

CPTED Ontario Newsletter

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www:cptedontario.ca

CHAIR'S MEMBERSHIP LETTER

Dear Members:

By now you should have received the teaser for this year's conference to be held October 18th and 19th at the Ramada Inn in Oakville. This year's conference will continue to develop the Eyes and Feet on the Street theme first introduced last year in London and will include a keynote address by Diane Zahm, Ph.D., Associate Professor of Urban Affairs and Planning at Virginia Tech University and Peter Cheatley, director of Planning for the town of Oakville. Their presentation will examine the planner's role in developing safer communities including a look at a local development designed in conjunction with the internationally renowned architectural and town planning firm Duany, Plater-Zyberck.

The conference will also feature a second keynote address by Patrick Parnaby, former CPTED Ontario board member and Assistant Professor of Criminology and Sociology with the University of

Guelph. Patrick will present his findings on CPTED in Ontario, a topic that he chose as his Doctoral thesis.

Also speaking at this year's conference is CPTED Ontario



CPTED Ontario

Crime Prevention Through
Environmental Design

Board member, Shane Rechner of Sears Canada. Shane joined the Board in 2002 and is an expert in retail CPTED and in tailoring CPTED for the business community. An article on this topic written by Shane is featured in this

month's issue.

We also have the popular CPTED introduction session returning along with a session on lighting by Cst. Henri Berube of Peel Police and a session on CPTED implementation including funding opportunities just to name a few. For further information, you can go to our website or wait for your copy of the registration form. I urge you to take advantage of this year's very high caliber of speakers and be sure to register early and take advantage of the member discount.

Improvements to the website are continuously being made with the members-only section now up and running. The members' section contains networking information as well as detailed information provided at last year's conference. If you haven't visited the web site recently, I urge you to do so.

Tom McKay
Chair

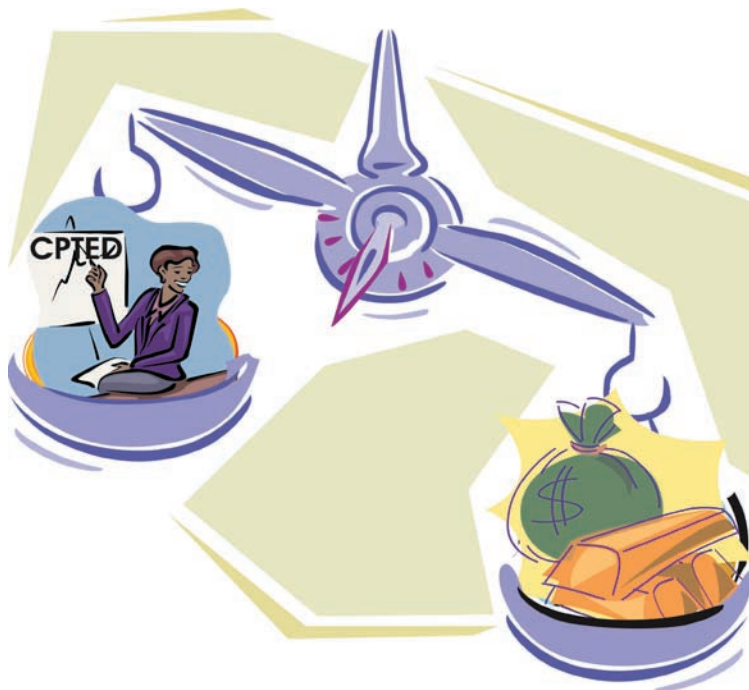
THE “SELLING” OF CRIME PREVENTION

By: Shane Rechner, CPO

As crime prevention professionals, we sometimes find ourselves feeling like our suggestions or ideas fall on deaf ears. Trying to “make” our audience understand our point of view can be both frustrating and time consuming and at the end of the day, unsuccessful. Why is it so hard to convince people that crime prevention strategies such as CPTED are a good idea? How many times have you asked yourself, “Why don’t they understand?” It’s probably not because they don’t care; it’s more likely you weren’t “speaking their language”.

