



# *in* PURSUIT

The Official Communication of The Wisconsin State Crime Stoppers

February 2017

## *President's Message*

by K. Scott Abrams, CPA, CGMA

### IN THIS ISSUE

President's Message	1-2
Funneling of Informants	2,6
State Board Application	3
Conference Preview	4
Conference Registration Form	5
Board of Directors	6

**See Something;  
Know Something...  
LEARN SOMETHING!**  
(State Conference  
April 27—29)

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 is very slim, if there is any margin at all. Therefore, much scrutiny is taken when any new program or service is proposed and its impact on 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 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 is 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 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 by 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 on 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

## ***The Value of Crime Stoppers***

### President's Message Continued

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 agencies 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!

## FUNNELING OF INFORMANTS THREATENS PROGRAM

by Greg MacAleese, Founder Crime Stoppers

At no time in its history has Crime Stoppers been more successful.

We are witnessing the rapid international expansion of the program. In the United States, cases are being solved through Crime Stoppers tips at a record rate. And we have been flattered by imitators, such as "America's Most Wanted" television show.

Yet, I don't think we should sit back and smugly think that everything is perfect with the program. Recently, several programs have experienced a problem that could threaten the basic foundation of Crime Stoppers – both legally and ethically.

This problem is the "funneling" of informants into the Crime Stoppers program. "Funneled" informants are those whose identities are known to law enforcement personnel and who have not directly contacted Crime Stoppers. In this situation, the coordinator will be approached directly by other officers about giving one of their informants a Crime Stoppers code number. Often this is done under the pretext that the informant will not cooperate with investigators without getting some money and a pledge that confidentiality will be maintained.

This places the coordinator in an extremely difficult position. Should they cooperate? The truth is that if the coordinator provides the code number, the integrity of the Crime

Stoppers program has been breached. This is especially true if the coordinator then presents the case to the Board of Directors without advising them that this is a "funneled" informant. The board's authority to judge the case on its actual merits is usurped. On the other hand, if the coordinator does not cooperate, this sometimes creates hard feelings between them and the investigator.

Occasionally, the coordinator is not given a choice. The investigator will instruct the informant to just call Crime Stoppers with the information, get a code number and not let on that they are already working with the investigator. The coordinator and the Board of Directors never know that they are being "conned" by both the informant and another member of their law enforcement agencies.

The implications of what I have described here are pretty obvious. In an extremely important court test of Crime Stoppers, Brown vs. Illinois, the program was described by a defense attorney as being a "sham" organization that was really a front for law enforcement. Thus, there would be no corporate protection of Crime Stoppers records and they would be subject to the Open Records Act.

Obviously, the coordinator needs some protection in these instances. The best way to ensure this protection is the creation of an internal policy within the police department, which strictly curtails the use of "funneled" informants. The Board of Directors should be consulted by the law

Continued on Page 6

# Wisconsin State Crime Stoppers Looking for Board Members

Have you ever dreamed of traveling to out of the way places? Make your mark? Leave a legacy? Protect, serve and leave your country in better shape than you found it?

Well here's your chance. By becoming a board director with the Wisconsin State Crime Stoppers you will get the opportunity to do all the things listed above plus enjoy the companionship of 11 other dedicated Crime Stoppers.

Your state board has current vacancies and terms that will expire this spring. Terms range from one to two years. We are always looking for members who wish to become involved with the state program and help us to grow our state organization. Please consider joining the board by filling out this application. It is the board's hope to have representation from all parts of our state. If you have questions about the responsibilities in this position, please contact Nomination Committee Chair, Mik Devereaux ([mikdevereaux@gmail.com](mailto:mikdevereaux@gmail.com)) or President K. Scott Abrams ([sabrams@crimestoppersusa.com](mailto:sabrams@crimestoppersusa.com)). They will be glad to answer any questions.

