Executives On The Move fr 12

Lawrence General Manager, Warner Bros. — Tony Lawrence has been appointed to the position of general manager at Warner Bros. Records, it was announced this week by Pete Johnson, Warners director of general managers. In his new capacity, Lawrence will act as liaison between Warners artists, management and the label. Reporting directly to Johnson, Lawrence joins the label's other two general managers, Ron Goldstein and Clyde Bakkemo. Prior to his appointment, Lawrence was associate director of product management with Columbia Records.

Ian Dove To RCA Press and Information Department — Ian Dove, former east coast editorial director for **Cash Box** magazine, has joined RCA Records as manager for press and information. In addition to his association with **Cash Box,** Dove has worked as a freelance rock music critic for the New York Times since 1973 and a contributor to Rolling Stone, Penthouse and numerous other publications.

Glick Named VP, GM A. Sterling Gold Ltd. — Peter W. Glick has been appointed vice president and general manager of A. Sterling Gold Ltd. by president Leonard J. Goldberg. Glick will head up the entire music division including Tellurian Music, Stirling Gold Management, Stirling Gold Records and develop and coordinate special promotions concerning the music division of the company. Prior to joining A. Stirling Gold Ltd., Glick was national artist tour manager at Polydor Records.

Disney Productions Promotes Three — Tony Lomonaco has assumed the position of eastern division manager for Buena Vista, Walt Disney Productions' distribution subsidiary. Replacing Lomonaco in his former position of eastern district manager is Phil Fortune who had previously served as Buena Vista's Boston branch manager. Florio Simi now becomes Boston branch manager. All three appointments were made by Irving H. Ludwig, president of Buena Vista.

Williams Promoted At Viewlex — John Williams has been appointed vice president and general manager of Monarch Record Manufacturing Corp. Prior to joining the company more than three and one-half years ago, he held engineering and manufacturing positions with Capitol Records.

Nate DuRoff continues as vice president of Viewlex Inc., Monarch's parent company, as well as continuing in an active role in all Monarch's activities.

Jerry Leichtling To RCA Press Department — Jerry Leichtling has joined the press & information department in the position of staff writer and photo editor. The announcement was made by Herb Helman, division vice president, public affairs. Leichtling has written for a number of music-oriented publications as well as having been a professional guitarist.

Grafman, Burch Get Century Broadcast Promotions — Sheldon Grafman, vice president, has been appointed to the position of national director of operations for Century properties KSHE, St. Louis; WABX, Detroit; and KWST, Los Angeles. In addition, Robert Burch now becomes national program director for the aforementioned three stations.

Robert Webb President White Oak Songs — Robert Webb has been named president of White Oak Songs by Jimmy Webb, owner of the music publishing/production company. Robert Webb, former president of Canopy Music from 1968 to 1971, and new talent coordinator for Mike Curb, hopes to expand the White Oak endeavors through acquisition of "yet-unpublished" artists. Can be reached at White Oak headquarters, Suite 605, 15720 Ventura Blvd., Encino, California.

National Lampoon Promotes Brown — Herman Brown Jr. has been appointed advertising manager of the National Lampoon.

Brown's new responsibilities include the coordination of all national record and audio advertising for the National Lampoon, and the National Lampoon's participation in the industry's various trade shows.

Ludwig VP/AM Masterdisk — Robert C. Ludwig has been appointed vice president and general manager of Masterdisk, a subsidiary of OCG Technology, Inc.

Ludwig disclosed that his firm had made plans to install cutting and taping facilities that will compare with the best in the nation and had already expanded its operations to accommodate increased volume and finest quality. The Masterdisk facilities are located on the 4th floor of the Director's Guild Building at 110 W. 57th St., near New York City's Carnegie Hall.

Retailer's Security Problems fr 7

the net profit earned on $875 worth of sales. If he took a box of records worth $120, he would effectively be stealing the net profits an sales of $3000."

In this light, Curtis highlighted what he called the foolishness of the retailer who proudly exclaimed to his friends, "My losses are only 2% of sales." Curtis said that 2% of sales could very easily represent 33% of net profits, hardly a figure to be tossed off or disregarded.

Crime Up 18%

The problem of crime in general, according to Curtis, is one that has affected property owners a great deal in recent years. He cited an FBI statistic that crime rose 18% in 1975, the most it has gone up in the fifty years the Bureau has been keeping such figures. Significantly, 87% of these crimes were property oriented. The retailers in the room shuddered at the statistic, but Curtis drove the point home with more damning evidence as he continued his presentation.

Singling out shoplifters as an example, he said that 15,000 such criminals are prosecuted each day in the U.S. and that number represents only 10% of all shoplifters who are actually caught. He drew murmurs of amazement when he cited the statistic that a well run store apprehends perhaps one of 35 shoplifters and that a poorly run operation may only catch one in 80-120. "Imagine," he told his audience, "that these criminals are loose in your establishment consistently. How are you going to stop them?" He debunked the myth that signs, mirrors or prosecution served as effective deterrents to shoplifting and cited statistics to back up his contention.

Employee Theft

Despite his warning about shoplifters, Curtis said the greatest loss due to theft for the retailer was internal or employee theft.

He suggested that a sample of 100 retail employees across the country be taken to determine honesty and then asked NARM members on the floor to call out what percentage of that 100 they assumed were stealing. Estimates ranged from 100% to 2%.

82% Theft In Banks

Curtis, while stating the old psychological maxim that people tend to judge each other as they might judge themselves, nonetheless said that a figure of 70% was closer to the truth. He recited the story of a client who had been told by a former bank teller that he (the teller) had figured out 830 ways of stealing in a bank. The former teller (who was completing a 5-year jail term) said that, in his experience, a married couple was always satisfied if their check book balanced within 15 cents at the end of each month. He said that he handled some 19,000 accounts and had made off with 15¢ from each account every month for over a year. Curtis said that his figures revealed that 82% of all bank employees were involved in theft of one kind or another.

After presenting these overwhelming statistics, he told the gathering that employee theft was the result of frustration, and he offered a solution, based on considerable experience. He defined what he called the four types of management prevalent in all business today and related each to a percentage of loss by theft that each type suffered from: (a) *authoritarian exploitative* (whereby management operates in dictatorial fashion with the employee completely eliminated from any form of decision making); (b) *authoritarian benevolent* (whereby the employee is allowed to think he is a part of management when in fact he's not); (c) *consultative management* (whereby employees discuss problems with management); and (d) *participative management* (whereby employees are actually a part of decision making).

Curtis said type A suffered from 80-95% internal theft, type B from 60-75%, type C about 30%, and type D about 3% (or negligible losses). In short, Curtis felt that participative management is the key to the nagging problem of loss due to employee theft. He defined management as the ability to control human conduct and said that the security problem was only an excuse to manage improperly.

Answers? Curtis strongly emphasized human values. Treat people like human beings, he offered, and they'll take care of you like family. Though he did not once mention organized crime in his presentation, he alluded to the fact that cooperation between employees and management could effectively reduce, if not in fact eliminate, theft problems of any nature. The retailers (about 300) seemed impressed and many struck up post lecture discussion groups to contemplate ways to implement Curtis' proposals.