

# 10<sup>th</sup> Annual Emerging Trends in Fraud Investigation & Prevention Conference

**May 17-18, 2010 · Hilton Easton at Columbus, Ohio**

Presented by:

Auditor of State Mary Taylor, CPA · Attorney General Richard Cordray  
Central Ohio Chapter of Certified Fraud Examiners  
The Ohio Society of CPAs · Franklin University



Mary Taylor, CPA  
Auditor of State



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**Mary Taylor, CPA**  
Auditor of State



Dear Colleague:

We are pleased to invite you to take part in the 10th Annual Emerging Trends in Fraud Investigation and Prevention Conference on May 17-18, 2010 at the Hilton Easton of Columbus. The Ohio Auditor of State's Office partners with the Central Ohio Chapter of Certified Fraud Examiners, the Ohio Attorney General's Office, the Ohio Society of CPAs and Franklin University to present this important and informative anti-fraud seminar.

Occupational fraud is a serious and growing problem in both the public and private sectors, estimated to cost American organizations almost \$1 trillion annually according to the 2008 Report to the Nation on Occupational Fraud and Abuse. We need to make every effort to identify and prevent this type of crime by providing public employees and all Ohio citizens with the most up-to-date tools to root out fraud, waste and abuse wherever it occurs.

This annual conference is widely regarded as one of Ohio's premier seminars on fraud detection, deterrence and investigation. As a participant, you will hear from highly trained anti-fraud specialists and learn the latest strategies and techniques for detecting and preventing fraud.

We look forward to seeing you in May at the 10th Annual Emerging Trends in Fraud Investigation and Prevention Conference.

Sincerely,

*Mary Taylor*

Mary Taylor, CPA  
Ohio Auditor of State

*Chrissie A. Powers, CPA, CFE, CFF, CVA*

Chrissie A. Powers, CPA, CFE, CFF, CVA  
President, Central Ohio Chapter of  
Certified Fraud Examiners

**REGISTER at [www.auditor.state.oh.us](http://www.auditor.state.oh.us)**

**Click on conference information**

	Early bird registration on or before May 1, 2010	Regular registration after May 1, 2010
Government Employee	\$150.00	\$175.00
Private Sector Employee	\$175.00	\$200.00

Make checks payable to Ohio Treasurer Kevin L. Boyce. Credit cards are not accepted. Attendees are able to receive 15.0 CPE hours / CPAs are able to receive 16 CPE hours. This conference will apply for CLE hours.

Mail payment to: **Ohio Auditor of State Mary Taylor, CPA**  
**Attn: Fiscal Department**  
**88 E. Broad St., 4<sup>th</sup> Floor**  
**Columbus, OH 43215**

(Please include a copy of the e-mail registration confirmation with payment.)

[www.hiltoncolumbus.com](http://www.hiltoncolumbus.com)

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**West:** 70 EAST TO I-670 E TO I-270 N EXIT 33, EASTON LEFT ON EASTON WAY RIGHT ON STELZER RD.

**South:** 71 NORTH TO I-670 E TO I-270 N TO EXIT 33, EASTON LEFT ON EASTON WAY RIGHT ON STELZER RD

**East:** 70 WEST TO I-270 N TO EXIT 33, EASTON LEFT ON EASTON WAY RIGHT ON STELZER RD



# 10<sup>th</sup> Annual

## Emerging Trends in Fraud Investigation & Prevention Conference

Schedule of Events - Monday, May 17, 2010 Register online at [www.auditor.state.oh.us](http://www.auditor.state.oh.us)

### DAY 1

**Current Issues**

**Investigative**

**Accounting**

**Legal**

**Leadership**

8:00 - 9:00 am

REGISTRATION / CONTINENTAL BREAKFAST

9:00 - 10:30 am

OPENING REMARKS / GENERAL SESSION : AN OVERVIEW OF LOTTERY FRAUD, SCAMS AND STINGS.  
PRESENTED BY: AMBER BETTAR, CALIFORNIA LOTTERY

10:45 - 12:00 pm

**Workshop 1**

Mobile Devices and the Evidence They Hold (Part 1 of 2)

