

# HOUSTON COMPLEX COORDINATED TERRORIST ATTACK PROGRAM



## Emergency Public Information and Warning Seminar

### GUEST SPEAKERS

#### San Bernardino Terrorist Attack (1 October 2017)



#### Lieutenant Michael Madden (retired)

Public Information Officer

San Bernardino Police Department, California

Lieutenant Mike Madden retired in August 2018 from the San Bernardino, California, Police Department (SBPD). He served in multiple law enforcement capacities during his 27-year career, including field training officer, department recruiter, motorcycle officer, detective assigned to the Crimes Against Children Unit, and sergeant overseeing the Specialized Crimes Unit. He has served as a patrol operations commander and an administrative services commander. Lieutenant Madden served as the SBPD's Public Information Officer and the Community Affairs Division Manager. He was also the commander the Field Training Officer Program as well as the commander of the Department's Crisis Negotiations Team. Lieutenant Madden was among the first responding officers on scene following the December 2, 2015, terrorist attack at the Inland Regional Center in San Bernardino.

In retirement, Mike works as a contract employee for the Institute for Intergovernmental Research as well as for Kim Turner and Associates. Both these organizations are committed to providing training to law enforcement professionals across the country.

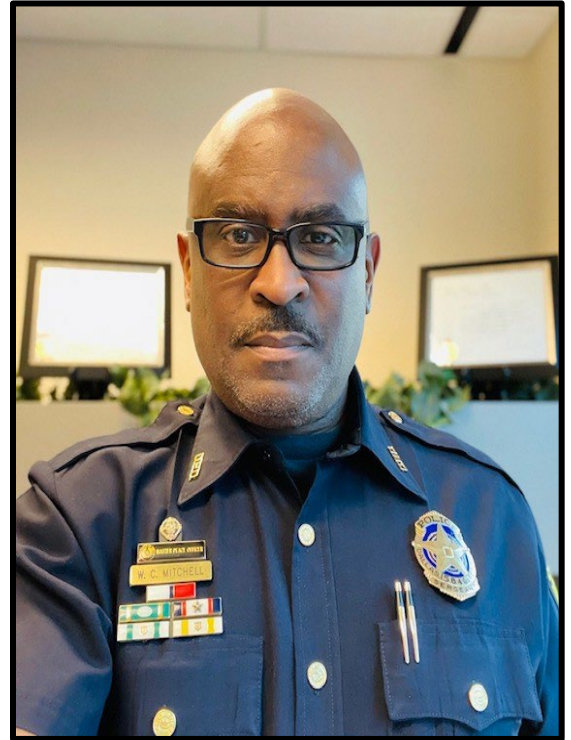
## Dallas Police Shootings (7 July 2016)

### Sergeant Warren C. Mitchell

Public Information Officer  
Dallas Police Department

Warren C. Mitchell is a 33+ year veteran of the Dallas Police Department who holds the rank of Sergeant. He has served in such assignments as Patrol, Recruiting, and Internal Affairs to name a few. Sergeant Mitchell is currently a supervisor in the department's Police Media Relations Unit. He has served in this position for 12 years.

Sergeant Mitchell received a Bachelor of Science degree in Organizational Leadership from Mountain State University. He also holds a Master's Peace Officers Certificate.



He has completed the Incident Command Simulation Training Program (InCoSiT) for Public Information Office as well as the International VIP Protection Course, where he was selected by instructors and peers as the top student of his class.

Throughout his career, Sergeant Mitchell has received over 40 internal and external commendations, four (4) Certificates of Merit, a 30-year Perfect Attendance and Safe Driving awards, a Life Saving award, and various other special recognition awards. Recently, Sergeant Mitchell was nominated for Supervisor of the Year in 2021.

Throughout Sergeant Mitchell's professional career, he has had many rewarding experiences, but there is nothing more rewarding to him than his role as a father and spending time with his son, Matthew.

