

NATIONAL SHERIFFS' ASSOCIATION

# 2015

— Annual Report —



National Sheriffs' Association  
1450 Duke Street, Alexandria, Virginia 22314  
[www.sheriffs.org](http://www.sheriffs.org)

## FROM THE PRESIDENT



I am overwhelmed with honor to have become your president, not only during NSA's 75th anniversary, but during an era of momentous change, as NSA is undertaking a new and aggressive posture as our nation's leader in law enforcement. As we all know, with any change comes risk. Your board and I recognize these risks and are prepared to face them head-on.

Since becoming president, I have been battling issues that significantly affect the law enforcement community, such as Executive Order 13688 on military surplus equipment, mentally ill in our jails, illegal immigration and the lack of federal enforcement, the release of violent criminal aliens into our communities, and the continued assault on the authority of the Office of Sheriff. Our new Executive Director and CEO, Jonathan F. Thompson, came on board in February 2015 and has been working passionately with me on these issues. He has implemented substantial positive changes and is at the forefront of the needs of the sheriffs and law enforcement as a whole. I commend him and our NSA staff for their exemplary work and the direction in which they are taking the National Sheriffs' Association.

Modifying the operation of our committees has been a significant change this year. With the creation and combination of committees, this structure will better serve the membership of NSA. I appointed a group of sheriffs to review our structure and make recommendations for reorganization. Additionally, I appointed a committee to review our constitution and bylaws and make recommendations for changes needed to support the rebranding of our association.

With all that was accomplished in 2015, there is still much to be done. Our law enforcement family and military are being targeted on a daily basis. I ask that you appreciate all they do to keep us safe, and keep them in your prayers.

God bless you, God bless the National Sheriffs' Association, and God bless America.

*Sheriff Danny L. Glick*  
2015–2016 NSA President

## FROM THE EXECUTIVE DIRECTOR



As we celebrated NSA's 75th anniversary in 2015, we also celebrated its many accomplishments. This Annual Report reflects NSA's focus of strengthening its three key pillars: brand, influence, and revenue. With each endeavor we seek or initiate, we use these three pillars as guideposts to measure whether to pursue an issue, media interaction, or business venture.

Abundant changes have taken place since adopting our three pillars. NSA's congressional and media presence has grown aggressively due to the creation of a Sheriffs' Education and Legal Policy Fund and NSA's persistent appearances before administration and Congress policy groups. With the help of our newly established communication action team, we are able to bring media attention to our efforts on critical issues like immigration policy. In regards to that issue, our Priority Enforcement Program campaign produced more than \$4.6 million in earned-media value and distinctly communicated our intentions to DHS.

Many new programs and changes are planned for 2016 and beyond. We have new revenue metrics for NSA, Inc., the establishment of Law Enforcement Supply Pro Portal, new technology product partnerships with Verizon and Cisco, improved grant revenues, and several other initiatives that will improve our training programs while increasing our reach and membership.

NSA has taken monumental strides in its mission to be back in the driver's seat of public safety issues, although we still have a long road ahead of us. We will continue to eagerly confront challenges, embrace opportunities, and forcefully reestablish ourselves as the ultimate voice for our nation's sheriffs and law enforcement as a whole.

