

# 2014 SUMMIT



## TOGETHER LET'S STOP TRAFFICK



The anti-HT initiative led by the IPTI (International Police Training Institute), supported by the FBI NAA (National Academy Associates) and hosted by American Military University.



Scott  
Santoro

The Blue Campaign  
Training Advisor  
Federal Law Enforcement  
Training Center (FLETC)

## PRESENTATION TRANSCRIPT

Scott Santoro

11/17/14

Can we dim the lights now? I'm just kidding. I'm just messing with you. Good afternoon everybody. How you all doing? Alright thank you again and this is my second time, second summit, very happy to be back with you. For those of you who came last year, heard me speak about the blue campaign, heard our chair talk about the blue campaign, my name is Scott Santoro. I'm with the Department of Homeland Security. I'm actually with the Federal Law Enforcement Training Center. Our mission is to provide training support for the Department of Homeland Security. And as part of that support I've been very blessed and lucky to be able to specifically work in areas of human trafficking over the last four years.

I've met some incredible folks, not only with Nancy but with others, and folks across the government family from the Department of State to the Department of Justice. And what I want to do this year, when I was asked to put on a presentation, I said well I think I kind of want to take another step forward from where we were last year.

And so I what I brought for you this year is to show you kind of where the blue campaign has gone in a year. Visually you can see these posters in front of me. We modified our message. Quite frankly we simplified our message. You know like any other kind of newer campaign we really thought when we launched we better give as much information as we can. And then we realized that if we want the people to actually take action, we've got to make it simpler.

The marketing firm that you see that modified our posters in front of me is the same firm that we use for our, "See something, Say something" campaign. And obviously that's been very effective. But why I'm here today, and I want to kind of move

quickly through my piece so I can pass you on to the folks that are gracious enough to be with me here today, is to really share with you a couple of things.

Just to remind you that our campaign actually began back in 2010. It was a department issue campaign and we've been working really hard to coordinate all the efforts of the department. Just to remind you all, we're the baby department of the Federal government. The U.S. Department of Homeland Security was formed after the events of 911. So we've only been in existence for about 14 years. And because of that we brought all the law enforcement components together except for the FBI, the DEA and Federal Inspectors. And with that we have 22 type components under Homeland Security. Some of our biggest ones, of course, Customs and Border Protection, ICE, FEMA, TSA and then of course some smaller ones as well. As you've saw in Nancy's presentation, we're following the same protocol that the United Nations announced with the Palermo Protocol in addressing human trafficking. This protocol is also pronounced in the United States laws, in Canada's laws to focus on preventing human trafficking, protecting victims, prosecuting offenders.

As part of that, our lead investigative agency of the department is ICE, Homeland Security Investigations. And I got to tell you, my friends at ICE, they've got a bad rap. I mean, the word ICE comes in front of Homeland Security Investigations. And if we're trying to do what we can to identify and assist victims, especially foreign victims, a lot of those victims still see that word ice and they think of immigration and they think of deportation and they don't realize that the laws are created in the U.S. to help those to provide immigration relief. And so, you know, I always like to take a few minutes to remind all of you that any investigation has to begin with a victim centered response. ICE, as FBI will tell you, they do the same thing, they put their victim in the center of the investigation.

And so in doing so, it's important to stabilize victims. It's important to provide if it's an immediate need such as food, shelter. It maybe be immigration relief. It might be housing. It might be those sorts of things. Both HAS and FBI provide victim assistance, resources for victims of trafficking as well. As far as other DHS

components, there's so many of us engaged. The U.S. Citizenship and Immigration Services, or CIS, they're the ones responsible for issuing nonimmigrant Visas such as T Visas and U Visas. My agency, FLETC, we do training, CBP, TSA, everyone else is engaged with trying to spot and screen for victims of trafficking. I just want to, I always like to put this slide up before I go any further because this is probably the biggest misnomer out there.

There is a huge different between the crimes of smuggling and the crime of trafficking. It is a crime to smuggle someone across the borders, whether it's into the U.S. or whether it's across other borders. That being said, that is not the same as trafficking. And I think the biggest misnomer comes because the word trafficking sounds like movement. I mean the word traffic is in it. So you think of movement. You think people moving around. But the reality is this, human trafficking does not require movement at all. A person, a young girl can be trafficked in their own back yard. They meet somebody on line. They can meet at a local rest area, maybe a truck stop, maybe a restaurant. And they can be lured immediately into that world of sex trafficking.

