

Brandy Schiber

Seeing What Others Overlooked

[00:00:00] **Mindy:** Welcome to Analyst Talk with Jason Elder. It's like coffee with an analyst, or it could be whiskey with an analyst reading a spreadsheet, linking crime events, identifying a series, and getting the latest scoop on association news and training. So please don't beat that analyst and join us as we define the law enforcement analysis profession.

One episode at time.

[00:00:17] **Jason:** Thank you for joining me. I hope many aspects of your life are progressing. My name is Jason Elder, and today our guest has 20 years of law enforcement analysis experience. She has a Master's of Science in Security Studies from Sam Houston State in Texas. She's a IALEIA FIAT instructor, and currently the Strategic Outreach Committee Chair.

Representing the great state of Texas, please welcome Brandy Schiber. Brandy, how we doing?

[00:00:47] **Brandy:** I'm good. How are you?

[00:00:48] **Jason:** I am doing well. How is Texas these days?

[00:00:51] **Brandy:** The weather is bipolar. It's 40 in the morning and 80 in the afternoon. So other than that, we're surviving.

[00:00:57] **Jason:** . Well, wait a couple of months, and then it'll just be hot.

[00:01:01] **Brandy:** We're getting there.

[00:01:03] **Jason:** All right. Very good. We got a lot to go over. Really interested in getting your perspective your story, your journey. Obviously we're gonna talk about IALEIA talk about standards which is very important. But let's start from the beginning. How did you discover the law enforcement analysis profession?

[00:01:21] **Brandy:** I actually wanted to be a cop from the time- ... I was about three, and this is back in the '80s when the show Cops... I think it's still on, but

this is back in the heydays, right? And so I remember watching Cops as a tot. Probably shouldn't have been watching it, but I was.

That's what I wanted to be. I wanted to be a cop. And as I got older, I was fortunate enough to go to a relatively large high school.

And they had a criminal justice class, which at the time that was unheard of. But I was fortunate enough, again, to be at a relatively large affluent high school. So I took a criminal justice class, and this is around the time that I realized you're 5'5" and 110 pounds-

115 on, a heavier day, like your ... Y- you are going to get hurt. And you're also going to be a liability to every officer around you. So the chances that's gonna happen are slim to none. You need to be looking at alternatives. So I was very much interested in psychology at the time. I was also in a psychology class that my high school had.

So I leaned into the more of the analytics route. My intention was to go federal. And I really- ... I was fighting between being a clinical psychologist, who really wanted to work with people at the time. So this is the 9/11 era. And this is all culminating at the same time. And so I thought, I really want to work somewhere like Guantanamo Bay."

That's what I wanna do. I wanna work with, terrorists, and I wanna understand things. And so that's where it became like this melding of- criminal behavioral analysis and the psychology side of things, abnormal to clinical psych. And I luckily, when I started college, I was actually going to be a psychology major because I knew there's really not much you can do with a criminal justice degree, and that's still true today.

And so, and I say that as somebody who was an academic advisor at a university at one point. There's not much that you can do with just a straight criminal justice degree in the criminal justice field, particularly at the time. So I was a psych major and I had a s- a criminal justice minor at the time, and I had a professor who during my first semester, he was like, "Hey, do you know what a crim-" At the time they were just crime analysts.

And he was like, "Do you know what a crime analyst is compared to an intelligence analyst?" And I was like, "Well, guess, maybe. Really, I don't know." It's like that I don't wanna tell you no, I don't know what you're talking about. Yeah. And he was like, well, he was a retired officer, and he, was doing research and he said, "I really need somebody to do the analytical side of

things." And so we ended up partnering. I was just getting the data side of information from some local agencies, which at the time was Tomball Police Department, and through whoever, whatever contact he had. And so that's really where the crime analysis side of things came.

At the same time, I was planning, I'm still going to school more or less for the- Yeah ... criminal psychology aspect of things that I was interested in. And as it progressed over time and I was exposed to more professors, I ended up dual degreeing and all of that, is when I really got interested in the you can do intelligence analysis in law enforcement and not have to be basically, and it's not basically, it's very pointedly.

I had a professor he has a doctorate obviously. And he was Steve Young, his name. He has passed. He was with the CIA. ... You can look him up. He's a great guy. He was an asset handler.

And he was like: Look, you can do what you want to do and not have to get a clinical psychology degree.

He was like: If you go get a clinical psychology degree with the route I was on, he was like: You're not gonna be able to do a lot of the things that you want to do because of the American Psychological Association and the credentials that you'll have. You will be limited. What you're thinking you're going to be able to do, you're not gonna be able to do from an ethics standpoint, from, X, Y, Z.

And I had a couple of clinical psychology professors, Dr. Christopher Wilson, who was the... Dr. Steve Young was the department chair for my master's program, and then Dr. Christopher Wilson was the department chair for the College of Humanities. I believe this was the sum all 'cause again, I was getting a psychology degree.

And he also talked to me. He was trying to pull me to the quote unquote "dark side." Keep going to the psychology side. Keep going to- And so I sat down with him and I'm like: Realistically, like this is what I wanted to do. I never thought in a million years I would be a crime analyst working with data because I genuinely...

I'm good at statistics- ... but I don't like them. I really don't like them. And so I never in a million years thought I'd be working with data, but here I am. And it was between the two of them tag teaming me that said, with what you wanna do, you could go the clinical psychology route.

However, with what you're wanting to do, again, you're not gonna be able to do what you think you're going to be able to do because of ethics, because of all of these things that happen when you become a clinician." And I was like, "You know what? I don't... That's not what I wanna do. I wanna dig. I wanna..."

There's certain things that I wanna poke and pry and do all of that, and that's really how it became. I went from criminal behavior psychology really into the crime analysis with Dr. Becker and to both of them and many other professors, it wasn't just the two of them, that essentially said, "Let's pull you back and forth, and then make a decision."

I made a decision I think two weeks before graduate school s- I had to have my deadline, my answer in on which program I was going to accept or go into because I'd already been accepted. It was a matter of doing it.

[00:06:56] **Jason:** Yeah.

[00:06:57] **Brandy:** Then I had another professor at the time who was a department chair who I loved Dr.

Patrick Lewis. He went to Duke and he was trying to pull me into... 'Cause I was also interested in forensic anthropology, and I'm naturally inclined for some reason towards biology, and I took pre-med classes as my science courses. I had to go get approval from department chairs to do all of this.

Yeah. And so it was like getting pulled in all these directions and it honestly was like a split second decision of I know I love science, but I don't wanna do this all the time, so let's take the forensic anthropology off the table. The criminal psychology side of that's very interesting, but I don't want to be strapped with certain things that I can't do strictly out of a, and I understand it, out of an ethical standpoint of- of things you can and can't do, can and can't say. And then intelligence was just there. And as a byproduct in today's world, when I started this in '06, crime analysis and intelligence analysis were two different worlds. . You had crime analysts, which was very rare, especially in local law enforcement, or what I would consider very rare, to, we had that shift towards intelligence because of 9/11, and then now you have crime analysts who should be able to do intelligence analysis function, and intelligence analysts who should be able, depending on where they're at, to do crime analysis function.

So it, that's... It all started from wanting to be a cop to all of these, these fluid movements through professors and programs and realizing what once was is no

longer what it is now. And, you really need to be able to do both. But honestly, at the end of the day, I love numbers and I love data.

I'm interested in it. But Lord, I hate cleaning it and making it doing all of those things. I would rather just do my intel. But oftentimes because I'm such an advocate for intelligence-led policing, you need the data to be able to tell you where to focus at. And so that's that's the only re- honestly, that's the only reason I work with data, is because I need it to be able to direct my function in intelligence.

That's it. It's, it,

[00:09:03] **Jason:** it's pretty impressive 'cause you, it sounds like you were an academic rock star in a way with these different professors trying to get you to come on their side of the fence.

[00:09:14] **Brandy:** Actually, my brain was studied in college.

[00:09:16] **Jason:** Yeah.

[00:09:16] **Brandy:** I'm not joking. They tag-teamed this is...

Now, this was between Patrick Lewis Dr. Lewis, and then Dr. Wilson. So we figured out, I'm pretty certain I'm actually dyslexic. They didn't figure it out until I was about first grade, and they realized- ... I had eidetic memory, so what we would call photographic memory. Oh, okay. And it followed me pretty substantially all the way through college.

That's how I ended up in the pre-med courses for science, is because they could not believe that I was a tutor at the time also. I was a preferred tutor from professors from the university because I could break down complex material. It's just the way my brain works.

[00:09:54] **Jason:** Nice

[00:09:55] **Brandy:** It was, yeah, it was interesting, but they actually did different s- studies on me and stuff like that and it, because they couldn't understand how I could recall certain things. And I'm like, "I just, it fries into my brain." I don't know. Huh. I know that- It's

[00:10:09] **Jason:** interesting that it's considered a dyslexia.

[00:10:12] **Brandy:** I... So they think what it was, is it was compensation for dyslexia.

