



Supply Chain Operations & Technologies  
 Supply Chain Vendor Compliance  
 Fraud Detection & Reduction  
 Good Governance  
 Turnaround Help

Since January 1996

It sure seems like my name is getting around these days on the speaker circuit, at least with various groups of accountants, internal auditors, and fraud prevention professionals. Having presented in my local Miami – Fort Lauderdale – Boca Raton area on many occasions I'm getting inquiries from groups in other regions of Florida such as Gainesville and Pensacola. Coming from outside those areas the groups are kindly paying for travel expenses plus a speaker stipend. As long as I can fit it into my consulting & teaching schedule I'm saying "Yes" to all requests.

From a marketing standpoint I sure appreciate the opportunities to be introduced to other groups of professionals who are not familiar with me. One never knows where the next consulting assignment will come from.

The subjects of interest are the same: supply chain fraud detection & reduction and good governance. When the group needs extra content I offer up my presentation on establishing effective supply chain vendor compliance guidelines with the explanation that it provides the baseline against which aberrant behavior (which can be due to sloppiness or fraud) can be measured. This presentation can stand alone as a "how-to guide" as a part of good supply chain practices too.

Aside from the marketing boost through greater visibility, the additional benefit I found from all these presentations is the confirmation of my supply chain fraud & good governance business model. I like interacting with my audiences and it's very beneficial when attendees can chime in with their experiences in fraud detection and reduction or tell the tale of fraud activities they know of or have happened at their employer's locations. These topics – and how I have formulated the business model – really resonate with the attendees based on the positive nods I see as I scan my audience, in their comments during my presentations, and in the feedback after I am finished and avail myself of one-on-one introductions.

It is one thing to create something of interest that looks good, but it's another thing to have the substance of the creation accepted by a growing group of peers. My supply chain fraud business model is only a few years old yet is gaining good ground from interested parties who are, I believe, not just looking for speakers to present on the same old topics but rather are looking for people to present some out-of-the-box ideas. Recall that this is the same business model that took me around the world to India back in September 2010.

Meeting the other speakers – and if my schedule allows, partaking of their presentations – is a great opportunity to share ideas and learn from other experts. Conferences represent the chance to meet famous, or sometimes infamous, folks. In Gainesville this past March I had the opportunity to hear from William Owens and Mark Whitacre. Mr. Owens was the former Executive Vice President and Chief Financial Officer of HealthSouth Corporation who served 5 years in federal prison for his role in that company's fraud. Mr. Whitacre served over 8 years in federal prison for his role in the price fixing scandal that his employer, Archer Daniels Midland, participated in with its main competitors. The movie "The Informant" is based on Mr. Whitacre's life during the time the fraud was being studied and uncovered by the FBI. Both speakers described how they and their organizations carried out the frauds, and how the frauds eventually unraveled and were revealed. The stories and the individuals telling them were both fascinating!

If you know of or are a member of a professional organization who believes the topics of supply chain fraud detection & reduction and good governance would be interest, please feel free to pass along my contact information. (And these are not the only topics I've presented on, so I'm always open to new subject matter requests.) While I've never failed to impress and hold the attention of a professional audience, the fact that I can keep college students engaged in what I have to say is, I think, a real testament to my ability to educate in an entertaining manner.

Thanks.

**Norman Katz**, CFE, CFS  
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