

THE UPDATE

*The newsletter of Hays County
Crime Stoppers*

Campus Conference Edition!



We're thrilled to say this is our 2nd issue of "The Update", Hays County Crime Stoppers biannual newsletter. This is our conference edition with everything about the upcoming Campus Crime Stoppers Conference you'll need to know.

This newsletter is our way of sharing what YOUR Hays County Crime Stoppers is doing for you, your neighborhood and your county.

Our organizational goal is to bring citizens together with our law enforcement and media partners to keep our communities safe through education and anonymous reporting of crime and tips leading to the arrest or indictment of criminals.

It is our honor to serve and work towards uniting our communities throughout Hays County in stopping crime. We invite you to join us!

SEE IT! SAY IT! STOP IT!

www.callcrimestoppers.com



October 2022

Vol. 02

Hays County Crime Stoppers Stats

Our Local Statistics Since 1980

Arrests Made = 751
Cases Cleared = 900
Rewards Paid = \$85,372
Property Recovered = \$382,535
Drugs Seized = \$12,615,194
Total Money Recovered = \$13,079,189

Current as of 10/05/2022



HCCS Executive Director Sgt. Jeff Jordan and Gary Tucker, Vice Chair, HCCS Board at a San Marcos Chamber Expo

Inside this Issue

- Pg. 2 Chairman's Corner
- Pg. 3 Progress from Change
- Pg. 4 Hays County Crime Stoppers
Most Wanted
- Pg. 5 Being a Student Ambassador
- Pg. 5 Donate to Crime Stoppers
- Pg. 6 Executive Director's Spotlight
- Pg. 7 Campus Conference Update
- Pg. 8 Conference Sponsorship Info
- Pg. 9 Communications Update

The Chairman's Corner

Why a student conference?

by Stu Hoyt
Chairman, Board of Directors



National Crime Stoppers Statistics*

Arrests Made	812,105
Homicides Solved	14,769
Cases Cleared	1,160,222
Rewards Paid	\$117,946,216
Property Recovered	\$1,260,430,307
Drugs Seized	\$2,977,280,322
Total Recovered	\$4,237,710,629

As of 10/05/2022

***Provided by Crime Stoppers USA**
<https://www.crimestoppersusa.org/>



In 20 years with Crime Stoppers, I haven't attended a campus conference, nor has our organization considered hosting one. I attended eight adult conventions and found them informative and worthwhile. Our board elected to host the 2023 Campus Conference in San Marcos and I'm excited about the event!

We have a strong high school campus crime stoppers program under our umbrella and ensure our support to send as many students as possible to conferences. Our students won numerous awards and had several Ambassadors elected. We are proud of our campus organizations!

When I went to high school 100 years ago, we had a slightly different outlook on life. Every pickup in the parking lot was left with the keys in the ignition, windows rolled down, and usually a hunting rifle in the rack on the back window.

I broke my wrist just before spring practice and ran with my right arm in a cast. I received the moniker of "The Man with the Golden Arm", from starring Frank Sinatra. He played a character addicted to heroin. That's as close as my community or school came to drugs. I heard all the stories of drugs when I was stationed in Vietnam. We had to be careful rotating our planes between Turkey and Spain because the ground crews knew all the places to hide drugs.

As a younger man, I swam a lot in the apartment complex pool. Many times, there would be adults sitting around the pool smoking pot but I never had the desire. Once in a training class, the instructor demonstrated the smell of burning drugs by lighting some up. It had a horrible odor but I would recognize it again.

It seems the latest craze among young people is purchasing illicit pills like Percocet, many of which contain Fentanyl - a synthetic opioid 50 times stronger than heroin. These drugs have been linked to instant death, including four teenagers here in Hays County.

I've seen numerous movies where the villain threatens the victim by putting one bullet in a revolver, spinning the chamber, placing the barrel up to the victim's head and pulling the trigger. That is the picture that comes to mind when I think about young people taking these drugs: it's Russian Roulette. You just don't know what will happen.

One of the topics at the student conference is Fentanyl and other illicit drugs, presented by agents with the DEA. Should be highly informative and useful. We also have other incredible speakers and topics including school threats, domestic and dating violence, distracted driving, forensic science and more.