[00:10:16] **Jason:** Okay.

[00:10:16] **Brandy:** And that was, if you remember back in the '80s I don't know how, I know kids don't do it quite the same now because I have a 21-year-old, and her academia was different than mine in primary school. But where you would get your spelling list, right?

And you had to learn those words. Yeah. What they figured out with me is whenever the teacher would change the order of the words during the test, I would spell the words correctly But not the word she asked for. I could imprint that exact list on my paper as I had studied it Wow And so that's really where it started, and they s- they realized, "Oh she's spelling the words correctly.

That's just not the word we asked for." I was just verbatim putting it down. And so then they started doing additional testing on me, and they're like she's got eidetic memory. She's using photographic memory essentially to just imprint whatever it is that she's observed onto paper."

[00:11:05] **Jason:** Yeah.

[00:11:06] **Brandy:** And so it was interesting.

Then they started doing it with images to see how quickly I could recall an image in the short amount of time that I saw that image, and it was fascinating. It was not fascinating at the time. It was interesting as I got older to learn all these things about myself, that I was like, "Oh that's fascinating."

I almost got held back three different grade levels because They didn't really know, understand what was happening. Yeah. And so I had to go through IQ testing and all the testings for them to figure out that she's, her brain is compensating in a different way.

[00:11:36] **Jason:** Yeah. Well, and then back then, not being able to follow directions was a reason to h- to hold you back.

[00:11:42] **Brandy:** Yes. And so that was, yeah. They didn't know if I had the comprehension, but then when they sent me to the testing, they're like, "She's like genius level- "... but we don't understand what's happening." So, so essentially what I, my understanding is they chopped it up to I was more than

likely dyslexic, and that my brain was just compensating by learning to do what the common person calls photographic memory, eidetic memory.

It was just copying and pasting what it saw.

Which it helped me. It helped me greatly in college. I was a straight A student. I was valedictorian in undergrad- Nice ... for both degrees, but . I had to study, don't get me wrong. It wasn't that easy. It wasn't just as simple as it was as a kid, but that did play a substantial part in it, is that I have phenomenal recall-

[00:12:23] **Jason:** Now

[00:12:23] **Brandy:** does

[00:12:24] **Jason:** it last-

to this day. Does it last over time? Do you still remember stuff l- ... years later?

[00:12:30] **Brandy:** I... The funniest thing is, so my nickname was Webster for a long time- ... just as the walking dictionary 'cause I know random things that I pick up- ... along the way, and it's not consistent. It's just something, like to this day, I will always remember that apoptosis is programmed cell death that happens between fingers and toes as one of the primary examples on a developing fetus.

There are certain things that stand out, and I don't know why. I- And it's very fascinating to me because- It's nothing of importance. There are things that I wish I could remember, and I'm like, "I don't remember that," but I remember what apoptosis is. Yeah. I, I- Wow ... remember certain other things.

I, I don't know. It's very bizarre to me what sticks and what doesn't.

[00:13:12] **Jason:** In that regard I can relate to you, 'cause I feel that I remember odd stuff, and then don't remember other things that I think I should remember, so.

Yeah.

But all well, no that's s- that's fascinating.

I- ... we could've had several conversations over our lifetime that I not would not know that about you, so that's fascinating. So all right, so let's get into graduate school then. What was the decision to go to graduate school in the first place, right? In s- in lieu of just going out there and trying to find a job.

[00:13:42] **Brandy:** So the big thing was is when you take into consideration this was the 9/11 era-

...

[00:13:47] **Brandy:** And then our generation was told, "You go to college or you go to the military. That's what you do." This wasn't really a time where the trades were pushed heavily because we're coming out of, my, my parents' generation was trade-based.

That's what you did. So we're into the you go to college or you go into the military, and I definitely did not want to go into the military for a variety of reasons. Again, we're keeping in fact that I would have my butt handed to me if I were ever in a position... So let's take that. But again, I was just very interested in this, the psychology route of things the, human behavior, criminal analysis, and so I went the college route.

And by the time this is happening I'm graduating and this is when the recession hits.

And I'm like, "You have to make a decision, and you have to make a decision quickly." And I had a child. So I had my daughter when I was 19, and I was like, You have a child in the middle of this. What was once acceptable with a bachelor's degree, , is no longer acceptable.

You need a master's degree because- ... so much had changed between graduation to the recession hitting. And so I was like, all right, we're gonna go ahead and just do graduate school now. I-- 'cause at one point I was like, I'm gonna put it off. I'm gonna go ahead and go into the field. I had already had a strong analytics background at this point.

All through undergrad, I was working as an undergraduate research assistant in both the, in psychology specifically and criminology. I was working with professors, helping with research analysis. Which includes crime analysis, right? And so I thought, just go into the field.

It's starting to really kick off. Intelligence is a big thing. And I don't remember who it was, but somebody, it was probably my mother, to be honest- ... was like, "Look, if you don't go to graduate school now, you're not going to. You're gonna fall into the lull of going to work and all of these things."

And I was already working, but she was like you're really gonna progress that way." And I was working at the university at this point. Again, I was doing the academic tutoring. I was tutoring for over 20 classes. ... I was fine with that, and she was like, "You can continue this."

You can even get a job on campus and go to graduate school. Go, or you're going to regret it because you're not gonna go if you take off." And I'm like, "Okay." So that's really what prompted it was the economy and The fact that so much had changed. We're coming out of my parents' generation, you just needed a high school diploma.

Yeah. An associate's wasn't even necessarily a thing. To my generation was you need not only an associate's, you need a bachelor's degree. Yeah. To now all of a sudden we're four years later and you need a master's degree.

[00:16:24] **Jason:** Yeah.

[00:16:24] **Brandy:** And because I dual degreed, my undergrad took me five years, and so it was like, okay, you gotta make a decision.

They're saying graduate degrees are what you need right now, and that's really what it came down to.

...

[00:16:37] **Brandy:** I was actually gonna do my PhD and then I was like, "No, we're not doing this." We're not doing this 'cause that's really where the clinical psych program came into play, is that I didn't wanna be a school psychologist.

There's nothing wrong with that. That's not what I wanted to go to school for. And so you get into their... It's essentially like a fast-track PhD. So you do your grad as a whole. It's not master's and a PhD. And so there was a lot that went into that. And then when I went the security studies route and I thought about I had a lot of people pushing me to either go to law school the DA and the DA's wife the assistant DA was Kelly Weeks, was one of the professors, and she was pushing really hard.

And a lot of people didn't know that I had a child because of my grades and because I was so focused on school and then when she found out I had a child she was like, "Oh yeah, don't do that." She's "You're not gonna survive graduate school with a child. You gotta choose the kid or the school."

And I was like, "Well, there's no way. That's not a choice." And so, that's really what it came down to was economy and the shift in perception of a bachelor's degree was no longer gonna cut it in this field. And it's bizarre to me because it seems like there's a lot of people who are finding, that I'm meeting in this field who have master's degrees who are all saying the same thing.

I only got it not necessarily because I needed it at the time in terms of the field specific, but just the shift in the economy was you need to go get a master's because a bachelor's is no longer sufficient.

[00:18:07] **Jason:** Yeah. And it's fascinating the mindset 'cause I share the same mindset that your mother had in that if you don't do it now, you're not going to do it.

And which seems probably a little silly today because, people of all ages are getting degrees. But there was this notion of Just get your education out of the way and then- And then focus on the profession later. I did something similar where I ended up - staying around one extra year to get a master's degree.

Yeah. And so it was the same mindset as well, if, it's either now or never type of mentality.

[00:18:43] **Brandy:** And it's funny. When you look at it, 'cause again, now being older you're like, "I could do this. What was I thinking?" But that was really the mindset, was you do it now.

If you take off, you're not gonna go back. It's gonna be more difficult. It's, you're already in the swing of things. And so I did it. ... I did in fact. I survived grad school.

[00:19:04] **Jason:** Well let's let's talk about your graduate internship, 'cause this is fascinating, and we got a fascinating story that came out of it.

[00:19:11] **Brandy:** Oh, that's a lot. Yes. So I was with the Texas Office of the Inspector General, so it's the OIG, and they worked, they were the officers, or are the officers, state officers that essentially investigate. They do intelligence and law enforcement investigations, mostly on corrections officers who are

involved in things they should not be involved in- like bringing drugs and cell phones and stuff like that into the prisons. They also deal with things like outcries from inmates who state that they've been abused physically, sexually, stuff like that. So it was interesting. I ended up, the partner that I was teamed up with, he and I to this day, he's one of my best friends.

He's like a brother to me. So that's a long-standing relationship. We've, it's been, what year are we in? What are we in, 14 years? Something like that since this ha- I'd spend, I, it, I'm losing all the time. Everything says, 14 years I developed this friendship and however. However

They wanted me to come work for them, and I still would've have got, had to be an officer and all of that, or I could've gone into the intelligence analyst side. But it was more the investigations that I was interested in- ... because a lot of the analysts spoke Spanish, and I don't speak Spanish and was not interested in learning Spanish, nor was I interested in translating and all of that.