The other big difference is most victims of smuggling, well most the time those are consensual. They know what they're getting into, they're paying a smuggling. Whereas no one can consent to being a victim of human trafficking. So we just kind of set this tone because this is where the nature of today is. We're focusing on trafficking. But in doing so we're really proud to really talk about that P of partnerships. This is not part of the protocol of Palermo. This is something that those of us, and every one of us in this room knows, in the room have been working together on, because we all know, we alone cannot end this crime. We alone cannot stop trafficking. But together we can. We can really strive together.

So that is why this year I really wanted to present with you what's been going on with the blue campaign. Tomorrow afternoon you're going to hear from the chair, Maria Odom. [phonetic] She spoke last year as well. And she's going to further

expand on some of these. She's actually going to show a couple of our training products I don't have time to show you today. Tomorrow morning, I know there was an announcement about the workshop I'm doing at 8:00, is that right, 8:00? [laughter] 8:00? So I'll get there about 8:30 but if you, no. I'm modifying it a little bit. Originally I was going to have an ICE agent teach with me but because he actually was not available, if it's ok, I hate to spring this on you, but I'm opening it up, so if you're not law enforcement and you want to come, I'm really going to focus on a couple of case studies and also a little bit about spotting indicators so it's non-law enforcement sensitive as of now, and I don't mean to screw it up, but just opening it up to everybody in case you want to come to the 8:00, I'll be there at 8:00. I'll get some coffee. I'll be good. Ouch. Ok so without further ado, I do want to move this along.

A lot of you in this room may have seen our very powerful 60 second public service announcement. Maybe not everybody has. It has been airing on channels throughout the United States. It's aired on about, wow, I can't remember how many thousands of times now but I think at least 20 some thousands of times now around the country. We've been getting free air space donated and ironically enough usually that's been about 2:00 am and 5:00 am, which is actually the time we actually wanted to show this PSA because we do think that is probably addressing a lot of our potential victims. So I'm going to have them play this, if you wouldn't mind playing this one for me.

And again, if anybody wants a copy of that, it's available on our website. Email me directly. We'll get that to you. But I just want to, next I want to pass it over but before I do I just want to close really quick on this note. You know I spent most of my career before coming to the Department of Homeland Security as a Domestic Violence Prosecutor. And I got to tell you, a lot of the dynamics that we're seeing, as you probably know, victims of trafficking are very similar to victims of domestic violence. I think we're about 20 years behind where we are in domestic violence as far as awareness goes, as far as the community getting involved. If you talk to any Scott Santoro, John Freeman, Kathy Harasek and Steven Nasalroad

agent or detective or anyone engaged with this area of crime, they'll tell you that we need more input from the public, we need more input from citizens, we need to know suspicious type behavior. One of the largest types of labor trafficking in the United States is domestic servitude. It happens in the home. There's really no public interaction. So it's really up to neighbors noticing things. Other people noticing things.

So that's why we were noticing so much our partnerships and our community awareness. With that note I'm very proud to present next, from the Amtrak Police Department, Inspector Kathy Harasek, who's going to talk about Amtrak's efforts and through our partnership with Amtrak, their efforts to fight human trafficking. Kathy is also being very modest. Amtrak also pledged to play our PSA at all of their train stations throughout the United States, our posters up at all their stations.

We've gotten a number of tips to the ICE tip line also as a result of Amtrak's work so we really, really appreciate all the great work that Amtrak police has done with us. Next up I'm really, really honored to introduce this next individual. I don't know where he is, he's behind me. [laughter] Ok good. I don't know where he went but, oh you're in the room. Our first formalized memorandum of understanding partnership with a private financial institution was Western Union. And I think when we all think of Western Union, what was exciting for us about this partnership is that you know we know that because of all of their offices and of their agents and contracting officials throughout the world, what better partner to start spotting signs and indicators of human trafficking.