**Workshop 2**

White Collar Crime: Low Tech Sometimes Still Works Best

**Workshop 3**

Auditor of State's Office Case Study on Purchasing Cards

**Workshop 4**

Anti-Trust

**Workshop 5**

Dealing with Difficult Persons

12:00 - 1:30 pm

LUNCHEON SESSION: GANGS, GUNS, DRUGS ... IDENTITY THEFT?  
THE GROWING INTERCONNECTION PRESENTED BY: ANTONIA MERZON – IDENTITY THEFT EXPERT

1:45 - 3:00 pm

**Workshop 6**

Mobile Devices and the Evidence They Hold (Part 2 of 2)

**Workshop 7**

Organized Check Fraud

**Workshop 8**

Detecting and Preventing Employee Expense/Purchase Schemes during a Fiscal Crisis (Part 1 of 2)

**Workshop 9**

How to Prove Intent in a Fraud Case

**Workshop 10**

Engagement and Leadership

3:15 - 4:30 pm

**Workshop 11**

The True Cost of Health Care Fraud

**Workshop 12**

Proactive On-line Investigations

**Workshop 13**

Detecting and Preventing Employee Expense/Purchase Schemes during a Fiscal Crisis (Part 2 of 2)

**Workshop 14**

Legal Issues Update 2010

**Workshop 15**

Beyond the Badge: What Law Enforcement Can Teach Every Profession about Leadership Skills

# Schedule of Events - Tuesday, May 18, 2010

## DAY 2

	Current Issues	Investigative	Accounting	Legal	Leadership
7:30 - 8:30 am	REGISTRATION / CONTINENTAL BREAKFAST - GRAND BALLROOM				
8:30 - 10:00 am	GENERAL SESSION - CACTUS ROLLING (COPING WITH LIFE'S THORNIEST PROBLEMS) PRESENTED BY: STEPHEN A. DOUGLAS, PH.D. - PSYCHOLOGIST				
10:15 - 11:30 am	<b>Workshop 16</b> Investigating and Combating Crime Rings	<b>Workshop 17</b> Theft, Greed and Denial: A Case Study	<b>Workshop 18</b> 7 Steps to Successful eDiscovery Collection	<b>Workshop 19</b> Legal Issues Businesses Face in Using Social Media	<b>Workshop 20</b> Managing Career Transitions
11:30 - 1:00 pm	LUNCHEON SPEAKER - Ohio Auditor of State's Office				
1:10 - 2:25 pm	<b>Workshop 21</b> A Prescription for Fraud - Outdated Laws Leave the Door Open for Prescription Drug Fraud, Diversion and Abuse	<b>Workshop 22</b> Betrayal of a Community's Trust: A Public Corruption Case Study	<b>Workshop 23</b> Reducing Fraud Risk by Assessing and Strengthening Internal Controls	<b>Workshop 24</b> Public Records, Legal Update	<b>Workshop 25</b> Leading in Tough Economic Times
2:45 - 4:00 pm	<b>Workshop 26</b> International Background Investigations	<b>Workshop 27</b> "Operation Haul" A Multi-Jurisdictional Task Force	<b>Workshop 28</b> The Monster Fraud List: Developing a Comprehensive Library of Fraud Detection Tests	<b>Workshop 29</b> FMLA: Practical Considerations	<b>Workshop 30</b> Navigating Generational Differences

REGISTER ONLINE AT [www.auditor.state.oh.us](http://www.auditor.state.oh.us)

Registration fee includes materials and lunch, but does not include overnight accommodations

For questions e-mail [AOSTraining@auditor.state.oh.us](mailto:AOSTraining@auditor.state.oh.us) or call 1-888-980-8588

This conference is worth (15 CPE hours / CPAs receive 16 hours CPE ) - This conference will apply for CLE hours.

# General Sessions

**General Session: May 17, 2010 :** An Overview of Lottery Fraud, Scams and Stings **Speaker: Amber Bettar** - Investigative Analyst, Security/Law Enforcement Division, The California Lottery.

**Description:** This presentation by a California Lottery Investigative Analyst explores all types of lottery fraud, including fraudulent check scams, unaffiliated websites, unclaimed prize scams and the so-called Latin Lottery scam. Also discussed: sting operations and investigative techniques used to fight lottery fraud.