So I, as I'm sure I've shared, I did not like the smell of prisons and I was like- ... this is not for me. Being constantly, 'cause as you know in a prison, when there's questions, people get strip-searched. Yeah. So I have I saw more than my fair share of nude men and- ... the smell, and I was like, this is not for me."

Yeah. No. Yeah. There's more power to those that do it, but that's not for me

[00:20:56] **Jason:** Yeah. I've talked on this show many a times of, like, how it sometimes the internship introduces you to what you don't wanna do-

[00:21:06] **Brandy:** Yes ...

[00:21:06] **Jason:** instead of what you do wanna do.

[00:21:08] **Brandy:** Yeah. And it was just a matter of where I was. I was in Huntsville.

That's where Sam Houston State is, and that's where the, headquarters for the Texas Corrections is. And it was just, it was a lot of things. And I loved the people. It wasn't a problem, like Jason, who I- he's still like a brother to me. It was not the relationships. It was just strictly I don't wanna work in a prison.

I don't... The smell is permanently fried into my brain, ... that will never go away. To this day, I will sometimes get occa- interestingly, off of food trucks.

There, I will occasionally smell it and I'm like, "That smells like a prison. I'm not eating out of that food truck." I don't know what's happening in there.

Oh ... but yeah, it was a good experience, and I always tell people, "If you can do internships, do an internship." Yes. Because it does, it exposes you to what you may want to do, what you know you end up you don't want to do. It's a great way to just learn, even if you don't end up staying with that agency or-office or, whoever it is that you're with in whatever capacity. It's a learning opportunity. And you never know, to this day, not only have Jason and I maintained a great friendship, like I said, he's honestly like a brother to me. That's how close we are. But there are several other people who, from that internship, I still have communication with, still reach out to- Yeah

and off of an internship.

[00:22:35] **Jason:** Yeah.

[00:22:35] **Brandy:** A- and so it's like those six months of your life, you never know the impact that it could have.

[00:22:40] **Jason:** Absolutely. All right. Well, hey, though this leads into an analyst job. So you graduate, you get your master's, and then you actually head out of state to South Carolina.

[00:22:53] **Brandy:** I did. I- people ask me, they're like, "Why'd you go to South Carolina?" The honest answer to that is My sister moved, and so I wanted to be closer to her. She had left the Plano area here in Texas. And so she went out there, and I was looking for analyst positions, and somebody had said to me, I don't remember who it was, one of my professors or somebody, 'cause again, I kept really close communication with people, were like, "Hey, there is a position that's opening up that's in South Carolina, and they have a very disproportionately large crime rate."

And that's my jam. And I was like, "Yeah, but I want, really wanna do intelligence. I don't wanna do just, what I call the data monkey," right? We're the number monkeys. Yeah. So I was like, "I don't wanna just do that, and it's a sheriff's office, and I don't know." And eventually I w- I went out there, I went ahead and applied.

It was close to my sister. I went out there. They were great people. I still- ... to this day they're family to me. Sheriff Fail, Barry Fail, he's still the sheriff to this day, and that was- Wow ... I don't know, t- 14 years ago, something like that.

[00:23:58] **Jason:** Yeah.

[00:23:59] **Brandy:** And they're good people. I, they're- Yeah ... I have nothing bad that I can say about that sheriff's department.

I made really good relationships out there. They became like family, and I found it absolutely fascinating because they did have a relatively high crime rate. I'm like, "Why? Why?" Yeah. "Why is this county?" And I think it's, there was a sum total of things that I learned as an analyst because again, that inquisitive mind and having done research, and we're talking about, criminological theory and policing models that I did- Yeah

all through undergrad and graduate school, 'cause at the same time I am working as an academic advisor. I'm doing undergraduate then graduate research with these people. So I have a strong grasp of both criminal theory and policing models. And so when I got out there, it was like, oh, you're...

This county is on the North Carolina/South Carolina border. There are major thoroughways- Yeah ... that are going straight from Florida all the way up. So you have a trafficking area. You have easily not only jumping jurisdictional lines, but state lines. It, there was a variety of things that came in from both, again the criminal theory and then looking at the police model and what they were trying to do that and it's actually them that made me fall in love with intelligence-led policing because they were doing CompStat and I was trained with NYPD's traditional model.

And so it was interesting to be able to take that and do something with it, and they were open to it. They were like, "Yeah, whatever you wanna do." And so I was like Awesome. Watch this. Yeah. And we had fun. It, like I said, I have nothing bad. It's the Lancaster County Sheriff's Office, and to this day I still keep in contact with a few of them and, Nice

they're good people. They really are. And

[00:25:43] **Jason:** yeah it's funny is I don't know where Lancaster is, but as you were just describing it, I was like, I bet you there's a major highway going right straight through it-

[00:25:52] **Brandy:** Yep ...

[00:25:53] **Jason:** North, South.

[00:25:54] **Brandy:** It was a very, yeah, it was a very large area. Obviously it's the sheriff's, it's county, so you've got different municipalities within that area.

It was an area that used to be, back in the day, it was a manufacturing area, and so they had a lot of manufacturing and then, different things happened through the decades. And so, i- poverty ended up taking hold in a lot of areas and, they just, they lost their manufacturing power that they had.

And- ... so you had a lot of people who were u- unfortunately affected by that and it's just, yeah, there was a lot of factors. It was really interesting to go into this, somebody saying, "Hey, you really should look at this. I think that it would pique your interest," because I'm always asking why.

I'm like, "There's a reason why." And I had a blast out there. They're really good people. It was a really great agency to work for. I miss them.

[00:26:46] **Robert:** This is Robert Aboumitri, a retired analyst with the RCMP. If I have an advice for analyst, one advice, , tell the story of the data. Do not tell the story of somebody who wants a story to be told, even if it's your boss, even if it's the chief of police and they tell you to show something and as a result of your analysis.

Do not. Stay true to what's in front of you. Let the data, , speak to you, and you be the voice of that data.

[00:27:24] **Megan:** My name is Megan Cruz. , I'm the crime analysis supervisor at Richmond Police, and my public service announcement is knowing how much, , the data and in- the information that crime analysts touch, , applies to everything a department does.

Everything from media responses to patrol allocation to solving crimes to, , overtime allocation, that commanders really should be tapping their crime analysts before they make any kind of decisions. Everything should be evidence-based and data-driven.

[00:28:00] **Greg:** Hello, my name is Greg Thomas. One phrase that annoys me that analysts say is that they say that...

When they introduce themselves, they say, "I am just an analyst." You should be proud of your profession and the field , and the job that you do, and don't say you're just an analyst.

[00:28:22] **Jason:** All right. Well, this brings us to the analyst badge story, one of a couple that you're gonna share with us today. And for those that may be new to the show, the analyst badge story is the career-defining case or project that an analyst works.

So you, you mentioned the CompStat and you mentioned getting into the data. This deals with some predictive analysis that you came up with.

[00:28:42] **Brandy:** Yes. So anybody who's in the field should know who Dr. Rossmo is, Kim Rossmo. Yes. He does geographic profiling. I am always, again, I strongly believe that we can predict with relative accuracy, and I d- I know AI is, for a lot of people, they're like, "Oh, AI's gonna take our job."

But the reality is AI has been around for quite some time, just in, it wasn't necessarily at our fingertips in the way that we're utilizing it now. But when you talk about predictive modeling through GIS and stuff like that was AI. It was some form of artificial intelligence that's doing computations on your behalf-

And making these predictions based off of what it's seeing. So the case that you're talking about was when I got the WIT award. It was the Whatever It Takes award that was in, when I was with Lin- and by the way, it's not Lancaster, it's Lancaster. Lancaster. Lancaster.

[00:29:35] **Jason:** Yeah, I should know that because in fact, there's Lancaster, Pennsylvania, and I'm from Pennsylvania. Yes. So I almost pronounced it that way, but I was like, "Oh, it might not be the same."

[00:29:43] **Brandy:** I know. It's funny 'cause I used to say, when I got there I said Lancaster, and they're like, "It's Lancaster." And I'm like, "Okay."

It took me forever to get it down. But so when I was there, we had a serial robbery suspect that was hitting I don't remember the exact details. I know there was an analyst with CMPD, which is Charlotte-Mecklenburg Police Department, and there might've been another one. I have to think. There was a few.

We were picking up- Again, this is the 9/11 era, right? So one of the things that we learned, which is so importance and intelligence is sharing. It doesn't matter what you know if you don't share it. And so bulletins were flying. When I came in, I was like, "You guys need to be pushing out information.

You need to be actually reading what's coming in. Don't just, have, be on these email list and you're not actually taking anything that you're getting." And so there was a few robberies that I had seen, and they were at gas stations. We had, I think one or two is one. I'm like, "I'm pretty certain that this is the same subject."

