

Dana Boss - The Go-to Analyst

[00:00:00] Welcome to analyst talk with Jason elders like coffee with an analyst, or it could be whiskey with an analyst, reading a spreadsheet, linking crime events, identifying a series and getting the latest scoop on association news and training. So please don't beat that analyst and join us as we define the law enforcement analysis profession.

One episode ahead time. Thank

you for joining me. I hope many aspects of your life are progressing. My name is Jason elder and today our guest has 10 years of law enforcement analysis experience with 17 years of law enforcement experience all from Reedley PD in California. She's held several leadership

Positions with the California crime and intelligence analyst association. She is certified as both a gang enforcement officer and a certified crime and intelligence analyst here to talk about among other things. An interesting story of how she became a part of the cold case foundation, a non-profit organization.

Please. Welcome Dana boss, Dana. How we doing?

I'm great. Thank you for having [00:01:00] me. All right. Thank you so much. You're feeling better. Today. You had a very good reason to postpone our first recording in that you couldn't talk, which is kind of important for this show that someone, my guests be able to

talk.

Yes. So if you can hear me well today, then we are in good shape. Lot

better than we were last week. yes. Very good. All right. So how did you discover the law enforcement analysis

profession? Funny story. I had no idea what criminal analysis was. And my chief came up with this brilliant idea that our agency needed an analyst.

So I was just dropped into this position and had to kind of figure it out as I went. So it's

fun. So, as I mentioned in your intro, you have the last 10 years in law enforcement. As an analyst, but then you have seven years prior to that in law

enforcement. What did you do in the beginning when you first started working for the police department?

Yeah. So in the beginning I just kind of started out working at the front [00:02:00] desk. I knew I wanted to be in law enforcement and originally it was like, I wanna do CSI, you know, cuz back then that was what was on TV and it was really cool. And glamor. Right. So, you know, I wanted to be Grum, but so that's, that's kind of how I started.

I started working at the front desk at the police department and after about a year full-time position in our records department opened up. So I moved over there kind of got my feet wet a little bit and. In records and worked records for a year and then a patrol community service officer position opened up.

So I snagged to that one did that for about a year and I did get to do some CSI in that one. So, so that was fun. I actually still do it a little bit on like the backup person, but did that. And then I went into the property and evidence room and did property and evidence for a year. A year and a half baby.

And then I went to the police academy. Okay. And yeah. And then I went back out on the street as a patrol CSO and then crime analysis landed in my lap. And so here [00:03:00] I am 10 years later as an analyst.

Okay. So are you

still sworn I'm not sworn. I actually never never went into the sworn side of things, but I've done pretty much everything else at our department except dispatch.

Oh, okay. All right. Interesting then. You talked about records and community service officers and being part of the property and evidence room, you certainly worked your way through many different departments there at the police department. And I'm curious to know, what did you learn at those stops that helped you be a good analyst?

So as far as. In in records, I did a lot of our gang stuff. And during that time we were actually in the process of getting a gang injunction against our nor gang here in town. And so being in records during that time and compiling all of that information is actually kind of an analytical function.

I gathered all of that for, we. Magic in Fresno [00:04:00] county, which is the multi-agency gang enforcement consortium. So all of the, the agencies in

Fresno county are kind of a part of it. So magic kind of headed that up. And so I helped them with that and getting all those cases together and. Validating the gang members and who we were gonna serve with this injunction.

So that was super helpful. I knew pretty much all of our gang members in town who our major players were which is really helpful for our cases. Now, even though those guys are, they're pretty old at this point, like old for a gang, for a gang member, right. They're kind of. Old now. Yeah. Cuz they're all in their late twenties and early thirties but we were dealing with them back when they were juveniles.

So that was helpful in, in re in the records aspect of it. Cuz I learned how to kind of research things and gather that information. And then as far as being out on patrol, that helped me in definitely knowing the different locations in the city, knowing where things were at knowing different gang territories, that stuff that I think sometimes.

Analysts can miss out on [00:05:00] if they're not really familiar with their cities. And so I know like Annie Mitchell has talked about this, go on ride-alongs with your officers, get out there and kind of see what your city or your jurisdiction looks like, so that you can use that when you're doing your analysis.

So those things were definitely helpful. And then I will say for going to the academy, even though I never became an officer just being in the academy and learning. Like the elements for our crimes in California, because I know they're gonna be different throughout all the states mm-hmm . But knowing that, knowing the elements of the crime and being able to now have those conversations with detectives and like, Hey, I think maybe we can charge this person with this because this is what I'm seeing when I'm reading the reports.

That has all been super helpful for me. Being in those different positions in the department.

Yeah. And that's been echoed throughout the show that get out from under the desk and also knowing [00:06:00] how the actual crime is charged. Knowing the, state law, as you mentioned, is, something that I've also heard folks recommend.

And I can talk from experience. When I started as an analyst, I was not only new as an analyst, new to the department. I was new to the city. I, I just moved to Baltimore three months before. So it was definitely. A steep hill for me to climb, to get acclimated to everything.