Crime Prevention is a consumer product. Deciding on what kind of crime prevention strategy to use is akin to deciding whether or not you buy Coke or Pepsi. Sometimes it all comes down to how it is marketed. Now I know there will be some purists out there that will be appalled that I am referring to crime prevention as a consumer product, but the reality is that businesses, neighborhood organizations, and individuals expect us to “sell” them on the idea that CPTED can work for them. The skill that we must learn to master is tailoring the message to the group to whom we are speaking.

Let me give you an example of what I am talking about. When I was designing and developing Sears Canada’s National CPTED Program, I learned very quickly that I was not going to be able to “sell” the program to the company using a pure crime prevention argument. While all large corporations are concerned about crime, at the



end of the day it is not the most important issue. For a large retailer such as Sears, it comes down to (1) are the customers happy, (2) are the employees happy, (3) are the investors happy and (4) is there more money in the bank at the end of the year? To get the buy-in needed to move the program forward, the presentation material had to reflect those key objectives. Using the Mission, Vision and Values stated in the Sears Canada annual report,

I built a CPTED presentation that acknowledged and focussed on achieving those objectives.

When it came time to present the program to a group of corporate vice-presidents, I spoke of a program that was designed to make their inventory more profitable by contributing to making Sears a “Great Place to Grow, Shop, Work & Invest” (this is a key catch phrase within the company). Not once did I discuss crime reduction. It didn’t matter whether or not the vice-presidents were supporting the program for different reasons than I was. The bottom line was that we did get their support to implement the program. So in the end it wasn’t about “making” them see my point of view, it was about “selling” them a vision they could relate to.

My message to other CPTED or crime prevention professionals is to do your homework on the audience you are working with. Learn what motivates them most and try to tailor your message to speak to those motivations. You may find you will get much greater support than you thought you would.

CPTED Ontario Director's Profile

SHANE RECHNER, CPO

Resources Protection Regional Manager, Central Ontario & GTA, Sears Canada Inc.

Shane Rechner started in the private security industry in 1989 in Calgary and worked in the industry at such locations as the United States Consulate until 1993 when he took time away to pursue other interests. Before his sabbatical, Shane received his CPO (Certified Protection Officer) designation in November of 1991 from the International Foundation of Protection Officers.

Shane joined Sears Canada's Resources Protection Department in July of 1995 as a part-time Investigator at one of their Calgary stores. In February of 1997, Shane was promoted to Resources Protection Manager and moved to Saskatoon. Shane undertook numerous management assignments for Sears through to 2002. These assignments had him working out of cities such as Regina, Edmonton and Barrie. In

1999, his peers honored Shane by naming him the *Resources Protection Manager of the Year*, mainly for his design and development of Sears Canada's National CPTED Program. In 2001, Shane received his first level of CPTED certification from the Edmonton Police Service.

In March 2002, Shane was promoted to the position of Resources Protection Regional Manager for Western and Northern Ontario. During his time at this assignment, Shane received his final level of CPTED certification from the York Regional Police. During this same time, Sears Canada launched their National CPTED Program, making it the first major retailer in North America to incorporate CPTED as a major component in inventory profitability. In March 2004, Shane became the

Resources Protection Regional Manager for Central Ontario and the GTA and works out of their regional office in Hamilton.

Shane continues to be an active member of the CPTED community and has been invited to speak for such groups as CPTED Ontario, The Retail Council of Canada, the American Society for Industrial Security, and various police agencies. Shane has also been a member of CPTED Ontario's Board of Directors since the fall of 2002. Shane continues to actively promote CPTED within and outside Sears, working to continue its development and in designing new and innovative applications.

UPCOMING EVENTS

CPTED Ontario Conference

"Eyes and Feet on the Street"

Ramada Inn

Oakville

Oct. 17th – 19th

Contact Laurel Barnett at

905-825-4747, ext. 2121

e-mail: laurel.barnett@hrps.on.ca

Level I CPTED Course

Centennial College

Toronto, Ontario

Nov. 8th-12th

Contact Ed Judd at 416-438-2216,

ext. 6009

e-mail: edjudd@centennialcollege.ca

[e.ca](http://www.centennialcollege.ca)