And I had reached out, or she had reached out to me. We got into co-communication, me and another analyst with a different, I believe it's CMPD, and working this and putting all of these together and we both got into this, let's predict, where do we think he's gonna hit next?

[00:30:57] **Jason:** Yeah.

[00:30:57] **Brandy:** And there was a prediction made, and in that prediction, it was all the way down to, I had a specific gas station.

I was like, I think this is where he's gonna hit based off of the pattern that I'm seeing, what we call now days between hits. The pattern of of the movement all the way up. I wanna say he had hit Tennessee, Georgia, he hit us in South Carolina, North Carolina, and I think like Virginia.

There was several states involved by the time we got done looking at essentially this series. , It was spree and series. It was interesting because he would do hit, and then disappear for a bit. And so we're assuming he probably was other places we had not detected. We don't think it ever actually just stopped.

We think that- Okay ... he was just out of our our view, and did a prediction on when and where he was gonna hit, and I'll be damned if it wasn't the exact gas station. Nice. And it was when I thought it was gonna be. Yeah. We were able to positively identify the subject, and then beforehand made some predictions, and that's actually where he hit.

Yeah. So I ended up getting an award for that one. That was the Whatever It Takes award.

[00:32:00] **Jason:** Nice. And you got the, was the day and time correct as well?

[00:32:04] **Brandy:** Yes. Nice. Yeah.

[00:32:06] **Jason:** Nice.

[00:32:06] **Brandy:** Yeah. But that also came, part of that was off of, You just, Steph, again, I think people should know who Kim Rossmo is. If you don't know geographic profiling and his work, I am in no means an expert in it, but I love to study it.

I think it's advantageous for anybody, whether you're doing just straight crime analysis or intelligence and you wanna better- Yeah ... understand how an offender operates in the area of which they're operating.

Yeah.

[00:32:30] **Jason:** What was the MO with this case?

[00:32:32] **Brandy:** Oh, Lord, you had to ask me that one.

Yeah ... I, if I re- I know that it was gas stations. I remember it was armed robbery. ... And I want to say, if I remember correctly, he was going into gas sta- Oh, I do remember this. He was looking for gas stations close to the highway 'cause it was easy in, easy out.

Yeah. It was in the evening hours, and if I'm not mistaken, he was picking weekdays, not weekends, because he knew that there would be one person at the register in the store- Yeah ... and there was less likely to have foot traffic from customers. And he was in and out. I don't remember the vehicle he drove too, but it was something...

I'm just gonna say a vehicle, but I don't think this was actually. It was like a silver Kia Soul. It was something- Yeah ... that was very unique, and so you had enough cases where we were seeing a silver box car, a car that looked like a box. So, whatever it was- ... it was distinctive. You have to excuse me 'cause it's been a long time since- Yeah

I even remember the details of this. But it was enough that we were able to say we're relatively certain it's the same subject, and of course, the question that every- everybody always ask is, people in my world at least, and I'm sure every other analyst and investigator's world is, "Do you guys really get better camera images than that video images?"

And the answer is no, we don't. What on the news is what we see. Yeah. And, oh, that actually reminds me. I did. That's how it started. I saw the guy because I lived in North Carolina. I worked in South, lived in North, right over the border.

I had seen... That's where it started. I saw a news story with the CCTV from one of the- Yeah

things, and then that's when I realized, hey, that's the same guy that we had. And then I started digging through the bulletins to look for any generalized description- That's what it was. I'm so glad you said that. But that yes, that prompted my memory.

[00:34:17] **Jason:** There you go.

[00:34:18] **Brandy:** Was it came from the news. That's another thing I think analysts should do.

Watch the news. Yeah. You never know what you're going to see that might not necessarily deal with your jurisdiction, but will have implications in your jurisdiction at some other time.

[00:34:31] **Jason:** Yeah. One time, one of my targets that I was working on, he ended up crashing his plane, and it was on the main page of CNN

[00:34:39] **Brandy:** See?

[00:34:40] **Jason:** 'Cause they found- You never know ... they found coca- a bunch of cocaine in the, in there, and it was- Yeah ... it was it was the guy that we were targeting. So, but no, I think that's that's fascinating. Yeah I'm just thinking of with the grainy footage, we're getting the, all these Artemis II, like these picture perfect m- Yes

images of the moon coming in. I

[00:34:57] **Brandy:** know, and that's what everybody always asks me. They're like, "Really? Like you, we get satellite image?" And I'm like, "No, what is really what we're getting as well." Yeah. And the funny thing is that it's just in the commission of doing my job.

[00:35:08] **Jason:** Yeah.

[00:35:08] **Brandy:** Do you know what I'm saying? And that's what people ask me. Like I, I didn't, I don't think I deserve some amazing award because I did something extraordinary. You got officers out here putting their life on the line who are literally getting awards for saving lives or whatever, and this was just one of those instances where I didn't even remember it till you, we started

talking about it the prompting from the news story, and then going through the bulletins and realizing, hey, the, whatever it was, a silver boxy car and going, "I think this is the same guy."

And then getting with another analyst and kind of mapping out, ... what we were seeing off of multiple jurisdictions, multiple states, and being able to do between hits analysis and determining he's picking gas stations that are... if I remember correctly, we had it down to a science of he was literally picking gas stations like, I do remember this, we could tell when he was going northbound versus south because he would only hit gas stations on the right side of the road when he was going northbound.

Yeah. And when he was coming southbound, he was only... And that's when we're like, okay, he's picking based off of whether he's headed north or south, and he was literally going up and down. Yeah. And yeah, it was just a variety of factors. That's where crime analysis comes into play, and then you get the intel side in there, which is once we get a, digging into the vehicles and figuring out who this guy is, and then being able to put him at different places at different times in different states because he has to buy gas sometime.

There was certain things that, yeah, I don't remember everything that the investigators had, but it was really cool to be able to then say we basically moved off of I, his vehicle. His vehicle and using a gun I don't remember. The gun was described with some relative accuracy 'cause it was something odd.

It was like, I don't remem- I would, I'd be lying if I say so, but I'm just gonna say like a revolver. Like it was something- Yeah ... at the time that was unique. It wasn't, it was like, okay, I'm relatively certain that this is the same guy.

[00:36:57] **Jason:** Yeah. And I think when it comes to geographic profiling, I think half, half the battle is just making sure that all the cases are connected.

[00:37:07] **Brandy:** That's-

...

[00:37:08] **Brandy:** That's the hard part, yeah. And the, and I think the other issue is it's not just all, are all of the cases there, but some cases that can realistically look like it's the offender and it's not. Because there were a few that I remember that we looked at, and they were very similar, but we did not feel confident.

We felt confident enough to know that I don't think this is the guy. Yeah. I really genuinely can say I don't think this is him, even though everything seems to line up.

[00:37:33] **Jason:** Very good. Man, that's a, that, no, that's a good case. All right. Well, let's let's move on then, 'cause you do end up coming home to Texas.

[00:37:41] **Brandy:** I do.

[00:37:42] **Jason:** Le- leaving South Carolina to come back to San Antonio. Was just the decision to come home? Is is that what happened?

[00:37:49] **Brandy:** So it was a couple things. After that case, I ended up in a few other cases. I was noticed by the fusion center liaison there that was with DHS.

And so he reached out to me at the time and was like, "Hey," "We're interested." Yeah. And so I ended up going to FLETC and did the DHS IATP course, and then came back and was utilizing that. And when ... I really did love my family in South Carolina. I loved being close to my sister and the SO was family.

However- ... with that being said, I'm a Texas girl. And they eat pork- ... and I eat beef. And it was also really interesting because unsweet tea is a thing out there. Yeah. So Texas is sweet tea and beef. Yeah. And South Carolina is fatback pork and unsweet tea.

[00:38:47] **Jason:** Yeah.

[00:38:47] **Brandy:** And so I always, people are like, "Why'd you come back?"

I'm like, "The food." I needed to eat. Love it. I needed to eat. No. They really did have good food. But the beef and the sweet tea thing was a difficult one for me. Yeah. But at the end of the day, my parents were here. I had my daughter. I was married at the time, and so my now former husband, he wanted to come back to Texas.

And so he worked for the Department of Criminal Justice in the prisons. Okay. So again, another reason I was not a fan. Yeah. So it was just really a lot of things that brought us back. And because I, at that point, had undergone quite a bit of training more hands-on, less academia, and getting, my feet wet, I had

over the years with different agencies, like I said, I'd, for the two years that I worked with Dr.

Becker and stuff like that. But- ... it wasn't, or Professor Becker, it wasn't working for a law enforcement agency full time, you're knee-deep in all of this stuff. And I was like, I- I really want a challenge. And so San Antonio's PD opened up in Southwest Texas Fusion Center, and I put in for it, and I got it.

And it was a huge change of pace to go from a county of 1,000 or 100,000 citizens, now granted they had a pretty large crime rate for their size, to the seventh largest city in the US.

[00:40:10] **Jason:** Yeah.

[00:40:10] **Brandy:** That, that was a big jump.

