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The Official Newsletter of **Operation Blue Shield**

# THE SHIELD



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# FIRST RESPONDERS & COMMUNITY NIGHT

On the evening of June 30, OBS partnered with the Frisco RoughRiders to bring an exciting event to the Dr Pepper Ballpark. At the First Responders & Community Night, the famous Double-A affiliate of the Texas Rangers honored both active and retired local first responders by incorporating their names into custom jerseys created specifically for the event. Thousands came out from Frisco and the surrounding North Dallas communities to join the festivities and honor Frisco's first responders.

The first responders honored at the event were individuals nominated by their local communities. Their names, titles, ranks and areas of service were woven into the design of the custom jerseys. Super heroes from another OBS partner, Heroes, Cops, and Kids, were also present, participating in an uplifting and comedic 7th inning stretch that brought a dynamic of fun for the whole family. The night ended with a rousing win for the RoughRiders and a breathtaking fireworks display sponsored by OBS.



All funds raised at the event go back into OBS programs and the community. Everyone at OBS would like to extend a very special thank you to the Frisco RoughRiders, to Home Depot for honoring the fallen Dallas officers of the Home Depot shooting in April, to the families of all our first responders and to the community for coming out and showing their support for America.

The First Responders & Community Night is an annual event, so mark your calendars for next summer and plan on coming out to support our first responders at the ballpark!

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**ROUGHRIDERS WERE EXCITED TO PARTNER WITH OBS FOR A SECOND YEAR IN A ROW IN HOSTING THE FIRST RESPONDERS & COMMUNITY NIGHT. OVER 8,000 FANS HELPED HONOR THE MEN AND WOMEN WHO PROTECT AND SERVE OUR COMMUNITIES. THIS NIGHT IS ONE OF THE REASONS I DO WHAT I DO. BASEBALL IS ONE OF THE FEW BACKDROPS WHERE ANY PERSON CAN COME AND HAVE FUN WITH FAMILY AND FRIENDS AND SUPPORT A GREAT CAUSE.**

*Ross Lanford, Vice President,  
Ticket Sales & Services, Frisco  
RoughRiders Baseball*



## CEO'S CORNER

*"It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness ... it was the season of Light, it was the season of Darkness..."*  
Charles Dickens

There is no doubt that some things are timeless and Charles Dickens captures what many of us are feeling today. The truth is that feeling, reactions and emotions depend largely on the neighborhoods and communities where one lives.

The mission of Operation Blue Shield (OBS) is to create, support and integrate community-based programs with citizens and first responders to build safe, clean, vibrant communities where everyone can live, work and worship in safe and healthy neighborhoods.

Operation Blue Shield is committed to being an active part of the community by being involved and by providing quality programs that will build trust and respect among all parties. We are hopeful you will join us.

Let us build #CommUNITY together!

Toni

# STOP VIOLENCE CONFERENCE 2018

On July 25 and 26, hundreds of social workers, mental health professionals, reentry specialists, law enforcement officers, educators, and government representatives gathered together in Hurst, Texas for an intensive conference dedicated to examining emerging trends in violent behaviors and innovative strategies designed to curb them. Keynote speakers Bob Woodson, Dr. Al Valdez, Chris Kishiyama, and the U.S. Secret Service National Threat Assessment Center presented compelling topics of discussion that scrutinized the causes and effects of violence in both America and the world at large, as well as offering unique and practical solutions to the crisis of widespread violence in the 21st century.

Apart from the main sessions, conference attendees sat through a plethora of workshops that narrowed the investigative focus to cover specific crimes and demographics from a wide variety of angles. From reopening cold cases to exploring the influence of cartels in Texas cities and beyond, attendees were given the unique opportunity to see the cutting-edge crime-stopping strategies employed by law enforcement officers, as well as the chance to interface with the law enforcement experts who both devise these strategies and oversee their day-to-day implementation on the frontlines.

Keynote speaker Bob Woodson is the founder and president of The Woodson Center, formed to strengthen community leaders and organizations across the country. A nationally-known community development leader and popular speaker, Mr. Woodson gave a rousing speech to attendees concerning the need to speak plainly about the hard topics that often arise when discussing violence in America. He has dedicated his life to building better, safer neighborhoods for all.

OBS believes the work Mr. Woodson has done and continues to do in communities throughout the nation is invaluable. As a partner, OBS hopes to help carry Mr. Woodson's vision to even more communities, empowering local leaders to continue changing the status quo of their respective neighborhoods for the better.

