



2025 WPLF WINTER TRAINING CONFERENCE & EXPO



SPEAKERS & PRESENTATIONS

LEADERSHIP IN THE SHADOWS



SGM (ret.) Kyle Lamb
U.S. Army Special Operations Forces



The presentation "*Leadership in the Shadows*" offers a deep exploration of leadership in high-pressure environments, drawing valuable parallels between military operations and law enforcement. It emphasizes the importance of understanding various leadership styles—such as great, good, bad, dangerous, and malicious—and their impact on team dynamics and mission success. This insight helps police chiefs identify and nurture effective leadership within their departments.

By examining historical military operations like the Battle of Mogadishu, the presentation provides real-world examples of leadership under extreme stress, which are directly applicable to law enforcement. These lessons highlight the significance of strong leadership when quick, decisive actions are necessary. The training also underscores the vital role of credibility, accountability, and moral integrity in leadership. For police chiefs, these traits are essential in maintaining the trust of their officers and the communities they serve, and in leading by example.

Strategic decision-making processes, such as the OODA Loop (Observe, Orient, Decide, Act), will be covered in the presentation, offering valuable tools for making informed and timely decisions in complex situations. These principles can enhance the strategic planning and operational effectiveness of police chiefs. The presentation also places a strong emphasis on the importance of continuous training, realistic scenarios, and after-action reviews (AARs), which are key to fostering a culture of learning and improvement within law enforcement agencies. Furthermore, the presentation prepares police chiefs to lead effectively during crises, stressing the need for calmness, discipline, and the ability to inspire and motivate their teams under challenging conditions.

This presentation is delivered by retired Sergeant Major (SGM) Kyle Lamb, who served 21 years in the United States Army, with 18 of those years in the US Army Special Operations Forces. His distinguished career includes 16 years with the 1st Special Forces Operational Detachment-Delta (SFOD-D) Force. Lamb has participated in numerous conflicts, including the Blackhawk Down incident in Mogadishu, Somalia, Desert Storm with the 5th Special Forces, operations in Bosnia, and five tours in Iraq during the Global War on Terror with Delta. He has been decorated for valor multiple times, including receiving the Silver Star. Kyle has also been featured on Guns and Ammo TV and hosts his own show, Viking Chronicles, which showcases his hunting and tactical experiences. Additionally, Kyle is the author of three books: "*Green Eyes and Black Rifles*," "*Stay in the Fight!!*," and his latest work, "*Leadership in the Shadows*."

Kyle and his wife, Melynda, founded Viking Tactics, Inc., a tactical training and equipment company that serves both the military and law enforcement communities. They also recently established the Stay in the Fight Foundation, a 501(c)(3) organization aimed at assisting working Americans in need.



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WISCONSIN ATTORNEY GENERAL LEGAL UPDATES



Attorney General Josh Kaul
WI DOJ

Josh Kaul was sworn in as Wisconsin's 45th Attorney General on January 7, 2019. Josh's top priority is public safety. Under his leadership, the Wisconsin Department of Justice has worked to combat the opioid epidemic and the increasing use of meth in Wisconsin, to make our schools and communities safer from gun violence, and to pass legislation designed to prevent Wisconsin from having another backlog of untested sexual assault kits. Josh is also committed to fighting for clean and safe drinking water and against climate change and to protecting the rights of Wisconsinites.

Josh served as a federal prosecutor in Baltimore, where he prosecuted murderers, gang members, and drug traffickers. After moving back home to Wisconsin, he worked to protect our right to vote, going to court to challenge restrictions on voting.



GENERAL LEGAL UPDATES



Asst. District Attorney Annie Jay
Dane Co. D.A's Office

Annie Jay recently joined the Dane County District Attorney's Office as an Assistant District Attorney prosecuting serious felony cases. Ms. Jay previously worked as an Assistant Attorney General in the Wisconsin Department of Justice and as an Assistant District Attorney in the Kenosha County District Attorney's Office. In addition to prosecuting cases, Ms. Jay also trains prosecutors and law enforcement across Wisconsin. In 2021, she received an award from the International Homicide Investigators Association for her successful prosecution of a bodiless homicide in Portage County. Ms. Jay received the Lee and Lynn Copen Family Justice Award from Women and Children's Horizons in Kenosha for her work with victims of domestic violence and sexual assault. She has a Bachelor's degree in Political Science with a minor in German from the University of Delaware and received her J.D. from the University of Wisconsin Law School.

EMPLOYMENT LAW UPDATES



Attorney Kyle Gulya
von Briesen & Roper, S.C.

