**Cheers Liquor Mart Robbery Policy**

# 1. Purpose

The safety of our employees and customers is our top priority. In the event of a robbery, this policy provides a safe and standardized response to minimize risk of harm and assist law enforcement with their investigation.

# 2. Response Protocol

* **Comply with the robber’s demands:** Do not resist, argue, or attempt to confront the robber.
* **Stay calm:** Avoid any sudden movements that could escalate the situation.
* **Put safety first:** Prioritize personal and customer safety over store assets.
* **Be observant:** Try to note details about the suspect (appearance, clothing, voice, weapons, etc.) without being obvious.

# 3. Emergency Contact Procedures

* **Call 911 immediately** once it is safe to do so and provide as many details about the incident and suspect as possible.
* **Notify management** using the provided contact list in the order of escalation:
  + **Kyle Thruston (Operations Manager):** (XXX) XXX-XXXX
  + **Rob McNeely (General Manager & Owner):** (XXX) XXX-XXXX
  + **Les Gutches (COO/CFO & Owner):** (XXX) XXX-XXXX
  + **Brent Baldwin (Chief of Retail Operations & PR, Owner):** (XXX) XXX-XXXX

# 4. Surveillance and Security Measures

* **Security cameras:** The store is equipped with security cameras that record all activity. Ensure they remain unobstructed and functional.
* **Panic buttons:** The store has silent alarm panic buttons installed to discreetly alert law enforcement in an emergency. Use them if possible when it is safe. (if we don’t have panic buttons, should we have them installed? If this is silly – sorry – I worked at a commercial bank back in the day….)
* **Know the equipment:** Employees should familiarize themselves with the locations of all security cameras and panic buttons.

# 5. Post-Robbery Actions

* **Secure the premises:** Once the robber has left and it’s safe, lock the doors to protect the scene and prevent re-entry.
* **Preserve evidence:** Do not touch or move anything at the crime scene. This helps law enforcement gather evidence (like fingerprints or dropped items).
* **Assist police:** When officers arrive, provide them with all observed details, security footage, and any other information they request. If there were witnesses, point them out or provide their contact information if available.
* **Document the incident:** As soon as possible, write down all details of the incident while memories are fresh. Include descriptions of the suspect, what was said, the sequence of events, etc.
* **Support those involved:** Offer reassurance and assistance to any customers or colleagues affected by the incident.
* **Media inquiries:** Do not discuss details of the incident with media or on social media. Refer any outside inquiries to management or the designated company spokesperson.

# 6. Employee Training (I made this up – probably due to my banking experience. We can delete if we’re not going to actually do this.)

* **Robbery response training:** Management will implement regular training sessions on robbery response and de-escalation techniques. These trainings will ensure employees are prepared to act safely and calmly during a robbery.
* **Ongoing preparedness:** Periodic drills or reviews of this policy will be conducted so that everyone remains familiar with the proper procedures and can react confidently in an emergency.

**Note:** This policy may be updated based on owner/manager feedback or changes in law enforcement recommendations. All employees should review this policy periodically and stay informed of any revisions. Let management know if you have questions or suggestions regarding these procedures.