THE iNFORMER
IN PURSUIT
CRIME STOPPERS U·S·A
MAY 2017

From The Chairman...

Crime Stopper Friends,

Hopefully everyone is having a great spring! We have been very busy the first 4 months of the year. Our first priority was to reach out to all our member programs and provide them with their annual dues invoices. I would like to thank all of you who have continued your membership with CSUSA in 2017 and welcome anyone who has not yet signed up to contact us. Your membership certificate and login information will be sent to you soon. If you have not received your membership invoice please contact Margaret Jones, Membership Chair at mjones@crimestoppersusa.com.

We have listened to the membership comments concerning training. Our Training Committee is preparing a variety of training classes and offers one each month. I would encourage everyone to make an effort to participate. The classes are informative, allowing time for networking amongst the participants. If there is a training topic you feel would be valuable to members, please contact Mike Blatman mblatman@crimestoppersusa.com.

Recently, I traveled to Washington D.C. to represent Crime Stoppers at a two day meeting concerning reporting of suspicious activity. I was given the opportunity to enlighten all of the attendees on the history and best practices of Crime Stoppers, as well as what great work Crime Stoppers is doing every day across the country. Part of my presentation included the impressive statistics Crime Stoppers has produced over 40 years. While our numbers are great, one of the areas we struggle in is keeping updated statistics. I would like to urge all programs to keep your stats updated with Crime Stoppers USA. As we strive to build stronger relationships with federal, state, local and corporate partners the need for accurate statistics is vital.

In April I also traveled to the Southeastern Crime Stoppers Training Conference and the Wisconsin State Crime Stoppers Training Conference. It was a pleasure speaking with many programs at these conferences as well as presenting to the Wisconsin attendees. It is always interesting to learn how programs across the country are so similar yet different in many ways. Seems like a great transition into the Crime Stoppers USA Training Conference coming up in September; visit www.crimestoppersusa.org for details on the 2017 training conference.

Please don't hesitate to contact me if you have any questions or concerns pertaining to Crime Stoppers USA. We are all here to help whenever and however we can.

Sincerely,

Barb Bergin

Barb Bergin

bbergin@crimestoppersusa.com

Chair – Crime Stoppers USA

Meet Region 3 Director Crime Stoppers USA

Margaret E. Jones has had the opportunity to serve on the Crime Stoppers Greater Kansas City Program since 1981, where she still serves as a Life Member and participates in their fundraising events each year. Being a member of her local Crime Stoppers program as well as Crime Stoppers USA has given her the opportunity to meet many wonderful people, most of whom share her same goal: "help make our community a safer place to live." Over the years I have traveled to many countries, states and cities and passed on this idea to new programs and new people.

This year she was asked to serve as Membership Chair and Nominating Chair, then was appointed to serve as Regional Director for Region #3. Serving in these positions has again allowed her to reach out and connect with more people.
If you know of someone you feel would be a good board member, invite them to be a part of your local program. Offer them the opportunity to become part of a great organization where they too, can make a difference. Margaret did and after over 35 years she is proud to say we have made a difference. Thanks "Crime Stoppers". She loves to travel and I is looking forward to the 2017 CSUSA Training Conference in Honolulu.

Effective Immediately
New Permanent Mailing Address

Crime Stoppers USA
P.O. Box 64066 • Virginia Beach, VA 23467

From The Vice Chairman...

One of the great things about being a member of Crime Stoppers USA is meeting the people who work hard at the local, state and national level making Crime Stoppers programs work so well. The phone calls and e-mails I receive keep me on my toes with the questions you ask and advice you seek out. I learn something new with every one of those contacts.

We continue to make a difference each day in our communities and that's a great accomplishment. I see that daily, working with the Conference and Training Committees as we look ahead to the 2017 CSUSA Conference as well as the increased training opportunities we have offered this year.

Conference Committee: We continue to prepare for the 2017 CSUSA Training Conference in Honolulu, September 17-20. During the most recent Executive Committee meeting, it was noted that registration is well ahead of previous CSUSA Conferences for this time of year. Thirty-five percent of the rooms available at the hotel have already been booked. People are coming early and staying late, so now is the time to make your reservations and register now.
We have an excellent line up of topics and speakers that will keep you informed. The Basic Crime Stoppers class will be Sunday afternoon. New speakers and topics will include small and large program challenges; small program success stories, Making Narcotics Tips useful from narcotics investigators; hear about Honolulu's Student Crime Stoppers partnership with State Attorney General's office; continuous funding sources, share your own fund raising ideas and more. We have also been reviewing proposals for the 2018 CSUSA Conference.

