

# THE UPDATE

The newsletter of Hays County  
Crime Stoppers



Greetings and welcome to "The Update", Hays County Crime Stoppers biannual newsletter!

The goal of this newsletter is to keep the public, law enforcement, and the media up to speed with what YOUR Hays County Crime Stoppers is doing for you, your neighborhood and your county.

Our 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.

We are honored to serve and work towards uniting our communities throughout Hays County in stopping crime!

**SEE IT! SAY IT! STOP IT!**

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



July 2022

Vol. 01

## Hays County Crime Stoppers Stats

### Our Local Statistics Since 1980

Arrests Made = 745  
Cases Cleared = 878  
Rewards Paid = \$84,022  
Property Recovered = \$379,049  
Drugs Seized = \$12,614,449  
Total Money Recovered = \$13,071,577

Current as of 07/06/2022



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## The Chairman's Corner by Stu Hoyt Chairman Board of Directors

The month of July opens a new door for the Hays County Crime Stoppers organization. In July, 42 years ago, we opened our doors at the San Marcos Police Station. Many things have changed in those forty-some-odd years but one thing has not: the desire of some individuals to commit criminal offenses.

The I-35 Corridor extends from our Mexican border all the way to Canada and passes from south to north through the heart of our county. It acts as a funnel for criminal activity. Law Enforcement throughout the state work tirelessly to deter this undesirable climate but they cannot do it alone.



Above: Board of Directors Chairman Stu Hoyt addresses Hays County Commissioners Court in January 2022 in reference to Crime Stoppers Month.

### National Crime Stoppers Statistics\*

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



As of 07/05/2022

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

In 1976, Detective Greg MacAleese of the Albuquerque Police Department asked a local television station to air a reenactment of the crime and offered a reward. Someone came forward with a tip which led to solving the crime. That was the beginning.

Whether organized by law enforcement or civilians, Crime Stoppers is designed to protect the tipster by keeping their identity anonymous while offering a reward for information leading to the arrest of anyone wanted for a felony. We changed our name to Hays County Crime Stopper in 2000 but continue to seek information which aids in removing criminals from our streets.

Over the years, we have refined and expanded our methods of accessing tips and paying rewards. In 2018, in cooperation with the Marketing Department at Texas state University, we were inspired to upgrade our program by incorporating social media. The pandemic of 2020/21 took a hit on our staff so we engaged Sheriff Gary Cutler for assistance. The candidate offered turned out to be just the shot-in-the-arm that we needed.

In the fall of 2021, the Board of Directors unanimously agreed to accept Jeff Jordan as our Executive Director and we have not looked back. With a new Board and some fresh ideas, we are revitalized. In seven months with the new team, we have removed fifteen "Wanted" or unwanted felons from our community.

Criminals will keep coming but our goal is to discourage them from doing their criminal activity in Hays County. Our goal is to train our Board of Directors to work as a team to deter crime and educate the public, using social media, to be aware of that criminal activity lurking in their neighborhoods.

**"Criminals will keep coming but our goal is to discourage them from doing their criminal activity in Hays County."  
- Stu Hoyt**

## What is Campus Crime Stoppers?

by Deputy Roger Ramirez (HCSO)  
Law Enforcement Coordinator/Campus Crime Stoppers Coordinator

Campus Crime Stoppers is a program in our schools that helps deter and prevent crime on our campuses. Our goal is to keep our students safe. The Hays CISD Campus Crime Stoppers Program allows students to anonymously report any illegal activity in and around our schools 24/7. Students can call 800-324-8477 or use the P3 Tips app anytime to report an anonymous tip, day or night.

The existence of Campus Crime Stoppers doesn't necessarily indicate that a school has a crime or drug problem, but teaches a proactive not reactive approach to administrators, students, parents, and the community by publicizing a safer school environment.

Often utilized within the curriculum to teach character development, the program promotes school spirit and pride, and a positive campus image to students. Indirectly, schools may experience a reduced risk of lawsuits and put a check on insurance costs.

In addition to being a way that students can safely and anonymously report school crimes without fear of retaliation, this program encourages the development of responsibility. Students can participate in a valuable extracurricular activity while benefiting from a reduction in incidents on campus. This helps all students and staff enjoy an increased sense of security.