And through some conversations and calls, we were successfully able to partner with them and it's my pleasure to introduce to you today, Steve Nasalroad, with Western Union. Thanks Steve. We have our last speaker I brought, I wanted to kind of expand the horizons a little bit and since this is an international summit, I thought who better to come and I'm so happy he was able to make it. But we actually have a supervisory special agent from the diplomatic security service with us. And you're Scott Santoro, John Freeman, Kathy Harasek and Steven Nasalroad

going to hear about the efforts that are being done by the Department of States Diplomatic Security alongside another agency such as the FBI and Homeland Security Investigations as well as the blue campaign to bring this kind of training awareness overseas to the U.S. employees in different embassies worldwide. And so I'm happy now to introduce to you Agent John Freeman.

John Freeman

Afternoon, everyone. Very happy to be here. I was in a budgetary meeting this morning, and thought it would go until 11:30 or 12. I snuck out at about 10:45 after pitching to ask for 1.6 million dollars to build a position. So maybe I'll find out in a couple of days if I get any of that. So with a little luck.

Chances are I'm guessing you've never heard of DuPont Security Service before. I hadn't either until my boss called, an old boss called and said they were hiring, and five minutes later I told him to hang up the phone. I got an application mailed to me. This was back in the 90's, and long story short, almost 16 years later, I'm in a dream job doing what I love to do. I wake up every morning looking forward to getting to work. We are the state department's law enforcement arm. Number one, we're here to protect people, facilities, and information. So it starts with our diplomats to include Secretary Kerry, our ambassadors, people at embassies, people who visit our facilities, but also those facilities and information.

So most of us in the organization, and I think we're about 35,000 strong spread out all over the planet. Most of those people are protecting facilities and people in those facilities. Very few of us spend a lot of time doing investigations. So we really push the time spin on those investigations to maximize what we can do. We cut our teeth on passport fraud and visa fraud because those products come out of consular sections within the embassies and passport offices here in the United States. So we're supporting that bigger state department mission. It's only been the last couple of years that we've realized we're also in the key position to work on human

trafficking investigations. We have eight US field offices. Think of major American international core cities. New York, Washington are our biggest down to smaller ones like Houston and San Francisco. We have, our big bread and butter, are embassies and consoles overseas. Nearly 190 offices with sometimes two agents or in a place like Baghdad or Kabul, we're talking 50 to 100 agents. Now most of those are doing protection of facilities and people, but in almost every one of those offices, I can count on a person to either pick up a phone or answer an e-mail when I say I've got a case of trafficking. I'm the one guy in headquarters who is permanently assigned, I just converted from [inaudible] service to civil service last year to work on this. So I'm going to be the continuity until I'm forced to retire, about a decade from now hopefully, but my goal is to connect all of our people with all of you. Looking over one of the sign up rosters outside, I saw someone from Fayetteville. I used to be assigned at Fort Bragg. My kind of standard pitch to everyone in the room, hello, Fable, would be it's going to be very hard for people from Fayetteville or some other outreaching place in the United States to get to a foreign location. My guess is most of you don't want to travel to western Africa like Scott and I did three weeks ago.

>> We're beyond the 21 days -

>> Yeah, we're beyond, we're healthy. We've, no Ebola. But you may not have the ability to go there. You may not have the ability to find investigative information leads, evidence. I probably have agents in that town where you need information. If not, we can connect to somebody who can at some point get some information. It may not be enough for you to get into a courtroom. Your prosecutors may not like it. It may not be enough to solve your case, but if it's one more piece of the puzzle that progresses your case, I'd like to help you get it. We're spanning our presence on human trafficking task forces with the, obviously, those with DOJ leadership and management. Part of my pitch this morning was to get more people so that I can



