

Association of Law Enforcement Intelligence Units (LEIU) and  
International Association of Law Enforcement Intelligence Analysts  
(IALEIA)



**Annual Training Conference  
Course & Instructor Evaluation Report**

Las Vegas, Nevada - April 20-24, 2009

## Executive Summary

The Association of Law Enforcement Intelligence Units (LEIU) and the International Association of Law Enforcement Intelligence Analysts (IALEIA) Annual Training Conference was held at the Flamingo Hotel, Las Vegas, Nevada on April 20-24, 2009. LEIU was celebrating its 54<sup>th</sup> annual conference and IALEIA was celebrating its 29<sup>th</sup> annual conference.

The conference was designed to provide LEIU and IALEIA members with practical information on organized crime, gangs and criminal extremist groups as well as training in effective and legitimate applications of the criminal intelligence process. The conference also supported and fostered critical networking between local, state, federal, and international members.

**Conference and Workshop Attendance:** The conference was well received this year. It continues to be described as one of the best training conferences of its kind where many beneficial member contacts are established. There continues to be significant support to have both organizations combine their annual training conferences.

This year there were a total of 620 attendees: LEIU Members = 193; IALEIA Members = 181; Non-members = 70; Sponsors/Exhibitors = 106; Instructors = 36; Staff = 17; and Spouses = 8. Although many agencies were affected by budget issues, many agencies still attended because of the good reputation, quality, and timely workshop topics, dynamic speakers, and overall organization of the conference.

**Bank Cards Accepted:** We continue to accept bank cards for registration fees. We purchased an online bank card processing service which has reduced our bank fees somewhat. However, we continue to have to pay approximately 3% of all transactions for bank fees. This is necessary since many organizations will now only allow these transactions via credit cards.

**Future Conferences:** We need to continue to pre-plan the budget for future conferences. In this tight budget environment—so much remains an unknown. We have now booked the conference in 2010 in Orlando, FL at the Hilton at Disney World and the 2011 conference at the Gaylord Opryland in Nashville, TN. Both conferences have generated local support through LEIU member agencies and IALEIA Chapters/members.

We continue to utilize an on-line registration process through a secured internet site. We have made changes to this process to make it more seamless. We also have instructors submit their workshop descriptions, instructor biographies, and registrations through this site. This has streamlined the processing of registrants considerably and assists us in receiving completed registrations in a timely manner.

**Comments or Suggestions about the Conference:** We received numerous comments and suggestions about the conference. Those comments/suggestions are contained in the following detailed sections.

## Evaluation Report Introduction

This is a course and instructor evaluation report for the LEIU/IALEIA Annual Training Conference held in Las Vegas, Nevada April 20-24, 2009. Attendees of the course were provided with a secure web location utilizing software from *Survey Monkey*. The first portion of the evaluation dealt with the overall conference (registration process, conference staff, hotel, geographic location, registration cost, Awards Banquet, suggestions for future conferences, etc). The second portion evaluated each presentation and instructor. The form primarily requested multiple choice responses to specific questions and allowed for written comments. The allowable responses in the overall conference section were (generally): Poor, Fair, Neutral, Good, Excellent, Not Applicable. The allowable responses in the presentation/instructor sessions were: Excellent, Good, Fair, Poor, Very Poor, Not Applicable. There were 136 respondents who started the survey and 131 completed their responses.

## Evaluation Report Summary

Generally, the attendees were very complementary about the conference, the staff, the program content, and the location (Las Vegas). Most attendees (who stayed at the Flamingo) were very critical of the hotel (**evaluator's comment—and rightfully so!**) The overall conference evaluation received an average of 4.4 out of a possible 5.0. There were some comments that will help us in the future-especially our onsite registration process, our selection process for the hotel as it applies to the layout, and breakout timing.

The top five rated workshops (numerical rating - see pages 10-16) were:

1. Lenny Leedy: **Analytical Techniques Using Microsoft Excel (4.6 out of 5.0)**
1. Jerry Ratcliffe: **Strategic Analysis (4.6 out of 5.0)**
2. Joelle Fisher: **Detecting Deception (4.5 out of 5)**
2. Mike Maseth & Frank Cullotta: **Traditional Organized Crime (4.5 out of 5.0)**
2. Kirby Plessas: **Getting the Most Out of the Web: Internet Exploitation & Social Software (4.5 out of 5.0)**
2. David Au: **Asian Organized Crime (4.5 out of 5.0)**

This is very close to the verbal responses to the question: “Which Presentation/Workshop did you enjoy the most?” (see page 8). The only additional workshop mentioned in that section was Dave Cariens’ presentation on “Analytical Thinking and Presentations”. His workshop was numerically rated number 6.

