THE UPDATE

The newsletter of Hays County Crime Stoppers

Campus Conference Preview



800-324-8477 | www.callcrimestoppers.com Download free mobile app @ P3tips.com

Welcome to the third edition of *The Update*, a newsletter from Hays County Crime Stoppers.

It's been a whirlwind year for our organization new faces, many changes and a breath of new life. We anticipate even more good things in 2023!

We thank our volunteer board members for truly stepping up to the plate and knocking it out of the park. Without their time and dedication, HCCS would still be on life support. Instead, we have a new vigor, a hopeful outlook and are on our way to even greater heights.

In 2022, 49 people from the Most Wanted List were arrested. Each of those represents additional cases, as many on the Most Wanted List have multiple warrants and have committed multiple crimes. It's with the public's tips that we've cleared many more than just 49 cases.

Thanks to the Hays County community for joining us in making our area safer and stopping crime.

Hays County Crime Stoppers Stats

Our Local Statistics for 2022

Tips Received = 400
Arrests Made = 49
Rewards Paid = \$1,600
Property Recovered = \$4,014
Drugs Seized = \$8,245
Total Money Recovered = \$22,649

Current as of 1/31/2023



Hays County Crime Stopper honored our local law enforcement partners at an awards dinners in November. L-R, Front Row: Chief Jeff Barnett, KPD; Sheriff Gary Cutler, Chief Stan Standridge, SMPD.

Inside this Issue

Pg. 2 Executive Director's Spotlight

Pg. 3 New Chair's Goals

Pg. 4 Revisiting our Roots

Pg. 5 2023 Arrests Thus Far

Pg. 7 Stories from the Board

Pg. 9 The Making of a Conference

Pg. 11 HCCS Awards

Pg. 12 Communications Update

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Executive Director's Spotlight

by Sgt. Jeffrey Jordan (HCSO) Hays County Crime Stoppers Executive Director

The last 16 months have been a blur. We have accomplished so much. We have reorganized, reenvisioned, and reinvigorated our Crime Stoppers program.

Hays County Crime Stoppers, Inc., has a history of serving the communities of Hays County for over 42 years. We were the eighth program in Texas.

When I took over as Executive Director, I had some vague ideas of the direction to take the program, and what I thought needed to be done to bring the program back to life.

I had no idea the team I assembled would re-ignite a spark in me for the love of reaching out and building relationships with our communities.

Our Board of Directors has a wide spectrum of residents committed to keeping Hays County communities, schools, and businesses safe for those who live, work, and play here. We have shaken things up from the way business was always done in the past, and we continue to evolve our program.

I could not be more proud of the work we've done and the accomplishments we've made.

2022 Hays County Crime Stoppers Accomplishments:

- Assisting law enforcement in the apprehension of 49 persons wanted or involved in crimes in Hays County
- Awarded to be the host for the 27th Annual Texas Crime Stoppers Campus Conference
- Rebranding with a new logo
- Increasing social media presence on Facebook and Twitter
- Expanding social media presence to Instagram, YouTube, and LinkedIn
- Creating a newsletter sent out every other month.
- Increased communications with communities and businesses
- Increased community involvement
- Expanding our Campus Crime Stoppers programs



Sgt. Jeff Jordan, Executive Director, Hays County Crime Stoppers

In 2023, I look forward to continuing what we started and expanding upon it. Some goals for this year include:

- Establishing annual fundraising events
- Building up our Campus Crime Stoppers programs
- Expanding community outreach and education programs
- Purchasing an electronic child identification kit to be used at community events
- Continuing to educate, engage, and empower our communities.

I want to thank all of our Board of Directors and Associate Board members for your dedication to the communities, schools, and businesses of Hays County. You have all proven yourself to be servant leaders, willing to step up to set the example for all.

Thank you for what you do! I am in awe of your dedication to our communities and your desire to keep them safe.

"I could not be more proud of the work we've done and the accomplishments we've made."

- Jeff Jordan

THE 2023 HAYS COUNTY CRIME STOPPERS BOARD CHAIR: GARY TUCKER

(L-R) Hays County Crime Stoppers Chair Gary Tucker, with Exec. Director Jeff Jordan



Gary Tucker is a long-time Hays County Crime Stoppers board member. This year, he takes over the gavel and is the 2023 Chair.