## Wisconsin State Crime Stoppers — Board Member Application

Name: \_\_\_\_\_

Telephone

Address: \_\_\_\_\_

Home: \_\_\_\_\_

\_\_\_\_\_

Work: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Referred by (if applicable): \_\_\_\_\_

**Please list the names of you are now, or have been a member of:**

Organization

Position Held

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

**Please list below your present and past employment:**

Dates

Employer Name

Position Held

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**List special skills, interests or hobbies:**

\_\_\_\_\_

**What can you contribute to the Wisconsin State Crime Stoppers?**

\_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please email completed application to: Mik Devereaux [mikdevereaux@gmail.com](mailto:mikdevereaux@gmail.com)



## SAVE THE DATES!

# 2017 Annual Wisconsin State Crime Stoppers

**Theme: See Something; Know Something...  
LEARN SOMETHING!**

**April 27, 28 & 29, 2017**

Chula Vista Resort

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

**\$125**

Registration  
Fee

Guarantee Room Reservation Deadline: April 10th

### 2017 Conference Highlights (Tentative Topics/Speakers)

**Technology Session** — Thursday evening from 6:30pm - 7:30pm we will have Officer Joseph Nichols, Coordinator of the Winnebago Countywide Crime Stoppers, discuss some of the Dangers of Social Media. This will be followed up with Officer Joseph Nichols and Officer Chad Sullivan, Coordinator of Janesville Area CS, providing one-on-one training session on social media to include Facebook, Twitter and Google+ for Hangouts On Air. Time will also be devoted discussing the tip taking software tools, TipSoft and, recently released, P3 Global Intel. Learn how to extract the statistical data for presentation to the board, your command staff or the media. Also, we will show some ways in which to utilize Google & YouTube account to promote your program, put out public notices or advertise crimes of the week. Bring your laptop to this hands-on learning session. (Meet & Greet Tailgate Buffet, burgers and brats, will be held in an adjacent room, serving from 6p-7:30p).

**Barb Bergin, Crime Stoppers USA Chair** — We are excited to welcome Barb to Wisconsin as the newly elected Chair of Crime Stoppers USA. She is the Executive Director of the Central Florida Crimeline, one of the largest Crime Stoppers organizations in the United States covering 12 counties from the Gulf coast to the Atlantic Coast. Barb will discuss some of their unique fundraising activities in Central Florida Crime line, share your perspectives as the new leader of Crime Stoppers USA and offer some specifics for board members on operating a local Crime Stoppers program.

**Heroin Epidemic** — We are proud to announce that Kathy Federico from the Milwaukee DEA office is making a return visit to the conference giving participants the details about the heroin epidemic that has run rampant the last several years and will provide insight to other drug enforcement activities in Wisconsin. Kathy is excited about returning to the Wisconsin State Crime Stoppers conference.

**Crime Prevention Restitution Bill** — Pat Murphy President of the Brown County Crime Prevention Organization will outline in detail how his County was able to implement the new restitution Bill available for Crime Prevention Organizations in the state of Wisconsin. This has been difficult for many counties within Wisconsin, so this may offer insight on how to proceed within your own County in receiving these restitution funds.

**Human Trafficking** — Following up on this highly rated topic from last year, Detective Tamara Remington from the Sheboygan Police Department will offer her insight from the Sheboygan Coalition Against Human Trafficking Detective Remington will share their perspective on how the Coalition looks at 'victims' of human trafficking instead of criminals and some of the startling statistics affecting our community through human trafficking.

**Conference Registration Materials Available on the website at [www.wicrimestoppers.org](http://www.wicrimestoppers.org)**

**We look forward to seeing **YOU** at the conference!**

#### For additional information contact:

Mik Devereaux, WSCS Conference Co-Chair  
[mikdevereaux@gmail.com](mailto:mikdevereaux@gmail.com)

Marshall Multhauf, WSCS Conference Co-Chair  
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Robert (bob) Berndt, WSCS Conference Registration  
[romarjc4@centurytel.net](mailto:romarjc4@centurytel.net) (608)385-8181



**WISCONSIN STATE CRIMESTOPPERS CONFERENCE**  
**Chula Vista Resort – Wisconsin Dells APRIL 27-28, 2017**  
**“See Something, Know Something, LEARN Something”**  
**Wisconsin State Crime Stoppers – Registration Form**

Name: (please print) \_\_\_\_\_

E-mail: \_\_\_\_\_ Is this your first WSCS conference? Yes \_\_\_\_\_ No \_\_\_\_\_

