

FLORIDA SHERIFFS ALL POINTS BULLETIN

VOLUME 19 • NUMBER 4 • FALL 2009



By Julie S. Bettinger
Editor

Despite travel and training cutbacks, attendees find a way to make it happen

It's always been difficult for the Sheriffs' executive assistants to get away for training – by virtue of their job description as the Sheriff's right hand person, alone – but this year proved especially difficult as agencies state-wide were faced with steep budget cutbacks.

But 49 of the 67 Sheriffs' Offices had representation at this year's conference, held at the DiamondHead Beach Resort in Ft. Myers Beach, August 10-13, 2009. The Sheriffs' Assistants persevered to get there – some even supplementing the costs with personal funds to attend.

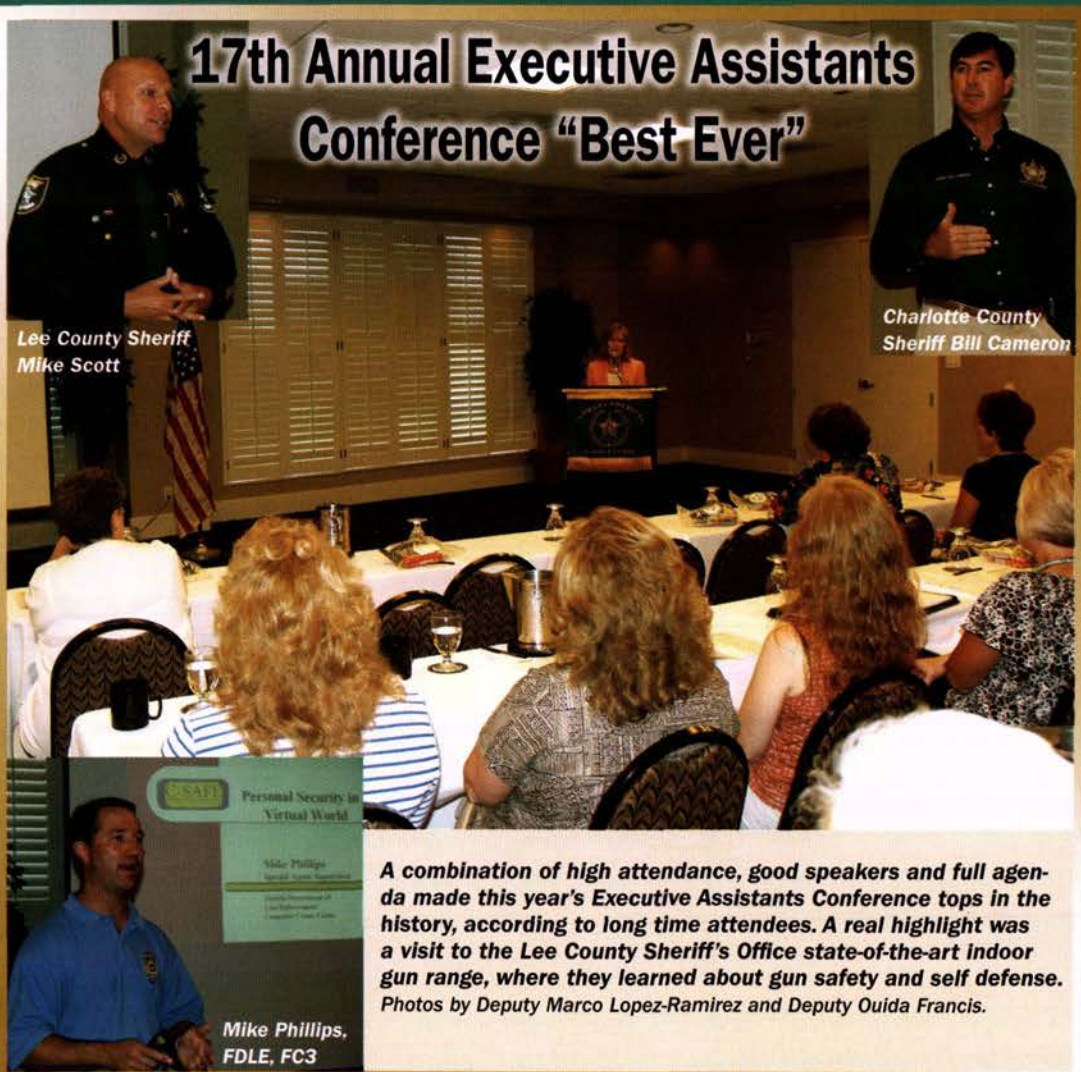
Florida Sheriffs Association Executive Assistant Marti Moore, said, "In 17 years, it was absolutely the best conference we've ever had. No one wanted to leave." It was hosted by Lee County Sheriff Mike Scott and his executive assistant, Brandy Townley, who has since married and relocated.