Gary's goals for Hays County Crime Stoppers this year:

Goal: Expand and support campus crime stoppers programs and SROs.

Tactics: Bring school leaders, administrators and board members into the conversation; Educate students about P3; Send students to conferences. Encourage students to become leaders – help them use their voices to be change agents at their campuses.

Goal: Increase board representation from Kyle, Buda, Dripping Springs and Wimberley.

Tactics: Many of our members are from San Marcos yet Hays County Crime Stoppers serves the entire county. HCCS should be actively recruiting members and supporters from all corners of the county. This may include back-to-school events/PTAs, sports leagues, civic clubs, chambers of commerce, law enforcement groups and more. We also need to find board members who can assist with tasks including grant writing, fundraising and promotion. We are exploring TSU training for board members.

Goal: Obtain additional business support.

Tactics: Join all chambers within Hays County. Expand our sponsorship development efforts. Show the value of what we do for the safety of our communities.

Goal: Continue community outreach efforts.

Tactics: Utilize any tool in the marketing toolbox that will educate the public about HCCS and how we aim to create safer communities. Build on our current outreach to service clubs like Lion's Club, Rotary, Kiwanis, etc. Support those organizations through joint projects.

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.

Goal: Build a coalition of law enforcement, community leaders, schools and businesses.

Tactics: Design youth-oriented programs that forge a strong bond between students and adults. Ideas include pickleball games, basketball tournaments, softball showcases, fishing tournaments, dance-offs, etc. Create an environment within Hays County where youth are viewed as productive members of society who have a voice and the power to help change the conversation about school and community safety. (Note: some of these ideas could be fundraisers to help send students to conferences and even offer scholarships for college or other vocational education post-high school.)

Goal: Increase fundraising efforts.

Tactics: One major event each year (murder mystery dinner perhaps); fundraisers at schools, community fundraising, sales of items like hoodies, challenge coins, travel mugs. HCCS should seek new and exciting ways to fundraise.

In a recent statement, Gary said, "My goal was to see our history and success continue to grow even more. We did that with the team put together under the leadership of Executive Director Jeff Jordan."

Revisiting Crime Stoppers Roots

by Steve Meyer Vice-Chairman, HCCS Board

Since its inception in 1976, the most effective tool in the Crime Stoppers arsenal has been communications.

The Crime Stoppers program started with a video re-enactment of a heinous, unsolved crime, which was broadcast by local TV stations during their News Broadcasts. A tip received within hours of the first broadcast subsequently lead to an arrest and conviction in the crime.



A new way to fight Crime was born. Crime reenactment videos proved to be an effective tool in communicating with the community to help jog people's memories and get them to share details they might not realize they had even seen. As social media platforms became popular, the focus has shifted towards posting Most Wanted fugitive pictures rather than re-enacted videos of Unsolved Crimes.

The shift is understandable. Creating social media posts using pictures is far easier and quicker than creating reenactment videos. However, it is a marketing fact that imagery does not engage as well and is not retained as effectively as video.

As the Vice Chair of the Hays County Crime Stoppers, I applaud the effectiveness and support the continued use of the highly successful Most Wanted fugitive efforts via social media. However, I would like to see us also return to our roots. We should explore the prospects of creating video re-enactments of Unsolved Crimes on a periodic basis, one a month or at least once per quarter. I also believe we can make effective use of video in the form of PSAs (Public Service Announcements), providing advice and tips of how to identify, prevent and report Crime, true to our name of Crime Stoppers.

We are fortunate to have a board full of talented members with creative minds and a wealth of resourceful contacts. If we can all put our heads together, I have no doubt we can reimagine our video roots and create content which will help build recognition for the Crime Stoppers name and purpose by communicating with the community in a way which is likely to engage them and encourage their support even more.

A picture may be worth a thousand words but a video is more likely to generate a thousand views and followers.

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.



