



# LEADERSHIP SUMMIT

September 5-7, 2018  
St. Pete Beach, Florida

## General Sessions

### Workforce Resiliency

**Woody A. Lee**, Director  
Workforce Resilience and Engagement Division,  
U.S. Customs and Border Protection



Mr. Lee will share his experience in implementing and sustaining an evidence-based model workforce resiliency program for the U.S. Customs and Border Protection. He'll describe the best practices

as well as the strengths and challenges of creating a program. Properly done, these programs can help provide the sustainability of your workforce and create balance for your employee's work and home life. You'll learn how to identify behaviors that may affect your employee's daily job tasks as well as ways to maintain a healthy workplace. He will also explain how the program can help transition employees to their retirement.

### Critical Leadership Strategies: A Bermuda Police Services Perspective

**Inspector Robert Cardwell**  
Bermuda Police Services

Inspector Cardwell will provide an international perspective on law enforcement leadership and share his country's methodologies to achieving successful outcomes to hot topics that are common to both countries. Recently headlining the news was the tragic death of an American rugby player in Bermuda. It was a significant international event that was well-coordinated through their use of social media, de-escalation strategies and leadership.



## Breakout Sessions

### The Value of Crime Analysis for the Law Enforcement Manager

**Chief Brett Railey** (Retired)  
Winter Park (FL) Police Department  
**Christopher Bruce**, Analytical Director  
International Association of Directors  
of Law Enforcement Standards and Training

Chief Railey and Mr. Bruce will explain how to support actionable analysis within your department and how to use that analysis to drive operations. They will share alternate and innovative ways to use your agency's analytical capacity to resolve both crime and administrative challenges faced on a daily basis.



### Gaining the Operational Readiness Edge in Critical Incidents

**Captain Nick Lazaris**  
Pinellas County (FL) Sheriff's Office

Captain Lazaris will provide you with an overview and current practices for using the Virtual Command Center for critical and specialized events. You will learn how to apply this technology to better equip your agencies with a unified, real-time management response for both personnel and assets that is in compliance with the National Incident Management System (NIMS).



## Facebook Success: Completely by Mistake

**Detective Lieutenant Timothy Cotton**  
Bangor (ME) Police Department



Lt. Cotton will explain why he ignored good advice and instead followed his instincts to create the world's most "marginally" successful law enforcement Facebook page. As the page's sole administrator and without

any prior social media experience, he cultivated 270,000 followers in just three years. Featured on National Public Radio, The Washington Post, The Huffington Post and other national media, the page offers followers a Maine-flavored look into the small town police department and its officers. The department's mascot, The Duck of Justice, is well known and visitors come in droves to take a "selfie with the Duck." Lt. Cotton will show you how to increase engagement with your followers to make your page a place people want to come to both be informed and entertained.

## In the Eye of the Storm: Crisis Media Management for Executives

**Ronnie Jones (Retired)**  
Louisiana State Patrol

Public confidence in public safety agencies is critical to an agency's success and one of the most important ways for increasing trust and support is by promoting an organizational philosophy of openness and candor with the community.



Mr. Jones will show you how to develop a plan to manage the media during the course of a crisis, the importance of promulgating a media policy and providing training, and how to establish and promote a productive relationship with the media before the crisis occurs. He'll also emphasize the need to understand the dynamics of a media response to a crisis as well as the importance of being responsive at the earliest stages of the crisis.

**Register today: [www.iptm.org](http://www.iptm.org)**

## Officer Down: The Stress of Wearing the Badge

**April Lott, President/CEO**  
Directions for Living

Join April Lott for a quick paced—and often humorous—overview of the causes and effects of compassion fatigue. You will learn how to identify the difference between burnout and combat (compassion) fatigue, recognize strategies for prevention and personal risks for developing compassion fatigue. As a Licensed Clinical Social Worker (LCSW), Ms. Lott will share a self care plan for stress management and workplace wellness.



## Recruitment for the 21st Century

**Lieutenant Billie Taylor**  
Lakeland (FL) Police Department



Police agencies across the nation are facing issues with declining numbers of police applicants. In today's rapidly changing environment, there is no place for stagnant hiring strategies. This session will discuss the emerging trends and best practices in police and corporate recruiting as well as what younger generations find attractive in law enforcement careers. You will learn how to set goals for your agency in order to produce a successful recruitment plan. Lt. Taylor will also offer insights into recruitment strategies for attracting diverse candidates.

## Developing Legally Sustainable Leaders

**Michael D. Durham, PLLC Attorney at Law**  
Alachua County (FL)

Come learn how to be the change agents in your organization. Mr. Durham will help you understand what the standards of the law are and how you can determine which employees are operating in a standard mode. From there, he'll discuss legal decision making as well as updates to Title VII of the Civil Rights Act of 1964.



