



Save the Dates!

**2025 Annual Wisconsin
State Crime Stoppers Conference**

***Theme: Meeting the Challenges
Thru Modernizing***

October 16—18, 2025

Hilton Paper Valley Hotel, Appleton, WI

2025 Conference Highlights

Keynote Speaker: Special Agent Craig Pakkala -Division of Criminal Investigations Human Trafficking Bureau Gain a better understanding of what law enforcement is facing with human trafficking in our communities in Wisconsin. Hear about the recent statistics on how pervasive human trafficking is in Wisconsin and what is being done to curb this heinous criminal activity.

Keynote Speaker: Susan Rogers —Odessa (TX) Crime Stoppers Executive Director Rogers is a fan favorite every year at the Crime Stoppers USA training conference! She has a fast-paced presentation focusing on the many ideas in fundraising and marketing that have worked in her program. Rogers will bring some of her materials to put on display that have achieved great success in her program. Get your pen and paper ready to take notes on how to implement these great ideas into your program!

Keynote Speaker: Lisa Haber—Navigate 360/P3 Global You have asked for this speaker and now she will be presenting for the Wisconsin State Crime Stoppers! Another huge favorite at the Crime Stoppers USA training conference Haber is most likely the most knowledgeable and experienced on the use of the P3 tip software system. With her many years of experience, she has the 'ins and outs' on how the system works and will demonstrate the tricks and traps in utilizing the P3 system. You won't want to miss her presentation!

Crime Stoppers 101 Training Session This up-to-date training provides the essential elements of operating a Crime Stoppers program through the responsibilities of the board member and coordinator of the Crime Stoppers organization. Learn about the foundational aspects necessary to keep your program operating smoothly with best practices.

Interactive Table Top Training Session This has become a conference favorite over the last several years! Various scenarios regarding issues confronting local Crime Stoppers programs from around the US are presented. Attendees break into small groups to determine the root cause and offer ideas on how to correct and/or avoid the issue in the future. Group report out allows all participants to gain the insight from these scenarios.

Other Key Agenda Items Sergeant Brian Noll, K-9 Josch and Captain Michael Kowalski of the Marquette County Sheriff's Office will provide a K-9 presentation and demonstration. Sergeant Noll is a two-time handler and is the current secretary of the Wisconsin Law Enforcement Canine Handlers Association (WLECHA). WSCS will conduct its annual meeting to elect 3 civilian and 3 law enforcement board of directors. Of course, we will also conduct our The Good, The Bad and The Ugly to hear what is going well in our state Crime Stoppers programs

Active Shooter Simulator. This has been a popular segment of our last several conferences! A new shooting scenario will be offered to test your skills. Are you ready?!!?

Conference Registration Materials and draft agenda now available on the WSCS website at www.wicrimestoppers.org and click on WSCS Conference on the menu!