Training Committee: The more we learn the better we can do our job. The Training Committee is busy working on multiple projects. They are helping review potential speakers and topics for the conference and working in conjunction with legal advisor Richard Carter to update our online library. We want to provide our members with the best practices for Crime Stoppers programs.

In addition, we have had a very successful launch of our on-line training. We have conducted six sessions on three topics since the beginning of the year: “Protecting the Tipster”, “Fund Raising Ideas, Part 1” and “Protecting your Non-Profit Status”. More training will be available online in the coming months. Watch for announcements for upcoming topics.
These are just some of the benefits of maintaining your CSUSA Membership. Feel free to contact me at (509) 582-1351 or mblatman@crimestoppersusa.com

Mike Blatman
Vice Chair - Crime Stoppers USA
mblatman@crimestoppersusa.com

Movie Featuring Erik Estrada Planned in Panama City, Florida

Erik Estrada as “Ponch” in CHiPs

TRI-RAHN PICTURES was formed to produce films that have a strong message and tell stories that stir emotions, creating an exciting entertainment experience. Their action packed family films tell a story which speaks to some of the harsh realities of everyday life. They have built a group of filmmakers who think and work together toward a similar goal: make quality films. With family films they produce stories that are exciting and impacting. The movie will show the war zone of 2015 spring break, the fight to pass ordinances and the successful result for the community and economy.

Bill Rahn, producer and director of “The Triangle” recently was in Panama City to discuss the plans and budget for a film production. He met with several beach business people that support the film. The Triangle is a full-length film featuring Erik Estrada as Sheriff Frank McKeithen. This film will give the community an opportunity to be part of a movement that has begun by the implementation of new laws which have been successful in

CRIME STOPPERS U·S·A

In My View…
K. Scott Abrams, CPA, CGMA

The Value of Crime Stoppers

In my professional capacity, I have served in the tax-exempt finance arena for over 40 years primarily as a financial manager and chief financial officer. The profit margins in many tax-exempt organizations are very slim, if there is any margin at all. Therefore, much scrutiny is taken when any new program or service is proposed and how it impacts the bottom line. Many in the finance industry would call this a return on investment. In the tax-exempt industry, particularly when there are services provided, many would ask "what is the value this service may provide" or "what is the value added to the organization".

Crime Stoppers programs are sometimes asked "what is the value Crime Stoppers provides to the community". The most common answers provided by Crime Stoppers programs are to share some of the wonderful statistics our programs have generated over the years; for example, the number of arrests associated with an anonymous Crime Stoppers tip or how many cases have been solved, many of which may have been cold cases up until that point. Of course, programs also point out to the stolen property recovered and drugs seized from an anonymous Crime Stoppers tip. Finally, these programs may also identify a dollar amount or how many rewards have been paid out on behalf of solving these cases. These are all excellent pieces of information to share with the community.

However, is there a useful statistic or calculation to share in quantifying a value that Crime Stoppers may provide to the community? In finance, return on investment, in its simplest form of calculation, is found by taking the benefit or return of an investment and divided by the cost of that investment. Unfortunately, the numerator and denominator in this equation are not readily available to Crime Stoppers programs to show a value in this manner.

Many Crime Stoppers programs have been recently confronted with their law enforcement agency partners indicating that budget reductions need to be made and sometimes the most logical choice seems to be reducing the amount of manpower provided to the local Crime Stoppers program. Is there an easy way to share with the law enforcement agency partners that cutting or eliminating the Crime Stoppers Coordinator hours may actually cost the law enforcement agency more money? I think you can!

Understanding that most local Crime Stoppers organizations are based on an all volunteer, community board and one of their primary missions is to receive anonymous tips and pay out cash rewards to those eligible, the local Crime Stoppers organization has a very lean overhead component in solving crimes. On the other hand, if the Crime Stoppers organization did not exist and law enforcement had to undertake the resolution of a particular crime from start to finish without an anonymous tip, what would be the cost of solving that case?