*Jonathan F. Thompson*  
Executive Director and CEO

## EXECUTIVE COMMITTEE

**Sheriff Danny L. Glick**  
Laramie County, WY  
President

**Sheriff Greg Champagne**  
St. Charles Parish, LA  
1st Vice President

**Sheriff Harold Eavenson**  
Rockwall County, TX  
2nd Vice President

**Sheriff John Layton**  
Marion County, IN  
3rd Vice President

**Sheriff Rich Stanek**  
Hennepin County, MN  
Secretary

**Sheriff Daron Hall**  
Davidson County, TN  
Treasurer

**Sheriff Carolyn "Bunny" Welsh**  
Chester County, PA  
Sergeant-at-Arms

**Sheriff John E. Aubrey**  
Jefferson County, KY  
Immediate Past President

**Sheriff Michael H. Leidholt**  
Hughes County, SD  
Immediate Past President

**Sheriff Michael J. Brown\***  
Bedford County, VA

**Sheriff Keith R. Cain\***  
Daviss County, KY

**Sheriff Brad Riley\***  
Cabarrus County, NC

**Sheriff Vernon P. Stanforth\***  
Fayette County, OH

\*Board member serving on NSA Executive Committee

## BOARD OF DIRECTORS

**Sheriff Robert Arnold**  
Rutherford County, TN

**Sheriff Paul Babeu**  
Pinal County, AZ

**Sheriff Susan Benton**  
Highlands County, FL

**Sheriff William Bohnyak**  
Orange County, VT

**Sheriff Michael J. Brown**  
Bedford County, VA

**Sheriff Keith R. Cain**  
Daviss County, KY

**Sheriff Ira Edwards**  
Clark County, GA

**Sheriff Mike Hale**  
Jefferson County, AL

**Sheriff Jack "Skip" Hornecker**  
Fremont County, WY

**Sheriff John W. Ingram**  
Brunswick County, NC

**Sheriff Christopher C. Kirk**  
Brazos County, TX

**Sheriff Paul Laney**  
Cass County, ND

**Sheriff Huey Hoss Mack**  
Baldwin County, AL

**Sheriff David Mahoney**  
Dane County, WI

**Sheriff Brad Riley**  
Cabarrus County, NC

**Sheriff Steve Sparrow**  
Oldham County, KY

**Sheriff Ronald G. Spike**  
Yates County, NY

**Sheriff Vernon P. Stanforth**  
Fayette County, OH

**Sheriff Alex Underwood**  
Chester County, SC

**Sheriff Mark Wasylshyn**  
Wood County, OH

### Ex-Officio

**Jonathan F. Thompson**  
Executive Director and CEO

**Richard M. Weintraub**  
NSA General Counsel

**Sheriff Dwight E. Radcliff**  
NSA Corporate Representative

## PAST PRESIDENTS

**1940-41\***  
Walter O'Neil  
Summit County, OH

**1941-42\***  
William Souter  
Erie County, OH

**1942-43\***  
Rex Sweat  
Duval County, FL

**1944-46\***  
Ferris E. Lucas  
St. Clair County, MI

**1946-47\***  
Gus Caple  
Pulaski County, AR

**1947-48\***  
Newman deBretton  
East Baton Rouge Parish, LA

**1948-49\***  
Allan Falby  
El Paso County, TX

**1949-50\***  
A.B. Foster  
Fulton County, GA

**1950-51\***  
Walter Monaghan  
Allegheny County, PA

**1951-52\***  
Grover Combs  
Logan County, WV

**1952-53\***  
Frank Biaggne  
Galveston County, TX

**1953-54\***  
Richard H. Busch  
Washington County, OR

**1954-55\***  
Bryan Clemmons  
East Baton Rouge Parish, LA

**1955-56\***  
Glenn Hendrix  
Greene County, MO

**1956-57\***  
H.P. Gleason  
Alameda County, CA

**1957-58\***  
Dave Starr  
Orange County, FL

**1958-59\***  
Lawrence E. Brown  
Buncombe County, NC

**1959-60\***  
Hugh Anderson  
Hutchison County, TX

**1960-61\***  
Robert S. Moore  
Desha County, AR

**1961-62\***  
Charles A. Griffon  
Plaquemine Parish, LA

**1962-63\***  
Arthur Shuman  
Clark County, OH

**1963-64\***  
William M. Lennox  
Philadelphia County, PA

**1964-65\***  
Malcom G. McLeod  
Robeson County, NC

**1965-66\***  
Martin J. Ferber  
Bergen County, NJ

**1966-67\***  
T. Ralph Grimes  
Fulton County, GA

**1967-68\***  
Bill D. Hemphill  
Barry County, MO

**1968-69\***  
William J. Spurrier  
Iowa County, IA

**1969-70\***  
Ross Boyer  
Sarasota County, FL

**1970-71\***  
Michael N. Canlis  
San Joaquin County, CA

**1971-72\***  
James H. Young  
City of Richmond, VA

**1972-73\***  
Paul Zillgitt  
Goodhue County, MN

**1973-74\***  
I. Byrd Parnell  
Sumter County, SC

**1974-75\***  
Bernard Keiter  
Montgomery County, OH

**1975-76\***  
Harold Bray  
Jefferson County, CO

**1976-77\***  
Carl Axsom  
Rockingham County, NC

**1977-78\***  
High Sheriff Patrick J. Hogan  
Hartford County, CT

**1978-79\***  
Merle Karnopp  
Lancaster County, NE

**1979-80\***  
Gerard Wattigny  
Iberia Parish, LA

**1980-81\***  
George Papadopolous  
Stark County, OH

**1981-82**  
L. Cary Bittick  
Monroe County, GA

**1982-83\***  
E.W. Pellicer  
Putnam County, FL

**1983-84\***  
Richard J. Elrod  
Cook County, IL

**1984-85\***  
Louis F. Gianoli  
Marathon County, WI

**1985-86**  
Richard Germond  
Lenawee County, MI

**1986-87**  
Don Omodt  
Hennepin County, MN

## NSA LEADERSHIP

**1987-88**

Dwight E. Radcliff  
Pickaway County, OH

**1988-89\***

High Sheriff Henry F. Healey, Jr.  
New Haven County, CT

**1989-90**

Lyle W. Swenson  
Davison County, SD

**1990-91\***

Bob E. Rice  
Polk County, IA

**1991-92\***

Marshall E. Honaker  
City of Bristol, VA

**1992-93**

Frank Policaro, Jr.  