Yeah. And I'll echo that as well.

I'm not from this area. I actually grew up in like San Jose, which is a completely different part of the state. And I moved here to go to school. So this city, I had no idea. Like I didn't live here. I lived in Fresno at the time. I didn't know anything about it. So definitely going on ride-alongs or even being on patrol as a CSO.

Helpful for me, cuz like I said, you definitely get an idea of the territory when you do that. .

So I'm not familiar with the Reedley. In general, [00:07:00] what is it compare and contrast to

sure. Reedley is a suburb of Fresno. Which is in the central valley of California.

And we are pretty rural, so we don't have any like major cities that border us. We're bordered by county area. That's all patrolled by the Sheriff's department. Mm-hmm and then we're pretty close to like maybe 45 minute drive from the Sequoia Kings canyon, national parks. Very, it's a very agricultural City.

We have a lot of like migrant workers that come through because we we're called the fruit basket of the world. So we have, you know, we've got peaches and oranges and, and stone fruit, and all that stuff kind of comes from our area. So even if you, if you go shopping, like look at your fruit basket, But you buy the grocery store.

You may see Reedley California on there and that's so your fruit is coming from us.

Oh, very cool. See, that's a nice fun fact. Yeah. So then in terms of the police department, then what are some of the major issues that. They're trying to

resolve gangs [00:08:00] and catalytic converters, which I think is plugging the entire nation at this point, right?

Yeah.

That's when the, when the prices go up, that's what happens. Yeah. So I find that interesting. You described it as a agricultural city, a rural city. And yet your main issue is gangs. Yeah.

We have a pretty big Hispanic population here, and I'm not saying anything against Hispanics. They're super hard workers and, and they're great, but we do have, I would say Fresno county, this like general area anyways, has a pretty big gang population and a pretty big gang problem.

And so they just kind. Settle here. And so we've got two different main gangs, Theranos and north AOS. And then we have some like fringe guys that come in every once in a while. That's the bull bulldog gangs out of Fresno where they have like county dogs that they'll call themselves. So those are kind of our big issues.

Our violent crime is generally gang related. I don't get a lot. Who [00:09:00] done it kind of violent crime. I get basically like a north annual gang member was shot by a Cerrano gang member. That's kind of how it happens. And that's why I know a lot about our gangs. I'm not, I will not say that I know a lot about all gangs, but definitely.

Have an expertise in the gangs and relate. Hmm.

Hmm. And I got a little ahead of myself there. I, I wanna back up a, a little bit and ask you, so once you become an analyst, you have been with the police department for seven years and you come in being a analyst. and did you find it to be the transition to be easy or was it harder than you thought?

I had no

idea what I was doing? I had no idea what I was getting myself into. Like I said, we'd never had an analyst before. I'm still the only analyst here mm-hmm so I actually kind of ended up reaching out to Calli Biaggi. She's at the Clovis de police department, which. About 30 minutes away from us.

And she's been on for a long [00:10:00] time. So I kind of used Callie as a mentor and like, what am I supposed to do? How am I supposed to set this up? What is it supposed to look like? And I think we know that it always looks different at every department. It kind of depends on the needs of the department or what they want from their.

Analytical units. And so that's kind of how I started. And she pointed me in the direction of the CSU certificate program that we have in California. So I ended up going through the program there and at Sacramento state. And then I kind of just built things. From there and with what our department was looking for at that time.

And at that time, that was like 2012, 2013 ish. We had a lot of property crime then. So I actually got my feet wet more by doing forecasting and series. Analysis because that's what we had. We didn't have a lot of violent crime at that time. So that's what I did in the beginning. And I started out, I'll be honest with like pin maps because we didn't have like the [00:11:00] technology, right.

Like I didn't have RGIS or Esri or anything like that. I, I still is like a roadblock for us here, but that's what I started with. I had maps that were up on my wall in my office and I was putting pins in there, wear all these different things. We're happening and

that's 2012. That's not, we're not talking about like 1992.

We're talking about 2012.

Exactly. exactly. But like everybody starts somewhere, right? Yeah. So that, like, that's just, that's where we started. And, and I progress like pretty quickly after that and, and going through The, the CSU program and figured out how to do things a little bit differently. And then it, it was growing pains for the department too.

Right? Like our sergeants didn't know what analysis was. They didn't know how they're supposed to use an analyst. But luckily I had some really good supervisors that were just, I mean, they would question me, but then they would be like, Okay, well, you're the one that knows, so we're gonna roll with it.

And we had some really good successes just doing that with, with some of our like residential burglary [00:12:00] series that we had ended up with, like in custodies and, and stopping those. So in progress, which was nice, which means that, you know, like forecasted it right. There you go. Yeah, so like, those were pretty cool.

Little early successes and having people jump on board and actually like, kind of get behind it. But at the beginning, you know, they just wanna go out and town the pavement and do police work the old school way.

Yeah. So when you look back, you've been doing it for 10 years. Is there a particular.