Allow me to share a hypothetical community example. Let's say a particular law enforcement agency has an annual operating budget of approximately $25 million, and the number of cases cleared during the year amounted to 1000. By an easy calculation, this would suggest that it costs approximately $25,000 in clearing each case. On the other hand, the local Crime Stoppers program in the same community, through its anonymous tips, have assisted in solving over 100 cases during the year and paid out rewards of $20,000, or $200 per solved case. (Note, $100 is the average reward paid by Crime Stoppers throughout the United States, as reported by Crime Stoppers USA statistics).

The correlation drawn from the above hypothetical example is that without a local Crime Stoppers program, solving a case from start to finish by the law enforcement agency alone costs $25,000 as opposed to receiving a Crime Stoppers tip which costs the local Crime Stoppers program $200 and no cost to the law enforcement agency (since rewards are paid from donations received by Crime Stoppers). This is the value of Crime Stoppers to the local community! To extrapolate this information further, if a local Crime Stoppers organization did not exist in the community and every case had to be solved from start to finish by law enforcement personnel only, this would potentially increase the law enforcement agency's budget by $2.5 million ($25,000 to clear a case times 100 cases solved by Crime Stoppers anonymous tips), or solve less crime without the added manpower.

Of course, Crime Stoppers can't take all the credit as it is important to understand that an anonymous Crime Stoppers tip doesn't immediately close a case, as there is additional investigative and paperwork that must be completed before an arrest and charges are made. However, Crime Stoppers usually provides a significant shortcut to law enforcement agencies in getting to this investigative stage with the name of a suspect, a license plate from a car or some other significant information which cuts down the required manpower in resolving an outstanding crime.

Crime Stoppers is becoming one of the invaluable tools in the toolbox for law enforcement agencies. There are many pressures on many of our chiefs and sheriffs in responding to operating budget challenges. Remember to be advocates of the Crime Stoppers tool when meeting with your local law enforcement agency officials. Crime Stoppers is a very important tool in their crime fighting tool box and a value to the community!

Annual Training CONFERENCE

Honolulu, HI ★ Sept. 17-20, 2017

Consider Nominating Your Program For A CSUSA Award!

The success of each Crime Stoppers Program cannot be achieved without the tireless efforts of the many volunteers, board members, coordinators, and media partners. Crime Stoppers USA would like to acknowledge Crime Stoppers organizations throughout our nation for exemplary efforts to help solve, reduce and prevent crimes in their communities.

Large or small, every Crime Stoppers program across the country is *encouraged* to submit nominations for the 2017 Crime Stoppers USA Awards. Winners will be recognized at the CSUSA Training Conference in Honolulu. Entry deadline is July 15, 2017 so send in your nomination now.

New this year is the ability to submit your application electronically. Look for the instructions in the CSUSA Award Submission packet .

Registration now open. Application link online. Visit www.crimestopppersusa.com

Breaking Barriers In Florida Panhandle

The ability to communicate with a law enforcement officer can be a life or death skill when you live in a dangerous neighborhood. The ability to see the other person as a human being first can bridge the gap between Law Enforcement and an at-risk teen. Lt. Myron Guilford of the Bay County Sheriff's Office arranged for 6 of his finest to participate in the Breaking Barriers program Wednesday at AMIkids PCMI. Breaking Barriers is an AMIkids initiative to get our youth together with police officers and deputies so that they can forge relationships and improve communication. First they sat down together and introduced themselves. The kids talked about what they wanted to become as young men. The deputies talked about why they became law enforcement officers. A couple of them came from very tough neighborhoods themselves when they were kids.

"I wish I had a school like this when I was a kid" said Officer Drake Whitman. After eating with the kids and playing toss-across with them, the kids picked an officer and interviewed them about their careers and why they do what they do. "I am glad we did this. I enjoyed interviewing the officer

South Central Kentucky Crime Stoppers Hosts State Meeting

South Central Kentucky Crime Stoppers hosted a state meeting at the Bowling Green Police Department with 16 of the 19 programs being represented. Keynote speaker was State Supreme Court Judge Christopher Shea Nickel who urged the programs to stay vigilant in their efforts to combat crime and be the eyes and ears for law enforcement. He also encouraged the group to continue the school program entitled, "Not In My School". Tim W. Thomas, President of the organization said the next meeting would be hosted by Owensboro Crime Stoppers.