Crime Stopper Affiliate: \_\_\_\_\_

**Please check:** Civilian Representative \_\_\_\_\_ (or) Law Enforcement Representative \_\_\_\_\_

<u>Conference Fees</u>	Prior to April 1 <sup>st</sup>	After April 1 <sup>st</sup>	Total	Meals & all breaks are included in the conference fee. Please check which meals you will attend.		
<b>Full Conference (Thursday evening), Friday &amp; Saturday</b>  Includes Thursday evening Workshops and Tailgate Buffet  Friday Breakfast, Lunch & Banquet  Saturday Breakfast	<b>\$125</b>	<b>\$140</b>  No reduced rate after April 1st	\$ _____	<b>Meals</b>  <b>Thursday Night Tailgate Buffet</b>  Friday B'fast Friday Lunch Friday Banquet  Sat B'fast	<b>Yes</b>  <input type="checkbox"/>  <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>  <input type="checkbox"/>	<b>No</b>  <input type="checkbox"/>  <input type="checkbox"/> <input type="checkbox"/>  <input type="checkbox"/>
<b>Friday Conference Only</b>  Friday Breakfast, Lunch and Banquet	\$90	\$100	\$ _____	Friday B'fast Friday Lunch Friday Banquet	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>Saturday Conference Only</b> Includes Saturday Breakfast	\$40	\$45	\$ _____	Sat B'fast	<input type="checkbox"/>	<input type="checkbox"/>
<b>Additional Guest Meals</b> <ul style="list-style-type: none"> <li>• Thursday Tailgate \$17</li> <li>• Friday Breakfast \$12</li> <li>• Friday Lunch \$14</li> <li>• Friday Banquet \$30</li> <li>• Saturday Breakfast \$12</li> </ul>		--- --- --- ---	\$ _____ \$ _____ \$ _____ \$ _____ \$ _____	For guest meals we will assume if you are purchasing the meal(s) for a guest, they will be present for those meal(s) and we will count them when ordering meals and for seating.		

**Total Conference Fees** \$ \_\_\_\_\_  
**No refund of food related costs if canceled after April 20, 2017**  
**Make Checks Out to “Wisconsin State Crime Stoppers”**

Mail registration and check to:  
 Treasurer Bob Berndt; 2613 Hoeschler Drive; Lacrosse, Wisconsin 54601  
 Conference registration questions email to Bob Berndt at: [romaric4@centurytel.net](mailto:romaric4@centurytel.net)  
 If paying by Credit Card, enter info below and mail to Treasurer Bob Berndt to address above:

Card Number: \_\_\_\_\_ ; Verification Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Card Holder's billing Zip Code: \_\_\_\_\_

**Hotel Reservations**

Chula Vista Resort; 2501 River Road Wisconsin Dells, WI 53965 Phone: 1-855-608-5489

Hotel reservations are the responsibility of the attendee. Booking ID #E84423

Reserve Rooms under the Wisconsin State Crime Stoppers Conference

**Rooms will be held only until April 10, 2017 at the state rate of \$82.00, single, \$109 double.**

If reserving a room after April 10<sup>th</sup>, you may have to pay the full room rate if there is availability.

State rate Saturday night guaranteed only when booked with original reservation

**If using a business credit card (not in your name) a Credit Card Authorization form must be completed and submitted at time of check-in.**

Proof of tax exemption can be shown at check-in.

### Funneling of Informants (Continued from Pg 2)

enforcement leaders before such a policy is developed.

Of course, there is a broader issue at stake in such a situation. That issue is: "Who is in charge of Crime Stoppers?" Is it the Board of Directors, or is it the law enforcement agency?

In reality it is both. Crime Stoppers was originally designed to be a cooperative effort among law enforcement, the community and the media. Law enforcement was charged with the responsibility of handling the operational part of the program. The community, through the Board of Directors, was supposed to raise the reward fund and create policy for the operation of the program. And the media was responsible for publicity. Unfortunately, a few programs have drifted from this original design. The Board of

Directors has failed to provide proper oversight; and law enforcement, without any policy to follow, has been left with "flying by the seats of their pants" in the day-to-day operation of the program.

Clearly, in these circumstances, abuses are invited. Fortunately, these are extremely rare circumstances and have not caused any serious public relations or legal problems. However, right from the beginning, I have said that Crime Stoppers is a fragile concept that is only as good as our weakest program. A program that is improperly managed puts all of us at risk. As they say, "Bad arrests make bad laws." Well, so do Crime Stoppers programs that operate outside the proper guidelines.

Reprinted with permission from Judge Richard Carter from the May, 1988, *The Caller*.

## BOARD OF DIRECTORS

President

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Board Member

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Board Member

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www.WICrimeStoppers.org  
www.Facebook.com/WiCrimeStop



## SEND ARTICLES TO:

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OR

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Email: schluechtermann@ieee.org