## 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

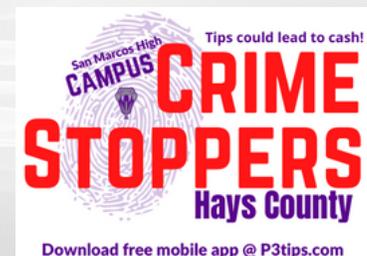
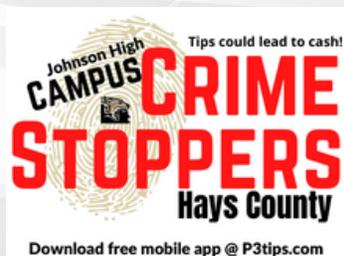
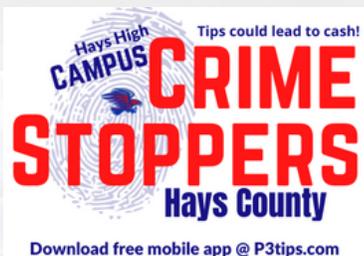


Plus a brief account of the incident witnessed:

- 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.



**It is extremely important that the caller not mention or speak with anyone about having made the anonymous call to the crime stopper hotline.** If the caller does let someone know, the responsibility will be on the caller. Hays CISD Campus Crime Stoppers, Hays County Crime Stoppers, Inc., Hays County Sheriff's Office, and/or the School District will not be held liable for any actions, or consequences that might occur due to the information leaked by the caller.

All things considered, we would rather have an anonymous good student citizen, who can safely report crime-solving or crime-preventing information, than a grieving school and community following a violent tragedy on campus that could have been prevented if someone had reported an anonymous tip.

In addition to Campus Crime Stoppers program at Hays High School, this fall will see the re-establishment of Campus Crime Stoppers at San Marcos High School and the creation of a new program at Johnson High School. Other programs are being discussed to re-establish the Dripping Springs High School Campus Crime Stoppers and the SMISD Goodnight Middle School Campus Crime Stoppers programs. Discussions are also in the works to establish programs at Lehman High School, Wimberley High School, and Miller Middle School.

# Some of our arrests this year:

ROBERT NAPOLEON BERNAL III  
Arrested:  
01/26/2022



DARREN RAY BURKE  
Arrested:  
01/31/2022

RALPH FABIAN RODRIGUEZ  
Arrested:  
01/31/2022



SHELLIE LIN MULKINS  
Arrested:  
03/22/2022

LOUJACK LOMBARDO  
Arrested:  
05/31/2022



ELIZABETH ANN MONTANA  
Arrested:  
06/27/2022

# 2022 FUGITIVE STATS: 15 ARRESTS, 1 ASSIST



## Hays County Crime Stoppers Most Wanted

by Deputy Bruce Harlan (HCSO)  
Most Wanted Program Coordinator

As the coordinator for the Most Wanted program, I would like to commend the citizens and law enforcement personnel for their exemplary performance. Crime Stoppers tips have resulted in the apprehension of 15 wanted felons so far in 2022.

Sir Robert Peele said it best, in laying out the foundations of policing, "Maintain at all times a relationship with the public that gives reality to the historic tradition that the police are the public and that the public are the police, the police being only members of the public who are paid to give full-time attention to duties which are incumbent on every citizen in the interests of community welfare and existence."

Our success in this endeavor is inextricably linked to our partnership with the community and business owners. Well done, everyone!

If you have a tip about a crime, a criminal, or criminal activity, you can report it anonymously, and may even be eligible for a reward up to \$1,000. There are three ways to report a tip:

1. Call our tip line at 1-800-324-8477 (TIPS)
2. Visit our website at [www.callcrimestoppers.com](http://www.callcrimestoppers.com) and click on the SUBMIT A TIP button.
3. Download the P3Tips app from the Apple App Store or Google Play Store and submit the tip from your smart device.

## ALL TIPSTERS REMAIN ANONYMOUS!

Continued on Pg. 8.  
See all of our Arrests  
on our Facebook Page!



## Revitalizing an Old Horse

by Gary Tucker

Vice Chair, HCCS Executive Board

Although Hays County Crime Stoppers has been around for more than 40 years, it has gone through a few iterations, most of which have strengthened the system and its purpose. So how do you rejuvenate an old horse to make him or her look good again? I'd start with brightening up its coat with a few vitamins, giving it a brush out and some new gear, and most of all, a new rider.