Beaver County, PA

**1993-94**

Johnny Mack Brown  
Greenville County, SC

**1994-95**

James G. Murphy  
Orleans County, VT

**1995-96**

John T. Pierpont  
Greene County, MO

**1996-97**

Donald E. Hathaway  
Caddo Parish, LA

**1997-98\***

Fred W. Scoralick  
Dutchess County, NY

**1998-99**

Dan Smith  
Bell County, TX

**1999-2000**

Philip McKelvey  
Dorchester County, MD

**2000-01**

Jerry "Peanuts" Gaines  
Warren County, KY

**2001-02**

John Cary Bittick  
Monroe County, GA

**2002-03**

Tommy Ferrell  
Adams County, MS

**2003-04**

Wayne V. Gay  
Wilson County, NC

**2004-05**

Aaron D. Kennard  
Salt Lake County, UT

**2005-06**

Edmund M. "Ted" Sexton Sr.  
Tuscaloosa County, AL

**2006-07**

Ted Kamatchus  
Marshall County, IA

**2007-08**

Craig Webre  
LaFourche Parish, LA

**2008-09**

David Goad  
Allegany County, MD

**2009-10**

John E. Zaruba  
DuPage County, IL

**2010-11**

B.J. Roberts  
City of Hampton, VA

**2011-12**

Paul H. Fitzgerald  
Story County, IA

**2012-13**

Larry D. Amerson  
Calhoun County, AL

**2013-14**

Michael H. Leidholt  
Hughes County, SD

**2014-15**

John E. Aubrey  
Jefferson County, KY

\*Deceased

## EXECUTIVE & ADMINISTRATIVE DIVISION



The overarching purpose of the National Sheriffs' Association (NSA) is to ensure the voice of the Office of Sheriff is heard and acted on by all three branches of the federal government. NSA intends to do whatever it takes to increase its brand awareness, its influence, and its resources to advocate and give sheriffs the tools they need to keep their communities safe. The stronger the brand, the more influence NSA will have, and the more revenue NSA will garner. Throughout this Annual Report are the details of programs that are designed to accomplish those goals. Staff is constantly fine-tuning the strategic plan for it to be a valuable tool in assisting NSA to be the premier voice of law enforcement.

Note: The annual fiscal year audit is in process.

### Grants

With the 10 additional federal and nongovernmental grants NSA received in 2015, NSA more than tripled its grant funding over 2014. The additional funding will help NSA collaborate with the federal government, nonprofit organizations, and private industry on criminal justice, homeland security, and other public safety initiatives.

#### Grant Awards

Year	Total Grant Awards	Nonfederal Funding Included in Total
2014	\$586,833	NA
2015	\$1,731,807	\$575,000

### NSA Liability Insurance Program

NSA has offered sheriffs and other public officials public entity liability insurance for well over 30 years. During 2015, total premiums sold were \$5,759,345. Due to the volatility of the insurance market, Executive Director and CEO Jonathan F. Thompson contracted with McKinley Advisors to perform a comprehensive review of NSA's insurance program to determine if changes need to be made to the program.

### New Initiatives for 2015

The National Sheriffs' Association established new partnerships with various programs and services in 2015 to better facilitate communication and data services.

- Cisco and Verizon now offer NSA members a cloud-based video collaboration service. Cisco and CDW-G have created a communications portal, which will allow agencies to communicate effectively internally and with external entities using the Cisco collaboration cloud services.
- Based on member and stakeholder feedback, NSA determined the cost, time, and difficulty of creating a national database of sheriffs. The ultimate goal is for NSA to be the primary source of data regarding sheriffs and law enforcement nationwide.
- The National Firearms Dealer Network (NFDN), an e-commerce technology company, is creating Law Enforcement Supply Pro (LESP), an online portal allowing sheriffs' offices nationwide the ability to instantly procure firearms, ammunition, accessories, gear, supplies, equipment, and other products used in the conduct or support of law enforcement and jail operations. NSA and NFDN are anticipating the portal to go live in early 2016.
- The National Neighborhood Watch (NNW) Program was developed after the USAonWatch grant ended in 2014. Since this program has been taken in-house, development funding and staffing have been limited.

Over the past two years, materials have gradually been rebranded from USAonWatch to NNW, but there remain many publications that need to be updated to reflect the new branding. Multiple partnerships were created within NNW including ICE BlackBox, which allows watch members to record evidence to a secure server via the ICE BlackBox mobile app. NSA also created the NNW Security System, which is an interactive video alerting system with professional monitoring to dispatch law enforcement in the event of an actual crime.

## Government Affairs

In 2015, the NSA Government Affairs Division focused on issues concerning sheriffs, deputies, and their communities.