Issue that you resolved or maybe something you're the most proud of in how you've built this crime analysis function at the department? Yeah,

I'm really proud of the way that it's evolved. And I, I don't wanna say that I don't do it anymore, but I, we don't have a lot of series, so I don't do a lot of the forecasting stuff anymore and I've kind of evolved it more into an intelligence.

I don't wanna say case support, but like that, that's more of what I do now. We get these big violent crimes or part one crimes basically. And that's [00:13:00] what I focus on. Unless something else comes up, you know, like we have a huge rash of cataly converters, or a huge rash of residential burglaries or something.

I'm gonna focus my attention on that. But generally I'm assigned to the investigations unit. We have two detectives and a tobacco enforcement officer, which he. Like narcotics and, and that kind of stuff, and an SRO that are all assigned to our unit. And I kind of work with them the most, unless something else comes up, that's on patrol and everybody, my, my door's always open.

Everybody can come in here and talk to me whenever, but I'm just proud of that evolution of going from, you know, this humble little beginning of using pin. To now having a more like I'm the go-to person now, when somebody has a question, Hey, I need to know who this guy is. I need to find this person.

That's where my wheelhouse is now. And and I have people that have left this department that still contact me for that kind of stuff, because they're just at a roadblock wherever they're at and they need help. Tracking things down so [00:14:00] that evolution and building it myself without really anybody else.

And they kind of gave me free reign to do it has been really cool for me. All right.

Well, let's get into your analyst, badge story then. And this deals with a July 4th, 2021 homicide.

Yeah. So since this is still an open case and it hasn't been adjudicated, I'm gonna be pretty general about it. But anybody that was at the C C I conference last year, Maybe be a little bit familiar because I did present on it.

And at that time we hadn't arrested anybody, but now actually like a week after the conference we made an arrest. So that was really cool. Mm-hmm but yeah, so this happened on July 4th which, you know, everybody, I don't know how it is in other places, but in Reedley, it's kind of a big deal.

Everybody gets their fireworks and they go. And they light 'em off in the streets and you know, it's a good time. Mm-hmm we have pretty much like all of our department, like we're pretty small. So we have, I think 30 sworn total, like from the chief down, but pretty much everybody is working that night because we get a legal fireworks and that kind of stuff.

[00:15:00] So they get a call of shots fired around 10 o'clock. They responded and obviously they, they transported the victim to the hospital, but he ends up dying. And so they really had nothing. They, they knew our victim was a gang member. He was pretty active. We still had cases that were ongoing with him.

But so immediately they turned their focus to the the rival gang, right? Like that's immediately where they go to mm-hmm but everything we were getting on scene was kind of not, not really fitting with that. Not really fitting with anybody that we knew from a rival gang that either drove the type of car that we were looking for, or just fit that description at all.

As the night went on, they started getting more calls. That the same vehicle had been kind of driving around town and brandishing a gun at just random people. It's kind of changed, kind of changed the way that we started looking at it, right? Like, okay, maybe this isn't really gang related. Maybe this is just a really random [00:16:00] thing.

So a couple days went by and we really hadn't identified anything and, and. We got a Facebook profile sent to us and it didn't have any, it didn't have a real name on it. I had a fake name and I started digging, ended up finding the guy ended up figuring out, Hey, he's got a car registered to him.

That's the kind of car that we're looking for. So we started digging into him, started digging into his background and who he was associated with and, and kind of started going from there. And this is where we started pulling out all the stops and. I hadn't really done a whole lot with like, I'd done our regular CDR kind of stuff before.

Right. Like I get the CDRs back and I throw 'em into Geotime or CellHawk or whatever you've got and map it out and see if your guy shows up. Right. Like that's what I was doing. Mm-hmm but this time. Wasn't working. So we, we got his CDRs back and they're not showing him there. We're like, uhoh well, you know, he turned his phone off essentially.

So I had nothing. So then we kind of figure out he, he ended up fleeing, [00:17:00] he ended up going down to Mexico. So then we really had nothing

cuz he went across the border and I've gotten no CDRs for him that way. Mm-hmm and so we, we had tackled the girlfriend and she was still communicating with him and they actually started using.

And just a tip for you guys. When you, when you get cases that come up with with apps like WhatsApp or voiceover IP, or whatever, don't discount them, like write your warrants for those, because you never know what information you're gonna get back from them. And in this case they were using an app.

Like what it was pinger is the app that they were using. So they were using pinger we'd never written a warrant to pinger before, but I told the detective, I was like, Hey, let's just do it. Let's see what's on there. Whether it's text messages or like, whatever, let's just see what it is. So I got it back and it actually gave us a location in Mexico.

Oh, wow. Which was, yeah, it was super cool. It gave us the location in Mexico gave us her text messages. She had actually text with our detective a little bit. So there, there were those text messages. And we ended up, we ended up [00:18:00] writing a, some rainy warrants for her and for him and they, they got him coming back across the border.

So they, they picked him up in San Diego. But the biggest thing that we got, like the coolest thing for me was That we hadn't done before was we ended up finding his car and it was like, like in the 11th hour, this car had been repossessed. It had been sent to an auction location that had cleaned out the whole thing.