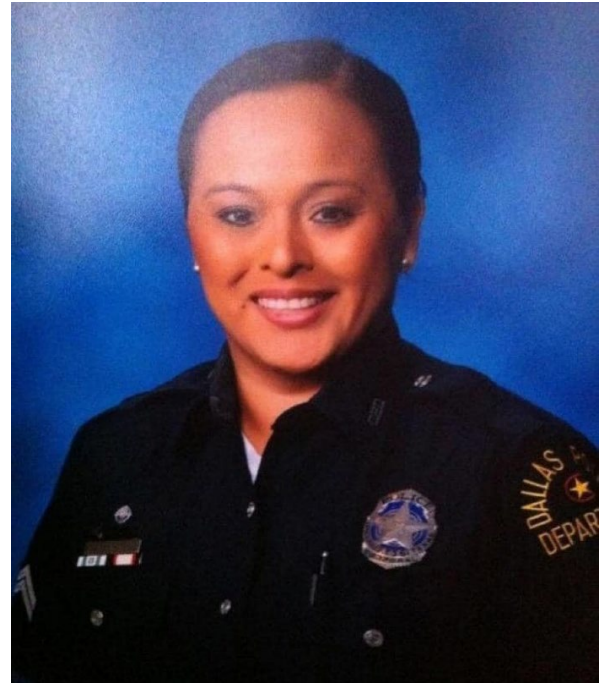
## **Dallas Police Shootings** (7 July 2016)

### **Senior Corporal Melinda Gutierrez**

**Public Information Officer  
Dallas Police Department**

Melinda Gutierrez is a Senior Corporal and an experienced Public Information Officer in the Public Information Office of the Dallas Police Department. Corporal Gutierrez has served as a police officer for the City of Dallas for over twenty-two years.

Upon her graduation from the Dallas Police Academy, then Officer Gutierrez was assigned to the Northeast Patrol Division as a patrol officer and as a Neighborhood Police Officer from March 1999 to July 2008.



In August 2008, Officer Gutierrez was transferred to the Jack Evans Police Headquarters. She was promoted to Corporal and assigned to the Fleet Unit where she was responsible for the operational readiness and maintenance of the Department's entire fleet of police vehicles. There she was instrumental with the color change of the Department's future fleet vehicles, taking them from blue/white to black/white.

In February 2011, Corporal Gutierrez became the department's Social Media Officer and Public Information Officer, tasked with managing and maintaining the department's Social Media accounts. She has served as a Public Information Officer through numerous high profile incidents and emergencies. She continues to serve as a Public Information Officer and Social Media Manager for the Dallas Police Department.

Corporal Gutierrez is the proud mother of three boys, Michael (27), Thomas (22), and Jacob (14).

## Congregation Beth Israel Hostage Incident (7 January 2022)

### Sergeant Dara Nelson

**Public Information Officer  
Colleyville Police Department**

Dara Nelson has 7 years of law enforcement experience with the Colleyville Police Department. Dara has served as a Field Training Officer, she co-founded the Department's Guardian Wellness Program, and she serves as the Services Sergeant supervising School Resource Officers, Code Enforcement, Bailiff, and much more. Public speaking has always come easily to Dara and she has grown to understand the importance of social media presence in policing, which led to her interest in the Public Information Officer (PIO) role at her Department.



In June 2021, Dara completed the Strategic PIO course hosted by the Institute for Law Enforcement Administration (ILEA), instructed by Judy Pal, and soon began writing press releases for her Department. In January 2022, Dara was the PIO for the first, and most far-reaching, terrorist incident the city of Colleyville and its Police Department has ever seen. She has since conducted a debrief and overview about this incident for the Major Cities Chiefs Association PIO Committee and Dara hopes her level of experience and resources will help others better prepare for the unthinkable.

On a personal note, Dara has been married to her husband, Erik, for 2 years and they have a daughter, Madilynn, who is 18 months old. Dara is a Texas native, was born, raised, and has lived in the Dallas-Fort Worth area her whole life. Dara and her family like to gather around food, spend time in the pool, and travel to Cancun when they can!