- **Funding efforts.** Congress completed work on the FY16 appropriations bill in December which maintained fairly level funding for criminal justice programs, but included permanent rescissions to the Crime Victims Fund and the Asset Forfeiture Fund as pay-fors. NSA formally launched the Sheriffs' Education and Legal Policy Fund to assist in NSA's efforts to preserve the Office of Sheriff.
- **Federal Communications Commission (FCC) inmate calling rules.** In November, the FCC released its *Order and Third Further Notice of Proposed Rulemaking* on docket 12-375, which established new, lower calling rates for jails and prisons that go into effect six months and 90 days, respectively, following the *Order's* publication in the *Federal Register*. The *Third Further Notice of Proposed Rulemaking* asks for comment on inmate calling service issues involving video visitation, international calling rates, and records requirements for providers. With the cooperation of sheriffs and state associations, NSA has filed comments and *ex parte* communications on the impact of changes to call rates for correctional facilities with a special focus on jails. NSA is examining questions on the definitions of jails and prisons established in the Order, specifically on the contradictions and inconsistencies of those definitions. NSA is weighing the options of pursuing a Motion for Reconsideration, filing an appeal, or other alternatives.
- **Military Surplus Equipment.** In May, the Law Enforcement Equipment Working Group issued its recommendations to Executive Order 13688, which included a new list of prohibited and controlled equipment for all federal grant and equipment programs, such as the Department of Justice Byrne JAG, Department of Defense (DOD) 1033 program, and the Department of Homeland Security (DHS) Federal Emergency Management Agency grant. The Obama administration implemented the guidance in October 2015 for immediate impact on the FY2016 grant cycle. The DOD recalls of prohibited equipment are already in progress. The training requirements will be enforced throughout federal grants and programs. NSA worked with several sheriffs to alert the media regarding recalls and, as a result, renewed the interest of several key members of Congress. NSA is working with partners on Capitol Hill to find legislative solutions while keeping pressure on the administration.
- **Asset Forfeiture.** In January, the Department of Justice (DOJ) announced new restrictions on federal adoptions for civil asset forfeiture cases. Congress remained concerned how civil asset forfeiture was being used—in the words of forfeiture opponents, promoting “policing for profit.” Throughout 2015, NSA worked actively with the DOJ to develop a proposal to address congressional concerns while preserving the value of the program for state and local law enforcement. However, Congress used the Asset Forfeiture Fund as a pay-for in their budget agreements, permanently rescinding \$1.2 billion from the fund. By mid-December, the DOJ had announced it would begin deferring all equitable sharing payments to state and local law enforcement agencies citing concerns that the rescissions endangered the long-term viability of the fund. There is no clear timeline for when, or even if, those payments will resume. NSA continues to work with the DOJ to preserve the program. However, it remains unclear if the administration supports the program enough to make that possible.
- **Mental health.** In December, the Senate passed S. 993, the Comprehensive Justice and Mental Health Act of 2015, which would reauthorize the Mentally Ill Offender Treatment and Crime Reduction Act of 2004 with a funding authorization of \$30 million annually. It would also support veterans' treatment courts, reauthorize mental health courts and law enforcement training, and increase focus on resources and training for jails and prisons. In 2016, NSA will continue to actively support this provision as it moves to the U.S. House of Representatives for consideration. In September, NSA partnered with the National Association of Counties and the National Association of County Behavioral Health and Developmental Disability Directors on a letter requesting that the Centers for Medicare and Medicaid Services (CMS) consider a new Section 1115 Medicaid waiver that would offer state and counties tools to improve outcomes for Medicaid beneficiaries in local jails who are without access to benefits due to the statutory exclusion of federal financial participation for services provided to inmates of public institutions. Though an answer is still pending from CMS, NSA expects to continue its partnership on this issue as it could present significant financial relief to jails as it relates to inmate health costs.
- **Freedom of Information Act (FOIA) requests.** In October, the Federal Bureau of Prisons (BOP) announced it would be releasing more than 6,000 inmates early due to the U.S. Sentencing Commission's Amendment 782, with roughly one-third of those expected to be transferred to Immigration & Customs Enforcement (ICE) due to foreign-born status. Informal information requests regarding those inmates were unanswered. NSA has therefore submitted formal FOIA requests with both agencies. Similarly, the DOD has been unwilling to provide comprehensive data on the recall of certain military surplus equipment. NSA also submitted a formal FOIA request for that information. All current FOIA requests are pending further action.
- **Immigration and border security issues.** NSA undertook a multipronged approach to the immigration and border security issues by collaborating with multiple state associations and sheriffs on a Priority Enforcement Program (PEP) media day called “Time for a PEP Talk.” Additionally, NSA participated in multiple meetings with high-ranking DHS officials on current policies and coordinated with several congressional offices on legislative solutions to PEP challenges, including a liability protection for state and local law enforcement. NSA Executive Director and CEO Jonathan F. Thompson was invited to testify before the U.S. Senate Committee on the Judiciary on a hearing regarding the Obama administration's criminal alien removal policies.