Becky Hesson, executive manager for St. Johns County Sheriff David Shoar, said she thought

17th Annual Executive Assistants Conference "Best Ever"

Lee County Sheriff
Mike Scott

Charlotte County
Sheriff Bill Cameron



A combination of high attendance, good speakers and full agenda made this year's Executive Assistants Conference tops in the history, according to long time attendees. A real highlight was a visit to the Lee County Sheriff's Office state-of-the-art indoor gun range, where they learned about gun safety and self defense.
Photos by Deputy Marco Lopez-Ramirez and Deputy Ouida Francis.

the large turnout contributed to the success. "We had more assistants than usual and some attended from counties that are usually not represented.

"It was a great opportunity to get to know folks."

Hesson said she especially liked the presentation by Jan Hargrave, a nationally acclaimed presenter on nonverbal communication – they call her the "body language expert."

"It was extremely engaging and a fun way to learn," Hesson said. This was the second time I've seen her and each time, I have taken away tips that are helpful in my everyday life."

Hargrave teaches people how to tell what other people are thinking. She interprets a person's non-verbal communication to tell you what's going on inside their head. Her expertise is frequently used in

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Couponing 101: Agencies Learn How to Receive Huge Discounts on Purchases

More than 100 attendees, representing 52 state and local government agencies, came to Orlando November 4 to learn how to take advantage of the Florida Sheriffs Association 1122 Program. The purpose of the workshop was to outline the benefits of using 1122 to make purchases at steep discounts – with ranges reported between 50 and 75 percent. One agency reported saving as much as 86 percent on a purchase.

More workshops are scheduled in 2010 – one in Northwest Florida and the other in Lee County. The program lasts only a half day to allow travel time and save agencies on overnight accommodations.

Launched initially to allow purchases on behalf of counter-drug activities, the 1122 program was expanded earlier this year to include purchases used in homeland security and emergency-response operations. Florida is currently one of only six states included in the pilot purchasing project. Other states are expected to be brought on board as early as April of 2010.

Laying the groundwork

Much of the November workshop focused on what type of equipment and supplies an agency can order. Representatives from the Pentagon, General Services Administration/Patrick Air Force Base and the Florida Sheriffs Association 1122 were presenters.

It's not uncommon for one section of an agency to be using the program, while another has never heard of it, said Glenda Travis, point of contact for 1122. They are seeking to get the word out through all parts of agencies.

Attendees to the workshop showed some success in that effort as they represented all ranks through areas including: chiefs of emergency management, purchasing administrators and supervisors, purchasing agents, supply divisions, mechanics, fire chiefs, assistant fire chiefs, deputies, pilots, business administrators, finance directors, chiefs of police, bureau chiefs and accountants.

Many law-enforcement agencies have already been enjoying huge discounts through 1122 since the Florida Sheriffs Association took over the program for Florida in October 2006. Their representatives came mostly to learn of new opportunities. The workshop was also an opportunity for those new to the program to get their questions answered.

One of the questions that concerned attendees was how to handle the competitive bid requirement. There are at least two options, according to Travis. One is to get other prices, then compare 1122's bottom line price. Another way would be allowing 1122 to shop the prices for you, offering the three best quotes from vendors through the program. These, of course, could then be compared to retail pricing.

For information about upcoming workshops, please contact Glenda Travis, Florida Sheriffs Association, by phone 1-800-877-2168, or e-mail: gtravis@flsheriffs.org/. You also can visit FSA's Web site: www.flsheriffs.org, and choose "Federal 1122 Program" link for more details.



FLORIDA SHERIFFS ALL POINTS BULLETIN Volume 19, Number 4 Fall 2009

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All Points Bulletin is published quarterly by the Florida Sheriffs Association in spring, summer, fall and winter.

The content of APB is intended to reflect the opinions of various criminal justice professionals and those who serve law enforcement, which means articles do not necessarily reflect the opinion of the Florida Sheriffs Association.

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Memorializing the Fallen

By Julie S. Bettinger

Out of the jam-packed itinerary we had planned for our family trip to Washington, DC this fall, the event I most looked forward to was visiting the National Law Enforcement Officers Memorial.

A representative who attended a Florida Sheriffs Association conference earlier in the year had talked about the wall and I sensed it would be a deeply moving experience.

My traveling companions and I had gotten out early on that Saturday morning and there was a quiet drizzle falling. A perfect backdrop for the somber occasion, I thought. As we walked down Pennsylvania Avenue and made two turns, a huge expanse opened up and we realized we were standing at the head of the city-block sized memorial. Its low elevation contrasted with the tower high buildings surrounding it.