"The most effective tool in the Crime Stoppers arsenal has been communications." - Steve Meyer

2022 FUGITIVE STATS: 49 ARRESTS, 2 ASSISTS

First seven arrests of 2023:

Most Wanted - Crime Stoppers tips led to these arrests:



Continued on next page

- 1. On January 3, 2023, deputies from the Hays County Sheriff's Office located and arrested Clarissa Danielle Kelley on outstanding warrants for Accident Involving Injury-F3 (Austin Police Department) and Motion to Revoke Probation/Possession of Marijuana-F3 (Comal County Sheriff's Office). She was also additionally charged with Possession of a Controlled Substance-SJF.
- 2. On January 5th, 2023, detectives and deputies with the Hays County Sheriff's Office arrested Alexia Lin Martines on two counts of Delivery of a Controlled Substance/Marijuana to a Child-F3.
- 3. On Saturday, January 7, 2023, deputies from Hays County Sheriff's Office and officers from San Marcos Police Department conducted a traffic stop related to a suspicious circumstances call in the San Marcos area. They identified a subject in the vehicle as Jeffrey Karl Holsten from the Hays County Crime Stoppers Most Wanted List. He was arrested on outstanding warrants issued by San Marcos Police Department for Aggravated Assault Serious Bodily Injury-F2 and Unlawful Restraint-MA. He was also arrested for a Parole Violation Warrant.
- 4. On January 12, 2023, Arlington Police Department arrested Aladria Micah Walker on her outstanding warrants for Assault on a Public Servant and Interference with Public Duties. She has additional charges from Arlington Police Department and Grand Prairie Police Department.
- 5. On January 12, 2023, deputies with the Hays County Sheriff's Office located and arrested Edgar Yahir Castilla-Cortez on his outstanding Caldwell County warrant for Intoxication Manslaughter-F2.
- 6. On January 28, 2023, Eduardo Steven Telule-Oviedo was arrested by Austin Police Department on his warrants for Theft>=\$2,500<\$30,000-SJF x2 and Engaging in Organized Criminal Activity-SJF.
- 7. On Friday, February 3, 2023, deputies with the Hays County Sheriff's Office arrested Michael Leon Varela on warrants for Indictment/Aggravated Sexual Assault of a Child-F1 x2; Indictment/Indecency with a Child by Sexual Contact-F2 x4; and Bond Forfeiture/Failure to Appear/Theft with Two Prior Theft Convictions-SJF. Varela is the 7th subject arrested in 2023 in conjunction with the Hays County Crime Stoppers program. This arrest was made within 45 minutes of receiving the tip!

Reward money paid out in 2022: \$1,600

Most Wanted - Crime Stoppers tips led to these arrests:



Have a tip? Students and community members are encouraged to call our crime stopper tip line (800-324-8477) or submit a tip on the P3

App to report illegal activity or provide information that could lead to an arrest.



ALL TIPSTERS REMAIN 100% ANONYMOUS!





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.

Stories from the Board

Snippets of the experiences of HCCS board members over the past year.

Charmaine Wilde

My first year on the Crime Stoppers Board has been so thrilling. After what felt like a long time of not serving my neighbors face-to-face, I was happy to attend many community outreach events and help others learn more about Crime Stoppers. From Chick-fil-A nights to the Hays County Emergency Preparedness Fair, I loved talking with local residents about what Crime Stoppers does for our community.



HCCS Board Member Charmaine Wilde

Of course, before I could share, there was a lot about Crime Stoppers I had to learn. I learned by reading about the program and the bylaws. I looked at what other areas in Texas did to have a useful Crime Stoppers and I was blown away to learn that we were right up there with some of the bigger metro areas in Texas. Hays County may be growing, but we are not growing faster than we can keep our communities safe when it comes to Crime Stoppers.

As I continue my work on the board I aim to update the bylaws to make sure we are operating to current standards. I look forward to helping keep my community safe and helping others here learn what they, too, can do to keep us safe.

I am thankful for this chance to serve my community by being part of Crime Stoppers. It truly makes a difference in the lives of Texans right here in Hays Co.

> "I look forward to helping keep my community safe and helping others here learn what they, too, can do to keep us safe."