permanently assign analysts to those task forces to better work our part of the pie. As I said earlier, it's passport and visa fraud for us. That's our hook in the fight. Most of us get consoler training so we learn how, to how to look for people who are coming to apply for visas or passports and what looks right and what doesn't look right. We also are in the last year have leapt out on a what we call the LEWG project. LEWG stands for law enforcement working group. So at almost every embassy we have usually one or two people, [inaudible] agents like myself or others, FBI agents, [inaudible] agents. You go on a big mission like London. Manila I think has probably 35 different federal law enforcement agencies represented in Manila in the Philippines. So we're trying to get these groups to work together to identify actual leads or evidence that we can work through cases back here in the United States. So I can get that information to you at a state or local level. We brief this up. It's part of Secretary Kerry's platform when he talks human trafficking, and he gets briefed to the White House. We've recently gone to Togo in West Africa. From there, we went to Hong Kong. The team was recently in Taiwan. Two weeks, Scott and I are going to Portugal. The big test for us is Mexico coming up, probably in February. I don't know how we're going to do Mexico. It's too big. There's too many different places to go. We have one embassy and I think eight consulates. You think we can travel for six weeks? No. We can't either, but we're trying to find a way to get the training out to those groups, again, to share information with Washington. This is a somewhat unfocused picture of our embassy in Togo, West Africa. I don't think these are trafficking victims in the front, but this is what we show our consoler officers or the people inside the embassy what they need to be looking for., down to our local guards. I think our largest percentage of employees are local guards at all of our embassies and consulates. So they're the ones who are going to be standing outside on our facility ensuring bad guys keep away from it, but they may have a chance to see what I would, so they could be three or four facilitators watching a group of 25 would be travelers. So to some people they may say, well, that's just, you know, a group and maybe that's an expeditor helping get them into an interview. I think most of us in the room would cast a different glance at a group like that, especially if they're coordinating and controlling all the paperwork, maybe heavy handedly so.

So we're teaching people to be on the lookout for applicants who are escorted much like the airline process is going and also someone who is not possessing control of their own documents. For us, it's a big part of our process is to partnership, the partnership with the locals. For example, my first overseas assignment in Lagos, Nigeria, my partnership as a basic security agent was to partner with the police so that they could better protect our facility. We had open communications. I talked to them probably three to five hours a day. My second overseas assignment in Seoul, Korea, I was working with investigators to target visa fraud, and eventually as we go back a couple layers, we would occasionally find trafficking cells for labor and sex, commercial sex trafficking into the United States. To be able to connect with American case work and Korean case work to be shared in both courts is a little bit of a bureaucratic hurdle. It took us I think 12 weeks to get state department information processed as evidence in a Korean court, but eventually, long story short, we get people convicted both in the United States and at that overseas locations. We do have challenges in some places. I won't go into details of some of the countries, but some places you would be astonished with what we can do in a place where maybe what you're seeing on the news we don't have the best of relations. Conversely, in other places where we are very well partnered and allied at the upper levels, we sometimes have major bureaucratic and operational hurdles, sharing evidence and working with those other police officers. But that, in a nutshell, is us trying to network on the international program. I'm not here for the rest of the week. I do want to spot out three of our analysts who are sitting in the middle of the room. If you could please stand. I hate to embarrass you, but if you have, if you think you have a connection to an overseas case, this is Dan Minwell and Karlene from my office. Please approach them during the week. Let them know what you have. We would like to share that information with our partners overseas. Thank you.



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# AMTRAK®



## PRESENTATION TRANSCRIPT

Kathy Harasek  
November 17, 2014

Good afternoon everyone. I'd just like to take a couple minutes of your time to explain a little bit about what the Amtrak Police Department is doing in conjunction with DHS and the Blue Campaign. First, I would like to thank Scott Santoro on behalf of Chief Polly Hanson for giving us the opportunity, not only to be here today to be an active partner in this campaign. So I retired from federal law enforcement about a year and a half ago, so this is my retirement job, which I can first tell you that it is-- it's not a retirement gig, but many of the things that we do are across the country and one of the questions that I've been asked pretty frequently in the last 18 months is: who is the Amtrak Police Department? So, I see some nodding of heads. So I'm going to give you a quick overview right now of who we are.

Well, Amtrak does have a police department; it's about 30 years old, so in law enforcement terms it's kind of young, but we are in 47 states across the country. We only number 500 police officers. So if you do the math you realize how spread out we are. My area of operation is the Mid-Atlantic Division and the southern part of that division which covers from Maryland to Miami. So I have a pretty big area to cover on a daily basis, but we have regular law enforcement services that we provide on our trains, in our stations, and along the right of ways. Most of our railroad is owned up in the northeast quarter, so when we travel west of the northeast quarter you'll see many of us Amtrak or on our host railroad, so CSX. So, we do cover a fair amount of ground throughout the day. We have uniformed police officers.