**Luncheon: May 17, 2010 :** Gangs, Guns, Drugs ... Identity Theft? The Growing Interconnection **Speaker: Antonia Merzon** - Identity Theft Expert

**Description:** This session will focus on the growing nexus between financial frauds and the world of gangs, drugs and guns, which increasingly blurs the lines between “street crime” and “white collar crime.” To illustrate these trends, the presentation will discuss several intriguing case studies from New York, along with an overview of similar investigations around the country.

**General Session : May 18, 2010 :** Cactus Rolling (Coping with Life’s Thorniest Problems) **Speaker: Stephen A. Douglas, Ph.D.** - Psychologist

**Description:** People remember stories better than they recall statistics. This presentation tells a story with a simple, but important point: people suffer very little stress from reality, yet they do great harm to themselves with their imagery. From this discussion, participants will be shown that if stress is to be reduced, a person’s imagery must change from catastrophe to reality. In other words, we must learn to avoid “cactus rolling.”

**Luncheon: May 18, 2010 :** Auditor of State’s Office Update /Presentation of Sentinel Award

**Description:** The Ohio Auditor of State’s Office will discuss efforts to investigate and deter public-sector fraud in Ohio. Presentation of the Sentinel Awards for outstanding achievements in the fight against fraud will be awarded.

# Workshop Descriptions

**Workshop 1 & Workshop 6** (2 part session) **Title:** Mobile Devices and the Evidence They Hold **Speaker:** Detective Christine Roberts - Columbus Police Department

**Description:** This seminar will familiarize investigators with the basics of cell phone technology, what information and data is contained in these phones, forensic methods used in retrieval, and the information available from cellular service providers. This seminar will also cover the development of the law as it relates to this fast developing technology. The seminar is designed for Officers, Investigators, Detectives and Prosecutors who wish to stay current with mobile equipment technology and using mobile devices as evidence in criminal cases.

**Workshop 2 Title:** White Collar Crime: Low Tech Sometimes Still Works Best **Speaker:** Antonia Merzon – Identity Theft Expert; Tracy Conn – Assistant District Attorney, Identity Theft Unit and Trial Bureau 30, NY County District Attorney’s Office

**Description:** While identity-theft crimes frequently involve use of computers and the internet, theft rings using even the simplest methods can take an enormous toll. This presentation will highlight a massive pickpocket/identity theft ring that was recently indicted in New York County (Manhattan). The case provides valuable lessons about how a criminal organization with illicit access to personal identifying information can steal a great deal of money and stymie law enforcement’s efforts to connect seemingly unrelated crimes.

**Workshop 3 Title:** Auditor of State’s Office Case Study on Purchasing Cards **Speaker:** Randall Meyer – Chief of Investigations, Special Investigations Unit, Ohio Auditor of State’s Office; Rebekeh L. Wolcott – Senior Audit Manager, Special Audits, Ohio Auditor of State’s Office

**Description:** This session will address the dangers of Purchasing Cards (P-Cards) whenever controls are circumvented or ignored. A recent adjudicated case will be used to demonstrate how one perpetrator facilitated this kind of fraud. Case evidence will be used to document the schemes employed and tips for strengthening P-Cards.

**Workshop 4 Title:** Anti-Trust **Speaker:** Jennifer L. Pratt - Chief of the Antitrust Section, Ohio Attorney General’s Office

**Description:** This presentation will assist those who deal with or oversee public procurement, some practical information about the basics of antitrust laws, “red flags” of collusion and common anti-competitive techniques used by some contractors or other vendors in connection with public contracts.

# Workshop Descriptions (continued)

**Workshop 5** **Title:** Dealing with Difficult Persons **Speaker:** James E. Whitaker, CFE, CPP, PCI, - The Whitaker Group, LLC, Wooster and Cincinnati, Ohio  
**Description:** This course will provide an overview of the dynamics of dealing with a person or persons deemed “difficult to deal with.” Participants will learn how to recognize and get to the true root of the problem and how to avoid letting their own patterns of interaction get in the way of a successful resolution.