I encourage teens across Texas to attend this event. They will come away knowing more about how to help keep their school and their community safer.

"Our students won numerous awards and had several Ambassadors elected. We are proud of our campus organizations!"
- Stu Hoyt

Progress from Change

by Gary Tucker

Vice-Chairman, HCCS Board

In business, the plan from the start is to last forever. The hope is to have crowds at the door at the first opening and never stop from opening to closing. In manufacturing, the goal is to create the perfect mousetrap that will be in demand forever.

Of course, if those concepts were valid, everyone would be in business and we would all be rich.

Thomas Edison once said he created a thousand ways not to make a light bulb. We are not in the light bulb business but we sure don't want the lights to go out on our "business".

Not long ago, our Hays County Crime Stoppers organization was reaching the point of no return. We had trouble generating new ideas and attracting new people. When the pandemic hit, we were gasping for air. It looked like a nonprofit that has done so much good for the community in its 40-plus years would go the way of the horse and buggy.

As a last resort, we turned to the Hays County Sheriff for help - we are glad we did!

Within a few months, we had a new executive director, Sgt. Jeff Jordan, and a new board ready to hit the ground running. Along with those changes came new life, fresh ideas and the ability to take HCCS off life support.

We have a good campus program but we struggled to keep school programs alive. The new leadership team suggested we host the statewide Campus Conference for 2023. We submitted our application and were accepted.

In talking the convention up with our different school districts, they were excited. Three new high school groups are starting this year: San Marcos High, Lehman High and Johnson High. Our Hays High campus group is going strong and now has additional students from other schools to assist with conference planning.

Who knew that just a year ago, a few little changes would encourage this much progress?

What Kind of tips can be reported?

Students/Faculty/Staff can report any type of illegal weapon or illegal drugs, gang activity, fighting and bullying. Dating violence and assaults are also crimes to be reported. Students are encouraged to call our crime stopper tip line (800-324-8477) or submit a tip on the P3 App for such illegal activity.

The anonymous caller will not be asked to provide any personal information such as name, address, school ID, or phone number. The student will be asked to provide as much information as possible on the suspect:

- Name,
- Clothing,
- Hair color,
- School or classroom



Plus a brief account of the incident witnessed:

- What was seen?
- Location
- Describe vehicle if used



The student will be issued a number code for future use. Upon investigation, if the information provided leads to an arrest, that student may be eligible for a cash reward. Any updates or results on the tip provided by tipster will be submitted to the tip provided. Tipster can login to P3 tip and check on the status or any instructions.



2022 FUGITIVE STATS: 23 ARRESTS, 1 ASSIST



Most Wanted - Crime Stoppers tips led to these arrests:



Students and community members are encouraged to call our crime stopper tip line (800-324-8477) or submit a tip on the P3 App for such illegal activity.



ALL TIPSTERS REMAIN 100% ANONYMOUS!

Reward money paid out year to date: \$1,600

Being a Student Ambassador

by Isabella Ethridge

Hays High Crime Stoppers & 2023 Student Ambassador

Hi - I'm Isabella Ethridge from the Hays High Campus Crime Stoppers. In addition to being part of the campus team, I am one of the 12 student ambassadors for Crime Stoppers in the state of Texas.

Being an ambassador means putting the safety of your community above all else.

During our year as an ambassador, each of us works on a special project; I selected the Hays County Sheriff's Office Brown Santa program with a goal of collecting books to donate to kids for Christmas. Books are a good way to bless less fortunate families with gifts for their kids while still educating and entertaining them.

Crime Stoppers is a nonprofit that accepts anonymous tips on crimes and criminal fugitives. You can call an 800 number or use the P3 app to report what you know - and it's completely anonymous. If that tip leads to an arrest, the tipster is eligible for a cash reward!

The organization works to make communities and places of learning safer for people to raise their families. With everything we've heard about school safety, especially right here in Texas, it is important to have all eyes on deck in our schools.