The concentration of my officers in Mid-Atlantic Division are in Baltimore at the Baltimore Penn Station in Washington, Washington Union Station, which is truly a major, multi-modal hub in the Nation's capital. And then I have regional detectives that cover areas such as the auto train from Lorton, Virginia down to Sanford in

Miami and another detective in Raleigh. So, we're really engaged in the mission of partnerships throughout the country and we can't do it without our fellow law enforcement agencies. We have our Special Operations Division, which covers a tactical component. Our K-9, which is vapor wake and EOD and then obviously no police department in this day and age would be complete without it's intelligence composite. And we have representation on a lot of the JTTFs throughout the country. So, that's pretty much where we are in a nutshell and as you look at the map here with all of the Amtrak routes throughout the country, I always ask quickly who notices the three states that we're not in-- Alaska and Hawaii are give-a-ways, but I'll give a prize later on to the person who can tell me, but you can see all of our routes and if you take our 500 officers and spread them throughout the country, you'll see why we are kind of spread out and why we're really not that well known, but we're going to make a stab here to make us a little bit better known in today's audience. So, why are we involved in the Blue Campaign? Well, because our CEO and President, Joe Boardman, in 2012 decided this was going to be a corporate mission. And so, in a conference in 2012-- in October of 2012, he had a joint conference with DHS, DOT to announce that we were going to be an engaged partner in the blue campaign and this was no small undertaking for Amtrak.

So, in all of the states that we are with not only the Amtrak Police Department but our conductors, our engineers, the agents that sell tickets, and our onboard services, it has become a requirement every year for each employee of Amtrak to become aware and engaged in the Blue Campaign mission. So, how do we do that? Well, we started out with posters and the posters go up in all the crew base areas across the country, and a lot of those crew base areas are shared with other railroad, host railroads, CSX in the Washington D.C. area, MARC and VRE, and they're prominently displayed. In addition to that, an operation service advisory, which is kind of an in-house training bulletin, comes out and in the Amtrak Police Department every year as we get ready to gear up for the Super Bowl, which takes place anywhere throughout the country and generally near some sort of railroad station, we engage

our officers in making sure that they're up to date and aware of all the latest human trafficking information.

Now, I have to talk a little bit about the APD TXT-A-TIP program, because when we look at how do we see something, say something on a train, it becomes a little bit of a challenge. So, before my arrival we engaged pretty frequently in the see something, say something and what we found were people were kind of engaged in that mission, but they were calling 911. So when they called 911 and said hey I see something on the train I'd like to report they'd say well where are you? Hmm. Good question. Well, my train left New York yesterday, I'm supposed to be in Chicago sometime this afternoon and I see a lot of trees around me and I'm not actually sure where I'm at. Right? So, we had a moving train in the northeast quarter sometimes going 135-40 miles an hour or some of our long distance trains would wake up and realize they wanted to call for help and couldn't get the message across. And not to mention the poor dispatchers, who were the recipients of these phone calls, didn't know how to help the person on the train because they didn't know where the train was and didn't know anything about the Amtrak Police Department.

So, our chief took on an aggressive mission of finding a telephone number that could be used throughout the country and so we engaged with a lot of the cell companies throughout the country to get a number that could be placarded all over all of our trains and our railroad stations and in our crew bases again across the country, and that is APD TXT-A-TIP and the number's 27311. So, regardless of the cell phone carrier that you have, you can dial this from anywhere and it will immediately go to our communication center in Philadelphia where you'll talk to a real time police supervisor who will be able to then convey the message to the proper authorities. So the overall question is, so a lot of times what we get are suitcases left on a platform unattended, but we also have gotten a lot of real good tips from people because not only do we have the posters hanging in all of our train stations, but we have the public service announcements running on all of the TV monitors throughout our train station. So as our customers, passengers, and our crews are waiting for their

trains to board up and leave the stations, they're seeing the Blue Campaign placarded over all of our TV monitors in the station so it creates an awareness in the traveling public of what to look for. And then again, by providing them a number where they can text a tip in real time and get a real police response. We've actually had some very good information coming to us from across our network of trains throughout the country.