[00:40:11] **Jason:** And you're working major crimes with the Fusion Center?

[00:40:14] **Brandy:** Yes. So it was with Strategic Intelligence and Analytics and- and Southwest Texas Fusion Center, like it's under one umbrella, or it was at the time. I'm not sure how they've separated things now. And I was working major crimes, predominantly violent major.

[00:40:30] **Jason:** That brings us to , another badge story that you have, because it's here that you work on the serial rapist case.

[00:40:38] **Brandy:** Yes. So I actually had, I had ... Well, there's actually two.

[00:40:44] **Jason:** Okay.

[00:40:46] **Brandy:** There's two. One is a group who are sexually assaulting, robbing, and stealing the vehicles of sex workers. Okay. And so they'll go to their hotels as a john. They end up, one person turns into upwards of five in some of these cases, and most sex workers are not going to report that sort of thing.

Sure. So they were violently sexually assaulted robbed, and then if they had a vehicle at the location, it was taken. So several of these cases are happening. My supervisor comes to me, and it was w- weird the way that Southwest Texas Fusion Center and SIA was set up at the d- same time, Strategic Intelligence and Analytics.

'Cause I was specifically working cases with both, but under SIA, and we were under the same super, but not... It was very odd at the time. Okay. And all that's been corrected, is my understanding. So my supervisor came to me, he said, "Look, I want you to do something with this because there's somebody assigned to this, and there needs to be something moving faster on it."

And I was like, "Cool. Got it." So I ended up looking at a variety of cases, and you could see where there was two to five offenders that would go in, same kind of MO. They're hitting these sex workers and in and out. And without going into, to too much detail, essentially once we started bringing additional investigators in, the lead investigator was assigned to it and there was some contention over my involvement in this.

And my supervisor told me, "Do not back down. You're gonna work this." Yeah ... "Because-" The other analyst had their opportunity. It's not working out for them. You need-- We need something done fast. And I'm like, "Okay." So I ended up one of the biggest questions I had is where are the cars turning up?

Where are the cars being recovered? Because everybody was so focused on where the crimes were happening off of the major highways, same exact thing. We didn't know if the people lived in Austin and were coming down here to do this because they were up and down I-35 and I-10, predominantly I-35.

And so the question was is are they traversing between San Antonio and Austin? And my simple answer or question was is where are the cars being recovered? That will tell you quite a bit about where the offenders are at least landing at some point. And I think I had it three days, four days, and I had-- was able to nail down almost all of the vehicles in close proximity to a single apartment complex- Nice

which was a Section 8 housing complex. And then I got with some of the investigators and I said, "Here's your subject identifiers. Here's unique things." They went out and talked to the, There was twofolds. So in the city of San Antonio, I don't know if it's like this still, but anybody who is on subsidized housing, all persons that are in that apartment or house have to be listed, and we had access to that information upon request.

So it was a matter of here's what we're looking for. Here's the-- They're male subjects between these ages, this race, ethnicity, build, all of these things. The guys also went out and talked to the property managers and said, "This is what we're looking for." They also did surveillance on the property, identified some of the subjects just from doing visual surveillance, and I think we had f- all five.

We had five. There may-- There were questions about if there were a couple more, six or seven, because again, they interchanged by each crime. But I think they walked warrants on all five of them within three days. Nice. It was-- And it all came down to a simple question in my mind, which is where are the cars being recovered?

Sometimes it's not necessarily what you get off of the crime scene. Yeah. It's what you get, like that. And I think what was so terrifying about that case, and I got an award for that case as well, was that me and two-- I think there was two other people who were working and the TEOC Southwest Texas Fusion is like we tag teamed it, was you could see the progression Because by the time this landed on my desk and I think it was literally like three to five days, had subjects identified their walking warrants.

And and it was all off of where the car's being recovered. That's the easiest way to look at this to help you focus. You could see the progression as the cases had been. When I had mined out additional cases, you could see the progression where it was like one subject assaulted a sex worker.

Then it was that subject and another subject. You could see the progression of the violence where- ... it was a sexual as- or I think it was like a robbery, then it was a sexual assault and a robbery, sexual assault, robbery, severe aggravated assault where they were pistol-whipped, and you could see the progression.

And so it was... I remember telling them, "We're gonna end up with a body," because there was extreme torture involved towards the latter of the cases. And I was like you're going to end up with a body. We're- that's where we're progressing towards."

[00:45:27] **Jason:** I find it fascinating the situation you were put in there, a little bit of office politics, right?

'Cause that's a- I

[00:45:34] **Brandy:** did. I

[00:45:34] **Jason:** did ... that's a tough position for an analyst to be in. And y- with a fusion center, you have multiple agencies coming together. It's not one big happy family, so to speak. Thinking about it now,, advice for somebody that might be put into that role

[00:45:51] **Brandy:** Here, so here's the-- I literally had the sergeant, her sergeant get into my face and start pointing in my face, and, "Who are you, and what are you doing?"

And blah, blah- Wow ... blah, blah, blah. And my response to that was is, "Well, I'm the only certified intelligence analyst you have in this agency, and I've been asked to do it."

So, and that probably wasn't the best response, but at that point- ... I was livid because again, I had been asked to do it by my supervisor.

And even my supervisor, when we got out of that meeting, he was like, "Keep doing what you're doing. You're not doing anything wrong. I asked you to do this because at the end of the day, it's not about who's gonna take credit. It's not about-- It can't be about that. It cannot be about you wanting your name on something.

It has to be about preventing crime, preventing a victim from being victimized or re-victimized." And 'cause I was about to wash my hands of this "Fine. Figure it out yourself." Like, why are you in my face yelling at me when I've been asked to do this? This needs to be a conversation between the two supervisors-

[00:46:47] **Jason:** Yeah

[00:46:47] **Brandy:** not the four of us in a room, you with your analyst in my face pointing, , literally yelling at me about who I am and who do I think I am and what did I come here. I'm the major crimes analyst for the Strategic Intelligence and Analytics. That's who I am. Yeah. And I was asked to do this.

So it-it's one of those where you have to maintain your integrity, which is very hard because I I have a mouth sometimes. And it's very difficult because I really-- That's exactly what I wanted to say, and I wanted to say more, but I didn't. I just looked at my supervisor, and I was like, "This is who I am.

I was asked to do this." And my supervisor still is sitting there, and he's "She was asked to do this."

[00:47:30] **Jason:** Yeah.

[00:47:31] **Brandy:** And so at the end of the day, it doesn't matter whose name is on it. It can't be about whose name is on it. It can't be about the glory and the

this is, my case or whatever. You have to love what you do- and you have to do it for the right reasons. And at the end of the day, w-we are here to support law enforcement. We are here to help people from being victimized. We are here to get violent offenders or any offenders off the street. So it-- the best I can tell somebody is keep your integrity. Stand in your integrity.

If you have a mouth, learn when to keep it closed. And I knew that there were additional things involved in that equation that I could have really made a stink about and I chose not to in that moment because it could have gotten really personal really quickly for them. Yeah. And so I just, I, again, I stayed in that integrity and was just like, this is who I am.

This is what I was asked to do." And that sergeant had actually just come in, so he was being, hyper-defensive I'm sure of his analyst, but at the same time, I was asked to do it. Yeah. This is what I do. This is what I've been doing. And so again, I think it's inappropriate to bring me into a room and start getting in my face.

You need to have a question with my supervisor, a private conversation.

[00:48:46] **Jason:** Yeah.

[00:48:47] **Brandy:** Yeah. There's no easy way to handle any of that.

[00:48:51] **Jason:** Yeah. Office politics are real. Yes. That's definitely something that I think I, I don't, you just can't, I don't even think you can escape it. You're, every analyst is going to have a story about office politics i- if they work long enough.

[00:49:04] **Brandy:** And that's really where it gets into the ex- but the longer you do this, the more difficult it becomes, I swear, because you're constantly fighting the... People think that you're some sort of way. Like I've had somebody say I'm pretentious, and I'm like, "I'm not pretentious." Yeah. "I've just been doing this a long time.

There's a right way to do things, there's a wrong way to do things, and sometimes there is no right or wrong. You just gotta get out of your way, shut your mouth, and see what the best way is, and maybe it's not your way." However I don't enjoy the I avoid, Do you know the little plague doctor?

Have you ever seen the plague doctor from literally the plague, but I'm sure you've seen the little stuffed dolls or... Okay. Yeah,

[00:49:42] **Jason:** Yeah.

[00:49:43] **Brandy:** I have a s- I think they're called squish, squishes or something like that. Yeah. Little stuffed plague doctor that is on my briefcase because I tell people I avoid drama like the plague.

I'm-- It's not that I'm non-confrontational, I just don't find it necessary, and there's no place for it. Yeah. Take it somewhere else. This is not high school. Yeah. And so I felt in that moment it was very much like this is not professionally how this should be handled, and why are we having a conversation because I'm helping an investigator identify these subjects?