Remember, reporting something to Crime Stoppers is helping make our schools and communities safer places. Some may think of it as snitching or being a narc, but my guess is the parents and families of the Hays CISD students who died from drug overdoses wish someone had reported what they knew before it was too late.

The anonymous tip line is posted all around the HHS campus. Hays County Campus Crime Stoppers plans to expand the program and remain an active way to keep our neighborhoods and campuses safe well into the future.

I invite Hays High students to join Campus Crime Stoppers. Let's make our school a better place for everyone.

"My guess is the parents and families of the Hays CISD students who died from drug overdoses wish someone had reported what they knew before it was too late."

- Isabella Ethridge, Hays High Student and
Campus Crime Stoppers Ambassador



Isabella Ethridge is a 2023-23 Crime Stoppers Student Ambassador! She attends Hays High.

**Donate to Hays
County Crime
Stoppers!**



Hays County Crime Stoppers

@HaysCountyCrimeStoppers



venmo

Hays County Crime Stoppers is a nonprofit 501(c) 3 organization. Donations are tax deductible.

Join Hays County Crime Stoppers!

Executive Director's Spotlight

by Sgt. Jeffrey Jordan (HCSO)

Hays County Crime Stoppers Executive Director

Greetings to all! The last year as truly been a whirlwind. Your Hays County Crime Stoppers program has been busy rebuilding and rebranding. And thanks to the support of the citizens of Hays County, our program is growing and becoming more involved in the community than it has in years.

In September 2021, I accepted the reins of the Executive Director position of Hays County Crime Stoppers. I did not realize the wild ride I was about to embark on. In one year, I have learned so much about Crime Stoppers, its importance to our communities, and how WE as a team could make such a difference and impact.

I thank each of the Board of Directors, the Law Enforcement Advisory Board, and the guidance and mentorship of the Law Enforcement Coordinator. You've given me the opportunity to shake things up. You let me think outside the box. You trusted me to encourage and make changes in our program. You allowed me to set a new direction.

We are now hosting our first conference, aimed at empowering and build our student campus crime stoppers, and encouraging active engagement by a younger generation. Our conference committee has worked very hard at putting together a program that will not only educate but be entertaining. I cannot say enough about the hard work they have done to make this happen.

Members of our board have worked hard to make a presence in the community at Chick-fil-A fundraisers, a breakfast taco fundraiser, the San Marcos Business Expo, back to school events, and Hays County Emergency Preparedness Fair. There are no words I can say to even begin to express the gratitude for the time you have spent to help make the program be visible.

Continued on Pg. 9

"Residents and businesses working together with law enforcement and the media make this whole program work!!"

- Jeff Jordan

Hays County Crime Stoppers encourages anyone with information on a wanted fugitive, any crime, or potential crime, to contact Hays County Crime Stoppers anonymously:



1-800-324-TIPS (8477)



Online at <http://callcrimestoppers.com>



P3 Tips app on your smartphone or device

Together as a community, citizens, the media, and law enforcement can fight crime and keep our communities, schools, and businesses safe.



Hays County Sheriff's Office SROs Richard Lozano and Freddy Moreno at the Johnson High Back to School Jubilee, recruiting students for the campus group. So far 10 students have signed up!

****Volunteer Opportunity****



Kyle Fall Festival

Date: 10/22/2022 (Sat.)

Time: 9:30 a.m. - 2:30 p.m.

Location: The Door Church

2804 Goforth Road Kyle, Texas 78640

[Sign Up Here!](#)

Campus Conference Planning Continues

by Kim Hilsenbeck, Conference Committee Chair

Hays County Crime Stoppers is in the thick of conference planning. The event is just a few months away! Our committee members dream about speakers, sponsors, menus, A/V needs, murder mysteries, swag and goodie bags.

What does it take to bring a statewide conference for teenagers to town? A team of folks willing to do what it takes to move mountains.

The big question is always, how will we pay for everything? Fortunately, the governor's office provides a grant to the host Crime Stoppers organization. We will also take in funding from conference registrations. But those sources still won't cover everything, which means we need additional income sources.

That is where sponsors, vendors and program ads come into play.