## CONFERENCE AND MEETINGS DIVISION

The NSA 2015 Annual Conference & Exhibition, held in Baltimore, Maryland, saw several changes, including the staging of the general sessions and seating at the closing banquet. The highlight of the conference was a Presidential Candidates Forum where attendees heard from several presidential candidates. See page 7 for more information on the forum and the candidates who attended.

### Future Annual Conferences

Reno, NV	June 2017
New Orleans, LA	June 2018
Louisville, KY	June 2019
Tampa, FL	June 2020
Phoenix, AZ	June 2021
Ft. Lauderdale, FL	June 2022

### 2016 Exhibit Sales

The initial short-term exhibit sales agreement with Tradeshow Logic was signed on Feb. 20, 2015. An addendum to that agreement was signed on June 15, 2015, extending out through the 2018 Annual Conference and Exposition.

Onsite sales in Baltimore for 2016 were strong, and the value of contracts signed was \$391,500. However, according to exhibitor feedback, poor traffic and attendance in Baltimore led to a loss of contracts, revenue, and net sq. ft. for the 2016 Annual Conference in Minneapolis, as shown in the chart below.

### Annual Conference and Exposition Numbers Report

Conference Year & Location	2015 - Baltimore	2016 - Minneapolis*
Companies	333	-16
Net Sq. Ft.	50,700	-3,400
Revenue	\$889,030	-\$67,400
Percent of Goal	91	--

\*Projected numbers compared to 2015 Annual Conference numbers

The overall goal for the 2016 Annual Conference and Exposition is to have marked turnaround and to set the course for continued quality growth in attendance, exhibits, and sponsorships in subsequent years. To combat the current lost revenue in Minneapolis, promotional materials are in the final draft stage that highlight NSA's commitment to noncompete exhibit hours and hosting several food and beverage functions in the exposition. Armed with this, the 2016 campaign is about to launch.



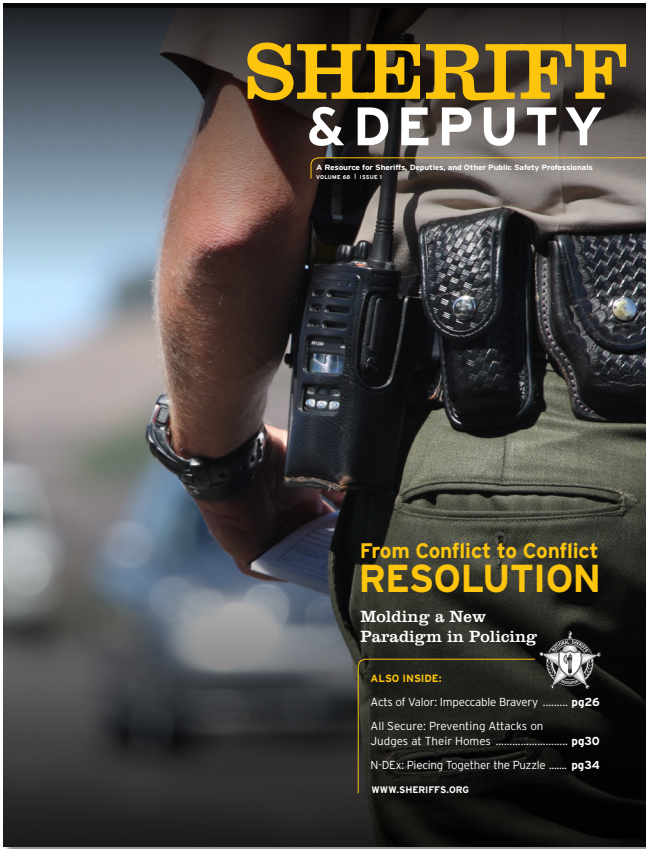
The 2016 revenue goal for Minneapolis is a healthy stretch, up 37 percent from Baltimore at \$1.3 million. Having lost nearly \$70,000 in early sales, reaching this goal is a concern. It is early to give an estimate, but based on the lost revenue and early feedback, NSA estimates sales to be around \$1 million.

Along with improvements to exposition traffic, it is also important to grow attendance in Minneapolis. Tradeshow Logic is drafting a substantial marketing campaign to bolster attendance from members and affiliated law enforcement professionals. Continue to visit [www.sheriffs.org](http://www.sheriffs.org) and [www.nsaconference.org](http://www.nsaconference.org) for Annual Conference and Exposition registration information.

### 2016 Winter Legislative & Technology Conference Revenue Goals & Sales

Table-top Exhibits Revenue Goal	\$84,100
Overflow Foyer Space Revenue Goal	\$17,400
Total Sales to Date*	\$44,950
Sales Projections	\$85,000-\$95,000

\*As of January 19, 2016



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sheriff & deputy | JACQUES/STANLEY.COM **3**

**Publications**

**Sheriff Magazine**

NSA's bimonthly magazine *Sheriff*—known as *Sheriff & Deputy* beginning in 2016—strives to be the most professional law enforcement publication. Authoritative articles focusing on best practices, procedures, and research in law enforcement, corrections, and court security among other topics are presented to enhance the efficiency and effectiveness of the criminal justice system. Each issue highlights successful law enforcement programs, NSA activities, professional news, and legislative updates. The magazine reaches sheriffs, deputy sheriffs, police chiefs, police officers, and corrections officials on the federal, state, and local levels.