All those names...I ran my hand over the Memorial's blue-gray marble and over the inscribed names of some of the 18,200 men and women who were killed in the line of duty, dating back to the first known death in 1792. Strangers, yes, but I somehow felt linked to them.

I immediately went to one of the directories to look up the name of two officers killed in my home county of Leon. I found Officer Ernest Kearns Ponce de Leon, the first Tallahassee Police Department Officer to die in the line of duty in the history of the agency (1988). One of my nephews, with a better sense of direction than me, ran off to find his name. Next, I discovered a Leon County Sheriff – William M. "Willie" Langston. He died in 1909.



Another nephew grabbed one of the complimentary papers and pencils for etching the name and we memorialized Sheriff Langston.

The wall features statues of lions on either end – a mama and her cubs on one end and a daddy lion on the other. My mother read an inscription that said they symbolize the protective role of our law officers; they convey the strength, courage and valor that are the hallmarks of those who serve in law enforcement.

Someone had placed a freshly picked single red rose between a crevice on the baby lions and it was like a sign of God's presence among all those names.

When I looked up, my eyes met those of a young blonde woman who was looking for her father's name. Amy Parrinello was only two years old when her father, Carl Wallace Mertes, died in the line of duty November 5, 1980. Her sister, Carla, was only one month old. He was the first officer killed serving the North Miami Police Department.

Parrinello is now a firefighter in Tamarac and her sister is a police officer in Coral Springs. She was scheduled to run the Marine Corps Marathon the next day and came to honor the memory of their father.

When I left the memorial, I was thankful – so thankful for the men and women who continue to make



the sacrifice. It's not just a job... it's more of a calling or ministry. And Florida is safer because they answered.

Julie

Visit the National Law Enforcement Officers Memorial Web site at: www.nleomf.com.

Florida Sheriffs Association Calendar of Events 2010



- FSA 1122 Program Half-Day Workshop, Lee County, January (date TBD)
- FSA 1122 Program Half-Day Workshop, Pat Thomas Law Enforcement Academy, Quincy, FL, January (date TBD)
- National Sheriffs Association 2010 Annual Winter Conference, January 20-23, 2010, J.W. Marriott Hotel, Washington, DC
- FSA 2010 Mid-Winter Conference, Sandestin Golf & Beach Resort, February 7-10, 2010
- Florida Sheriffs Day at the Capitol, Tallahassee, March 18, 2010

Nostalgia, Optimism Color Historical Groundbreaking

It was rainy and overcast in Tallahassee on the morning of October 14, but that didn't dampen the spirits of those gathered to mark the groundbreaking of the Florida Sheriffs Association's new headquarters building on Mahan Drive.

FSA Chaplain, Marion County Sheriff Ed Dean, set the tone for the get-together by quoting Isaiah 54:2: "Enlarge the place of your tent, stretch your tent curtains wide, do not hold back; lengthen your cords, strengthen your stakes."

Yes, the Florida Sheriffs Association lost a great deal in the fire that destroyed its headquarters April 15, 2008, but what is rising from the ashes is something much greater. A facility that will allow the Sheriffs more opportunity – training, joint operations and networking – than the previous 26-year-old building could accommodate.

"Today marks a new chapter in this organization's 117-year history," said FSA Executive Director Gary Perkins, "as we re-dedicate this land to the service of this organization and this organization to the service of Florida Sheriffs."

Clemons, Rutherford & Associates, Inc. Architect Shay Divsalar pointed out that the focus of the new building design is around the Florida Sheriffs Law Enforcement Memorial Wall, which survived the fire. "So that the people who sacrificed their lives will never be forgotten."

FSA President Sumter County Sheriff Bill Farmer thanked all of those who had played a role in fast-tracking the project, including his fellow Sheriffs who served on



From left, Assistant Executive Director of Administration Peggy Goff, Executive Director Gary Perkins, FSA President Sumter County Sheriff Bill Farmer, Florida Lt. Gov. Jeff Kottkamp, Marion County Sheriff Ed Dean, Ajax Construction Vice President Jay Smith.



FSA President Sumter County Sheriff Bill Farmer

the building committee, plus Gary Perkins, Assistant Executive Director Peggy Goff and Construction Consultant Kent Deeb.

"Out of the ashes rises hope today," said Sheriff Farmer. "This new building will allow expanded space for training and joint operations that we could not have achieved in the previous headquarters."

Florida Lt. Governor Jeff Kottkamp dropped in for the short ceremony, too. "The Sheriffs are the heart and soul of this state," he said, before grabbing a gold-headed shovel and turning dirt.