Kyle Gulya is a Shareholder in the Labor and Employment Law Section of von Briesen & Roper, S.C. Kyle frequently presents on labor-and employment-related issues throughout Wisconsin and nationally. Kyle has extensive experience involving the unique employment -and labor-related issues faced by Police Departments, Fire Departments, Sheriff's Departments and Police & Fire Commissions. Kyle works closely with law enforcement professionals regarding management-side labor-and employment-related issues. Kyle is very proud of his relationships with the WCPA, the WPLF and the Wisconsin Fire Chiefs Education Association.

Kyle has been recognized on several occasions as a Rising Star by Wisconsin Super Lawyers® in Employment & Labor Law. Kyle has served on the Board of Directors for the Labor and Employment Law Section of the State Bar of Wisconsin.





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SPEAKERS & PRESENTATIONS

STRATEGIC SOCIAL MEDIA PRACTICES FOR POSITIVE PR & BUILDING YOUR BRAND IN THE DIGITAL AGE



Ms. Julie Parker
Founder of Julie Parker Communications

JULIE PARKER
Communic@tions

In today's digital age, it is essential for police departments to implement strategic social media practices to build and maintain public trust, enhance community engagement, and communicate effectively. Social media provides a platform for police departments to humanize their brand by demonstrating transparency and accountability, which can lead to improved public perception and reduced misunderstandings. By actively engaging with the community online, police departments can strengthen their connection with residents, making them feel more informed and involved in local safety efforts.

Additionally, social media serves as a direct communication channel during emergencies, allowing departments to quickly disseminate critical information and updates, thereby improving public safety and ensuring that accurate information reaches the community in real-time. A strong social media presence also enables police departments to counter misinformation and address concerns promptly, further establishing themselves as a trusted source of information.

This presentation by Julie Parker offers valuable insights into strategic social media practices that can help your department achieve these objectives. Julie's extensive background has provided her with a unique perspective on crisis communications and media relations from multiple angles for over two decades.

Career Highlights:

- Reporter, ABC7 News, Washington, DC: Covered major national stories, including the three-week Beltway Sniper ordeal and the September 11th attacks.
- Director of Media Relations, Prince George's County (MD) Police Department: Led nationally recognized communications efforts that improved community and media engagement while enhancing the department's image.
- Director of Media Relations, Fairfax County (VA) Police Department: During her tenure, the department's social media presence significantly grew, with its Twitter following increasing from 100,000 to nearly 250,000.

Julie founded Julie Parker Communications in 2014, and today, nearly 80% of her business is dedicated to serving law enforcement agencies and associations, including the FBINA, IACP, and national command colleges.



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SPEAKERS & PRESENTATIONS

LEADERSHIP LESSONS FROM BATTLEFIELD TO LIFE



U.S. Navy Seal (ret.) Matt Hasby
Echelon Front

ECHELON FRONT

The "**Leadership Lessons from Battlefield to Life**" workshop will provide attendees with a deeper understanding of fundamental leadership principles of Extreme Ownership, and how to implement them in real time. When applied, these lessons make better leaders and change organizational culture. The lessons presented in this workshop are pragmatic, applicable, and geared toward every level of leadership. Attendees will walk away with increased capabilities to:

- Build and maintain strong relationships
- Work cross-functionally to accomplish the mission
- Communicate effectively up, down, and across the chain of command
- Simplify plans and increase efficiencies
- Prioritize daily tasks as well as long-term strategic initiatives
- Empower others to solve problems and LEAD
- Ego subordination in support of the broader mission
- Adapt to changing environments
- Make decisions amidst uncertainty and chaos
- Take ownership and solve problems, in business and in life

This workshop is being hosted by U.S. Navy Seal (ret.) and Leadership Instructor Matt Hasby at Echelon Front. Matt started his career at SEAL Team Three and was a member of Task Unit Bruiser. In addition, he served twice as an instructor for the West Coast Training Detachment, as a member of JSOC, and a leader at SEAL Team Five. During his 21-year career, his deployments included various locations in the Middle East, Iraq, Afghanistan, and Southeast Asia.

In 2006 Matt deployed to Ar Ramadi, Iraq as a member of SEAL Team Three's Task Unit Bruiser. Matt served as a sniper, breacher, and secondary point-man opposite "*American Sniper*" Chris Kyle in Charlie platoon. Matt took part in some of the fiercest fighting in Ramadi and saw firsthand how instrumental good leadership is on the battlefield. Some of his more perilous experiences in Ramadi are also featured in the book "*Extreme Ownership*."