Cumberland Valley Crime Stoppers in London, KY have three brothers that serve as Executive Director, Chairman and Coordinator. Two of the Phelps brothers are retired state police and one is a retired educator.

Lufkin Crime Stoppers Prove Time is Not on the Side of Criminals

Criminals seem to believe that avoiding capture for a long time is an indication that they got away with their crime. They might be right, if not for Crime Stoppers tipsters.

In December of 2015, someone stole a purse out of a woman's car while she was trying to park at her house and the investigating agency was unable to identify the thieves. The crime occurred as an older couple arrived at their Lufkin, Texas home; the husband had unlocked the gate across their driveway and was walking to the house while his wife was parking their car. Before she entered the driveway, someone opened her door and took her purse. The victim described the thief as a younger, black male and video from a camera on the victim's residence, showed that the thief fled as the passenger in a maroon Chevrolet Impala. Later that day, two people, described as black men with short-cut hair, stole merchandise from Walmart in Lufkin and drove away in an Impala that matched the description of the purse snatching suspect vehicle.

Both crimes were captured on video but the resolution of both videos was very low. Still, Crime Stoppers of Lufkin publicized the cases and asked for anyone who could identify the criminals or who had specific knowledge of the two crimes to attempt to turn their knowledge into cash by submitting an anonymous tip. The case went unsolved for more than a year.

In January 2017, the investigating detective requested that Crime Stoppers try again to solve the case. New videos, articles, radio spots, and online content were produced and released. Even with the poor image quality, several tipsters recognized the thieves and submitted tips to Crime Stoppers. The tips provided different details regarding the suspects but each identified the same persons, John Taylor Mitchell, a 22-year-old black male, and Kiara Jerschell Deckard, a 22-year-old black female. Deckard's short hair, clothing, and general appearance led to the assumption that two men had committed the crimes.

The anonymously provided information helped the investigating detective obtain warrants for the arrest of Mitchell and Deckard for felony theft in the Walmart case. Warrants have not yet been obtained related to the purse snatching, but, based upon the descriptions of the suspects, the vehicle used, and time frame between the two thefts, the detective believes he has identified the offenders in both crimes. Soon after Crime Stoppers released video showing the thieves had been identified, Deckard and Mitchell surrendered to law enforcement officers.

Without the detective's persistence and request to re-air the cases and without the anonymous Crime Stoppers tips, the thieves would have gotten away with their crimes. Crime Stoppers paid a reward for the first, most accurate tip that assisted in solving these cases.

The updated video from these cases is available under the heading “02/20/2017 – Time On Our Side” at https://www.639tips.com/solved-crimes/

21st Annual Kansas City Triad Breakfast

On Thursday, April 20, 2017 the 21st annual Triad breakfast was held at the Downtown Marriott in Kansas City, Missouri. Over 235 attendees were present to see 36 law enforcement, 7 media (4 television, 2 radio and 1 print), 1 community group and 2 scholarship winners receive recognition for their work with and support of the Greater KC Crime Stoppers TIPS Hotline. Included in the recognition were Crime Stoppers of Wichita/Sedgwick County and Crime Stoppers of Central Indiana.

The morning began with the presentation of the colors by the Lee's Summit, Missouri Police Department's Color Guard and the National Anthem and pledge of allegiance performed by Det. Dustin Dierenfeldt of the Kansas City, Kansas Police Department. The invocation was presented by Sheriff Don Ash of the Wyandotte County, Kansas Sheriff's Department and included a memoriam for three area officers, Det. Brad Lancaster and Capt. Robert Melton of the Kansas City, Kansas Police Department and Master Deputy Brandon Collins of the Johnson County, Kansas Sheriff's Office, killed in the line of duty and a prayer for healing for Officer Tom Wagstaff of the Independence, Missouri Police Department who was recently shot in the head while responding to a home invasion robbery. Our event emcee was Brian Abel, KSHB Action News reporter for the local NBC affiliate.

The event featured keynote speaker Carl Boyd, a career educator and radio host who at age 70 produced a rap video to address the “snitch” mentality and encourage community members to take responsibility and report crime. Watch Mr. Boyd's video here: https://www.youtube.com/watch?v=7oWrmpfw4Qc.

