

One Chief's Perspective



April 30, 2019

Lock your doors, please

I sound like a broken record but still want to [remind everyone](#) about locking the doors to your home and automobiles. I say this [again](#) because, just last week, I read this post from a patrol officer in Roll Call related to an arrest of someone breaking into cars. *When interviewed, one of the suspects indicated that they arrived at Rosedale via the A-line bus route around 2:30 a.m. They specifically traveled to Roseville because the word is out... (in a Minneapolis housing complex) amongst young persons that "nobody in Roseville locks their cars."*



About this same time, I read a burglary report where the victim reported a burglary of the home after leaving the attached garage's overhead door open "about a foot" in order to let the cat get in and out overnight. The unlocked car inside the garage was ransacked, and the suspect came into the home through the unlocked garage door.

This unrelated [video](#) shows how fast thieves recently bypassed a locked car parked in the driveway of a Roseville home.

After reading a wonderful leadership book several years ago, [Turn the Ship Around](#), I elected to receive weekly emails on leadership from a successful U.S. Navy submarine captain. A recent [post](#) discussed the number of times people need to receive information before it sticks. It was referred to as Effective Frequency in advertising terms. Effective Frequency indicated that the message must be repeated 6 to 20 times before it is acted on.

Between these [newsletters](#), [Monthly Summaries](#), [Facebook](#), [Twitter](#) and many discussions with our community, I bet we have repeated the message more than 20 times in the past few years. *I hope it sticks soon.*

Connecting with our Community



Lt. Scott Williams and Corey Yunke delivered an Identity Theft presentation to a packed house at the Blue Cross Blue Shield retail center earlier in April.

Service



Integrity



Respect



Innovation

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Officer Jeff Lopez is having fun with Parkview kindergarteners after reading them a story earlier this month.



Wear the Badge Campaign



Roseville, MN Police @Roseville... · 2d ✓
Roseville PD's very own Ofc. Crystal Jones is featured in the latest [#wearthebadge](#) video - vimeo.com/326835204/7d71...



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A few months ago, the Minnesota Chiefs of Police Association began a recruitment campaign entitled [Wear the Badge](#). They asked chiefs to submit the names of officers who had a great story to tell on why they became a police officer in order to recruit new officers to this great profession. I knew the Roseville Police Department had a wonderful representative, Officer Crystal Jones, to help tell the story.

It took a few months of near cyber stalking on my part before the MN Chiefs representatives decided to film Officer Jones at Roseville Area High School. The video received over 10,000 hits within the first 24 hours after it was posted. MN Chiefs representatives told me it, by far, received more hits than any of their previous seven videos. [Watch it yourself](#) and see why. *Thanks, Crystal and excellent job.*

Take Care,

Chief Rick Mathwig

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