Our entire board is tasked with making connections with donors and business owners. This conference will put a sponsor's name in front of hundreds of people from all around Texas. While it's geared toward students, those youngsters bring chaperones and school administrators.

Plus law enforcement members often attend even if not affiliated with a campus program. Or perhaps they are thinking of starting a chapter.

And our conference has something for everyone! Check out the sample schedule of speakers on the right to learn more.

Another big item on our to-do list these days is printing. We're discussing hoodies, t-shirts, banners, signs and more. All of those products offer additional promotional opportunities.

Hays County Crime Stoppers would be grateful for the support of our local business owners from across the county. We have several new high school groups starting so the impact is countywide.

If your business is interested in being part of this outstanding conference, get in touch and let's design a sponsorship package that meets your needs and your budget.

We know events of this size don't happen without the generosity of local business owners. Your support is truly appreciated!

"Our topics are geared toward empowering youth to be change agents – they have a role to play in safer communities and schools.."

- Kim Hilsenbeck



Annual Campus Crime Stoppers Conference
Feb. 6-8, 2023 in Hays County
Great Speakers | Fun Times | New Ideas

Sample of the 2023 Campus Conference Speakers

- Online Predators, Sonya Ryan, The Carly Ryan Foundation
- Creating Change Agents for School Safety, Kathy Martinez-Prather, Director of the Texas School Safety Center
- How not to be a sucker in a disinformation era, John Jackson, Police Futurists
- Anatomy of a Threat, Robert Santarsiero, Brazos Co. Sheriff's
- Physiological Response to Fear, Mark Sawa, Retired Police Officer
- Roundtable on Policing Today, Panel Discussion with Q&A
- Teen Dating Safety/Domestic Violence, Melissa Rodriguez, Hays Caldwell Women's Center
- Sex Trafficking, Texas Office of Governor's Task Force
- Forensics in Action, Texas State Body Farm

While the Campus Crime Stoppers Conference is three-day event, the lasting impact of what the students learn carries with them back to their schools, communities and daily lives.

Our topics are geared toward empowering youth to be change agents – they have a role to play in safer communities and schools. It's not just about the few days they spend in Hays County; it's what they do with the knowledge once they are back home.

We have the potential to impact hundreds if not thousands more students across the state. Our goal is to create a culture and mindset of advocacy. Communities and schools will benefit from the actions of these students.

This conference team is designing a cadre of speakers who bring powerful ideas such as students' roles in their school safety climate. We also ask:

- Are they leading with empathy and awareness of the struggles others face?
- Are they aware of the connection between school violence and that the majority of school shooters told someone what they were going to do before they did it?
- Can we find ways to encourage peer-to-peer interactions when it comes to topics like the Fentanyl crisis we are facing in our own backyard?

Our belief is that supporting this conference goes well beyond a three-day event. It will have a lasting impact on the day-to-day lives of hundreds of students and their communities.

Hey, business owners! the Campus Crime Stoppers Conference takes place February 6-8, 2023. This is a great opportunity for businesses to shine and put their products and services in front of more than 350 students and their leaders. Contact Kim Hilsenbeck, kim.hilsenbeck@co.hays.tx.us, for more details about how you can support the conference by being one of our vendors!

Visit our Facebook page for more info: www.facebook.com/HaysCountyCrimeStoppers/

Sponsor Levels

Crime Stopper: \$2,000

A donation at this level or higher provides the following sponsor benefits:

- Business listing and logo in the conference program
- Signage at event
- Logo with link on the event webpage
- A social media post
- Full-page color ad in the program
- Free vendor booth at event
- Two tickets for Awards Dinner

Crime Fighter: \$1,000

- Business listing and logo in the conference program, on website
- A ½ page color ad in the program
- Half-priced vendor booth at event

Crime Buster: \$500

- Business listing and logo displayed in program, on website
- Discounted vendor space during the event

Crime Reporter: \$250

- Business listing in conference program book and on conference website
- Discounted vendor space during the event

Title Sponsor: \$5,000

Everything listed at left plus:

- Table for eight at awards dinner
- Multiple social media posts



Crime Stoppers board member Mary Earls, a former Rattler, recruiting new student crime stoppers at San Marcos High.