Matt served as a lead instructor in charge of teaching Special Operations Urban Combat. He was tasked with creating and facilitating realistic and challenging training for SEAL operators preparing for war. His experiences in combat and training prepared him as a leader, and he worked his way through the ranks of the SEAL Teams. He has led SEALs in combat, worked jointly with other special operations teams, and partnered with foreign military assets.

Following his retirement from the SEAL Teams, Matt completed his MBA from UCLA, Anderson School of Management, and before joining Echelon Front, he worked as a management consultant focusing on business strategy. As a management consultant, he utilized the tools and techniques taught by Echelon Front and saw firsthand how effective Echelon Front's strategies are in business and in life.



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SPEAKERS & PRESENTATIONS

CRYPTOCURRENCY INVESTIGATIONS - WHAT CHIEF'S NEED TO KNOW



This presentation being provided by the Wisconsin Department of Justice's Division of Criminal Investigation (DCI) is an essential briefing for police chiefs on navigating the complex world of cryptocurrency investigations. As digital currencies become increasingly prevalent in criminal activities, from money laundering to illicit transactions, law enforcement must stay ahead of emerging trends in cybercrime. This presentation will equip police chiefs with a fundamental understanding of how cryptocurrencies function, common types of cybercrime involving digital currencies, and the investigative tools and techniques required to track, seize, and prosecute cryptocurrency-related crimes.

Attendees will learn about the unique challenges posed by decentralized digital assets, the importance of collaboration with federal agencies and financial institutions, and the legal considerations that come into play when handling evidence in cybercrime cases. Real-world case studies will illustrate both the opportunities and challenges of conducting successful cryptocurrency investigations, providing chiefs with practical knowledge to support their teams in these increasingly relevant investigations.

Key Takeaways:

- Overview of how cryptocurrencies work and their role in modern criminal activity.
- Investigative techniques and tools for tracking and prosecuting digital currency crimes.
- Legal and procedural considerations for handling digital assets as evidence.
- Collaboration with federal partners and financial institutions for successful investigations.



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LARGE-SCALE EVENT PLANNING AND IMPLEMENTATION 2024 REPUBLICAN NATIONAL COMMITTEE (RNC) CONVENTION DEBRIEF



In this debrief, Milwaukee Police Department Captains Tim Gauer and Tim Leitzke, Lieutenants Brian Damon, Matt Palmer, Jeff Lintonen and Sergeant Jeff Krueger will present an in-depth overview of the security efforts undertaken during the 2024 Republican National Committee (RNC) Convention.

This presentation will highlight key strategies, coordination with federal and state agencies, and the tactical measures implemented to ensure public safety throughout the event. Attendees will gain insights into crowd management, threat mitigation, and how potential security risks were addressed while balancing the rights of attendees, protesters, and the community. The session will also cover the use transportation, personnel scheduling, budgeting/procurement and equipment inventory. This debrief aims to provide a transparent look at the complex security operations and the lessons learned for future large-scale events.



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SPEAKERS & PRESENTATIONS

ASSOCIATION PRESIDENT'S DINNER SPECIAL GUEST SPEAKER



Casey FitzRandolph
2002 Olympic Speedskating
Gold Medal Winner



The 2025 WPLF Winter Training Conference's Association President's Dinner will feature a special presentation by Casey FitzRandolph, the 2002 Olympic Speedskating gold medalist.

A Wisconsin native, FitzRandolph achieved numerous accomplishments throughout his skating career. In 1997, he won a bronze overall and a silver in the 1000m at the World Sprint Championships. That same year, he broke Dan Jansen's American records in the 500m and 1000m, and continued to better his own records multiple times afterward. In 2000, FitzRandolph secured the overall silver medal at the World Sprint Championships, winning gold in the 500m.

A six-time U.S. National Sprint Champion, FitzRandolph set new Olympic records in the 500m at both the 1998 and 2002 Olympic Games. In Nagano, he became the first person to skate the 500m in under 36 seconds at an Olympics. Four years later, at the 2002 Winter Games in Salt Lake City, he set a new Olympic record of 34.42 seconds—a record that stood for 16 years until it was narrowly surpassed by 0.01 seconds in 2018. Winning the gold in Salt Lake City marked the fulfillment of his lifelong dream.

FitzRandolph's presentation will include a video recap of his inspirational career, along with a "show and tell" segment featuring Olympic items such as his skates, racing suit, Olympic torch, and gold medal.