> > - Charmaine Wilde

Continued on Pg. 9

LOCK

YOUR CAR

HIDE

YOUR KEYS

TAKE

YOUR BELONGINGS



A friendly reminder from



See a crime in progress? Call 9-1-1 for police



Executive Director Jeff Jordan (center) standing with (L-R) Kyle Police Chief Jeff Barnett, San Marcos Police Chief Stan Standridge, Chair Stu Hoyt and Hays County Sheriff Gary Cutler.



Volunteer Opportunities

Campus Conference

Sign Up Here!

Mary Earls

My first year as a member of the Hays County Crime Stoppers board was dynamic, insightful and rewarding. Being a part of HCCS, an organization where the sole purpose is to keep our communities safe and combat crime, has changed my outlook on community policing.

I know now I can help protect my community by just speaking up. Anyone can report crimes or suspicious activities anonymously by utilizing the tools HCCS has in place.

I also feel empowered to do more within my community to help reduce crime.

The program leaders were committed to my learning and working as a board member. The training l received from experts and face-to-face interaction and involvement within the Crime Stoppers program was absolutely worth my time.

Being a HCCS board member allowed me to see a united community of volunteers who go into their community to continue the work of educating and working with and through HCCS to keep all our communities safe.

I encourage anyone who cares about the safety of their families and communities to join Crime Stoppers.

Albert Karch

A year ago, I was asked to become a member of the Hays County Crime Stoppers Board. While honored, I knew I had a lot to learn. At the first meeting, I felt out of my element, but I knew I was up for the challenge.

I had an opportunity to attend the Texas Crime Stoppers Campus Conference in Beaumont last February. There was a lot of information to absorb and take back to the group. There were courses from people that did organizing and fundraising. I also heard from people with real-life stories and how Crime Stoppers assisted them. I was impressed with how the young people took charge and did their part to have a successful conference. It wasn't all work though, there was good food and entertainment!

I also attended the 33rd Annual Texas Crime Stoppers Conference in Abilene where I learned even more. They had courses on creating multimedia, planning a fundraiser, and much more. It was a great conference. This past year I had opportunities to participate in other events and classes. I met many good, talented people that are involved with Texas Crime Stoppers.

I hope this year I can give back some of what I've learned. I'd like to see the P3 app on every educator's phone and every student's phone.

Stephen Traeger

Upon my retirement from the Sheriff's Office in September of 2020, I wanted to stay connected to my law enforcement family and became aware that Sergeant Jeffery Jordan was appointed the new executive director for the Hays County Crime Stoppers (HCCS). Having worked with Sgt. Jordan on numerous occasions (Upon his reassignment, I took his place in Community Outreach), I felt this was an excellent opportunity to stay connected.

Once on the board, I had no idea what to expect. Attending my first meeting I was overwhelmed with the diversity of the group and the many talents each presented. I knew several fellow members at this initial meeting and quicky realized this was not going to be a "do nothing" group.

Under the leadership of Sgt. Jordan, HCCS has become extremely active and has pushed its message for community involvement in striving for a common goal to "educate, engage, and empower". Our group has become a model for such organizations throughout the state and has received national recognition for its innovative approach in engaging the community.

This year HCCS has the honor of hosting the 27th Annual Texas Crime Stoppers Campus Conference. I am extremely proud to be a part of this endeavor and know our dedicated volunteers and leadership will make this a successful event and a rewarding experience for all attendees.



Mary Earls, Jeff Jordan, Steve Meyer, Albert Karch and Stephen Traeger back in September at the Hays County Emergency Preparedness Fair

The making of a conference

by Kim Hilsenbeck, Conference Committee Chair

With our Crime Stoppers Campus Conference just one day away, it's a good time for an update on what's happening and what is still needed.

Hays County Crime Stoppers has been in conference planning mode for the better part of a year. Can I just tell you...I'm exhausted. But I can rest after February 8!

Conference planning is a bit like putting together a puzzle. It's a lot of pieces, all different shapes, and it's my job to put them all together in the correct way so that it creates the final picture. Or in this case, event.

Early on, I was able to get the foundational pieces in place. Sort of like the borders around a puzzle. The foundations include a location, speakers and food, as well as major sponsors. After all, we had to figure out how to help pay for this shindig!