And like it was ready to go to auction and we went and snagged it. And yeah, so,

so they weren't too happy and you know

what? They were, they were super cool. They were very, very understanding and like, we'll do whatever they were very law enforcement friendly. So they. Both us having the car back. So we brought it down and we contacted the California highway patrol, cuz we don't have this technology ourselves, but California highway patrol has Burla.

And so we called our, our guy over at CHP and said, Hey, can you come down and do Burla for us? So he came and downloaded that system for us and it was just. Beautiful. Like everything [00:19:00] mapped perfectly. So

for those that don't know what a Burla is. We used to explain what Burla

is. Yeah. So Burla is a device or a software that downloads the infotainment system in a vehicle.

Okay. Not all cars are supported, but luckily he actually had like a aftermarket garment thing on his car, so it, it downloaded the aftermarket garment deal. So if you have newer cars that. Being used in your, in your cases? I would definitely look at getting some Burla data because it'll show you a lot of different stuff.

It'll show you how fast the car is going. It'll show you when they opened the doors to the car. Any Bluetooth connections, that kind of stuff, it can be really valuable for your case. So, yeah, so we ended up getting that and and it, it all pretty much worked out, but like I said, this was a case that we just kind of pulled everything out.

We. A bunch of warrants and, and the timeframe in which we were able to essentially close it out on our end. I mean, this happened July 4th. We had a warrant for him by the end of August. And he was in custody [00:20:00] by October. Okay. So really quick turnaround for us, which was nice, but a lot of new experience for me that I'm now using in other cases that we have.

Yeah.

So how, how quickly were you able to get some of the data back. From the new subpoenas companies that you sent

out

to. So Verizon took us quite a while. I think Verizon took like 30 days mm-hmm I, I think Verizon was like the biggest one that we had. So Verizon took a while and maybe had at and T at and T was quicker.

And then like with the Burough one, so this doesn't happen in all cases, but with that one, we were able to get it the same day that the officer downloaded. Not typical. And he's telling we're looking at, yeah, we're looking at another case right now using it. And he said, he told us that it would maybe take like three weeks to get that back, which I still don't think is like a terrible timeframe three weeks from the time that he downloads it and kind of like decodes it or whatever he needs to do on his end to giving me a format that I'm able to map.

Three weeks, isn't a bad turnaround time. [00:21:00] But in this case, like a day, I mean, I, I don't even, it wasn't even 12 hours. It was still my same shift. Like he did it in the morning and I had it by the afternoon. So that was a really great turnaround time. But I would say like on these, these other ones, I mean, you're getting anywhere from 14 days to.

Like months. I have a case that I'm working right now, that's older, but they wrote a, a Google geofence warrant in 2019. And I don't have a return on it three years later. So, I mean, yeah, there's some pretty extended timeframes on some of these. Yeah. Yeah.

I find it fascinating just how much data is out there and what can be subpoenaed and.

Particular case with this homicide is you were talking about apps that were on the phone that you weren't even going to subpoena. And yet that ended up giving you a location in Mexico.

Yeah. Which was, I mean, and you're not getting that on your CDRs. Right. So it's like, as soon as they cross the border, if they're not communicating with the tower in the us anymore, [00:22:00] there's no data.

You may get the calls. Like you can see that they're making calls, but you're not gonna see like locations. In Mexico or, you know, anywhere else, Canada, I guess. But yeah, so that was really nice for us to just have confirmation. We knew kind of where we thought he was at, but that definitely gave us a confirmation of, okay, we know that he's here and he's been here.

He has left here. That's where he is. So that, that was cool for us to be able to say that, know that, Hey, we have a warrant and if he comes across the border legally, we're gonna get him. And we did nice.

All right. Well, let's take a break. When we come back, I want to talk about your involvement with the cold case foundation, and certainly want to talk about C, C I a a and then we will play.

Don't be that analyst. So get your calls in. You're listening to analyst talk with Jason elder. We'll be right back.

Hey, this is Don re [00:23:00] I'm here with adjacent elder on analyst talk. And I wanna share with you that there is a new book coming up for supervisors called building a crime analysis legacy. This law enforcement supervisors

roadmap to building long lasting high quality analytical capacity. August 10th is the day that it comes out.

Don't miss out tools, strategies. Everything you need to build quality analytics is in this book. So be sure to get your copy on August 10th.

Hi, this is Dr. Carlina ACO from the Tempe police department, Arizona state university. And my public service announcement is that correlation does not equal causation.

If you find that certain things are occurring that may be contributing to a decrease or an increase. In crime, for example, that gives an opportunity to investigate it a little bit further to see if possibly there are things contributing, but it does not mean that one thing caused the decline or the [00:24:00] increase.

It just means that there's an opportunity to explore it a little bit further.

Welcome back. So Dana, in the prep call, we were talking about how you got involved with cold case foundation, and I find this story pretty fascinating. So I wanna start there and then we'll get into some of the stuff that you've done for them. All right.

