



SPEAKERS BUREAU



Presentation Information

Presentation Category	Executive Leadership
Presentation Title	Leadership and Management Challenges for Small Agencies in Today's Changing World
Presentation Length	Typically, 2 hours, but can be adjusted
Presentation Objective	<ul style="list-style-type: none">• Upon completion, participant will be able to identify and define six of the most pressing challenges to small law enforcement agencies today and then take constructive and proactive action to remedy or prevent these challenges from affecting their agencies.• Upon completion, participants will enhance their ability to communicate effectively within their agency, with the public, and politicians. With these enhanced communication abilities, the participant will be able to foster a sense of trust not only within their agency but with the public.• Upon completion, participants will be able to describe and demonstrate the importance of ongoing education for the proper development of law enforcement officers. The participant will also be able to develop a plan to encourage and provide educational opportunities to their officers.
Presentation Description	The need for effective and impacting leadership in modern day law enforcement is at an all-time high. With economic hardships negatively impacting law enforcement agencies, acts of violence against officers increasing in severity and frequency, violent crime rates rising, and growing public animosity/distrust toward law enforcement, agencies that are in need of strong, effective leadership and management practices. This is especially true for small agencies where personnel and financial resources are

	limited. In this presentation we will discuss six (6) of the most common leadership/management challenges to smaller agencies and offer suggestions to address each challenge.
Speaker Name & Session	William Fraass, NA Session 269
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Speaker's Biography	<p>William started his career with the Sausalito Police Department on May 21, 1996 as 19 year old Reserve Officer. During the following 27 years, William rose through the ranks to Captain with his last assignment being Acting Chief of Police before suffering an injury that led to his medical retirement in 2023.</p> <p>A progressive law enforcement leader with extensive administrative, patrol, and investigative experience, William served in many diverse assignments. These assignments included Marine Patrol Unit Supervisor, the City's Emergency Services Manager, Chairman of the City's Disaster Preparedness Committee, Public Information Officer, and member of the Golden Gate Bridge Security Coalition, in addition to leading several of his department's community outreach and educational programs.</p> <p>He is a graduate of the FBI's National Academy and has a master's degree in criminal justice specializing in Law Enforcement Management and Terrorism/Homeland Security, a Bachelor's Degree in Occupational Studies-Vocational Arts as it relates to Emergency Services, and a Associates of Science Degree in Administration of Justice.</p> <p>William is the author of the book Leadership in Law Enforcement: 10 Key Traits and What Law Enforcement Agencies Can Do to Develop These In Future Leaders. William also wrote an article on leadership for the Police Executive Research Forum's January/February 2012 newsletter.</p> <p>William has instructed on the leadership and management challenges of small law enforcement agencies several times at the FBI's Rocky Mountain Command College, as well as at the 2023 International Association of Chief's of Police Conference.</p>

William is now the Managing Consultant/Owner of Code 33 Consulting LLC, a consulting group that focuses on assisting law enforcement agencies in developing the strongest and best leadership and management principles so we can help agencies meet their law enforcement tasks, while developing partnerships of trust and respect with the community.

William's father, deceased uncle, and wife have all served with the Sausalito Police Department. His family has over 112 years of total law enforcement experience.