In early 2015, NSA sought a partner to help reimagine and modernize its bimonthly publication *Sheriff* from the ground up in design and editorial content. The YGS Group stood out as a potential partner, as the publishing company already had been coordinating the magazine's media sales for four years. NSA

partnered with The YGS Group's editorial and design teams in mid 2015 to take *Sheriff* through the rest of 2015 and premiere the new magazine, *Sheriff & Deputy*, in the new year. A subscription is included with NSA membership.

**Other Publications**

The *2015 Annual Sheriffs' Directory* was made available electronically and as a hard copy book. Both versions are available for purchase as an additional source of revenue for NSA. In 2016, the production of the book is being outsourced in an effort to expedite its delivery. Visit [nsa.sheriffs.org/store](http://nsa.sheriffs.org/store) to order your copy.

In 2015, NSA celebrated 75 years of serving the nation's sheriffs. To commemorate this anniversary, a special edition book detailing the last 75 years of NSA's history was published. The book is available for purchase online at [www.sheriffs.org/75years](http://www.sheriffs.org/75years).

**Media Sales**

NSA has partnered with The YGS Group Media Sales team for the last four years. The team, on behalf of NSA, expanded its sales efforts in 2015 to include conference sponsorships and corporate partnership outreach. With this partnership and these growth opportunities, NSA will be able to further develop existing business and continue to cultivate new business. Bringing the YGS Media Sales team into events will help grow the traditional advertising sales.

**2015 Sales Results**

Project	Budget	Sales
Sheriff Magazine	\$225,500	\$262,072
Annual Sheriffs' Directory	\$20,550	\$14,825
NSA Bulletin E-Newsletter	\$14,250	\$4,800
Annual Conference Program	\$31,000	\$28,496
Online Advertising	\$33,000	\$11,850
Webinar Sponsorships*	\$0	\$10,000
NSA Winter Conference Program	\$0	\$3,450
<b>Totals</b>	<b>\$324,300</b>	<b>\$335,493</b>
Annual Sponsorships*	\$0	\$46,250

\*New for 2015

**2016 Sales Budgets and Current Status**

Project	Budget	Sales*
Sheriff & Deputy Magazine†	\$230,000	\$177,059
Annual Sheriffs' Directory	\$30,000	\$8,865
NSA Bulletin E-Newsletter	\$20,000	\$10,100
Annual Conference Program	\$30,000	\$13,516
Online Advertising	\$32,000	\$6,100
Webinar Sponsorships	\$25,000	--
NSA Winter Conference Program	\$5,000	\$1,750
<b>Totals</b>	<b>\$372,000</b>	<b>\$217,390</b>
Winter Sponsorships	\$83,500	\$73,000
Annual Sponsorships	\$340,000	\$113,750

†Based on recently closed January/February 2016 issue  
 \*Numbers current as of January 27, 2016.

The YGS Media Sales team prefers accounts to be 65 to 70 percent to budget for the year by February 1. Based on the numbers presented here, NSA currently stands at 55 percent to budget for 2016. The YGS Group looks forward to another strong year in 2016, and NSA appreciates the team's continued focus on revenue growth.

**Media Relations, Reach, and Social Media**

NSA has assembled a proactive media operation to promote key objectives with radio and television interviews, opinion columns, and press releases.

The Time for a PEP Talk campaign this past summer produced more than \$4.6 million in earned-media value according to media evaluation company Meltwater Research. Additionally, NSA's efforts to fight back against the Obama administration's recall of 1033 protective equipment resulted in more than 15 opinion columns reaching an audience of 2.3 million readers, as well as dozens of interviews with sheriffs via national and regional television programs, radio outlets, online, and in newspapers and other print media. In 2016, NSA anticipates a ramp-up of hard-hitting and creative plans to serve its members, including:

- Showcasing the partnership with the National Association of Counties, which will highlight desired reforms of the mental health system in jails and prisons, with media outreach, opinion columns, and national media attention;
- Emphasizing with media outlets NSA's partnership with Purdue Pharma L.P. on a pilot program to support training of front-line officers on the use of naloxone; and
- Communicating NSA priorities on immigration and border security, technology challenges, and ongoing litigation and constitutional issues.

**The National Sheriffs' Association in the News Media**

As part of NSA's commitment to advocate on behalf of the Office of Sheriff and other stakeholders across the country, there is a concerted effort to make public and news media appearances to discuss current events and issues as they pertain to NSA members and constituents. The Association was busy in 2015, and this is a collection of the voices throughout the past year.