**Workshop 6** **Title:** Mobile Devices and the Evidence They Hold **(Continued from Workshop #1)**

**Workshop 7** **Title:** Organized Check Fraud **Speaker:** Detective Mark S. Peters – Investigator, Criminal Investigation Section/Major Offenders Unit, Cincinnati Police Department; Detective Don Konicki – Major Offenders Unit/Financial Crimes Squad, Cincinnati Police Department  
**Description:** This session will present a case study of a large check-cashing ring, including details of the initial discovery of fraudulent activity, investigation, grand jury direct indictments, roundup of suspects, prosecution of defendants and sentencing. This check fraud activity, which involved three banks and 75 suspects, resulted in a loss of more than \$150,000.

**Workshop 8 & Workshop 13** (2 part session) **Title:** Detecting & Preventing Employee Expense/Purchase Schemes During a Fiscal Crisis **Speaker:** Ryan C. Hubbs - CFE, CIA, CCSA, PHR, CFS, Senior Staff Internal Auditor/Investigator, Entergy  
**Description:** Employee fraud schemes are constantly adapting and changing with the times, making it essential that fraud prevention and detection programs keep pace. This interactive session will revisit some of the tried and true employee expense schemes, as well as some new approaches to fraud. Participants will discuss what employers can do to further strengthen their defenses and prevent these schemes from occurring.

**Workshop 9** **Title:** How to Prove Intent in a Fraud Case **Speaker:** James Manken - Assistant Chief Legal Counsel, Ohio Auditor of State’s Office  
**Description:** This session will offer tips and tactics to help you successfully prove criminal intent in fraud cases through the use of effective case development, use of direct and circumstantial evidence, and strategies to rebut common defenses illustrated through real cases.

**Workshop 10** **Title:** Engagement and Leadership **Speaker:** Debbie Johnson, - Director of Leadership Development  
**Description:** This workshop will explain why the most important numbers to an organization today may be 30%, 50% and 20% – the estimated percentages of people in modern-day organizations who are engaged, disengaged or actively disengaged – and how leaders can raise levels of engagement within an organization. Participants will learn how engagement ties directly to productivity, customer satisfaction and employee retention, as well as ways to hone leadership skills that raise levels of engagement within an organization.

**Workshop 11** **Title:** The True Cost of Health Care Fraud **Speaker:** Roger Palmer, CFE, CPP, CIFI, AHFI, CFCI, - Manager, Corporate Investigations, Blue Cross Blue Shield of Kansas  
**Description:** This interactive presentation dissects the true cost of health care fraud, showing how these go deeper than just dollars and cents, but touch on intangibles as well. Key points will be illustrated with modern statistical methods as well as real-life events.

**Workshop 12** **Title:** Proactive On-line Investigations **Speaker:** Richard Britton – Identity Theft Unit, New York County District Attorney’s Office  
**Description:** Using examples from a number of successful investigations in New York City, this presentation will show how on-line undercover operations can be an important component in a wide variety of cases. Participants will learn how on-line investigative techniques – too often considered only for child exploitation and traveler cases – can be successfully applied in many other situations.

**Workshop 13** **Title:** Detecting & Preventing Employee Expense/Purchase Schemes During a Fiscal Crisis **(Continued from Workshop #8)**

# Workshop Descriptions (continued)

**Workshop 14** **Title:** Legal Issues Update 2010 **Speaker:** Doug Squires, - Assistant U.S. Attorney, Southern District of Ohio. Adjunct Professor of Law, Capital University School of Law of Kansas

**Description:** This workshop is designed to help fraud examiners and professionals understand and avoid traps in civil and criminal case preparation, management and presentation. Topics include discussion of issues related to expert witnesses, electronic evidence and other hot topics.

**Workshop 15** **Title:** Beyond the Badge: What Law Enforcement Can Teach Every Profession about Leadership Skills **Speaker:** Steven Sarver – Police Chief, Newark Police Department

**Description:** Drawing on the experiences and life-lessons of a veteran law-enforcement officer, this presentation is designed to help participants improve their leadership skills – and to see how those skills can help create a successful leader in any profession or setting.

**Workshop 16** **Title:** Investigating and Combating Crime Rings **Speaker:** Detective Ted Smith, - Westerville Police

**Description:** This session will discuss Ponzi schemes and other fraud trends, including counterfeit-check organizations and fraudulent credit-card rings. Participants will also learn what forward-looking organizations are doing to combat the increase in fraudulent activity and the impact these crimes have on consumers as well as law enforcement agencies.