Chaplain Dean ended the gath-



- Two story
- 17,000 sq. ft.
- Cost of Construction: \$4 million
- Est. occupancy: September 2010

ering by quoting Jesus in His Sermon on the Mount (Matthew 5:9): "Blessed are the peacemakers, for they will be called sons of God."

"Scripture tells us that government is ordained to restrain evil, and this new facility will be dedicated to that purpose," he said.

He then asked God's blessing on the new FSA building "for the good of future generations."

Special Olympics Names New Law Enforcement Torch Run Director

Chief Deputy Dave Sklarek, of the Osceola County Sheriff's Office, has been appointed the new Director of the Florida Law Enforcement Torch Run for Special Olympics.

The Law Enforcement Torch Run is the largest annual awareness and fundraising event involving Special Olympics Florida and law-enforcement agencies. Statewide, participants from virtually every branch of federal, state, county and municipal law enforcement – representing a total of more than 300 different agencies – serve as the “Guardians of the Flame.”

The Special Olympics “Flame of Hope” is carried on a relay of simultaneous routes throughout Florida, covering thousands of miles. The torch is carried all the way to the opening ceremonies of Florida's annual State Summer Games. Additionally, law-enforcement agencies raise funds through special events and the sale of Torch Run T-shirts and hats.

Chief Deputy Sklarek's role as Law Enforcement Torch Run Director entails overseeing all aspects of the Torch Run and ensuring its continued success. Sklarek takes over the position from Major Gene Stokes (retired, Hillsborough County Sheriff's Office), who had served as the Director since 1994.

Sklarek joined the Osceola County Sheriff's Office in 1984, after serving in the United States Marine Corps. He has worked in and supervised many areas of the Sheriff's Office including Judi-



*Chief Deputy Dave Sklarek
Osceola County Sheriff's Office*
cial Services, Training, Patrol and Criminal Investigations.

A state-certified instructor in firearms, defensive tactics and general subjects specializing in officer survival and high-risk tactical training, Chief Sklarek was a member, team leader and commander of the agency's SWAT team for a number of years. He was appointed to his current assignment as Chief Deputy by Sheriff Bob Hansell in January of 2005.

Charlotte's Volunteer Services Coordinator Named No. 1 in Nation

Volunteer Services Corporal Phil Schofield has been named the Citizen Patrol Coordinator of the Year by the National Association of Citizens on Patrol (NACOP). Schofield, 36, was selected by the NACOP out of 450 entrants nationwide.

The annual award provides recognition to the Citizen Patrol/Volunteer Coordinator whose actions have made a significant and positive impact on operations of their unit while helping promote

the use of Citizen Patrol groups locally and nationally.

When Charlotte County Sheriff Bill Cameron took office in January 2009, he arranged for all volunteers to be assigned to one unit under Cpl. Schofield as coordinator. Those units were reserve deputies, parking-enforcement volunteers, clerical volunteers and Explorer Post-29 Scouts. A new Citizens Observation Patrol (COPS) was established including a COPS Academy. Schofield also created a COPS field-training program and the first ever CCSO COPS Marine Patrol Unit. He then created a COPS Aviation Unit to assist pilots in observational missions.

Many of these units have doubled in size since he began coordinating. The nominating letter to NACOP stated, “Corporal Schofield completed all this in less than six months and he has truly made a difference in the lives of CCSO members, and for the safety and betterment of our community.”

Cpl. Schofield has been with CCSO since Sep. 17, 2001.



*Corporal Phil Schofield
Charlotte County Sheriff's Office*

Continued from page 1

17th Annual Executive Assistants Conference "Best Ever"

David Brand, FDLE



Deputy Jeff Santella



Capt. Chris Valez

jury selection. Fifty-five percent of a person's communication is non-verbal, according to Hargrave, and another 38 percent by the way they communicate – such as their voice inflection. Only 7 percent of a person's actual communication comes from the words that they say.

Busy agenda

Two of the three mornings at the conference included "Break-



fast with the Sheriff" – Lee County Sheriff Mike Scott and Charlotte County Sheriff Bill Cameron. Sumter County Chief Jack Jordan, general counsel, gave a talk on effective ways to deal with post-election stressors, while FDLE's Mike Phillips gave a talk on "Personal Safety in a Virtual World."

David Brand, also with FDLE, talked about the Sheriff's Salary Supplement Program. And St. Johns County Sheriff's Office Carol McCullar presented on "Handwriting Analysis." There were also representatives there from Star & Shield Insurance Exchange, Ready Alert, the Florida Sheriffs Youth Ranches and the Florida Sheriffs Association.