We recently had a case in Washington D.C. where a girl was being trafficked and sent on a train with a handler from New York to one of the southern states and she was able to, while she was in the restroom, borrow a cell phone from another customer in Union Station and she called her mother and she told her that she needed help right away and where she was. And we were able to get a police officer right there right away, not only to get the girl, but to get her handler as well. And it was the first case that was prosecuted in the D.C. court system and for those of you in Washington D.C., you know sometimes they are reluctant to take on new things, but this was a win-win for us. It not only gave the D.C. court system an edge on a lot of other court systems throughout the country, but it gave our personnel the opportunity to see a plan that worked.

And so from then, we're continually flying that flag of success to our corporate partners, to the people who work on the trains on a daily basis, and for our officers who are across the country. And so we'll continue to do that. That's about what I have, but we've taken a simple program and we've marketed it very well with corporate backing, and so I understand the struggles that Nancy had shared with us before, and so I'm safe to say that Amtrak has taken a global stand with our partners even in Interpol and RAILPOL that we go out to frequently throughout the international sites to talk about what we are doing for the Blue Campaign So, it's our hope that as we move kind of forward from our last year of getting this message out that we'll be able to take it even further out and maybe just really make a giant mark on something that's pretty horrendous. Thank you very much.



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*moving money for better*

## PRESENTATION TRANSCRIPT

## Western Union - Steven Nasalroad

November 17

Thanks Scott. It's my pleasure to be here today, an incredibly important topic. More important, as Scott alluded to, I appreciate the invite, to share, you know, really with the audience members today, steps that Western Union is taking with human trafficking. I want to make sure I can operate the remote.

The one to the right.

Alright. Thank you. So as a starting point, Barry Koch, joined the organization, Western Union organization, in 2013. He brought the human trafficking initiative really to Western Union. And as part, Scott also mentioned the memo of understanding that was signed in 2013, we put some formal project management around this initiative and the part that I want to focus on is really number one and that's the increase awareness and training. And that's really the partnership that we have with Scott, DHS and the blue campaign.

That's really what I want to focus on today. But just so you understand also, the initiative for Western Union has really four parts. I call it four kind of legs of a stool, if you will. Part one I mentioned. Part two is what we're doing internally. So we're trying to develop an internal hotline, if you will, similar to what's been discussed earlier today. But we're also working on some methodology, if you will, through data analytics and investigations, really working on typologies that will help in the future. And then the last is our partnership with law enforcement which is incredibly important.

So as Scott mentioned, in 2013 Western Union signs the memo of understanding and starts partnering with the blue campaign. And really the focus of that is really to create awareness and an understanding, not only from our agent's standpoint but

our internal Western Union employees and also local members of law enforcement. That's really been kind of the cornerstone of the initiative when we speak about the blue campaign. And it's really been amazing. The employees within Western Union when they hear Scott speak, it's truly amazing because they feel like they're part of the initiative, talk about social responsibility and they feel like they're part of an organization that's really trying to do the right thing and trying to be kind of a key cornerstone and key member of a very important initiative. Scott spoke briefly about all the training that we are doing and the next slide will kind of highlight that. But really it's education and awareness.

So what we started to do last year actually, the bulk of it was also this year, but we had Scott attend several agent meetings, if you will, we called the agent meetings HALEO, helping agents with law enforcement outreach. So there's also our agents that are attending but there's also members of local law enforcement. And Scott, or somebody from DHS, will come out and provide training. It's an hour long training, his component of it, but it's really amazing to see our agents and the fact that as they're listening to the training and taking notes and it's starting to hit home. So a big part of that is Scott really delivering red flag indicators, if you will, and you'll see that in our training materials here shortly.

I spoke of the HALEO trainings that we've done, this is basically all the HALEO events that we've done across the U.S. this year. I want to highlight a couple things. So the first is the New York City, New Jersey, training. And the reason I want to mention that for a second is after Scott's training session, during a break, we're standing in the hallway and somebody comes up, it's an Asian owner of one of our small, what we refer to as an independent mom and pop grocery store, and she kind of is explaining, look there's an individual that's coming in and a lot of what you're saying I've witnessed. And a lot of his transaction patterns match the red flag indicators. Low and behold I can't go into great detail because it's an ongoing investigation but it was a tip that directly resulted from some of the HALEO

trainings that we do. The other story that I would point out actually happened in Washington, DC and it was very similar that happened after.