## Summary of Responses

### Overall Conference Section

**Evaluation Methods:** Where appropriate, attendees were instructed to complete the online survey instrument rating each listed component in the overall conference using a scale of: Excellent (5 points); Good (4 points); Neutral (3 points); Fair (2 points); and Poor (1 point). In order to determine an average for each component all points were added together and divided by the number of responses provided—providing an average rating. In some cases-where there are only yes or no

answers or the response only required comments-there are no average ratings. Additionally, as another perspective, the evaluator provided the percentage of responses that were in the “excellent to good” categories.

1. **Rate the Online Conference Registration and Confirmation**

**Average Rating = 4.3**

**Excellent/Good = 87%**

**Representative Comments:** \*Appreciate very much the hard work that went behind the scenes in making this a success! \*Slow registration. The registration desk for the pre-paid people was empty and the line for the people that had to pay was long and slow. The pre-paid desk should have taken people that had to pay.

2. **Rate the Helpfulness of the Conference Staff**

**Average Rating = 4.6**

**Excellent/Good = 96%**

**Representative Comments:** \*Everyone was wonderful, every question was answered correctly. \*Many thanks to everyone on the conference staff who helped us clear up our payment issues. It was greatly appreciated. \*A bit unprepared for the onslaught of attendees on Monday morning for registration, but a nice recovery. \*Registration lines were long and slow.

3. **Rate the Hotel**

**Average Rating = 3.0**

**Excellent/Good = 42%**

**Fair/Poor = 33%**

**Representative Comments:** \*Having one of the rooms on the other side of the conference facility made for an interesting excursion just to find it. \*Undoubtedly the worst room I've ever stayed in. It was just plain filthy. But the good news is I know what hotel not to stay in the next time I'm in Vegas, \*Too many lines, poor customer service, inflexibility when they made mistakes. Definitely not a place where the guest comes first! \*Having to pay for access to the internet and a fitness center was not ideal. \*As has been mentioned in the past, many of us are the only analysts in our offices and while our office may let us attend the conference, we must still maintain a level of connectivity with office and not everyone has Blackberrys. \$15/day for internet access is way too high particularly considering the number of hotels that offer the service for free as a part of your room fee.

4. **Rate the Conference Facilities**

**Average Rating = 3.9**

**Excellent/Good = 73%**

**Representative Comments:** \*Break out rooms were way to far apart. \*The layout did not encourage networking. Lots of hallways and few gathering places. Also no eating place where conference members could congregate. \*The conference center was much nicer than the hotel. \*Conference rooms were roomy and comfortable. The refreshments provided were great. \*I liked having water in every room, the chairs were as comfortable as you can get in this type of venue. The only criticism was the noise level from the trade

show area so close to the nearest conference room made it tough to hear sometimes.  
\*Some room's visibility was restricted.

5. **Did you stay at the hotel?**

**Yes = 76%**

**No = 24%**

**Representative Comments:** \*I stayed in an upgraded room which was fine, but I saw some of the others and they were terrible. \*The conference rooms and casino were nice. The rooms (at least mine) was (sic) horrible. \*Never again. The room was second-rate and the staff was not responsive to requests for repairs or service. To add insult to injury, when I became so disgusted with the accommodations and service that I found another room at a different hotel, the Flamingo charged me a \$50.00 fee for early checkout.

6. **Rate the location (Las Vegas)**

**Average Rating = 4.5**

**Excellent/Good = 82%**

**Representative Comments:** \*The location was brilliant. \*Perhaps a bit too much given the relative lack of attendees on Friday a.m. \*Although Las Vegas may be centrally located...it's hard to sit at a conference all day with so many distractions. \*Vegas was great! \*Great location, had fun, except for the pool closing for two days. \*I would have had a better experience if the conference would have been in a less congested area of the city. \*Las Vegas offers unlimited entertainment options for after hours. \*Expensive. Too many other distractions which competed for peoples' attention.

7. **Rate the overall quality of the conference**

**Average Rating = 4.4**

**Excellent/Good = 93%**

**Representative Comments:** \*Organization was great. \*Kudos to the conference coordinators for great sessions and an amazing banquet. Everything was top notch! \*Not as diverse as the other conferences I've attended, but there were some excellent seminars. \*Very good agenda. \*Good flow. \*Good approach with multiple streams of presenters. Impressed by how many people actually stayed for the last day. Also really appreciated the effort organizers put into for organizing social gatherings especially in the early evenings. \*Well worth my time and money (attended on my own dime and would gladly do it again). \*Even though the hotel was disappointing, everything else was fantastic. \*Speakers were excellent, topics were broad enough to interest most people, focus of a few workshops on purely analytic topics makes it very different from other conferences. \*My biggest complaint was the lack of classes overall and the lack of variety. Other than classes geared (and put on by) sponsors, there were only two days of classes and they were identical days. I would have liked to see more variety, especially of classes geared towards sworn officers (case studies, trends, etc.) versus analysts. \*Most of the breakout sessions I attended were very informative. \*I understand it costs money to bring in speakers but it seemed like this year there were more presentations that were by vendors versus people like Dr. Radcliff. Two of the speakers were the same presenters with nearly the same content as last year. New fresh information needs to be shared. How about someone like Dr. Carter from MSU or Michael Ronczkowski (Alpha Group) from