In about 2000, we changed our name to Hays County Crime Stoppers. Over the next few years, our legal beagles strengthened the ability to protect our anonymous tipsters by creating several state laws. Our Executive Director died unexpectedly en route to a promotion event and we struggled until we found a replacement. Things were going well but we realized we needed an upgrade.

We recruited a business person with an excellent approach to communication. She challenged the marketing department of our local college to "rebrand" us and bring us into the 21 Century with social media. She developed a program to educate our local apartment complexes, where the criminal element lies idle looking for an opportunity to ignite. In addition, she challenged the management to participate in a funding program.

At the office, we upgraded our computer systems, signed up with a new tips software called P3 and searched for an accounting program that would allow us to be more efficient and effective. We hired an expert in QuickBooks, who guided us through a dynamic conversion to make our accounting system work for us and then recruited a knowledgeable person to punch the right keys.

The last, and most important, element was to find a rider who would sit tall in the new saddle. The COVID-19 issue had taken its toll on our staff so we went to Sheriff Gary Cutler for help. He recommended just the right person: Sgt. Jeff Jordan. With the approval of the Board of Directors, our new rider swung into the saddle and we were off to the races.

Since that time, we have constructed a new board, built a fresh interface with local law enforcement and are revitalizing the organization with young blood. I'd say the old nag looks like a young stallion and the new rider is tearing up the track.

Want to give it a try?



Sgt. Jeff Jordan is breathing new life into Hays County Crime Stoppers!

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

In August 2021, I was contacted about becoming the new Executive Director for Hays County Crime Stoppers. I accepted that post in September 2021, and we have been speeding forward to blaze new trails ever since. The first few months were a little rocky, as I learned what exactly my role was and how to best serve the Board of Directors.

I'm not alone in making this a priority. There are 26 members on our Board of Directors, a team of 12 dedicated men and women representing each law enforcement agency in Hays County, associate members that come to help us, and school sponsors organizing and guiding students, as well as our student campus crime stopper members! I would be remiss if I did not give a big "Thank you!" to our families who support us and understand that what we do is just one part of the puzzle that keeps our communities safe.

Our board and supporting bodies sacrifice time with family and friends to do this. As the executive director, I could not do my job without the support of my family and the Board of Directors, as well as the support I have personally received from Sheriff Gary Cutler (HCSO), Chief Stan Standridge (SMPD), Chief Jeff Barnett (KPD), Chief Bo Kidd (BPD), and Chief Matthew Carmichael (TSUPD).

Our program is rebuilding faster and stronger than ever. We have opened the doors for anyone who wants to serve their community and be on the board of directors. By getting involved, you can help us make an impact along with law enforcement and the media. I'm excited to see where this program takes us!"

"I'm excited to see where this program takes us!"

- 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.**



Steve Meyers and Sgt. Jeff Jordan at one of three Chick-fil-A fundraisers this spring (Photo by Kim Hilsenbeck)



## Hays County Crime Stoppers to Host 2023 Student Conference

by Kim Hilsenbeck, Conference Committee Chair

Hays County Crime Stoppers was selected to host the 2023 Campus Crime Stoppers Conference – this is a big win for our organization! In February, we will bring more than 350 students and their group leaders to San Marcos for a three-day event packed with great speakers, fun activities, vendors, and an awards dinner. The theme is 'Clued In'.

Conference Chair Kim Hilsenbeck, who is the Communications Manager for Hays County, is working with the Crime Stoppers division of the Governor's Office to manage all of the details. She also coordinates with each of the Conference Committee Chairs (listed below). So far, the conference planning includes securing the conference location (Embassy Suites Convention Center), inviting guest speakers, and fund-raising.

She also made a concerted effort to include the local student chapters of Crime Stoppers in the overall planning, giving students a direct pipeline to elements of the conference.

"This is a student conference, so our student members are a key part of the planning," she said. "They appreciate having input on everything from topics and speakers to the Fun Night activities. We are working with them on a Murder Mystery-style event and they will be a major part of that plan."