The attendees were also treated to an educational and live fire session at the Lee County Sheriff's Office Gun Range. Several brought their own firearms and proved to be quite proficient.

Just as important as the presentations was the business conducted between sessions.

"The outstanding dynamic that is created when the Sheriffs' Assistants get together cannot be duplicated at any other meeting or conference," said Hesson of St. Johns County. "We have the opportunity to speak directly with individuals who deal with identical workplace issues and share solutions among one another that are proven to be effective."

Karen Cline, who has been the

Sheriff's administrative assistant in Charlotte County for 19 years, said meeting their counterparts at other agencies is crucial to the job. While they may be called the "Sheriff's assistant," the fact is that they are frequently the agency's liaison to other Sheriffs' Offices.

If someone at the agency has had difficulty getting the information they need from another Sheriff's Office, rather than bother the Sheriff, they will contact their assistant.

"When the Sheriff's secretary calls another Sheriff's secretary, often times things happen faster," Cline said. "We like to try to resolve things without having to involve the Sheriff when we can – they have enough on their plate."

In these days of joint operations between agencies, the Sheriffs' Assistants' job is even busier than ever – making the conference even more important for their jobs.

Cline said despite the jam-packed agenda, it seemed to be one of the most relaxed conferences she's attended. She's only missed three of the 19, which happened to be while she was seeking her Bachelors and Masters degrees.

Asked if anything had changed as a result of attending this year's conference, one thing came to mind – something she picked up during the Wellness and Fitness presentation by Pasco County Sheriff's Lt. Brian Prescott: "I'm eating more fish because of the Omega 3."



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Seminole County Sheriff's Office Recognized for DNA Pre-Screening Program

The time for DNA cases returned to SCSO now averages 53 days, compared to an average of 234 days prior to inception of the program.

Florida Department of Law Enforcement Commissioner Gerald Bailey recognized Seminole County Sheriff Don Eslinger and six members of the his Sheriff's Office recently with certificates of appreciation for their work to implement a unique DNA pre-screening program designed to solve crimes more quickly.

The SCSO is one of four Florida Sheriffs' Offices that FDLE teamed up with to train personnel to pre-screen evidence collected at crime scenes for the presence of DNA. In 2007, SCSO personnel completed federally-funded training in which they received instruction on how to evaluate biological evidence for the presence of material suitable for DNA testing and determine which pieces to submit to FDLE for analysis. The process streamlines DNA testing and examination, maximizes scientist resources and reduces the amount of time needed to complete DNA analysis and return the results to law-enforcement contributors.

"We appreciate the opportunity to partner with Sheriff Eslinger on this creative and highly effective program," said FDLE Commissioner Bailey. "DNA is so valuable to investigations and our



ability to complete the analysis more quickly results in a larger number of crimes being solved and more offenders taken off the streets."

Crime solving, reduction

The examination, comparison and identification of biological evidence have become very useful in identifying perpetrators of crime, Sheriff Eslinger said. "The Sheriff's Office is pleased to participate in the biological screening process, which enhances and streamlines the analysis of biological evidence. We appreciate the men and women of the Sheriff's Office who have worked diligently to implement this initiative. We look forward to a continued partnership with FDLE as we work together to reduce crime and the fear of crime in our community."

The DNA evidence pre-screening program is part of a multifaceted plan implemented by FDLE in 2006 in response to a surge in evidence submissions, which resulted in backlogs statewide. The Marion County Sheriff's Office, Hillsborough County Sheriff's Office, and the Santa Rosa County Sheriff's Office also participate in DNA pre-screening programs. FDLE also has purchased robotics

for DNA sections across the state, developed new case acceptance guidelines, implemented more effective workload and staffing management practices, maximized overtime use and outsourced DNA backlogs to other private, accredited labs.

Today, the time for DNA cases to be returned to the Seminole County Sheriff's Office averages 53 days, compared to an average of 234 days prior to the inception of the DNA pre-screening program and the backlog reduction plan. FDLE's time for processing DNA statewide has been reduced from an average of 200 days to an average of 77 days.

FDLE has one of the largest crime lab systems in the country and provides crime scene response as well as conducts analysis in eight forensic disciplines. FDLE's regional crime labs provide forensic analysis at no charge to Florida's law enforcement agencies. The labs have been professionally accredited by the American Society of Crime Lab Directors, Laboratory Accreditation Board since 1990.

For more information, contact the FDLE Office of Public Information: (850) 410-7001.

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Introduction to Risk Management

Forget what you think you know: Risk Management is all about what can go wrong – and what you can do right now to prevent it from going wrong.