Miami-Dade who can speak more to analysts about information pertinent to their job functions and skills. \*The conference itself seemed to be well organized and all of the instructors were excellent! I really enjoyed the course content for each of the classes that I attended! \*There continues to be a strong focus on terrorism which doesn't necessarily apply to the majority of agencies, detectives or analysts. I would have liked to have seen more specific presentations on intelligence, its contribution and how to use it/manage it effectively. I was VERY disappointed in the vendor timing, not being set up on Monday and then tearing down midway through Thursday was terrible. I made it through about half of what I wanted and had hoped to go back through with my supervisor which never happened due to that timing. This is one of the only opportunities you have to talk to vendors geared toward Intel and there was no time to talk to them; and one of the best I have gone to.

8. **The conference registration cost was appropriate**

**Strongly agree/somewhat agree = 52%**

**Neither agree nor disagree = 33%**

**Disagree somewhat/strongly disagree = 15%**

**Representative Comments:** \*Taking into consideration cost. \*Then I think the cost was appropriate. \*The cost seemed excessive, but the speakers were worth the material/cost. \*It was expensive only because (my organization) did not pay for its members. We had to pay our own registration, hotel, meals, etc. \*Strongly disagree does not appear in this list, if it did, I would choose it. The value of what was presented is greatly lower than the cost of this training.

9. **Did You Like the Inclusion of the Sponsor Training on Monday?**

**Yes = 80%**

**No = 20%**

**Representative Comments:** \*I did not arrive until later in the week so I was not able to attend functions scheduled on that day; however, I would have liked it better had they provided some application training in addition to the product overview presentation. \*Yes, but it would help to indicate on the agenda that the Sponsor Training is optional. \*This was a waste of time, you might have noticed the large number of attendees who either slept or left the training. When I am interested in the vendors, I will talk with them in the vendor room. \*I did enjoy this! I would recommend having smaller sessions for the vendors to allow more vendors time to showcase their product. It was a little tiresome listening to a 1 to 2 hour session on one product. I know that they are paying a lot of money to support the conference so I guess you have to allow them the time. \*I only attended one, but it seemed like it was a good way for the sponsor to get their message out. \*This was icing on the cake.

10. **Did you attend the Thursday evening Awards Banquet?**

**Yes = 69%**

**No = 31%**

**Representative Comments:** \*Excellent. \*Very good food. Good entertainment. \*Awesome dinner! But did not like the re-hash of the Monday commercial speech. \*Exceptionally good idea. \*Didn't care for the comedy entertainment part of the evening, perhaps there can be other choices for the next year. Very nice. Enjoyed the

entertainment. \*The food at the banquet (and the hotel in general) was better than expected. I think that the banquet would have had a better turnout and been more enjoyable if the conference goers had felt connected to each other (See comments on #6).  
\*Very good.

11. **Please rate the Awards Ceremony**

**Average Rating = 4.1**  
**Excellent/Good = 63%**  
**N/A = 27%**

**Representative Comments:** \*I was fortunate to be an award recipient this year. The award itself was beautiful and I am very proud to have been considered for one of the many categories. \*Very well organized and appeared to run smoothly. \*Did the awardees get guidance on whether or not they were expected to speak/provide comments? \*Open bar would have been preferred for an hour or two for the cost of the conference. \*I feel that should be an optional ceremony to attend. Didn't like it combined with banquet. A little long and no food was served. \*Kept things short and moving. Everyone appreciates that.

12. **Please rate the Awards Banquet (Food & Entertainment)**

**Average Rating = 4.2**  
**Excellent/Good = 63%**  
**N/A = 27%**

**Representative Comments:** \*The meal, meal service, and entertainment were wonderful. I enjoyed all of the above; class act on the comedians. \*Excellent food, but we were a really hard crowd for the entertainment. The first guy was much better than the second but I suspect that was more a reflection on us than on him. \*The food was delicious, and the comedian was a great addition. Entertainment was poor. Food excellent. The food was very good to excellent but the entertainment was not my cup of tea. Comedy is pretty tricky as it is really a personal taste kind of thing and some of the jokes were borderline offensive. Food was fair to poor, entertainment was very good.

