

2025 CONFERENCE REGISTRATION FORM

Full registration fee includes Attendee Gift,
Monday Awards Banquet, Breakfast &
Lunch for Tuesday, Wednesday and
Breakfast only on Thursday.

**You MUST make your own room
reservations online.**

**Rooms are \$109.00 per night, plus taxes
and a resort fee.** (Double Occupancy) To
receive this discounted group rate,
reservations must be made by
September 29, 2025.

**Conference Admission
\$470.00 for members
\$500.00 for non-members**

Certificates of completion will be provided
to participants that attend all sessions.
You must be in attendance at the close of
the last session to receive a certificate.

Please register online at our website
<https://bit.ly/register-2025-cpam>

Once submitted, your form will be emailed
to us and you'll receive a confirmation
reply.

*To improve the
quality of life
in Michigan
communities,
by education
and training.*

**2025 CONFERENCE
AGENDA INSIDE**

**SEE OUR WEBSITE
FOR SPEAKER BIOS**

**Contact Us For
More Info**

📞 616-730-1267

✉ cpamofmichigan@gmail.com

🌐 crimepreventionassociationofmichigan.org

📍 **Crime Prevention Association of Michigan**
PO Box 284
Rockford, MI 49341

Conference meets requirements For PA 301 /302 funds
CPAM Federal TAX ID Number: 38-2973199



**Crime Prevention
Association of Michigan
2025 Annual
Conference**

**October 13–16, 2025
(Monday - Thursday)**

**Park Place Hotel
Traverse City, Michigan**

Monday - October 13, 2025

CPAM Awards & Dinner Banquet

6:00 pm - 6:30 pm - Social Networking

6:30 pm - 9:30 pm - Banquet & Awards
Presentation

Entertainment Coming Soon!

Tuesday - October 14, 2025

7:30 am - 8:25 am - Registration, Buffet
Breakfast

8:25 am - 8:30 am - Welcome

8:30 am - 12:00 pm - General Session

Speaker: Harry Dolan

Seminar Topic: Community Policing

Program Description:

Police-community relations is, by all accounts, the most critical issue facing law enforcement in America today. This training seminar presents law enforcement leaders with solutions, based on empirical research and actual practice, for improving citizen satisfaction, citizen confidence, and citizen support for law enforcement officers.

12:00 pm - 1:00 pm - Lunch

1:00 pm - 3:00 pm - General Session

Speaker: Deputy Chief Mike

Maycroft & PIO Jennifer Kalczuk

Seminar Topic: Intro to Media Relations

Program Description:

This session will start with a discussion of media relations strategies, the importance of understanding your market, and the elements of a news story. We will then cover practical tips and techniques to improve your media interview skills, including developing your message, preparing for an interview, and handling challenging questions.

Tuesday - October 14, 2025 (cont.)

3:00 pm - 4:00 pm - General Session

Speaker: Sgt. Donald Stewart

Seminar Topic: Community Engagement

Program Description:

This course examines the principles and practices of community policing, emphasizing the importance of building strong, trust-based relationships between law enforcement agencies and the communities they serve. We will explore the history, evolution, and core values of community policing, with a focus on strategies that promote collaboration, reduce crime, and enhance public safety.

Wednesday - October 15, 2025

7:30 am - 8:30 am - Buffet Breakfast

8:30 am - 12:00 pm - General Session

Speaker: Phil Chalmers

Seminar Topic: Profiling Dangerous People

Program Description:

Phil will cover several types of offenders, including serial killers, school shooters, mass murderers, spree killers, and family annihilators. He will cover the causes, warning signs and triggers of today's dangerous killers and violent offenders.

12:00 pm - 1:00 pm - Lunch - Membership Meeting

1:00 pm - 2:30 pm - General Session

Speaker: MSP Corey Hebner

Seminar Topic: Social Media Addictions

Program Description:

This presentation will discuss the design of social media, apps, and phones and how it leads to addiction through the activity on the devices and apps. Additionally, we will discuss permissions of apps, what certain apps are legally permitted to store about each user, and how this data may include more information than users expect or realize.

Wednesday - October 15, 2025 (cont.)

2:30 pm - 4:00 pm - General Session

Speaker: FBI Agent Aaron Eastham

Seminar Topic: Sextortion Training

Program Description:

The course will give the audience a broad overview as to what human trafficking is and isn't, strategies used by traffickers to find, groom/recruit victims, common trafficking terminology, and an overview of where sex ads are posted by traffickers and what those look like. We will also discuss how trafficking cases commonly come to the attention of law enforcement.

Thursday - October 16, 2025

8:00 am - 9:00 am - Buffet Breakfast

9:00 am - 12:00 pm - General Session

Speaker: Dennis Potter

**Seminar Topic: Self-Care for the Trauma
Provider**

Program Description:

You work under highly stressful conditions. Self-Care is an important topic for all people who work with traumatized people. This presentation is tailored to focus on how Law Enforcement can manage the stress that comes with constant community interaction while also trying to take care of the intended job set before them - the trauma that may come with helping others

10:00 am - 10:30 am - Room Checkout

12:00 pm - 1:00 pm - Closing & Certificates

**Thanks for joining us at the 2025
CPAM Conference. We can't wait to
see you again next year!**