Crime Stoppers USA $Financial$ Corner - Reprint
Telling the Crime Stoppers Story– We Need Your Statistics!

K. Scott Abrams, CPA, CGMA, FHFMA

Everyone loves to hear someone tell a good story. As for me, I love listening to National Public Radio on a Saturday evening and listening to Garrison Keillor on the Prairie Home Companion spin a yarn on just about any topic. However, my most favorite Garrison Keillor stories are his tales about Lake Wobegon, the little town that time forgot. With that in mind, how do we best formulate a story for Crime Stoppers?

Crime Stoppers has a story to tell whether it be with your local program, your state association or through Crime Stoppers USA. First, people want to know what Crime Stoppers is, what it does for the community and how it has performed. It continues to amaze us that we can go into our communities where Crime Stoppers programs have existed for years, and yet, many members of the community don't realize a Crime Stoppers program exists or how it works. This is a continuing public relations dilemma that local Crime Stoppers programs need to address in getting out in front of their community as much as possible through the print media, radio, television and now more than ever, social media. There's an old axiom or saying: there are three things we can do to improve our community awareness - Communicate, Communicate, and Communicate!

This can also come through different venues as well within the community, perhaps presenting at a local service organization. In some cases, this is a great way also to invite and recruit new board members as well. The point is, take every opportunity your organization can to promote itself throughout the community. It might be at a community law enforcement fair or it might be at a fundraising event. Whatever it is, make sure you take the opportunity to share the Crime Stoppers mission and how we improve our community!

However, one of the most important aspects we need to convey to the media, to our communities and even to ourselves is how effective our local Crime Stoppers programs have been. The primary element of our success is our statistics. Think of this as sort of the punchline of a joke, without it, there is no conclusion. It is sort of like starting a sentence, but not completing it. The Crime Stoppers punchline and the end of our sentence is amazing! For example, solving over a 1 million cases since 1976 is a huge a statement as to the accomplishments of Crime Stoppers! Paying out over $107 million in rewards is astounding!

In order to share a success, we need all the local Crime Stoppers programs to share their statistics on a regular basis. As you may recall, it is the responsibility of each local Crime Stoppers program to ensure their program demographics are up-to-date and that program statistics are entered on at least a quarterly basis in the Crime Stoppers USA database. How do you do this? Quite simply, go to the Crime Stoppers USA website at www.crimestoppersusa.com, go to the top horizontal menu on the homepage and click on 'Members' and select 'Update Stats.' This will take you to the login page and enter your username and password. (Hint, your username is your program number). If you don't remember your program number and/or program password, please send us an email at 4info@crimestoppersusa.com and we will send it to you.

You may be asking, what does this have to do with finance? Well, everybody likes a success story. Everyone wants to be with a winner. Crime Stoppers is a huge success story and a proven winner in communities throughout the United States. When we are able to tell our successful and winning story, people will be willing to fund the charitable organization. Remember, you can't accomplish your mission if you don't have funding. One way to assist is to keep your local Crime Stoppers programs statistics up-to-date so whenever anyone asks how we are doing, we have the information at hand to tell our success story. And, as Garrison Keillor says at the end of each week's segment of Lake Wobegon, 'that's the latest news from the little town where all the women are strong, all the men are good-looking and all the children are above average!' Well, Crime Stoppers is way above average!

SIDEBAR with the Judge

by Judge Richard W. Carter, Retired CSUSA Director of Legal Services

"Senior Crimestoppers"

Last century, an agreement was entered into between Crime Stoppers International, Inc. ("CSI") and a non-profit corporation that was a project of a for-profit commercial bank based in Memphis, Tennessee. The agreement would allow the non-profit to use the name "Senior Crimestoppers" to establish a program in nursing and retirement homes. The program would rent or sell lockboxes to residents to protect their personal property. It was perhaps hoped a relationship of trust might be established, and the residents would place their riches in the Trust Department of a bank. Crime Stoppers International, Inc. would establish a phone line where anonymous tips could be sent regarding crimes committed in senior living centers and rewards be paid. Senior Crimestoppers made an initial donation to CSI of several thousand dollars.