13. **How did you hear about the conference?**

**IALEIA Website/Mailing = 48%**  
**LEIU Website/Mailing = 30%**  
**Previous Conference = 20%**

14. **What did you most like about the overall conference?**

**Representative Comments:** \*Able to network with personnel from other agencies. Vendors were very informative. \*The many options of classes and their applicability. Canadian content was good - provided excellent networking opportunities. I like the break-out style training sessions. \*The classes were well structured and organized and this allowed smooth transition from one class to another. \*I liked the sessions/speakers offered and that those sessions had multiple time slots to attend. \*Great presentations, meet new people. \*The three core classes for the "Fundamentals in Criminal Intelligence" certificate as this was my first conference. \*I felt the classes offered were

the best of the past three conferences I attended (Vancouver, Boston). \*The diverse areas covered by the lectures. There was something for everyone. \*Excellent workshops, very informative. Speakers were outstanding and professional. High quality. \*Just how well everything flowed and the variety of training options. Plus the networking events were most excellent. \*The willingness of the vendors to take time and explain programs. \*The approachability of everyone at the conference. It was great. \*The combination of a great conference in a location that made it possible to enjoy the surroundings during off times.

15. **What did you like least about the overall conference?**

**Representative Comments:** \*Conference rooms VERY spread out. \*Some repetition from last year so if you attend consecutive conferences, it becomes a challenge to discover "new" things. Expense of Las Vegas/ \$3.00 soda / \$20 lunch/\$30 dinners; the hotel, while in a good location, was aged where the rooms were concerned, and not the cleanest rooms I've stayed in. They were apparently short staffed with regard to the cleaning crews (**Evaluator comment—the hotel represents the majority of complaints**). \*Check in/registration on the first day was disorganized which resulted in excessive time waiting in lines. \*Some issues have been covered previously, would like to see new stuff being presented. \*As a first time participant, I was a little bit confused as to the schedule at first.

16. **Which Presentation/Workshop did you enjoy the most?**

The presentations/workshops mentioned most (top 5 in order of numbers of times cited) were:

1. **Detecting Deception**
2. **Strategic Analysis**
3. **Traditional Organized Crime**
4. **Getting the Most Out of the Web: Internet Exploitation and Social Software**
5. **Analytical Thinking and Presentations**

*Evaluator Comment--It should be noted that the number 6 most cited response was "All of them".*

17. **What suggestions do you have for future conferences?**

**Representative Comments:** \*Keep the existing format . . . less focus on terrorism. \*Nicer hotel. \*More case studies and audience participation. \*The refreshments served during the conference were significantly better than the Boston conference although we thought the timing of the food was strange. In the mornings, we would arrive to find Danish or bagels and then AFTER the first session, breakfast would be served (egg and croissant sandwich or something similar). Then we would attend the second session and break for lunch. Nothing was served at lunchtime but then after the first afternoon session, sandwiches were served. So, my suggestion would be to serve the "breakfast" items first thing in the morning so people don't have to have breakfast and then serve the "lunch" items during the lunch break; test acoustical levels in conference rooms prior to conference. Several rooms had acoustics that prevented class participation. \*There are many other agencies that have intel programs and it would be interesting to have presentation from them. US Fish and Wildlife, for example but it would be great to get away from just the drug scenarios. \*Different classes/ a second level certificate for those

that have obtained the first (motivation for attending another conference). \*I have been to a lot of conferences and I must say that this conference was very well organized. The conference staff were all excellent to interact with. The only complaint that I had was with the hotel. In reference to the conference - this is the best conference that I have ever attended and I will definitely be back!

**Evaluator Comment—the majority of comments liked the current format and suggested there be no change except for the hotel. A typical comment-- “Everything was fine the way it was. Keep the diversity of speakers and agencies. It is a winning combination!”).**

18. *What topics/speakers would you like to see at future conferences?*

**Representative Comments:** \*Advanced analysis seminars and more financial crime workshops. \*A course on links between global drug trafficking and terrorist groups, including the use of drug trafficking to fund operations; I really enjoyed and learned a lot from the presentations I attended. I would like to see more classes like Getting the Most Out of the Web to assist in tracking fugitives through the internet. \*More organized crime and domestic terrorism. \*More counter-terrorism workshops. \*Open source (Kirby), critical thinking, real cases of radicalization (domestic or int'l). \*I would like to see presentations/workshops on right and left wing extremism. \*Not sure as I was impressed by the speakers and the topics presented. \*I attended an Excel session that was great. I wish there'd been more of these mechanics classes.