Then it was all about adding details: the schedule, program book, website, promotions, conference shirts and swag. And more sponsors, plus vendors and program ads.

Once that came together, the picture was much clearer. I could see a few gaps, but the overall effect was taking shape.

Smaller details such as speaker gifts, table centerpieces and ambassador gifts were addressed, providing an almost final image.

To be sure, I've had lots of help with this puzzle from other board members. I'd like to give a special shoutout to Jeff Jordan, Debra Belitz, Gary Tucker and Steve Meyer for their steadfast support and assistance. And thanks to board members who sought donations, including Steve Meyer, Tammy Crumley, Nico Costilla, Katie Paddon, Jeff Jordan and Stephen Traeger to name a few.

Right now, this beautiful puzzle is about 96.3% complete. Help from the business community and volunteers is requested to get it finalized and ready to unveil to our conference attendees.

Most needed right now? Volunteers to help with event activities. Another priority includes securing additional funding, including gift cards and door prizes.

I invite you to take a look at the Sign-up Genius. Your time and talents are needed!

"Conference planning is a bit like putting together a puzzle." It's a lot of pieces, all different shapes, and it's my job to put them all together in the correct way."

- Kim Hilsenbeck, Conference Chair



2023 Campus Conference Schedule

This is a partial list; see the full schedule on the conference website

Day 1:

9:30 a.m. Student roundtable on Fentanyl crisis

11 a.m. Opening ceremonies

12:30 – 1:30 p.m. Online Predators, Sonya Ryan, The Carly Ryan Foundation Creating Change Agents for School Safety, Kathy Martinez 2-3 p.m.

Prather, Texas School Safety Center

3-4 p.m. How not to be a sucker for disinformation, John Jackson,

Police Futurists International

Anatomy of a Threat, Robert Santarsiero, Brazos Co. 4-5:30 p.m.

Sheriff's Office

7-10 p.m. Murder Mystery Dinner

Day 2 Track 1:

8:30-9:30 a.m. Forensics in Action, Danny Wescott, Forensic Anthropology

Research Facility at Texas State Univ.

9:40-10:40 a.m. Police Perceptions and Reality Roundtable; Officer Dago

Pates, ret. officer Mark Sawa and former officer Will Moravitz

10:50-11:50 a.m. Hostage Negotiation Tactics, Dr. Wayman Mullins

1:30-2:30 p.m. Roundtable on Making a Case; Kimberly Dean, Jimmy

Schroeder and Brian Goertz

Sex Trafficking, Governor's Task Force 2:40-3:30 p.m.

3:50-5 p.m. Bullying/Cyberbullying, Maureen Molak, David's Legacy

Day 2 Track 2:

8:30-9:30 a.m. Physiology and Psychology of Fear, Mark Sawa

9:40-10:40 a.m. How to Make a Crime Stoppers Podcast, Ryan Kelly, Odessa

Crime Stoppers

10:50-11:50 a.m. Driving Safety, Oscar Villarreal, Texas Department Highway Patrol

School Safety after Uvalde, John Curnett, ALERRT Center 1:30-2:30 p.m.

2:40-3:40 p.m. Dating Violence. Melissa Rodriguez, HCWC

3:50-5 p.m. Fear and Suicide, Chris Limmer and Thomas Hoemeke

7-8:30 p.m. Awards Dinner

9-10 p.m. Game Night!

Day 3

8-9 a.m. **Ambassador Presentations**

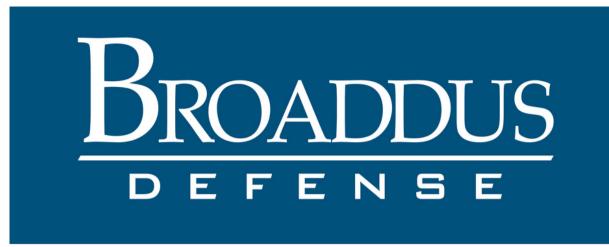
9:10-10:10 a.m. The NeuroWhereAbouts Guide: Tools for Prevention & Treatment.

