aviv. In USA Michael Rozin has been employed by Mall of America (MOA) as the Special Operations Security Captain as part of MOA Security Department. In this capacity he has developed, implemented and managed a behavior detection unit and variety of additional innovative security programs focused on mitigating the threat of terrorism. Mr. Rozin's programs have achieved results with national and international magnitude. Mr. Rozin is a graduate of the Institute for Counter-Terrorism in the Interdisciplinary Center in Hertzliya, Israel where he attended a Masters Level Executive Counter-Terrorism Studies program.

Eric White

Eric C. White is a recognized expert in loss prevention, homeland security, global retail asset protection, crisis management, executive protection and corporate security. White joined Wal-Mart Stores, Inc. as an In-Store Loss Prevention Associate and was promoted seven times during his 17-year career with the retail giant. In 2010, he was named Chair of the American Board for Certification in Homeland Security (ABCCHS) and also serves as a Faculty Instructor. White has served in law enforcement, including the Benton County (Arkansas) Sheriff's Office, where he attained the rank of major. White holds a Bachelor's degree in Criminology from the Northern Illinois University and a Graduate Certificate in International Security Management from Georgetown University's School of Continuing Studies.

Additional Resources

Threat Detection and Reaction by Retail Staff (Point of Sale) -
<https://connect.hsin.gov/p21849699/>

DHS Retail Video: "What's in Store - Ordinary People/Extraordinary Events" - http://www.dhs.gov/multimedia/dhs_retail_video.wmv