Sounds good. So I think this was back in like 20, January, 20, 20 before the pandemic, and I was kind of looking for something to do in my off time.

And I am kind of a true crime Aiona I guess you could say. And I, I watch all the docu-series and I listen to all the podcasts, right. So I came across one on Netflix called the confession killer. It's like four episodes long. And it's, it's pretty fascinating if you haven't seen it, like go watch it.

And on the last episode they were talking to. The directors of the cold case foundation. So [00:25:00] Greg Cooper and Dean Jackson they were talking to both of them on this show. And I won't give any spoilers, but essentially, like, it seemed pretty interesting what they were doing and the concept of the cold case foundation.

And so I went online and I kind of checked him out and I like did this, you know, Like cold call, emailed to them and said like, Hey, I'm an analyst. I don't know if you have a use for me or not, but if you do, I'm interested and didn't hear anything for a good eight months. And then I randomly got an email back from their like administrative assistant that I almost deleted, cuz I.

Really like didn't know who it was from. So like almost deleted it, but then I was like, wait a minute. So I clicked on it. It was like, Hey, if you're still interested, we'd love to interview you. You know? And so I had an interview like the next week and at the end of it, they were like, yeah, like we want you on board.

And I was like, cool, awesome. So that was kind of how I got involved. Just randomly reaching out [00:26:00] to them. And since then I've become their analyst supervisor. We've got five analysts that are working with us now. And for those of, of you who don't know about cold case foundation, I think they're kind of out there a little bit, Greg and I had actually presented at the California conference last year.

But if you, if you don't know about them, they are a nonprofit organization that comes alongside agencies or families that have cold cases. And we work through their cases with them. We offer. Case support for them. We've got forensic professionals, retired investigators, analysts, arson, investigators, victim, ologists, victim service, people like we've got a ton of people with CCF that come alongside agencies and just help them work through their cases to a resolution.

So those cases always start with an analyst. As soon as we intake a case, we get as much information as we can from the agency. So all of their reports. Any interviews that they've done, jail calls, like you name it whatever's in their [00:27:00] case file, they send it over to us and then it gets assigned to an analyst and an analyst goes through the case in we put together a document that's that we call the 10 filters of profiling.

So, you know, victimology crime scene analysis. Assault analysis, sexual assault, Mo criminal behavior suspect information. We go through all of that. We break it all down and we provide a really nice document. We present it via zoom, cuz we're all over the United States, present it via zoom to the agency and then they decide.

At that point, what, what they wanna do if they wanna move forward with us or if they wanna take the case back and just kind of run with it at that point. So I've worked on quite a few cases with them now, from all over the United States. I haven't worked to California one, but through, from all over the United States.

And so it's a really, it's a really cool program. They've kind of branched out. They've got their own podcast. Now they have a training series that they're putting on themselves. And you can become a violent crime specialist with

them. So they, it has, I think there's eight or 10 different [00:28:00] courses that you can go through with them.

But yeah, it's a really cool organization and I'm really proud to be a part

of it. Nice. So when you're working for them and you are gathering all the data, they have their own access. To various databases and data sources. Cuz obviously you gotta keep what you do with them separate from your day job, so to speak.

Yeah. Yeah. So it's kind of siloed. But I do mostly with them. I do like open source stuff because they, they don't have like the clears and, and those kind of TLO, that kind of stuff. Mm-hmm so I do a lot of digging for them, but we've partnered with geo time. So we've got some geo time licenses that we're able to use for I map a lot of stuff for them.

So I do, we do use geo time for that. And then any like cell phone stuff, obviously we can use geo time for which is like a blessing because geo time. Any, any software that you're gonna use for that type of analysis can get expensive. And for a nonprofit, it's not really something that they can always afford to [00:29:00] do.

So it's nice to have that partnership with geo time to do that. But yeah, so everything else I kind of just do open source or whatever is kind of contained in those files that we get from the agencies. We do have a working relationship with them. So that then if there is something we can always go back to the investigator and say, Hey, I need some more information about.

And usually they can provide it for us. Nice.

Okay. So then do you have any success stories that you like to tell with this?

I

have one that's just more of like a I don't know if the agency has made any arrests, but I definitely, our analysis of the case kind of turned it in a completely different direction for them.

And it was an An old drive by shooting that they had, it was it's a small town. Mm-hmm so they had a drive by and it, it went cold. They, they had nothing. And so, as I was reading through the case and looking at different things, looking at their crime scene pictures, looking at their autopsy photos and being.

Kind of knowledgeable about gangs. I realized the victim had a tattoo that was like [00:30:00] 100% gang related. And so I, I put that in my report and I said, you know, this is, this is probably a gang related case. Like you need to look at the rival gang. I also thought that he was a, the unintended target. I think one of his friends that was with him was the actual intended target.

We gave it back to the agency and it kind of blew that open for them. They had never looked at it as a gang case before they had always. Looked at it as just a random drive by, but sitting down and looking at it and going kind of methodically through it and taking that time to, to look at the pictures and like tattoos and stuff really blew it open for them to be able to take it in a different direction than, than they had

before.