Dr. Crystal Collier

10:20-11:20 a.m. 100% Committed, Tyson Dever

11:30 a.m.- noon **Closing Ceremonies**

Campus Conference Title Sponsor:



Crime Fighters:













DS2 RANCH (DODIE AND DICK SCOTT)

Hey, business owners! the Texas Crime Stoppers Campus 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 300 students and their leaders. Contact Kim Hilsenbeck, kim.hilsenbeck@co.hays.tx.us, 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/

Sponsor Levels

Crime Stopper: \$2,000+

A donation at this level or higher provides the following sponsor benefits:

- · Business listing and logo in the conference program
- · Signage at event
- · Logo with link on the event webpage
- · A social media post
- · Full-page color ad in the program
- · Free vendor booth at event
- Two tickets for Awards Dinner

Crime Fighter: \$1,000

- · Business listing and logo in the conference program, on website
- · A ½ page color ad in the program
- · Half-priced vendor booth at event

Crime Buster: \$500

- · Business listing and logo displayed in program, on website
- · Discounted vendor space during the event

Crime Reporter: \$250

- · Business listing in conference program book and on conference website
- · Discounted vendor space during the event





Top: HCCS executive committee accept a donation from Ozona Bank in San Marcos. Bottom: Executive board members accept a donation from Austin Telco.

Glick Law & J. Cas

Gary Tucker and Steve Meyer accept a donation from David Glickler of Glick Law & Associates.

Crime Busters:









FIDELITY CHARITABLE FOUNDATION (PACHECOS)

BOB PARKS AND CASSIE DYSON

Hays County Sheriff's Office supports:





"There is no doubt the Hays County Crime Stoppers has made an impact in helping local law enforcement solve crimes since its inception in 1981. I support this program in its entirety, as well as the men and women who contribute their time and efforts to ensure it's success. I look forward to many more years of partnership with Crime Stoppers."



— Hays County Sheriff Gary Cutler





Buda Police Department supports Hays County Crime Stoppers!





"We certainly appreciate all those that contribute to mission of Crime Stoppers. The good work that you all do is making a difference."

Buda Police Chief Bo Kidd

San Marcos Police Department supports Hays County Crime Stoppers!







"Crime has its roots in social factors that affect all of us. Consequently, crime must be addressed by the entire community, and not just law enforcement. Crime Stoppers is truly a community partnership! By focusing on repeat or violent offenders, Crime Stoppers has helped make San Marcos safer. We look forward to our continued partnership."

San Marcos Police Chief Stan Standridge

Crime Stoppers Awards

Hays County Crime Stoppers recognized its volunteer board members at an event in November at the Price Center in San Marcos.



Mary Earls



Kristen Sierra



Albert Karch



Rowe Ray



Laura Nava



Lance Winter



Stephen Traeger



Dep. Roger Ramirez

Communications Update

by Carina Pinales, HCCS Communications

The graphic below provides an overview of the impact Hays County Crime Stoppers has in our community.

> For the first time in the 41-year history of Hays County Crime Stoppers, a partnership was forged with ALL major law enforcement agencies in Hays County.



Texas Crime Stoppers organizations are community-based partnerships formed by dedicated citizens, law enforcement, and the media. They work together toward a common goal: the reduction of crime and the arrest and conviction of criminals and fugitives statewide. Local Crime Stoppers organizations are designed to serve as a vehicle for citizens to relay criminal information to law enforcement agencies while remaining anonymous.

Impact Snapshot





425

Tips Received













Arrests

Results in Dollars to Date

\$13,005,527.00 Total Recovered Stolen Property & Seized Narcotics

\$12,622,464.00

Drugs Seized

\$383,063.00 Property / Cash Recovered

Want more? Read our 2022 Year **End Review on our website!**

Follow and Like Us!









Crime Stoppers Awards (cont'd)



Charmaine Wilde



Sqt. Jeff Jordan



L-R: Erin Cole, Sgt. Jeff Jordan and Lyndsay Ysla (Erin and Lyndsay are with Texas Crime Stoppers)



Tammy Crumley



Kim Hilsenbeck



Nicholas Costilla