Yeah. It should be a, "Hey, somebody has an idea that we haven't previously thought about. Great." Yeah. Not a, "You're coming in here taking over." N-no, I got asked to, and I came out of the box. That's typically what I do, is I try and think outside the box. What is everybody else looking at? Because that tells me what we're not looking at.

[00:50:29] **Jason:** Yeah.

[00:50:30] **Brandy:** Yeah. But it turns into something it shouldn't be.

[00:50:32] **Jason:** Yeah. All right. Well, very good. All well, now, okay, so now I d- I let's let's talk about the serial rape case then.

[00:50:39] **Brandy:** Okay, so that's the next one. So this one- ... this one gets really interesting. Same thing happens. Same analyst. Same everything.

[00:50:46] **Jason:** Geez.

[00:50:49] **Brandy:** So my supervisor comes to me and says, "This analyst has this," and there were, I think there were 11 cases handed to me. I mined out six of those. If I remember correctly, six of them were believed to be the same subject. I went back, I think two years. I know there was two years' worth of data. I went back two years.

I mined out a total of 31 cases that were likely the same subject or could be the same subject.

So I start working. I go down. I notify SVIU that, "Hey these are the additional cases." At this point, this analyst has already been working on it and again, why my supervisor came to me and said, "We need something."

We need something that-" There's-- This is ridiculous. I said, "Okay." So I went down there, I told them date, time, I did geographic profiling, I determined how the subject was moving, where they likely lived, all of these other things, and then I said, "I think you have a juvenile on your hands, and it's been going on for at least two years."

And I explained the reason behind all of that from DNA left behind to subjects behavior patterns, like all of these things, right? And so one of the detective who was the lead detective that I had just done that other serial case on was like, "Great." He snapped it up. Another detective who had just been pulled off of, he had been doing undercover work for the last few years, he got put in there. He was like, "This is phenomenal. We've got all kinds of, additional information we didn't have. Some of this we already knew." But, he was very adamant that they were adamant, the other investigators, that it was not a juvenile, and I'm like, "I'm telling you, it's a juvenile."

And they were like, "There's no way. This is too sophisticated. This has been going on too long," blah, blah, blah, and I'm like, "Okay." Well, again, this time I end up in HR because I am now questioning apparently, this analyst's capabilities or whatever, and I'm like, "Again, I was asked to do this, and I gave you everything that I can give you."

At that point, I had also identified the subject. I did not have his name, but I had the social media accounts of the people he was, and I'll use the term operating with very loosely. It's why we had-- I think we were down to a two-minute response time, he could not be found, and we had him on CCTV hiding in the parking lots of the exact parking lots that we were saturating in.

So as we're moving around cars looking for him, he's moving around between them to get away from us. So all kinds of things, and I was like, "Look, this is this kid. This is who he's running with. I don't know his name but this is why he's disappearing. He's literally disappearing into their apartments.

He's going inside of their units, so we're responding, and that's why he's vanishing. And this is how he's operating. This is where I think he's coming out of." It-- There was like a whole lot involved in this, and they didn't wanna listen because this other analyst was assigned to it, and it was causing a, again- office drama with her supervisor.

And I was like, "You know what? I gave you everything I can give you. I've told you this is the kid. I don't know who he is." Now, this is again back before, law enforcement was using facial recognition software and all of that stuff. So

I'm like, "I can only tell you, here's the kid, and here's the people he's operating with, their social media accounts."

And I ended up, I did some predictive analysis all the way down to the apartment that he was going to hit next. Not only the apartment complex, but the specific unit. There was a victim that had moved out.

And it was serial sexual assault, And I just, I had this feeling based off of what I was like, I told the other analysts that I was, were with me, and as I said, "He's gonna hit this apartment again.

He's gonna wait to see if a female moves in." I just, I don't know how to explain to you what it is I know, but this is how I'm seeing, everything that I'm mapping out and the behaviors, and he's not doing like one apartment, then the next, and then he's not making a circular pattern.

It's not necessarily spiral, but it's all in the same area in the way that he's doing this. So I took them in my personal vehicle, and we went out to the apartment complex. This is in the medical area, and I'm laughing now, but at the time, it's... Yeah. So we go out, and I show them the exact apartment.

I said, "This is where he's gonna hit next, I guarantee you, because if you look at the layout of the apartment complexes, this is why he's choosing victims in the late night hours. These are in the medical center. This is nurses. This is, women who are getting off of work very late." If you look at the locations of the apartments stuff like this.

Well, he walks in front of me while we're standing there.

[00:55:21] **Jason:** Wow.

[00:55:22] **Brandy:** So, yeah. So apparently, he had a vehicle that had come in the car, the a complex right in front of us. I'm not sure. I don't remember if they were right in front of us or behind us, but we went in. We parked. That truck went around, and they were looking at-- The person in the truck was looking at us when we were walking, and I was like, "Eh."

And one of the analysts who was with me, sh- two of them were senior analysts who had been in the field for a couple decades. One of them was a former officer. I called her my work mom, Betty. , Her husband, who was an officer, had been killed in the line of duty, and so she was very apprehensive and aware.

This is my work mom, so she's in her fifties, and I think I was in my twenties, thirties at the time. I don't know. I was somewhere in that, and so anyways, we go around. I'm showing them. I'm like: Look, this is where he's ditching out. This is how this is happening. I want them to see on the ground level exactly what I've been trying to explain to these people in SVIU and 'cause I'm mad.

I'm at this point, more sexual assaults are gonna happen because you don't wanna look at the subject that I'm telling you that it is simply because you think it's not possible that it's a juvenile. And long story short, he walks in front of me. We make eye contact, and we're talking within like feet of me.

He looks at me. I look at him. He takes off jogging. I take off jogging right behind him.

[00:56:37] **Jason:** Oh, wow.

[00:56:39] **Brandy:** So I wanted to pa-- I wanted to know who he was. And once, so then we get around the corner. He disappears on me, and I couldn't figure out, and I'm like, I, that I know of, he doesn't have any friends in the front of this unit, so where did he go?

Well, right about that time, the truck that had followed us I don't rem- I don't... Again, I don't remember if they were right in front of us or right behind us, but that truck peeled out, and I'm like, "He just got in that damn truck. That's what happened. He jumped in that truck." So I was, t- now looking back, we wondered was the subject telling him, "Hey, there's some females here looking at that apartment," the one that he had just hit, that the victim had just moved out and it was vacant.

And so at this point, Betty's screaming at me. She's, panicking because I took off, and my work aunt, who's also in her 50s, in high heels because she dresses like Audrey Hepburn, like it was just, it was a whole thing. And then my poor young apprentice, who's in her early 20s, is "Oh my God. What is this woman doing?"

So we jump in my vehicle, and we go looking. I went looking for him. I was like, "It's him." "I'm telling you, that is the kid I've been saying it is." We get around like a block or two over, there's a shopping center, and I'm like, "Where did that truck go? That truck came in here for a specific reason and popped out at the right reason."

Well, he pops out between the fence and those back sides of those buildings and starts walking through the parking lot. So I parked, and we watch him. That truck that had peeled out had gone and sat in that parking lot. He ran from... Well, I'll say ran for me. He took off running, and I went after him, however you wanna perceive that.

He ran those couple blocks, walked through that parking lot, and went and got in that same truck.

I took a picture of him and I called him Smurf shoes, blue shoes, 'cause he had on these bright blue Smurf shoes.

[00:58:21] **Jason:** Sure.

[00:58:21] **Brandy:** So we ended up, we started following the truck. At that point, Betty's screaming at me.

She's "We're not doing this. We need to go back. This is dangerous." And I knew, and it's, I know it sounds crazy. Now the following the truck, yes, was dangerous, but here's what I knew about the subject at the time. Every case, any female that in any way remotely put up resistance to him, he bolted. He couldn't handle any form, even when he had a knife in a few of the instances 'cause it progressed, if he did not have complete control and compliance, he freaked out and fled.

So, that told me, me chasing him, yes, not the brightest idea in the world. But I knew- Yeah ... at the end of the day, if there's any form of resistance, he's not gonna fight me. He's going to freak out. He's going to run. He doesn't have the constitution to stand up to somebody who's in any way standing up to him.

So I took the picture, we went back to headquarters. My boss at that point was like, "So where you been?" And I'm like, "So what had happened was we went out there to look at where this was so that I could explain to them and show them what's gonna happen and where I think he was gonna hit next, and he walked in front of me, and-"

I explain all this. My supervisor is mortified, and I'm like, "I was just doing a site assessment, and where I thought he was gonna hit next, I didn't think the man was actually going to walk in front of me." Long story short, they didn't listen to me which is, that's how this game goes. Sometimes you don't get listened to.

He proceeded to assault for an additional ... That was in January. He was arrested in June. June 8th, I wanna say. Something like that. June 30th. June 8th. June 8th, yes. And I- one of the lead detectives, like I said, the one that I got originally we both got pushed off the case to let the other ones handle it.

He called me, he said, "They've got me out here sitting to do a DNA pickup." And I was like, "Really?" He said, "It's the kid you said it was."