Program Ads

Full-page color ad - \$500

Half-page color ad - \$275

Full-page color ad back cover - \$600

Vendor Space

One booth - \$300

With electricity - \$350

Booth fee includes table and two chairs

Booth price also two tickets to Awards Dinner

Must set up Monday morning; remain up through Wednesday

We can also customize a sponsor package to meet your specific marketing and budget needs!

Board members are working furiously behind the scenes, bringing our financials up to date and modernizing how we handle those finances. We've worked to expand our presence in the local community through media relations as well as social media and getting the word about crime stoppers out to the public.

We brought one new campus program on board, and another is working its way toward being established. Additional programs are also being considered.

Most of all, a big thank you goes out to our families who are willing to allow us to do this work. They know this is important to help keep our community safe and to continue to empower them. Residents and businesses working together with law enforcement and the media make this whole program work!

For all our businesses interested in supporting Hays County Crime Stoppers, I urge you to consider becoming a Campus Crime Stoppers Conference sponsor. The event takes place in February. More info is on pages 7-8 of this newsletter.

Our Crime Stoppers program wouldn't succeed without donors; the cash rewards we pay come from sponsor donations. Those funds also assist us in crime prevention seminars and other training for the community, along with working with our campus programs to help students become empowered to keep their campus communities safe and become good citizens.

For individuals or businesses interested in sponsoring Hays County Crime Stoppers, please contact me, Jeff Jordan, at execdirector@hayscrimestoppers.com and we will assist you in joining us in fighting crime.

If you want to support the 2023 Campus Crime Stoppers Conference, please contact Kim Hilsenbeck, kim.hilsenbeck@co.hays.tx.us. See Pg. 8 for more details.

Remember, you can support both the regular Crime Stoppers organization AND the student conference!



Crime Stoppers Out & About



Crime Stoppers Mary Earls, Jeff Jordan, Steve Myer, Albert Karch and Stephen Traeger at the Emergency Preparedness Fair in September.

LOCK


YOUR CAR

HIDE

YOUR KEYS

TAKE

YOUR BELONGINGS



Watch your car

A friendly reminder from

CRIME STOPPERS
Hays County

Tip: can lead to cash!
800-324-8477 | www.callcrimestoppers.com
Download free mobile app @ P3slps.com

See a crime in progress? Call 9-1-1 for police



Communications Update

by Carina Pinales, HCCS Communications

Hays County Crime Stoppers (HCCS) is slowly but surely becoming a community household name. Audience engagement through print, digital and social media helped HCCS develop an identity where the community can easily find the source for up-to-date information.

Over the last quarter, HCCS social media accounts have gained a reach hitting more than 76,000 accounts and each post continues to have more engagement than the previous. The organization uses Facebook, Twitter, YouTube and Instagram to share information.

The crimes we share are serious but sometimes a little humor and curiosity go a long way. Hays County Crime Stoppers finds that the more chatter organically happening on a post, the more likely someone will recognize who the post is about.

A number of our posts have led to multiple closed cases, as some individuals are wanted for more than one crime. The number of tips coming in has increased as social media engagement increases. What is really encouraging is to see our communication interaction is evenly distributed. Shares, likes, follows and comments are from all across the county. This means the right information is helping keep our community strong and safe.

It's not just about closing unsolved cases. Hays County Crime Stoppers partnered with a number of local public service departments, including the Hays County Sheriff's Office, to crack down on the horrific, life-threatening uptick in Fentanyl use, particularly among young adults and teens.

Raising public awareness of the dangers of Fentanyl is a top goal of our communication efforts to get the word out about its dangers.

From pics of suspects with unflattering haircuts to rounding up some of the area's most wanted, HCCS continues to push out the most up-to-date information and awareness campaigns in the county. Download the P3App today and anonymously submit a tip that could lead to the next arrest and help keep your community safe. Drop us a line in the comments on our Facebook and be sure to follow us at @HaysCountyCrimeStoppers or click #HCCS.

Follow and Like Us!



Graphic courtesy of
Carina Pinales