And in Scott's presentation, when he's highlighting the blue campaign and all the efforts, he has a series of videos and one of the videos shows this kind of bar scene, if you will, and some of the elements that are going on in there. And then he stops and says ok, what are some red flag indicators here? And then he goes through that with the audience. And she comes up afterwards and says you know, down the street from us, from where our agent location is, there's something very similar going on. And rather than calling local law enforcement, what we did is we gave her the DHS hot line number. And so success stories are coming out of these trainings.

It's really amazing, once you start to kind of hit home with these folks around possible indicators that may be out there, they start to relate and then report, obviously it's incredibly important. We've heard that all day today. So this slide, I want to spend just a couple minute on because Nancy alluded to something and really it's been kind of a topic on and off all day today. And that is their reluctance is maybe the wrong word but there's a concern that their brand is going to be somehow reputationally damaged if they're a partner here.

We have a similar issue with that. And just so you guys all realize, as an agent, or what we refer to as an authorized delegate, they're their employees, they're not Western Union employees. So for us to go into a Kroger or a major retailer, and if we want to display our materials, we also have to have their buy in basically. And so it does become a little bit of a challenging discussion. And really I think the big call out for me today has been how can we kind of get over the hump here and get an understanding of there's a social responsibility that comes with us that's incredibly important? So understanding the brand concern and the reputational risks but we've got to find a way to kind of manage through that.

These are examples of what we refer to as point of sale, collateral or point of sale material. So you can see we've used the scanner, blue campaign, kind of look and feel. And then of course on the back is really the red flag indicators we refer to. So these are the materials, an example of the materials that we're trying to get into our agent locations and really make employers and agents aware of.

Internally I want to spend a little bit of time also talking about internal communications we've made because there's been a lot of buy in from our Western Union employees. Incorporately that's about 8,000 employees. Compliance employees alone is close to 2,000. But the one in afar is our regulatory bulletin. That goes out to every single agent of Western Union so all 50,000 plus agent locations receive that regulatory bulletin. Inside there there was an article highlighting human trafficking, human smuggling and also our partnership with the blue campaign. This middle is incredibly important, and I also want to highlight this, the middle connections magazine is a newsletter for our business partners. So even internally our own business team, our own business partners, have really grasped ahold of the whole blue campaign concept.

And then the last I would point out is an article that was pulled from a compliance newsletter. So we're really trying to get awareness and education around this incredibly important initiative and our partnership throughout the organization. These are two job aids that are also made available at our agent locations. So you can see that, you know, we've kind of expanded the red flags on the right. There are very clear signs on what to look for when there's a possible transaction that could be associated with human trafficking or human smuggling. Throughout the year, and I would also highlight that the exhibit booth is for special events. So one thing that we did internally, and we've taken this on the road as well, is really creating awareness with the blue campaign. So we have little squish stress balls, I brought some with me today. We'll have to pass those out later but the other thing we've done to create some awareness is this is what's on the Western Union homepage. So

at the very bottom under the legal section is a direct link to the blue campaign. That's available on the Westernunion.com.

So if you would go on westernunion.com you'll see the blue campaign link. In me wrapping up because I know we're kind of running out of time here, really planning for 2015, we're in the process right now of figuring out where we're going to do the HALEO trainings or the agents training, but I think the biggest thing that I want to point out, and it's a good segway to the next session, is how do we take this more internationally, more globally? We've done a lot in the U.S. to really educate and train the agents but as Scott mentioned earlier, you know we're a worldwide company and there is a need to do this around the globe. And so that's kind of really where I think we go next, if you will, is how do we do what we're doing in the U.S. and kind of expand it internationally? And that would be in an effort to kind of wrap up.

We are trying to put something together for the Super Bowl in Phoenix next year in partnering with DHS, maybe some agent training that we're also working on. This is really our commitment. So I talked about the four pillars earlier. This is the underlying commitment that Western Union has as it pertains to human trafficking. So it's an incredibly important subject, topic, as you guys all are aware. It's really amazing, it's been amazing to hear today, just today, some of the great stories and efforts that are out there. And Western Union is happy to be part of it. We're proud to be a sponsor and partner with the blue campaign. Thank you for your time.