Keynote speaker Chris "Kish" Kishiyama, Global Director of the Public Safety Development Group at FranklinCovey, discussed ways to cultivate trust between communities and public safety as a means to end violence in neighborhoods. Pulling from his own experiences and utilizing innovative research, Mr. Kishiyama delivered an emotionally-resonant address to close out the conference on July 26.

As a partner with the world-renowned FranklinCovey leadership training organization, OBS hopes to help bridge the ever-increasing divide between first responders and citizens in communities across the nation by implementing programs that bring social issues into classroom settings. With men like Chris Kishiyama leading these endeavors, OBS believes that communities broken by years of racial divides, economic hardships, and high-crime rates can be rebuilt into better, stronger, thriving neighborhoods.

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**AT THE "STOP VIOLENCE" CONFERENCE IN DALLAS, I WAS MOVED BY THE WILLINGNESS, CREATIVITY AND COMMITMENT FROM HUNDREDS OF PEOPLE REPRESENTING VARIOUS AGES, ETHNICITIES, CAREERS AND POLITICAL BELIEFS.**



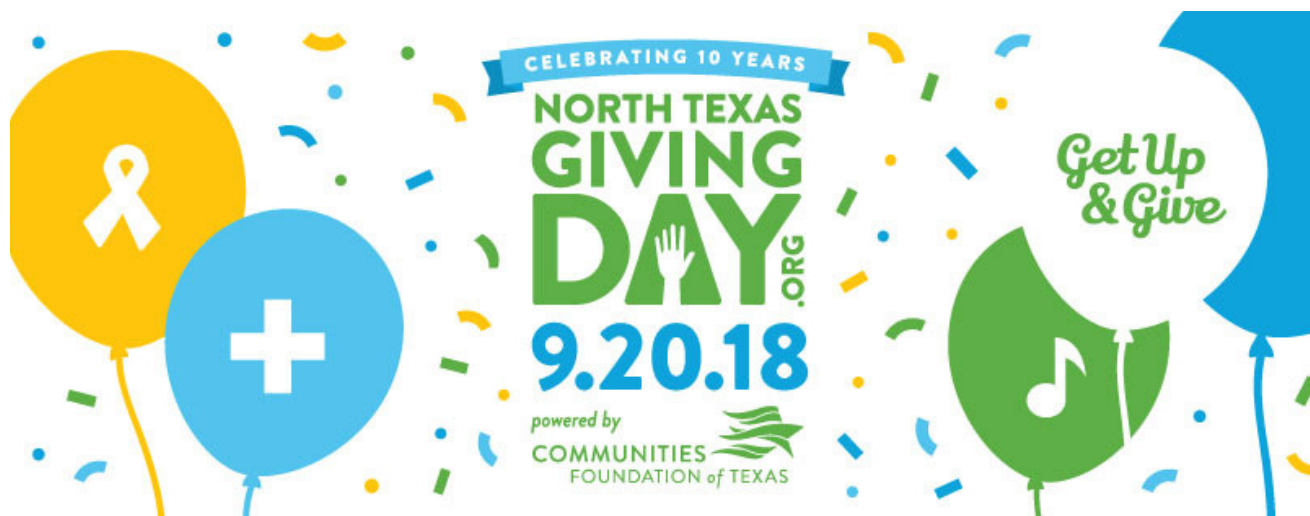
*Mr. Chris "Kish" Kishiyama, Global Director,  
Public Safety Development Group,  
FranklinCovey*

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**WE SHOULD ALL BE INVOLVED WITH THE HEALING OF OUR NEIGHBORHOODS AND BE LIVING WITNESSES FOR HOPE. WITH PARTNERS LIKE OPERATION BLUE SHIELD, WE CAN TAKE OUR SOLUTIONS INTO COMMUNITIES ACROSS THE COUNTRY.**



*Mr. Bob Woodson, President & Founder of  
The Woodson Center*



Next month is the tenth anniversary of the North Texas Giving Day event sponsored by the Communities Foundation of Texas!

All funds will go into OBS programs and the community to build better, safer neighborhoods for all us.

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#### Upcoming Events:

**August 25:** Project Safe Neighborhoods Youth Fair, Tasby Middle School (7001 Fair Oaks, Dallas, TX)

**August 29:** Facebook LIVE highlighting some OBS partners (10:00 AM)

**September 15:** San Angelo, TX - Run with the Heroes

**September 22:** Oak Cliff 115 Birthday Celebration & Parade, Red Bird Mall (3662 W. Camp Wisdom Road, Dallas, TX)

**October 30:** San Angelo, TX - Trunk & Treat with First Responders