Oh, that's interesting. And I could see that as well. It's just like, it's almost like the opposite of what you were talking about before, where a beginning, your hunch was that that homicide on July 4th was gang related, but turned out not to be. Right. And then in this case, it, gang wasn't even on their minds as they were analyzing this [00:31:00] case.

Right. Right. So then I think that's the benefit of putting new eyes on something too. Even if it's in your own department having a fresh set of eyes every once in a while, cuz you kinda put blinders on when you've looked at the same thing over and over again, sometimes you don't see those little things that.

Break your case wide open. So having a fresh set of eyes, I think is always a, a positive thing. Okay, good,

good deal. All right. Well, let's move on then. I wanna talk about your involvement with the CCIAA and cause you've been president and currently webmaster and held, been pretty active with them. For those that.

Maybe unfamiliar with them. How did you get involved and, and what are some of the things you were able to accomplish while you were working with them?

Another one of those I got dropped into it. So California, the association is split up into different regions. So we have six different regions.

The region that I'm in is the central valley [00:32:00] and we're pretty small. We, there's not a lot of analysts in the central valley. So. We all just kind of in central valley, take turns, doing the different board position. So I was, I think I

started with secretary with central valley and then I did president and then after that they were like, Hey, you should be on the state board.

So here I am on the state board now. And so that, that's kind of how I got my start there. So California's board just kind of rotates positions. Like we're not really elected. We all just kind of rotate through president vice president, secretary. So I came in after Amy Vare was president and I took over president after her.

And so for me, the biggest thing that I've been able to accomplish, or I feel like our board during that year was able to accomplish was during the pandemic getting a webinar series or a webinar program started for our members, which we hadn't done before we were in 2020, and our conference got canceled because, you know, nobody could gather All the COVID things and I'm like, we need, [00:33:00] we need to offer our members something.

We need to have a way to get them some training since we're not having those. And so getting that off the ground was kind of my, my big accomplishment that year. And so now we've, I think we're in our second year of doing the webinars and our first one was with Lori Velardi and it was well attended.

She's always super knowledgeable. When you, if you have a chance, go, go see her teach because you'll get something out of it every single time. But, so, yeah, so Lori's was our first one and, and we've just kind of been going from there and been able to offer some really good topics for our members. And we've opened them up.

I throw 'em on the ICA forums. So everybody throughout the us can, can jump on there and see 'em too. We try to record 'em all. Our last one we had last week was with Matt Harris and he did a second round of SQL for us, which is super well attended. Matt's very knowledgeable was SQL. So yeah, just having those and.

Now we've built kind of a, a bank [00:34:00] of webinars that people can go back and access if they need to, or they want to re-watch 'em or anything like that. So that's been really cool for us.

Yeah. I'm, I'm actually smiling and pretty proud of myself here because all those people that you just rattled off I've had on the shelf.

nice.

Let's get into some maybe advice that you have for analysts. I know there was you've kind of just sprinkled it in, but you know, in terms of either new or experienced analyst, is what advice do you have for the

audience? Be humble and be teachable? There's always something to learn.

You can always learn something from somebody, whether it's a brand new analyst that you're learning something from, or somebody. A veteran just be teachable, be willing to open yourself up to some new knowledge. Don't get too comfortable because things are always changing and evolving. And if you don't continue with it, you're kind of gonna get stuck in the past.

All right.

Good deal. We're gonna take some calls now. We're gonna play, don't [00:35:00] be that Alice. First up is Doug. Doug, what is your, don't be that analyst. Don't forget your target audience. That's a short and sweet one.

Don't forget your target audience. I, I think I've been guilty of that. I, I, I've known as I'm presenting to. My audience, I, I have a tendency to maybe get caught in the weeds, make it a little bit too technical. So I know what I present. And then when I talk, I try to anticipate questions and explain them even before they're asked.

And that can definitely lead me down the road of getting too. Much into the weeds.

Yeah. I can see that. Definitely. I have probably also been that analyst at some point. But yeah, definitely know your audience. Don't get too into the weeds. If you're just talking to the patrol officer who just needs to know where he needs to go, he doesn't want all the technical stuff, right?

Yeah. All right. Next on the line is Joe Joe. What's your, don't be that analyst. Hi Jason longtime listener [00:36:00] first on caller.

Mike don't be an analyst would be,

don't be the analyst that surprises your colleagues with something new in your reporter presentation that is going to make more work for everybody else.

Don't add a new map or

something, or don't give, give the heads up. Let the

other analyst know ahead of time that you're doing something a little bit new, and this is what it. And even let 'em know how you did it so that

you can, so that it's not as

not as daunting to the, your colleagues. When they're told that supervisor,

I will say that I am this analyst, but I am this analyst to myself because there's nobody else in my unit. So if I come up with something new and it is gonna create more work, it's creating more. For me at the end of the day. Yeah. So I'm lucky that I, I don't have to, I'm not throwing anyone else under the bus there.

Yeah.