All of the above sounded good, and CSI entered into the agreement in good faith. However, things went sideways when Senior Crimestoppers insisted that any tips involving crimes where suspects were staff of the senior centers must be forwarded to the Senior Center first, and not to law enforcement. This arrangement simply would not work for obvious reasons, and each party to the agreement went their separate ways…BUT Senior Crimestoppers got to keep the name and logo. The logo was one which appeared to be strikingly similar to a logo pin of the Crime Stoppers organization in Albuquerque, New Mexico…birthplace of Crime Stoppers.

Over the years, various local and state Crime Stoppers organizations would hear news of a "Senior Crimestoppers" program entering into relationships with senior living centers in or near the footprint of the official Crime Stoppers program. This could be disconcerting to Crime Stoppers programs and confusing to the public. Many senior living centers may have believed they were dealing with the original Crime Stoppers organization and its reward program which paid tips for crime solving information from anonymous tipsters. Each time there is an appearance of Senior Crimestoppers, it becomes necessary to restate history and to advise local citizens, senior living centers, senior citizens, businesses, and charitable donors of the fact there is no relationship whatsoever between Senior Crime Stoppers and the Crime Stoppers program that began in 1976 and spread throughout the nation and the world.

As recently as the past month, it was very disappointing to see a newspaper article and photograph celebrating the Senior Crimestoppers program in a senior residential facility and the recognition of businesses who donated money to Senior Crimestoppers. Those dollars could have been better spent if given to THE Crime Stoppers organization in the area. It is no secret that Crime Stoppers has ALWAYS offered and paid rewards for all types of crimes, including crimes committed in senior living centers or against senior citizens. In reality, there is no need for a Senior Crimestoppers in my opinion. Senior Crimestoppers feels otherwise, and will take money from anyone to promote "Crime Prevention and Awareness for Residents and Staff".

I do like the word "awareness" and feel all Crime Stoppers should be *aware* of Senior Crimestoppers if they come to your community. In addition to using the name "Senior Crimestoppers", the names "Senior Housing Crime Prevention Foundation" and "CRA Partners" are also used.

Crime Stoppers Tip Gets Man Convicted of Shooting out Victim's Eye

By Oona Goodin-Smith | ogoodins@mlive.com

on March 10, 2017

FLINT, MI -- A jury has convicted a Flint man in a shooting that caused a robbery victim to lose his left eye and ability to speak. Dwayne Sykes, Jr., 23, was convicted on Thursday, March 9, in Genesee County Circuit Court on four felony counts related to the 2014 convenience store shooting, including:

- Assault with intent to do bodily harm less than murder
- Armed robbery
- Carrying a concealed weapon
- Felony firearm.

Sykes faces a potential sentence of life in prison on the armed robbery charge. Authorities say the incident occurred around 10:20 p.m. on September 24, 2014, when Sykes followed a customer out of Juliano's C-Store at the corner of Corunna Road and Ballenger Highway and into the parking lot. As the victim started his car, Sykes approached him on the driver's side -- where the window was partially down -- and pointed a pistol at the victim's face. The victim grabbed for the gun, simultaneously attempting to put his car in reverse, but was shot in the face.

The victim then threw his wallet at Sykes and sped away, driving himself approximately three miles to Hurley Medical Center, where he was listed in critical condition. "He was shot in the face and immediately went unconscious" once he arrived at the hospital, Flint Police Capt. Collin Bernie previously told MLive-The Flint Journal.

Due to the loss of his left eye and facial fractures that left him unable to speak, it was weeks before the victim -- who was listed in critical condition -- was able to tell officers more about the incident. A break in the case that led police to Sykes occurred after tips were called into Crime Stoppers of Flint and Genesee County, prosecutors said.

"My staff and Flint Police put in a lot of work on this case, but it was Crime Stoppers who led us to our man," said Genesee County Prosecutor David Leyton. "I encourage all citizens of our community to come forward when they have information that can help us solve a crime and Crime Stoppers is an excellent tool in this regard," he said.

Sykes' attorney, Jeffrey Skinner, said he "felt that the jury made the correct choice" by reducing the original assault with intent to murder charge. "I believe my client did something stupid, but in no way intended to murder the victim," Skinner said. Sykes was sentenced in Newblatt's courtroom on Tuesday, April 11 at 1:30 p.m.