[01:00:12] **Jason:** Oh.

[01:00:13] **Brandy:** And I said, "Are you kidding me?" He said, "No." And he told me where he was and where they were waiting to collect the DNA. They were waiting on discarded stuff. A- and sure enough, within 24 hours they had a DNA hit.

It was him, and he had been offending when he was arrested I think he had, was getting ready to turn 18. He had started offending at 15, 16. And I didn't get any recognition on that case. And again, it's like I said, it's not, it can't be about that. I was so angry that in my opinion women were sexually assaulted because you didn't want to listen to me because I wasn't the primary analyst and because I was telling you that I thought you needed to look at this juvenile.

And in your mind, there's no way a juvenile could have done this.

[01:00:54] **Jason:** Yeah.

[01:00:54] **Brandy:** So that, that was a hard one.

[01:00:56] **Jason:** Yeah. No, that, that is fasta- when you first said that you were doing a site visit, I assumed you went with an officer. No. I didn't know you went with three other analysts.

[01:01:06] **Brandy:** Correct.

[01:01:07] **Jason:** That

[01:01:09] **Brandy:** is correct.

In my personal vehicle. Again, looking back it wasn't- but it wasn't also, it also wasn't a bad area. It was broad daylight, we're in the medical center, it's a nice area. It was, there was a lot of things and I did get an accolade or accommodate,

some recognition from my supervisor after that because he was like, "You, this, you really did deal with this, and this should have not happened."

And I'm like, "I know it shouldn't have," but again, it's not about receiving the award or, any of those things. It is, I was angry. I was pretty angry at that point because I felt like there was people who were victimized who shouldn't have been victimized simply because you didn't wanna listen.

Yeah. You didn't wanna consider an alternative hypothesis. You stuck to that story and or the one that, that you thought. So it was- Do

[01:01:53] **Jason:** you know how many cases were in between January- Six ... when you saw him? Six.

[01:01:58] **Brandy:** Six. I know exactly how many it was, 'cause I have said that there are six victims who shouldn't have existed.

[01:02:04] **Jason:** Oh, it's awful.

[01:02:04] **Brandy:** So yep it was not good. That that one, that case jaded me quite a bit. Again, not because I didn't get recognition or anything like that, but a simple it shouldn't have happened.

[01:02:15] **Jason:** Yeah.

[01:02:16] **Brandy:** It sh- and when you do everything you can and you present the data, you present the, not only the data analysis, but I'm giving you full-fledged actionable intelligence.

Here's the person, here are the, identified, here's the social network analysis that has been done on these individuals. Here's how he's disappearing into these apartments, and our response times are so low. We're saturating areas. We're doing all ... I gave you the, quote unquote, "filling of the intelligence gaps."

All I need you to do is go out and ID this kid. And what ended up happening was I f- I found out that it wasn't even my recommendation that they look at this kid. His name came up because a officer who was familiar with one of the apartment complexes, if had identified the subject and told told SVIU or whomever, "Hey, you need to look at this kid," 'cause he had done something like slap somebody on the butt at, while playing basketball, like some woman that was just out there.

He assaulted her by slapping her on the butt and making an inappropriate comment, something to that nature. And so that officer who responded to that call for service or whatever said, "Hey, you might wanna look at this kid." So it wasn't even my recommend- It wasn't even the picture that I took of him.

I took a picture of him in that parking lot, identifiable. It wasn't any of that led to them deciding to do a DNA analysis. It was because of an officer, and it was just like, I don't know if it's because I was an analyst. I don't know if it's because I was female. I think it was a combination of a lot of things which included predominantly, unfortunately, the politics of I was not the analyst that originally assigned to it, and there were other extra office relationships that probably played a part in that.

And so it- That's,

[01:04:01] **Jason:** that's a real thing, too. It

[01:04:03] **Brandy:** is.

[01:04:03] **Jason:** For those

[01:04:04] **Brandy:** that

[01:04:04] **Jason:** maybe- Unfortunately, it is ... new to the profession that's a thing, too. Oh,

[01:04:08] **Brandy:** man. , It is unfortunate, but that was ... Yeah, that, that case to this day every June comes around, I wanna say it's June 8th, every June comes around and I'm like, I get a little bit angry again because, again, I know there's victims out there that shouldn't, they shouldn't have been victims.

And it, in my opinion, could have been preventable had we just looked at, had anybody just taken the time to look at the kid from when I said in January, "This is your kid, and this is why, the Texas Department of Public Safety's suspect sketch does not look like him." There's a reason. Yeah. Yeah.

[01:04:41] **Robert:** This is Robert Aboumitri, a retired analyst with the RCMP. If I have an advice for analyst, one advice, , tell the story of the data. Do not tell the story of somebody who wants a story to be told, even if it's your boss, even if it's the chief of police and they tell you to show something and as a result of your analysis.

Do not. Stay true to what's in front of you. Let the data, , speak to you, and you be the voice of that data.

[01:05:19] **Megan:** My name is Megan Cruz. , I'm the crime analysis supervisor at Richmond Police, and my public service announcement is knowing how much, , the data and in- the information that crime analysts touch, , applies to everything a department does.

Everything from media responses to patrol allocation to solving crimes to, , overtime allocation, that commanders really should be tapping their crime analysts before they make any kind of decisions. Everything should be evidence-based and data-driven.

[01:05:54] **Greg:** Hello, my name is Greg Thomas. One phrase that annoys me that analysts say is that they say that...

When they introduce themselves, they say, "I am just an analyst." You should be proud of your profession and the field , and the job that you do, and don't say you're just an analyst.

[01:06:16] **Jason:** it's kinda hard to segue away from that, but I- ... I guess I'm just gonna do it. But- I left ... so then from there you, so you end up leaving the fusion center and actually get out of analysis and become an instructor.

[01:06:29] **Brandy:** Correct.

[01:06:29] **Jason:** Was- Yeah, so- what was the reason for the decision

[01:06:32] **Brandy:** for that?

That, it was a threefold. So we had one of our detectives was and I'll say it bluntly, was executed out front of our headquarters. That was Ben Marconi. And so that happened, and then the whole situation happened with the serial subject, and then we had another officer killed in the line of duty.

I was coming out of the Texas Gang Investigators Conference, and we had a call drop, and it was two officers shot during a traffic stop. And it was just the combination. Really of, I coulda dealt with a lot. I was so angry. I know it sounds ridiculous, but I was so angry over office politics being more important than six victims being victimized.

And then I was already, I was, like, questioning why did I even go into this field because I, like I've said, and I'll say it again, integrity has to be number one. And this can't be about names and plaques and awards, and it has to be about at the end of the day preventing crime where we can prevent it, taking offenders off the streets when we can take them off the streets.

And it doesn't matter who does it as long as it's done right, done ethically, and done quickly. And so when office politics plays a part in that, I just, I had enough. And then when Miguel was killed, it was just like, "What are we doing? What am I doing, and why am I here?" So I ended up going to teach and I did that for a year and a half while at the same time I was driving from the Austin area down to San Antonio this entire time, which is quite a trek.

It was, like, 72 miles or something one way. And so- Oh, wow ... I told myself, I was like, "I'm gonna wait for an Austin position to open up." I wanted to move up into that area anyways. I really wanted to get out of San Antonio. I had been followed home. I had bricks thrown at my window. I had my vehicle shot at.

... The brick thing that happened, I was coming out of headquarters. And so there was a lot of things that I was just like, it was just a, "I need to take a break."

[01:08:26] **Jason:** Yeah.

[01:08:26] **Brandy:** And I'll wait for an Austin position to open. I went to go teach for a year. That was my objective, was to teach for a year until an Austin position opened up.

And then I got pregnant with twins, and so that- ... turned into oh, well, I guess I'm not going to go into the field again right this moment.

[01:08:45] **Jason:** Yeah.

[01:08:45] **Brandy:** And so I ended up teaching an extra semester. And then yeah. And then I left the field for five years when the twins were born.

[01:08:53] **Jason:** So yeah, .

Talk a little bit just about the five-year gap be- and just what you learned through that whole process, and again, maybe some advice for those that are going through something similar of being away from the field or out of work for a little bit and then trying to make that comeback?

[01:09:12] **Brandy:** Well, there's a few things. I remember when I went y- the, when the twins were born, it was only supposed to be a year. I was only supposed to teach for a year, wait for an Austin position to open. There were a few agencies who said, "Hey, we've got positions coming open. We really want you to, obviously you have to go through the application process, but they were like, "We really want you to apply. We want you to come up here." I said, "Okay." And then getting pregnant with the twins, and then the twins were born premature, and it was like, okay, well, I'm just gonna take a year. And, for other reasons, I ended up being out for five years, ... because of the twins. And I didn't know if I was gonna go back. And it was mainly because the twins are disabled. And so it was one of those I don't know when, what that looks like. I know I love my field.