## Fentanyl: A National Crisis

**Dan Zsido**, National Training & Education Director  
National Association of Drug Diversion  
Investigators (NADDI)



This session is designed to bring awareness to first responder supervisory personnel about Fentanyl and its analogs, as well as Carfentanil, U-47700, counterfeit pharmaceuticals and other and dangerous substances. Mr. Zsido will cover topics ranging

from preventative safe guards and exposure incidents of law enforcement, counterfeit pills and pill press devices, to distribution methods and supply vs. demand factors. You will leave the session knowing what the drugs look like, how they are used, and how to avoid a lethal drug exposure.

## The Organizational Impacts of Legalized Marijuana in Washington State

**Deputy Chief Steve Johnson**  
Washington State Liquor and Cannabis Control

Deputy Chief Johnson will discuss the effects that medical and recreational marijuana sales have had on the state of Washington—its communities and law enforcement. You will learn the basic framework of Washington State's regulatory system and how the legalization has influenced the illicit market, the increase in cannabis-impaired drivers, and the administrative rules and laws that have been changed to address these issues. He'll explore ways to plan for and facilitate major organizational changes created by external factors, deal with internal cultural changes, work with external partners in areas of concern and requirements, and explain how you can measure your organization's and personal levels of success.



## P.I.E.R. De-Escalation Model for Law Enforcement

**Bobby Kipper**, Executive Director  
The Kipper Group

The P.I.E.R. De-Escalation Model is a behavior prevention and intervention process that provides a pathway for you to successfully de-escalate acting out behavior of citizens with whom you may encounter. Bobby Kipper will explain how this model of Prevention – Intervention – Enforcement – Recovery will allow you to identify the two-ways humans act out and provide you with the necessary skills to successfully de-escalate acting out behavior.



## Promotional Examination: Test Preparation

**Brent Ransom**, Founder  
The Sawgrass Group

Mr. Ransom will help take some of the mystery out of the test-taking portion of the promotional exam. He'll provide you with proven techniques and show you how to practically apply them. You'll gain confidence and clarity on what you need to do to prepare for your next promotional examination—from breaking down the study guide to test taking strategies.

## Conference & Hotel Location Information

Tradewinds Island Resorts  
5600 Gulf Boulevard  
St. Pete Beach, Florida 33706

Cut-off date for group rate is August 5.

**Conference Fee:** \$595

**For more information or to register online, visit:  
[www.iptm.org](http://www.iptm.org)**



# Institute of Police Technology and Management

University of North Florida

## Registration Form

### STUDENT INFORMATION

First Name: \_\_\_\_\_ Day Phone: \_\_\_\_\_  
Middle Initial: \_\_\_\_\_ Student Fax Number: \_\_\_\_\_  
Last Name: \_\_\_\_\_ Student Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
Address 2: \_\_\_\_\_  
Zip Code: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Occupation (Rank): \_\_\_\_\_  
Employer (Agency Name): \_\_\_\_\_

*Americans with Disabilities Act Program Accessibility:*  
Individuals who require reasonable accommodation in order to participate must notify the registrar at (904) 620-IPTM at least five working days prior to the class.

### COURSE INFORMATION

Course Title: \_\_\_\_\_  
Course Dates: \_\_\_\_\_  
Course Location: \_\_\_\_\_  
Course Fee: \$ \_\_\_\_\_

**Full payment must accompany all registrations!**

*Please do not make airline reservations until you receive written notification confirming that the course will run as scheduled.*

### PAYMENT INFORMATION

*Payment must be submitted with your registration.*

Check enclosed for: \$ \_\_\_\_\_ *Make check payable to: Institute of Police Technology and Management*  
 Bill my:  Visa  MasterCard  American Express  Discover for \$ \_\_\_\_\_  
Card #: \_\_\_\_\_ 3- or 4-digit security code: \_\_\_\_\_  
Name as it appears on card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
Email receipt to: \_\_\_\_\_

#### **CANCELLATION/REFUND POLICY:**

Complete the Cancellation Request Form found at [www.iptm.org](http://www.iptm.org) and return it to IPTM. No telephone cancellations will be accepted. A 20% administrative fee will be assessed to all refunds if the cancellation request is received within 14 days of the course start date. In lieu of a refund, student substitutions can be made or a credit can be issued for a future course. No refunds will be given for no-shows. Refunds will normally be processed in 6-8 weeks.

### REGISTERING PERSON'S INFORMATION (If different than student)

Registering Person's Name: \_\_\_\_\_  
Registering Person's Title: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
Registering Person's Email: \_\_\_\_\_

**Return to:** Institute of Police Technology and Management/University of North Florida  
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