That's, that's true. That's you're kind of an only child in that respect. But [00:37:00] I certainly, as analysts get more into com snap models or. They're split up and divided and you're in meetings and you have a different analyst taking a piece of the pie during a meeting. You certainly can put stuff in there.

And it's funny sometimes. It seems like they want 'em all to be boiler plate and all have the same look and feel, but then other times they don't always fit that way. So, you know, if you're broken up by district, you know, you're always gonna have one district that has way more crime than the others, .

So certainly he's talking from personal experiences where he got like, oh, why can't you do that, Joe? I'm sure when, when he got back to his office,

all right, next on the line is Meredith Meredith. What's your, don't be that analyst.

I'm with the Memphis police department. And my don't be that analyst is don't think that you need to know everything about the job within the first [00:38:00] year of starting, you know, there's always time to learn and everyone starts

somewhere.

Yeah, I think it it's funny. And this might be with any profession. I think when you first start as an analyst, it seems like you sign up for everything you get online. You might read books, you might sign up for listervs, you're looking on

forums. You're just trying to gather as much data as possible to improve your current position.

And I think when you first start, you're starting from the ground up. So you, you really struggle with what direction to go into. And it's trying to climb as fast as you can, and it can really be exciting and daunting all at the same time that first year. And I think on this show, it's been fascinating.

One of the, obviously one of the first questions I asked people was how they discovered the law enforcement analysis profession. And then thinking back. Like some of the obstacles that they were going through when they first [00:39:00] started and how a different perspective they have now from when they first

started.

Yeah. I would agree with that. I mean, look at me, I started with pin maps. like, let's be real. Like, I didn't know everything that first year and I wasn't expected to, and I think that's time goes on to you, figure out what your agency wants, where analysis fits in with that agency. And it's gonna be different every.

So you definitely don't need to know everything, but you find your niche,

right? Exactly. All right. Next on the line is Bruce. Bruce, what is your, don't be that analyst. Don't be that analyst who overthinks every single task that you get. Sometimes the simplest solution. Turns out to be the correct one. We were looking for a subject who had multiple credit card abuse warrants, and I was checking his girlfriends and the mother of his children and his relatives to see who might have utilities at a place where he could potentially be living.

But it turned out the utilities had been under his own name all along, were able to find his address and take him into custody on his warrants. Don't be that analyst who overcomplicates everything. [00:40:00] Sometimes the simplest. Is the best. Yeah. And I think that kind of goes hand in hand with what we were just talking about, you know, first year analyst putting a lot of pressure on themselves, wanting to climb as fast as you can, and maybe overthinks their position.

And certainly in in here, he's checking all the associates, but he is not running the

target it'll happen. I've definitely been there, but yeah. Keep it simple, right? Yeah.

All right. And then finally, last on the line is Josie, Josie, what is your, don't be that analyst?

Mine don't

be that analyst moment is not being afraid to ask upper command and admin staff to clarify their requests that they're asking for me.

I think. What do you think about that?

Yeah. Well, here's the thing. If you don't clarify it, how do you know that you're giving them what they want? If you're confused about their request, you can end up giving them something that they weren't looking for and you've wasted your time and theirs.

So if you have a question, if you need [00:41:00] clarification, absolutely ask. Yeah.

And I think it's interesting because there was two different people that she mentioned there. It was like executives, and then it was admin. It was, it was pretty specific there. And so to me, like the admin staff, obviously open communication there, but given your situation and how they want the chain of command of communication to go at your police department, it, it may or may not look good.

If you're going straight up to an executive, that's the only I would add to that is if there is an established chain of command there that you'd be leery of that use it sparingly when you need to maybe go over somebody's head, so to speak, but just be aware of that scenario at, at any.

I would agree with that.

Except if they're asking you directly, like if my chief came and asked me directly for something, I wouldn't have a problem going directly back to him. But if the, [00:42:00] if the request came through my Sergeant, I'd probably run it back up the chain the same

way. Yeah. So, and then I would say to that is like, anytime your managers or.

Those that you report to are not included on an email, make sure when you hit reply all you, that you add them. Cuz I . I get busted for not doing that all the time at work so yeah,

I would

agree. I just hit reply and then Hey, I didn't even think about whether you were on there or not. I just assumed you were and you know what happens when you assume so.

All right. So that's, don't be that analyst. If you have a, don't be that analyst email us at Leapodcasts.@Gmail.com. All right. So let's finish up with personal interests. I think Dana, you have a fascinating set of personal interest national parks. So how did you get interested in national

parks?

So where I live, I'm kind of blessed in that California has a ton of national parks. [00:43:00] We'll start there. We have a ton. I. Three within an hour's time drive from me. So I have Sequoia in Kings canyon which my family has, we're lucky enough to have a cabin at. And then just another kind of interesting tidbit my husband owns and runs a.

Towing company. So they're AAA contracted and they tow in the national park. So while we were dating, we spent a lot of time there. I would go on tow essentially would go on a ride along with

him. You went to park, be honest

so yes, the, the parks are up there. And so that's kind. I mean, it's, that's our home, I guess, a little bit home away from home.