By Gordon Graham

Gordon Graham here and thank you for taking the time to read my small contribution to this great newsletter, the *All Points Bulletin*. For some of you reading this piece, we have met before – and for some of you this is my first opportunity to give you some of my thoughts on the noble profession you have chosen – American Law Enforcement.

The title of this piece speaks for itself – “Introduction to Risk Management.” When I was a new kid on the block in 1973 – I don’t recall anyone mentioning those two words to me during the initial academy. Of course, I have difficulty remembering what I had for breakfast, but that is another story.

Risk Management is more that what you might instantly think. All too often when I meet people prior to a live program, we will chat about the topic for the day – which oddly enough is usually related to “risk.” And many times the people I will be talking with will say, “Oh, I know what Risk Management is.” To which I will respond, “What is it?”

For most people “risk management” is all about the “safety” stuff. And you are right! Having programs in place to enhance safety in the workplace is part of risk management, but *real* risk management is bigger than that. And then the conversation will continue to, “Oh, it’s the insurance stuff.” And again you are right. Making sure that private sector vendors who are working on your patrol cars or computers are fully and adequately insured is part of a “risk management” strategy – but *real* risk management is even bigger than that.

Reaching the core

I could bore you with all of the other

Popular speaker and trainer Gordon Graham is a former motorcycle cop-turned attorney and risk management



professional. He uses a combination of war stories and real life lessons to help today’s law enforcement professional better manage risks. This is the first of a series of training articles he will author for APB.

“limited applications” that I hear about risk management – but here is my favorite and I hear it about once a month. “Oh, risk management, I know what you do.” To which I respond, “What do I do?” “You are the guy who screws me out of my workers comp benefits when I get hurt.” And my response to that is, “No son, that is an entirely different area of expertise called screwing people out of workers comp benefits when they get hurt.”

Here is my focus for this introductory piece, and unless I really mess this up you will be hearing from me on a monthly basis in APB. Risk is ubiquitous. Everything we do in law enforcement involves a level of risk. Your hiring process is filled with risk. Firing people is filled with risk. Door kicks are risky. Taking people into custody is filled with risk. Giving a news conference on an “officer involved shooting” is filled with risk.

Therefore, risk management needs to be a big part of what we do. Here is a working definition for you. Risk Management is any activity that involves the identification and evaluation of risks, and the development, selection and implementation of “control measures” designed to change outcomes. Or more simply stated (and the way it was explained to me in grad school, 1975), it all comes down to RPM – Recognize, Prioritize, Mobilize. What can go wrong – and what can I do right now to prevent it from going wrong.

Over the next few issues, I will have a lot of opportunities to show you how to make this discipline work for you, in your current job in Florida law enforcement – and beyond. And I will base my writings on these three basic rules of risk management.

Rule One: There are no new ways to get in trouble.

What does this mean? Just what it says. We keep on getting hurt, killed, sued and fired for the same reasons and, frankly, I am fed up with this. We can do something to prevent these tragedies.

Rule Two: There are better ways to stay out of trouble.

What does this mean? Status quo – “we have always done it this way” is no longer a viable option. There are better ways to be doing our job – whatever your specific job is.

Rule Three: Things that go wrong in life are predictable, and “predictable is preventable.”

If you can hear the train coming, you can get off the tracks. And I hear a lot of trains coming on a regular basis.

Should we meet in a live program, I will explain each of these rules in great detail, but they have worked for me for the last 35 years – and I hope they are of some value to you.

Anyhow, I look forward to having you read these articles on risk management. Some of them will make you laugh, and some of them might make you sad – but this is our profession – and we must revisit the way we are doing business. You are the best risk manager in your life – and I would love to give you some strategies and tactics that you can use to better protect yourself, your team, your organization and our profession.

Until we visit again, please take the time to work safely.

Contact Gordon Graham, Co-President of Lexipol, via email: gordonjgraham@earthlink.net or visit his Web site at: www.lexipol.com/

"Birth Behind Bars" Program Aids Incarcerated Mothers-to-Be

Six of the 12 pregnant women participated, three of those were first-time moms.

By Kevin Doll
Public Information Director
Pasco Sheriff's Office

Expectant mothers who are incarcerated in the Pasco County Land O' Lakes detention center have access to a special program that can assist them in both pre- and post-natal care.

Started in 2001, the "Birth Behind Bars" program sends doulas into the jail twice a month to provide pregnant inmates with information and support about their upcoming births. The word "doula" comes from the ancient Greek meaning "a woman who serves" and is now used to refer to a trained and experienced professional who provides continuous physical, emotional and informational support to the mother before, during and just after birth.