**Workshop 17** **Title:** Theft, Greed and Denial: A Case Study **Speaker:** Marty Beyer – Partner, Sebaly, Shillito + Dyer, LPA; Cheryl Cimperman – Vice President, Fraud Recovery Manager, JPMorgan Chase & Co.; Kelly O'Reilly, CFE, CFI, CPP – Regional Investigator, JPMorgan Chase & Co.; Wendy Surikov, - Special Agent, Dayton RA Office, FBI

**Description:** This case study will explore the facts associated with a multi-million dollar financial fraud scheme involving a mid-level banker in Dayton. Focus will be on the fraud, fraud investigation, asset recovery, risk/controls and civil and criminal litigation as well as the collective partnership of private and public entities.

**Workshop 18** **Title:** 7 Steps to Successful eDiscovery Collection **Speaker:** Karl Flusche, CFE, - Manager, Electronic Evidence Collection, Fios, Inc.

**Description:** The purpose of this presentation is to introduce the attendee to the concepts of Electronic Discovery (eDiscovery), focusing on evidence collection, the aspect of eDiscovery that a CFE would most likely be involved. The presentation will include discussion on the methods and suggested techniques that can be used to accomplish the collection of data relating to an eDiscovery effort, considerations for processing and preservation of data, and how this would differ from collection and analysis of data in response to a fraud investigation.

**Workshop 19** **Title:** Legal Issues Businesses Face in Using Social Media. **Speaker:** Brian Hall – Partner, Labor and Employment Department, Porter Wright Morris & Arthur, LLP; Robert Morgan – Senior Associate, Intellectual Property, and Information Privacy and Data Security practice groups, Porter Wright Morris & Arthur, LLP

**Description:** This workshop will explore the legal issues, risks, and opportunities for businesses presented by the use of social media. Specifically, we will discuss intellectual property, privacy, and employer/employee issues in the context of social media such as Facebook, LinkedIn, YouTube, and Twitter.

**Workshop 20** **Title:** Managing Career Transitions **Speaker:** Sharon Johnson, - Executive Coach, AW Executive Development Group, LLC

**Description:** Increasingly a professional career moves an individual through various transitions. Participants will gain a better understanding of what skills are needed at each career transition. All participants will walk away with a better knowledge on how to develop others, seek and deliver feedback and how to begin their individual development journey.

**Workshop 21** **Title:** A Prescription for Fraud – Outdated Laws Leave the Door Open for Prescription Drug Fraud, Diversion and Abuse **Speaker:** John Harden – Market Development Manager, Security Solutions, Standard Register

**Description:** How to save money, stop crime and save lives. Prescription drug fraud and abuse continues to be an ever increasing problem in the US, and is now the leading cause of accidental death in Ohio and 15 other states. This presentation will highlight how criminals use identity theft, counterfeiting, forgery and other criminal activities to divert prescription drugs for profit and abuse. The workshop will also provide an overview of best practices to fight these criminal activities along with a review of legislative changes that have proven useful in reducing prescription fraud in other states. These same techniques can also be applied to prevent identity and check fraud, where record incidences of criminal activity are being recorded due to today's harsh economic climate.

**Workshop 22** **Title:** Betrayal of a Community's Trust: A Public Corruption Case Study **Speaker:** James Manken, - Assistant Chief Legal Counsel, Ohio Auditor of State's Office Curt Muehling, - Fraud Investigator, Ohio Auditor of State's Office

**Description:** Using multiple schemes to divert taxpayer's money for his personal use, the superintendent of a rural Ohio school district misappropriated nearly \$300,000 from the district. This presentation details the investigation and prosecution of this recent crime, showing how cooperation between local, state and federal authorities can bring a public corruption case to a just and judicious conclusion.

# Workshop Descriptions (continued)

**Workshop 23** **Title:** Reducing Fraud Risk by Assessing and Strengthening Internal Controls **Speaker:** Marc P. Brdar, CPA, CIA, CFF, Senior Manager, Business Advisory Services, Schneider Downs & Co., Inc.; Donald R. Owens, CPA, CFF, CIA, CFSA, CBA, - Director, Internal Audit and Risk Advisory Services, Schneider Downs & Co., Inc.