**The NSA Annual Conference and Presidential Forum in the Media**

NSA invited all the 2016 presidential candidates to attend its annual conference, and four presidential candidates attended: Republican Dr. Ben Carson, Republican Mike Huckabee, and Democrat Jim Webb. The presidential forum was an opportunity for conference attendees to hear the platforms right from the candidates. Mike Huckabee came out on top in the presidential straw poll of sheriffs, deputies, police officers, and other law enforcement conducted at the conference.







### Jonathan F. Thompson Speaks Up

NSA Executive Director and CEO Jonathan F. Thompson made many media appearances throughout 2015 on television, radio, in print and online discussing issues like technology and the law, immigration and border security, jailing concerns, managing a challenging climate for law enforcement, and many other issues concerning the membership. Here is a brief compilation of the many ways Thompson was an advocate for the Office of Sheriff:

- *Fox News Channel*, immigration and border control concerns
- *The Schilling Show*, town hall on immigration enforcement gaps
- *The Andy Caldwell Show*, NSA's Priority Enforcement Program
- *The Daily Caller*, Thompson and NSA President Sheriff Danny L. Glick discuss the call for a federal warrant on immigration

The new rules on restricting access to military equipment for law enforcement was a high-profile issue for NSA. Thompson penned an op-ed that ran in many publications nationwide and garnered a combined circulation of more than 1.71 million readers. As a result of the article, members of law enforcement and their supporters created a change.org petition to encourage the Obama administration to rethink its stance and thus far have gathered more than 3,000 signatures. The original piece is available via *The Washington Post*.

Additional member voices were heard in the media as well. Cass County (ND) Sheriff Paul Laney appeared on the radio program the Scott Hennen Show in his hometown of Fargo, North Dakota, to discuss the excess military equipment rules. And New Jersey Sheriffs' Association Executive Director John Armeno participated in town hall meetings of county sheriffs to discuss illegal immigrants, which was later aired on "Issues and Ideas with Chris DeBello," a radio show that is broadcast throughout New Jersey.

### Social Media

Over the last year, NSA audited its existing social media activity to better understand audience interactions and how to use online media to engage communications, to activate members and supporters, and to create positive action.

There is an NSA staff member dedicated to social media outreach, and in 2016, NSA looks forward to sharing its message and increasing engagement with its followers and the Obama administration, Congress, federal agencies, allied groups, and the media. By developing and nurturing these relationships, NSA will continue to be the respected organization that effectively conveys the opinions and needs of law enforcement.

To support increased engagement on social media and other venues, the Outreach and Law Enforcement Relations Department was established in early 2015. The department has been reaching out to federal, state, and local law enforcement as well as corporate entities to advance NSA's presence and create or strengthen relationships.

### 2016 Social Media Goals

Social Channel	2015 Follower Count*	2016 Follower Goal
Facebook	66,506	100,000
Twitter	9,502	12,000
LinkedIn	1,079	2,500
Instagram	572	1000

\*Numbers current as of January 6, 2016

## “Wear and Display Blue” Social Media Campaign

<b>Facebook Reach (how many people saw the post)</b>	1.423 million views between Sept. 3-5
<b>New Facebook Page Likes</b>	3,245; 4.9 percent increase
<b>Other Facebook Engagement</b>	85,884 post likes, comments, and shares
<b>Other Social Media Engagement</b>	Tweets earned 29,800 impressions; Gov. Greg Abbott (R-TX) promoted campaign on Twitter

### “Wear and Display Blue” Earned Significant Media Coverage

- WBRC TV, Birmingham, AL: “People wear blue to show support for law enforcement”
- WIS TV, Columbia, SC: “Back the Blue: Law enforcement agencies honor fallen deputy”
- WAFF TV, Huntsville, AL: “Colbert County Sheriff’s Dept. pays tribute to law enforcement”
- WSPA TV, Spartanburg, SC: “Anderson County Sheriff Asking People To Wear Blue Friday”
- KOAM TV, Pittsburg, KS: “Locals Back the Blue”
- WQOW, Eau Claire, WI: “TODAY: Wear and display blue to show support for law enforcement”
- WTVM, Columbus, GA: “Local law enforcement pause for moment of silence”



## MEMBER SERVICES DIVISION

### Membership Numbers as of December 2, 2015

Sheriff Members	2,317
Sheriff Insured	33
Deputy Members (Active)	1,364
Deputy Members (Auxiliary)	1,539
Other Active Members	4,170
Insured Members	8,150
Auxiliary Members	1,878
<b>Total</b>	<b>19,451</b>

### iMIS

In March 2015, NSA implemented an upgrade of its membership database to iMIS 20. This included an additional upgrade to the member section of the website in June 2015, with the final updates to the online join process planned for early 2016.

The website upgrade earned NSA a nomination for an Advanced Solutions International’s Greatest Things Award. The nomination was

based on NSA’s use and configuration of the new staff site, transitioning from Public View to iParts to offer customers a more unique online shopping experience in the NSA Store and to better manage access to online content across several membership categories and combined member benefits.