These doulas are unpaid volunteers – not medical personnel – and do not give medical advice. The pregnant inmates still see a medical caregiver during the time that they are incarcerated. But doulas *do* provide a lot of important information to the inmates about the changes that their bodies are undergoing, provide encouragement and answer questions about the birthing process and labor techniques.

"We also teach them to take care of themselves once they are out of jail and to bond with their babies," said Janice Banther, executive director of the Birth Behind Bars



describes the various changes their bodies go through during pregnancy,

program. She also is the executive director of a Tarpon Springs-based nonprofit that offers childhood education classes and doula services for disadvantaged women.

Not required

Participation in the doula program

and the labor process. The doulas scan the bellies of the inmates with a fetal Doppler device that picks up the heartbeat of their babies for the mothers-to-be to hear. The excitement of the inmates shows on their faces as many of them hear the sound for the first time.

"Some of (the women) say the program changed their life (after incarceration). We try to give these women skills because we don't want frequent fliers in the Pasco County jail."

- Janice Banther, executive director of Birth Behind Bars

If requested, the doulas will attend, but not participate, in the delivery of an inmate's baby. Soon after the delivery, the inmate is returned to the detention center and the baby is given either

at the Land O' Lakes Detention Center is voluntary. In 2008, the number of women who were pregnant averaged about five a month. During a recent meeting of the twice-a-month program, six women attended out of the 12 who were pregnant at the time. Of these, three were pregnant with their first baby. About 160 women have gone through the program since its inception.

"Our main goal is to change the mother's lifestyle," Banther said. "We encourage them to eat well. At least while they are here, they aren't getting fast foods and fat." Part of the doula's instruction is healthy eating, and the women do get an additional daily snack while pregnant in jail.

Banther created a booklet for the women to read for the program titled, "I'm Pregnant, Now What Do I Do?" It

to the father or a competent relative who can care for the child. The doulas also monitor the new mothers after the birth for signs of postpartum depression.

The program has recently expanded to include male inmates who may have children or become fathers. The course taught to the male inmates is called "Why Do Babies Cry?"

Banther has been contacted by former inmates who tell her the importance of the program.

"Some of them say the program changed their life," she said. "We try to give these women skills because we don't want frequent fliers in the Pasco County jail."

For more information, contact Kevin Doll, Public Information Director: kdoll@pascosheriff.org.



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Lee County to Host Public Safety Media Relations Training

Need a boost in your public information strategy? Make plans now to attend this vital two-day training.

The Lee County Sheriff's Office will be hosting two days of in-depth training – one basic and one intermediate – on the essentials of successful media relations, February 1-2, 2010.

If you're tired of not getting a fair shake from reporters, this Public Safety Media Relations Training program can show you how to change. The training is practical – not theoretical – and you'll be able to take what you learn and put it to work on the street immediately.

The training will offer an in-depth, inside look at how and why the media do what they do and teach you how to take charge of reporters rather than be victimized by them. Numerous videos will be used to illustrate key teaching points – informing and entertaining the class. The bottom line: this training will help public safety officials become far more comfortable and effective with the media; it will teach you useful media skills and controls and enable you to enjoy better media relations and better public relations.

How do you know which level to attend?

Here's what you need to know:

DAY 1 – Basic Training. This day will focus on the essential DOs and DON'Ts of working effectively with reporters in routine, day-to-day situations where there's a public safety call-out that reporters cover. Topics include the DWI Principle of media relations, the media "Code of Ethics," "Feeding the Animals," the animals' three main food groups (information, sound bites, pictures); avoiding media pitfalls, what you say and how you look saying it, plus the successful interview. There will be dozens of helpful, practical tips on how you

can win with the media. **Who should attend:** This training is *not* just for PIOs! All public safety officers (police, fire, EMA) who serve in a supervisory capacity or who have routine contact with the media will benefit. This includes Chiefs, deputy chiefs, Sheriffs and undersheriffs, EMA directors, captains, lieutenants, sergeants, watch commanders, shift supervisors, on-scene incident commanders, as well as public information officers. Municipal government managers and department heads will also benefit significantly from this training.

DAY 2 – Intermediate Training.

This will take the concepts from Day 1 training and apply them to higher-profile situations that will draw greater media and public interest. Here you will learn the essentials of a good news release, the essentials of a professional news conference, how to handle incidents of media assault, media battery and media brutality; how to limit the damage of an ugly internal situation; and how to manage the media in a critical incident (NIMS public information requirements are discussed). **Who should attend:** All personnel who attend the basic program will benefit from the follow-up Intermediate class. Or you may just wish to skip the basics and learn more advanced skills. This training will be *especially valuable* for PIOs and upper-echelon decision-makers (Chiefs, Sheriffs, Mayors, Village Managers, EMA Directors, School Administrators) who will be called upon to work with and manage the media in incidents of higher profile and higher impact.