**Description:** Similar to computer hackers who exploit vulnerabilities in computer systems, fraudsters go to exhaustive lengths to identify and exploit internal control weaknesses to gain access to the assets of their organizations. As the economy continues to struggle fraud becomes more prevalent. To combat the risk of fraud, conducting a fraud risk assessment is a great first step. A fraud assessment identifies the areas and processes in which fraud (all types) could occur and evaluates if the controls in place provide a level of assurance sufficient to reduce the fraud risk to an acceptable level. Organizations must remain committed in their fight against fraud and continuously assess the strength of their internal controls. This course is intended to assist your organization from being victimized by fraud.

**Workshop 24** **Title:** Public Records, Legal Update **Speaker:** Robin McGuire Rose, - Open Government Unit Director, Legal Division, Ohio Auditor of State's Office

**Description:** This workshop will: - review the duties of all public offices regarding public records responses; - provide common types of public records subject to disclosure; - discuss exceptions to disclosure requirements with a focus on records in a law enforcement office; - update participants on recent Ohio cases and legislation.

**Workshop 25** **Title:** Leading in Tough Economic Times **Speaker:** Dr. Garry McDaniel – Associate Dean, Center for Professional Training and Development, Franklin University

**Description:** Join us as Dr. Garry McDaniel, Associate Dean for the Center for Professional Training and Development shares practical, applicable principles for significantly improving your ability to lead tactically and strategically within your organization and in your personal life during these trying economic times. Dr. McDaniel will share five principles that will help you align expectations and work efforts of both management and employees.

**Workshop 26** **Title:** International Background Investigations **Speaker:** Frederick Wharton, - President and Founder, VeriMX

**Description:** Workshop participants will learn techniques for conducting a successful background investigation on a Mexican national. Included in the discussion is an overview of the Mexican four-part naming concept and how it ties into the multiple mandatory identification requirements of the Mexican government. Participants will also learn about the types of records obtainable through on-line databases.

**Workshop 27** **Title:** "Operation Haul" – A Multi-Jurisdictional Task Force **Speaker:** Detective Brian Lacy – Detective Bureau – Burglary Unit, Columbus Division of Police

**Description:** The presentation will highlight "Operation Haul," a multi-jurisdiction task force. Headed by the Columbus Police Department, in cooperation with a number of insurance companies and law enforcement agencies, this operation successfully recovered more than \$600,000 in stolen property. Also highlighted: several investigations involving large "fencing" operations and a discussion of task force operations, investigative methods and evidence handling, with emphasis on the insurance company's role.

**Workshop 28** **Title:** The Monster Fraud List: Developing a Comprehensive Library of Fraud Detection Tests **Speaker:** Vincent M. Walden, CFE, CPA, CITP, - Senior Manager, Fraud Investigation & Dispute Services, Ernst & Young

**Description:** Learn the top anti-fraud detection tests around asset misappropriation, bribery & corruption and financial misstatement fraud schemes. The presenter has compiled a "monster list" of hundreds of anti-fraud tests and will share some of their most popular and effective tests for you. From duplicative payments, fictitious vendors, ghost employees and conflicts of interest all the way to revenue recognition and kickback schemes, to demonstrate and provide case studies of effective use of these data analytics techniques in a simple, easy-to-follow format and methodology.

**Workshop 29** **Title:** FMLA: Practical Considerations **Speaker:** Mark W. Altier, - Esq., Chief Civil Assistant Prosecuting Attorney, Miami County, Ohio

**Description:** The general requirements of the Family and Medical Leave Act (FMLA) are well known, but dealing with the intricacies of the law's application can present unique challenges. Participants will learn the "nuts and bolts" of what an employer can and should do in handling ongoing or recurrent requests for FMLA leave and in controlling abuse of benefits allowed under the statute.

**Workshop 30** **Title:** Navigating Generational Differences **Speaker:** Meghan C. Altier, - Training Development Administrator, Ohio Auditor of State's Office

**Description:** Veterans, Baby Boomers, Generation X, Generation Y, Millennials? Differences in generation can create gulfs as wide as different languages. This workshop will serve as a guide to help bridge these divides to create an open and productive workplace.