### Training

There were many training and educational opportunities available through the association throughout the year that covered a variety of skills and information sheriffs and representatives of sheriffs’ offices benefited from. Here is an overview of the programs NSA launched or offered in 2015.

- **Institute for Credible Leadership Development**

The Institute for Credible Leadership Development (ICLD), a collaborative partnership between the International Academy of Public Safety (IAPS) and the National Sheriffs’ Association, launched in October 2015. Within only three short months, the Institute has already enhanced NSA’s brand, influence, and revenue through various campaigns and presentations.

- Email campaigns, proposals, and presentations by both NSA and IAPS staff.

- Presentations to members of Congress by Dr. Mitch Javidi and Sheriff Greg Champagne, St. Charles Parish, LA; submission of a grant to the COPS office; presentations by Dr. Javidi at state sheriffs' and police associations; and publications in *Law Enforcement Today* and other outlets.
- ICLD has contributed more than \$26,000 to NSA from its net revenues.

#### • Court Security

NSA's Court Security Program continues to flourish, with six Court Security Training classes held throughout the country in 2015, at the request of the agencies, with between 18–91 trainees in attendance. In addition, one Court Security Assessment was completed.

#### • Certifications

NSA's eight certification programs in jail operations and court and judicial security continue. These programs allow members to demonstrate and be recognized for their understanding, knowledge, skills, experience, and abilities in their fields. This is a growing revenue stream for NSA.

In late spring 2015, the National Institute for Jail Operations separated from NSA in most respects. The Institute will continue to provide training requirements for NSA's jail certification, but it no longer uses the NSA logo or name when producing a call to action or expressing an opinion. A restructuring of the relationship in 2016 may assist in the continued success of NSA's jail certification program.

#### • National Sheriffs' Institute

Two sessions of the National Sheriffs' Institute (NSI) were held in 2015:

- April 13–17, which had 28 participating sheriffs
- August 31–September 4, which had 27 participating sheriffs

A session previously scheduled in November was canceled due to funding restrictions, but the National Institute of Corrections (NIC) approved a 90-day extension of the cooperative agreement, so the

session will now occur February 22–26, 2016.

NSA is awaiting an update on a proposal for a new cooperative agreement with NIC to begin in 2016. NSI has always had a positive impact on the leadership direction of the Office of Sheriff, and has a beneficial impact on the relationship between NSA and NIC by increasing the visibility of both to a new generation of office holders.

#### • Webinars

NSA launched a new training program of webinars in spring 2015. These provide an added benefit to NSA members for easy access to training and a possible revenue source to NSA as they have the potential to generate sponsorships.

More than 800 people attended the 2015 National Triad Virtual Conference presented by the National Association of Triads Inc. There were attendees from 15 states, with several watch parties with groups of up to 200 or more. Sessions during this day-long event covered various topics including:

- Older driving safety
- Law enforcement response to domestic violence and sexual assault in older adults
- State Triad review—how does your Triad compare?
- Scams targeting senior citizens
- Triad 101

NSA anticipates the Triad Virtual Conference to become an annual or biannual event, assisting in outreach to the senior population (a newer membership category for NSA) and NSA members and providing an additional source of revenue for NSA.

#### • Domestic Violence

The inauguration of the fee-based Domestic Violence Trainings occurred in 2015, with four training events held concurrently over two weeks by the Choctaw Nation of Oklahoma. As promotion of the program continues, NSA is confident that the generated interest will benefit NSA members and law enforcement while contributing to a more consistent revenue stream for the Association.



# 2015 ANNUAL REPORT

## Finance and Human Resources

### Financial Highlights of Year Ended September 30, 2015

#### Operating Revenues

Annual Conference	1,484,985
Membership Operations	800,889
Grants	668,897
Sales & Other	413,160
Publications	342,624
Training and Services	151,257
Crime Prevention	18,006
<b>Total Operating Revenues</b>	<b>3,879,818</b>

#### Operating Expenses

Membership & Supporting Operations	2,811,780
Annual Conference	1,563,514
Grants	668,897
Publications	513,146
Training and Services	249,945
Crime Prevention	11,465
<b>Total Operating Expenses</b>	<b>5,818,747</b>
<b>Net loss from investments</b>	<b>(102,834)</b>

#### Assets

Headquarters	3,459,141
Investments	2,635,404
Accounts Receivable	274,611
Cash	173,826
Prepaid Expenses	131,520
Accumulated Depreciation	(2,235,860)
<b>Total Assets</b>	<b>4,438,642</b>

#### Liabilities & Net Assets

Accounts Payable & Accrued Expenses	1,052,628
Deferred Revenue	762,304
<b>Total Liabilities</b>	<b>1,814,932</b>

<b>Net Assets, all unrestricted</b>	<b>2,623,710</b>
<b>Total Liabilities and Net Assets</b>	<b>4,438,642</b>