Seats available

NEWS IN BRIEF

- ◆ CPTED Ontario is the No. 17 rated site in Google for Pelco Housing.
- ◆ The Hamilton Police Service conducted its second in-house CPTED Level 1 course the week of March 29th – April 2nd.
- ◆ Greg Perkins, founding Chair of CPTED BC, advises they held their inaugural Board meeting on June 9th.
- ◆ York Regional Police hosted a CPTED awareness days on June 24th, 2004. Due to the popularity of these days, York Regional Police are planning a number of CPTED awareness sessions in the upcoming year.
- ◆ Twenty people attended the Central Zone meeting on May 21st held at the Frank McKechnie Community Centre. Presentations were received from Sgt. Ted Kitto of the Owen Sound Police Service and Cst. Janet Small of Barrie O.P.P.
- ◆ Forty-five people attended the Eastern Zone meeting on March 25th featuring Phil Gabriel, a light architect, of Gabriel Design.

CPTED Ontario DIRECTORS - 2004

EXECUTIVE

1. Cst. Tom McKay, B. Comm.
Chair
Peel Regional Police
Crime Prevention Services
7750 Hurontario St.,
Brampton, Ontario
L6V 3W6
Ph: 905-453-2121, ext. 4025
Fax: 905-453-4428
e-mail: Thomas.McKay@peelpo
lice.on.ca

2. Sgt. Bill van Ryswyk,
Vice Chair
Ottawa Police Service
P.O. Box 9634
Station T,
Ottawa, Ontario
K1G 6H5
Ph: 613-236-1222, ext. 3885
e-mail: vanryswykw@ottawapo
lice.ca

3. Wayne Nishihama,
Secretary Treasurer
City of Mississauga, Design
300 City Centre Dr.,
Mississauga, Ontario
L5B 3C1
Ph: 905-896-5540
fax: 905-896-5553
e-mail: wayne.nishihama@city.
mississauga.on.ca

BOARD MEMBERS

4. Cst. Laurel Barnett,
Regional Director
Community Support
Halton Regional Police Service
Box 2700
Oakville, ON L6J 5C7
Ph. Local 905-878-5511, Toronto

905-825-4777, Hamilton 905-
634-1831, Voice Mail 905-825-
4747 ext. 2120
Fax. 905-878-9623
E-mail: laurel.barnett@hrps.on.ca

5. Ruth Marland Bryan
City of Mississauga
Community Services
300 City Centre Dr.
Mississauga, Ontario
L5B 3C1
Ph: 905-896-5827
E-mail: ruth.marlandbryan@city
.mississauga.on.ca

6. Cst. Dave Dawson
c/o Niagara Regional Police
25 Bartlett Ave.,
Grimsby, Ontario
L3M 5G6
Ph: 905-945-2211, ext. 5400
Fax: 905-945-6633
E-mail:
empowerlink@iprimus.ca

7. Cst. Monica Lees
York Regional Police
17250 Yonge St.,
Newmarket, Ontario
L3Y 4W5
Ph: 905-895-1221, ext. 7908
Fax: 905-853-5810
E-mail: 642@police.york.on.ca

8. Anne McIlroy
Brook McIlroy Inc.
51 Camden St., Suite 300,
Toronto, Ontario
M5V 3V2
Ph: 416-504-5997
Fax: 416-504-7712
E-Mail: amcilroy@brookmcilro
y.com

9. Patrick Parnaby B.A., M.A.
P.O. Box 54,
Bolton, Ontario
L7E 5T1
Ph: 416-220-9445
E-mail: pparnaby1@rogers.com

10. Inspector John Periversoff,
Regional Director
Regional Manager – Community
Policing
Ontario Provincial Police
Western Region Headquarters
6355 Westminister Dr.
P.O. Box 57, Lambeth Station
London, Ontario N6P 1T2
Ph. 519-652-4150,
fax: 519-652-4165
e-mail: john.periversoff@jus.go
v.on.ca

11. Shane Rechner, C.P.O.
Resources Protection Manager
Sears Canada Inc.
Ontario West Region
CPTED Specialist
200 Fairway Road South
Kitchener, ON N2C 1W9
Ph. 519-894-2300, ext. 413,
Fax. 519-894-3298
e-mail: srechne@sears.ca

12. Cst. Arthur Wong,
Regional Director
Ottawa Police Service
P.O. Box 9634,
Station T,
Ottawa, Ontario
K1G 6H5
Bus ph: 613-236-1222,
ext. 5871
wonga@ottawapolice.ca