Get it from the source

The instructor for both days of training is Rick Rosenthal, a nationally-recognized media relations trainer and consultant. His clients include: The Executive Management programs of the Northwestern University Center

for Public Safety (formerly the NU Traffic Institute), the Command Officer Development programs of the Southern Police Institute and the Management Institute programs of the Federal Law Enforcement Training Center (FLETC). Other agencies trained include: six state police organizations (AK, IL, IN, KY, NJ, and WA), the command staffs of the Chicago Police Department and the Chicago Fire Department; the International Association of Chiefs of Police, the National

Sheriffs Association, the US Marshals Service and the FBI. Rick is on *your side*, but he teaches from his unique perspective as an award-winning, 30-year-veteran TV and radio news anchorman and reporter (22 years on the air in Chicago.) He delivers the inside story on *who* reporters are, how they'll behave with you – and why – plus offer practical, real-life skills and tactics that you can use to win with the media.

Registration details: Download a class enrollment form at: www.flepia.org/documents/EnrollmentForm.doc. For more information, contact instructor Rick Rosenthal: Ph. 847-446-6839 or email: rarcomm@sbcglobal.net.

Call ahead, if you need an invoice, W-9 or other paperwork to process payment. Late cancellations and no-shows, \$125 service charge. See enrollment form for full details.

Public Safety Media Relations Training

- Monday and Tuesday, February 1-2, 2010 (8:30 am to 4:30 pm)
- Lee County Sheriff's Office Headquarters, 14750 6 Mile Cypress Pkwy., Ft. Myers, FL
- Speaker: Rick Rosenthal, nationally-recognized media relations trainer and consultant
- One day training, \$165/person (\$150/person for two or more from the same agency)
- Two days of training, \$295/person (\$275/person for two or more from the same agency)

Spotlight: Patrick N. Duval, the first African-American Deputy Sheriff of St. Lucie County

Patrick N. Duval became "Deputy Duval" in 1954 when St. Lucie County Sheriff J.R. Norvell hired him. Duval retired in 1985, having risen to the rank of Captain and heading the Sheriff's Office's detective division.

Duval was known for his professionalism and his sense of fairness as a Deputy Sheriff. He also played an important role in preserving the legacy of African-American author, intellectual, sociologist and folklorist Zora Neale Hurston (1891 – 1960), one of the key figures of the Harlem Renaissance of the 1930s.

Hurston spent the final years of her life in Fort Pierce, St. Lucie County, where she and Duval became friends. She suffered a debilitating stroke in 1959 and died the following year. She was buried in Fort Pierce.

The day after she died, her landlord threw her possessions and papers into a heap and set them on fire. Duval, who was passing by the home, put out the fire and rescued most of the papers, which were donated to the University of Florida and became part of the permanent collection of her literary documents.

In recognition of Duval's contribution to his community and American history, on Nov. 1, 2003 St. Lucie County Sheriff Ken J. Mascara dedicated the north-county Sheriff's Office substation in honor of Duval, naming it the "Captain Pat N. Duval Community Substation."



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Eric Hasert, staff photographer, Scripps Treasure Coast Newspapers

Famous Firsts

Achieving the title of "Deputy" is never easy; it's been even more challenging for African Americans in recent history. The Florida Sheriffs Association wants to honor those who overcame the obstacles and opened up opportunity for future generations.



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Crash Kicks Off Teen Driver Safety Week

It's a question that plagues traffic-safety experts and insurance companies, "How do you get teens to take safe driving seriously?"

The two parties teamed up with a creative approach, when the Leon County Sheriff's Office re-enacted a car crash at Chiles High School in Tallahassee to kick off National Teen Driver Safety Week in October. The event – bad enough to result in fatalities and serious injuries – was sponsored by State Farm Insurance Company.

Chiles High School students watched as the bodies of their peers were pulled from autos involved in a two-car collision. The bodies were those of actors – senior members of the advanced drama class.

Looking at the crashed autos, no one could deny the outcome. Speakers from the Sheriff's Office made a point about the seriousness of driving, including the fact that car crashes are the No. 1 killer of teenagers in America.

Phil Rivers, who coordinates



The Leon County Sheriff's Office combined efforts with State Farm Insurance to re-enact a two-car collision and demonstrate to students the seriousness of driver safety. Senior drama students added to the realism.



the Florida Sheriffs Association Teen Driver Challenge, said they focused on trying to reduce factors that put teens most at risk: having multiple passengers in a car, using cell phones and texting while driving, and drinking and driving.

For more information, visit the Teen Driver Challenge Web site: fsateendrivingchallenge.com.