And then Yos, somebody is really close to us too. And so we've kind of made, I mean, my kids have grown up in this park and so now we've kind of decided as a family, like, Hey, this is something that we wanna do. Eventually my husband wants to get an Airstream and kind of go around at least the California ones and, and camp [00:44:00] in the parks and stuff.

So we. Went to Joshua tree earlier this summer before it was too hot. So we've got, I think we've now checked off like four of the California parks, but I do wanna tell you about, and I hope Jason, that you have gone to this one being in Baltimore. But when I, I, we had gone on vacation back there a few years ago,

so we visited Fort McHenry mm-hmm and I think that should be on everybody's bucket list.

Like every American needs to go to Fort McKendry and you need to sit there and watch their. In the visitor center, they have like a, a video basically about the park, go and sit and watch that because for me, no spoilers, but for me, it was like the most moving national park video that I have ever watched.

And it was amazing, like watching everybody that was there, watching it with us, the end was the most amazing moving thing that I've ever seen. And so like, no spoilers, but Jason, if you haven't gone, you need to go like,

Yeah, I [00:45:00] have been there. So yes, and I agree. And I would also suggest afterwards going to Vacas in little Italy and Baltimore for gelato after you're done.

So

I, well, next time I go, I will, I will have to try that out. I'm actually flying back there at the end of the month. I was lucky enough to get into the cast training in the Quantico. So I'm coming back at the end of the month, but maybe I can finagle a trip up there.

Yeah. So good deal. So do you have a, a targeted park next that you going to visit?

So

I really want to visit the redwoods national park in California, but mm-hmm unfortunately we have like, Massive wildfires that one's really far from us. So we're trying to pick things that maybe haven't been destroyed by a wildfire recently. It was really cute. I got my daughter a like one of those little passport national park passport books, like the kid version of it she's seven.

And I told her, go through the book and figure out which one you wanna go to. She picks Alaska of all of the parks. She picks [00:46:00] Alaska. I'm like. Mom and dad will have to try and figure that one out. So I guess Alaska is now the, the next one for us to check off.

Well, you'll be spending, you'll be spending a decade up there going to discovering that whole area.

Yeah, exactly. So, and then also. Personal interest, obviously you're into true crime and which isn't a surprise given what you've told me here today, if somebody is looking to either watch a true crime documentary or movie. Is there, like your go to list of maybe one or two, three that you normally tell people?

Oh my

gosh. Do. So I would say for me, like, if you could have a favorite serial killer, that sounds so terrible. but like, if you could have a favorite serial killer, right. Okay. My, so my favorite serial killer would be the green river killer. Okay. Cause I've in Washington. Gary Ridgeway. He would be like my favorite serial killer.

Like the one that I'm probably the [00:47:00] most knowledgeable about. Like, you wanna be an expert in serial killers, I guess, whatever, but yeah. So Gary Ridgeway, green river killer, anything you can watch on him? I think is for me anyways, was just. Super fascinating. Podcast wise, I, I have not seen any documentaries or anything on this one, but Israel keys.

And he's kind of more contemporary, serial killer. He was working probably within the last 10 years. So there's a podcast on him called. I'm gonna swear. So it's okay. Part of me, cuz it's in, it's actually in the podcast title, but true crime bullshit. His entire first season is on Israel keys and it's very well researched and he is absolutely fascinating.

And if you've never heard of Israel keys, he basically would travel all over the United States and he would have like kill kits buried in different places and he would commit all these murders around the United States. So he is definitely a really fascinating person to kind of look at if that's what you're interested in.

Yeah. [00:48:00]

Oh, that the green river, that is fascinating because he was a suspect like when it first was on, right. This, this goes back to like the seventies, right?

Yeah, and they, I kind of kind of ruled them out a little bit ish. But what I also really liked not liked about it. I don't know the way I'm describing it is really strange, but what I appreciated maybe was that the original detective that had started working on.

Those cases actually became the, the sheriff of king county. And so he got resolution on those cases while he was still sheriff, which I think is really cool because a lot of times that doesn't happen for people. You know, they have these cases, these serial killers are. Even just cold cases, there's cases that stick with you and a lot of detectives or uh, maybe analysts too retire before there's resolution to those cases.

And so for him, I thought it was really neat that he was able, he started that case. And then he was able to like put cuffs on the guy years [00:49:00] later, which I'm sure was a very proud moment for him. Yeah. And, and watching interviews with him is really interesting too, because he, he speaks about it and how it.

Affected his life. And so anyways, yeah, it's just a kind of an interesting

case. Very good. All right. Well, our last segment to the show is words to the world, and this is where I give the guests the last word, Dana, you can promote any idea that you wish. What are your words to the world? Be

a team player, always be a team player, be a part of the team that is able to accomplish something because at the end of the day, we're all here for.

The same goals and it's easier to accomplish something as a team than by yourself.

Very good. While I leave every guest with you've given me just enough to talk bad about you later, what , but I do appreciate you being on this show. Dana, thank you so much and you be safe. Thank you for

making it to the end of another episode of analyst talk with Jason elder.

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