## 2023 Campus Conference Committee Chairs

Kim Hilsenbeck – Conference Chair  
Sgt. Jeff Jordan – Assistant Chair & Operations Chair; Student Co-chair: Isabella Ethridge  
Katie Paddon – Speakers Committee Chair; Student Co-Chair: Robert Huerta  
Debra Belitz – Logistics Committee Chair; Student Co-Chair: Lauren Cantu  
Lance Winter – Marketing Committee Chair; Student Co-Chair: Cayman Gwin  
Anne-Marie Thompson – Sponsorship Committee Chair; Student Co-Chair: Aleksandra Terrazas



Get clued in about stopping crime!

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

"This is a student conference, so our student members are a key part of the planning."

- Kim Hilsenbeck



Photos by Kim Hilsenbeck: Thanks to all who helped with the breakfast taco fundraiser doing everything from cooking to wrapping to selling! **Left** - Anne-Marie Thompson, Bella Ethridge, Lauren Cantu and Aleksandra Terrazas **Center** - Lt. Dennis Gutierrez and Sgt. Jeff Jordan **Right** - Rowe Ray, a volunteer from the SMPD, Frank King and Stephen Traeger

Beginning in September, Kim said we should have three high schools on board – Hays High, Lehman High and Johnson High, with others, including San Marcos High and Dripping Springs High, potentially joining soon after.

"I'm so grateful to everyone contributing to the coordination and planning of this conference," she said. "This is really an all-hands-on-deck kind of thing and its success is directly tied to the great work each of our chairs and the students are doing."

**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 or Anne-Marie Thompson 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/](https://www.facebook.com/HaysCountyCrimeStoppers/)

## We've Been Busy!

by Carina Boston Pinales  
Communications & Outreach

You may have noticed, HCCS has been busy! We hosted three successful spirit night events (where we receive a portion of the proceeds) at local Chick-fil-a locations and a breakfast taco fundraiser that was a hit. This coming year we are not only focusing on our brand but our connection in the community. Soon you will see us more at local events and fun happenings, like the Emergency Preparedness Fair on Sept. 10 at the PAC in Kyle.

Where else are you seeing us? You may have noticed more arrest posts and crime prevention tips on our various social media platforms and our website. Yep, that's right - because of our active community, law enforcement agencies have arrested 17 criminals in 2022 alone, all based on your tips! Social media nowadays isn't just simply taking a photo and posting it; viewers and customers want to see what you're putting out there and what you're trying to achieve.

This is why Hays County Crime Stoppers is making a strong effort to connect with the community and focus on the organization's social media presence and outreach. It's been a great way to connect to you directly and for you to see the outcomes of the anonymous tips that resulted in multiple cash awards totaling \$1,650 so far in 2022.

When focusing on outreach it's important to also think about the age group you're trying to reach. Social media outlets such as TikTok, Instagram, YouTube, and even Twitter may connect with more teens to young adults, while older generations might be more engaged on Facebook. HCCS knows having a strong voice and social media following provides an opportunity to also share info about other organizations HCCS supports throughout the Hays County area. We encourage you to share with us your social handles, then like and follow us to stay current with the latest HCCS news and updates.

Posting and sharing info is great, but how is HCCS staying engaged and connecting with tech natives and digital audiences directly? We are meeting people where they are: on their phones. The mobile P3 app is a user-friendly way to share an anonymous tip; it looks as if you're simply texting someone. In reality, you are sending a tip that may help solve a crime and close a case, while also being proactive and keeping your community safer.

Who knows, your tip could be the next one that leads to a cash award!

## Follow and Like Us!



## More of our arrests this year:



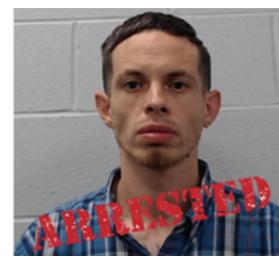
CHRISTOPHER SCOTT LITTLE  
Arrested:  
04/22/2022



PHILLIP JOSEPH ARNOLD  
Arrested:  
05/18/2022



DAVID ALEX FUSTON ZAPATA  
Arrested:  
06/21/2022



GABRIEL YBARRA  
Arrested:  
04/23/2022



KAREN NORALMA NAVA  
Arrested:  
05/16/2022



Cameron Krammer Clement  
Arrested:  
06/13/2022