

**Spotlight on Public/Private
Initiatives**

Target & Blue

Member: Brad Brekke, VP Assets
Protection, Target

Public/Private Partnership: A Core Strategic Initiative

The Security Executive Council develops its strategic initiatives in response to member input, focusing on the needs members have identified as they lead security programs in their enterprises. One of the council's core strategic initiatives is Public/Private Partnership.

Of course, one of the most important benefits of partnership between the corporation and the public sector falls under the umbrella of business continuity. A strong relationship between these two entities will help ensure that in an emergency, the private-industry security team is ready to work quickly and effectively with law enforcement and public agencies to provide the best response to protect both the organization and the citizenry.

However, the importance of these relationships extends well beyond business continuity. The well-managed public/private partnership provides opportunities not only for effective emergency management, but for information sharing, risk mitigation and return on investment for the corporation.

That's why SEC the members featured in this series of short Spotlights have put so much effort into developing and maintaining exemplary public/private partnerships in their regions and nationwide. Not only is it the right thing to do, it's yet another way to position security as a boon to the business.

TARGET & BLUE

Because Target recognizes that safe and healthy communities are good for its guests and for business, Security Executive Council member Brad Brekke, VP Assets Protection, and his team have forged innovative public partnerships through an initiative called Target & Blue. Target & Blue is a multifaceted program that provides national and local law enforcement with investigative and forensic support and services, as well as technology donations, financial grants, and information sharing.

Investigations

Target's highly trained investigation team, with members located in metro areas nationwide, makes itself available to law enforcement agencies to assist in solving not just retail-oriented crimes like organized retail theft and fraud operations, but violent crimes like arson, assault and homicide.

Forensics

Target's forensics labs in Minneapolis and Las Vegas are among the most advanced crime labs in the country. They have provided video, audio and computer forensics and latent fingerprint forensic services that have helped law enforcement prosecute many violent criminals, keeping them off the streets. Since the forensics labs helped solve their first high-profile outside criminal case in 2004, law enforcement agencies have flooded them with requests for assistance.

Safe City Program

Target Assets Protection designed the Safe City community partnership to unite businesses, residents, city officials and law enforcement to develop and implement crime reduction solutions. The program encourages members to share ideas and information about crime problems and potential solutions, then build partnerships and design plans to put those solutions into action.

Grants and Donations

Target's Law Enforcement Grant Program provides funds for such equipment as patrol bicycles, child identification kits, steering wheel locks, and awareness literature for local law enforcement agencies. The program has awarded more than \$3.5 million since 1990. Target also donates technology to local agencies, including surveillance equipment and lightly used laptops and PCs.

Other Programs

As part of Target & Blue, Target has also become the exclusive sponsor of National Night Out, a nationwide crime prevention event to improve the safeness of our communities. Target also shares information and resources with the public sector in areas where they may not have the resources to invest, such as leadership development training. Sharing insights and best practices for recruitment, employee retention, business finance and numerous other business-critical processes that readily apply in the public sector can provide great value at little cost to the company.

Recognition

Target & Blue has garnered Target recognition from outside agencies as well as from media across the country. For example, Target recently accepted the FBI Director's Award recognizing the company for its contributions to communities and law enforcement throughout the country, presented by FBI Director Robert Mueller.

ABOUT THE SECURITY EXECUTIVE COUNCIL

The Security Executive Council (www.securityexecutivecouncil.com) is a member organization for senior security and risk executives from corporations and government agencies responsible for corporate and/or IT security programs. In partnership with its research arm, the Security Leadership Research Institute, the Council is dedicated to developing tools that help lower the cost of members' programs, making program development more efficient and establishing security as a recognized value center.