I know that I continued to help on cases numerous different agencies, local, state, and federal. Actually two other governments as well. The Royal Mounted Police and Scotland Yard, interestingly enough. Nice. People who had reached out to me who said, "Hey, can you help on this?" And I'm like- "yeah, I can." So, the biggest advice I have is that you never know when something can happen. You could be employed today and something happen and you are suddenly out of the field tomorrow. So- Yeah ... and you may not know if or when you're gonna go back. You may think you're never gonna go back, or you may think, "I'm gonna go back tomorrow," and you, it ends up being five years.

[01:10:27] **Jason:** Yeah.

[01:10:27] **Brandy:** I did maintain my, a lot of my professional relationships my mentors the officers, agents, and analysts that I had worked closely with. I also have this weird policy. I don't befriend people at work usually. I keep the work at work and, office stays at the office, and personal relationships outside.

And that's just a, it's an in- a- and I'm not saying that people that do mix those two don't have integrity. I just like to be very cautious, especially as a female- ... working in a male-dominated industry, that there is in no way a pers- even perception of any inappropriate or- extracurricular activities or anything like that. Yeah. So I did maintain certain relationships. Like I said, Jason's like my brother, and that had been going on since OIG, when I was with them, and he mentored me in a lot of ways. So keep your personal, relationships with those that you were actually close with.

To this day have I did have them in a a folder, but I keep all my business cards.

[01:11:28] **Jason:** Yeah.

[01:11:29] **Brandy:** And I still to this day have business cards from, I'm not even joking, 2006. So I take them, I write on the back where I met the person, when, all of those things so that I remember, because oftentimes it's just a card I collect.

So I.. Continue with your relationships. Keep your professional memberships if you can. I didn't do that. I let those slide because I was like, "I don't know if I'm gonna go back into the field, when I'm gonna go back in the field." So keep your pr- professional memberships. Keep up with your associates.

I recently got a LinkedIn. I did have one many moons ago. Keep that up if you have one. Move with the assumption that you're going to go back, and so you want to- Oh, okay ... skip as little amount of time as possible, and the best way to do that is To keep facilitating the certain aspects as if you were in the field, because you don't know.

It could be a month, it could be five years. So that would be the biggest thing is .. even when you think it's gonna be a while, don't just let things slide, because you never know. Yeah.

[01:12:25] **Jason:** No, that's a good-

[01:12:26] **Brandy:** And when you decide, yeah, when you do decide to come back, you still have some foundation there.

When I came back to Hays County Sheriff's Office, everybody was like, "Hays County Sheriff's Office? Are you kidding me? You're gonna go back to a small agency after everything that you've done, and blah, blah, blah, blah." And I was like, "Well, I had the twins," and I'm like, "I have to stay close to where I live.

I've got small children," all of these things. It's not like my daughter who was, like, all over the place. Yeah. That kid went to five elementary schools. We moved and I was working and all the things. Yeah. Twins are a whole different story. And, it's one of those where I also was well aware that I was underpaid.

I was well aware that it was ... And it wasn't in my mind a step back. I love working patrol. I know a lot of people wanna go into investigative analysis, and there's nothing wrong with that, but I also love patrol. It is bread and butter. It is where the intelligence information is. It is on the streets.

It is not behind a computer screen. Yeah. I think there's also a lot of people that I see out there, and I won't just say see. I get contacted quite a bit on, on

LinkedIn- Yeah ... particularly from college kids or those new to the industry who want advice on how to get into the field and do this, that, and the other thing.

And that's like I tell them, "Start where you can start."

[01:13:35] **Jason:** Yeah.

[01:13:35] **Brandy:** And everywhere has something for you. You will learn something. Yeah. You will find something. And so when I came back to Hays County Sheriff's Office, the sheriff that's there now is a new sheriff. We had Sheriff Cutler who had been there for some time.

Then now there's Anthony Hipolito, who I think is a great sheriff, ... personally. And I think he's a good man. I think he's trying to do good things. It's nothing against, the sheriff's office. It's a sheriff's office. They're small, of course. It's not the seventh largest city in the US.

Of course it's not. Yeah. It's not apples to apples, but at the end of the day, you're still doing the same job, just on a different scale.

[01:14:08] **Jason:** Yeah. No, that, that's a really good point with your advice of just get in where you can get in because there's been plenty of analysts on this show that started out as admin assistant or 911 dispatcher or records, or just getting their foot in the door in terms of inside the police department and working their way to analysis

[01:14:30] **Brandy:** .

Yeah, and that's the difference is that I think what a lot of people don't understand is that the more the analyst has become a buzz word and every agency suddenly wants to have an analyst, people are- Yeah ... being taken out of secretarial positions and being told that they're an analyst, but they're not given the direction in how to do that.

They're like, "Okay, I'm an analyst now. Now what do you want me to do?" Yeah. And so you do. If y- this is a very competitive field. The jobs are exploding in a lot of ways, but there's also so much competition because there's so many people, particularly those that have entered the field in alternative ways, like what you're talking about, where- I was a dispatcher and because I was doing, very similar to real-time crime center analysis, now I'm working as a

crime analyst with my agency. And so I think there's something to be said for just get your foot in the door.

[01:15:18] **Jason:** Yeah.

[01:15:19] **Brandy:** Get in the door somewhere and start building your skill set, and when the time comes if you're one of those people that has to take time out of the field for whatever reason, don't ever turn your nose up at something.

If there's not an ethical issue, if there's not an integrity issue, if there's not something with that agency that makes you go, "I don't want any part of that," and I have said no to agencies for that reason actually if that's not there, you're gonna learn something-

[01:15:45] **Jason:** Yeah. Thanks ...

[01:15:46] **Brandy:** if you're willing to go seek it.

[01:15:48] **Jason:** Yeah. All right. Well, hey, let's let's move on then. Let's... I do wanna talk about IALEIA, and as I mentioned in your intro, you are the Strategic Outreach Committee chair, and it's my understanding that is a committee that you pitched. Is that correct?

[01:16:05] **Brandy:** It is. And so I... There was elections that were gearing up.

This was 2024. Yes, I have to think. So 2024, and one of the things that I noticed was is that i- I was lucky. So Steve Young- ... who is the mentor I had in college he's deceased now, but he had actually told me about IALEIA. So when I entered the field- ... I felt lucky, like I had this. I assumed other people knew about it, and they didn't.

There seems to be a discrepancy between what colleges are teaching and what actual analysts are doing in their- Yeah ... professional associations and all of those things. And so I think that's another reason these college kids are having a difficult time breaking into the field. So one of the things that I noticed when the election board was going on is I had emailed and I said something to the effect of, "Hey, like I have an idea for an additional position."

And it wasn't for me. My idea was not for me to do this. This was just because I have a background and an understanding of marketing and stuff like that, and I love projects and I'm great with that sort of thing. I thought, let me throw them

this idea, which was strategic outreach starting from there's a variety of things, which is what are you doing to connect with your members?

What are you offering them? How are you building your chapters? How are your chapters reaching out to other agencies? Because I have analysts who I'm mentoring. Some of these are college kids now, but all of them were entering the field. They graduated, they were entering the field. I think all five out of the seven at the time were in the first two years, and two had just graduated.

Did not know what IALEIA was, and you've got five people who've now been in this field for two years, and they don't know what IALEIA is. That's a problem. How are you an intelligence analyst in law enforcement and you don't know what this is? And so I said, "Hey there needs to be some beefing up of marketing," and not marketing in a gross way, but marketing in a, there's a professional association that's here to support you, that's able to help you navigate, What to learn as an analyst and how to progress in your career path and connecting you with other like-minded individuals and people who maybe specialize in the area that you wanna specialize in.

So I pitched out this thing and they got me in contact with Phil Powell, who's the vice president. Yes. And they were like, "Great." He set up a meeting with me. So I pitched it, and I was like, "Look, here's like all of the ideas that I have and the ways that it could be done and articulated in a way that's not overwhelming, but also can reach as many people as possible so that analysts know you have a professional association here to support you."

"We're here whether you're a college kid trying to break into the field, you're new to the field, vetted, all of those things." At the end of the meeting, he was like... And I was like, and I said something to the effect of "I'm not asking for me to do this. I just think this would be great."

And he's "Oh, no, you're the right person to do it." I'm like, "Oh, okay." And so, it... One thing developed. I really like Phil, by the way. Yes. Phenomenal VP. Yeah ... th- everybody that I've met with IALEIA's executive board have been really great people, and I can honestly say that there isn't anybody that I've met that I'm like, "Holy guacamole."

They really are genuinely good people who want to see good things for analyst officers, agents, et cetera, that are in the intelligence field. So that's how it started, and then I ended up getting committee... I have a committee member right now. I lost my other one. So if you are interested and you are listening to this and strategic outreach sounds interesting to you, make sure to let us know

because I'm looking for just a few committee members who really are passionate about strategic outreach and making sure that we, as analysts, are supported and everything from education to networking to career development, whatever that looks like And building up chapters.

I- it's not a matter of a money grab, it's a matter of support. Think of it as your personal support group.

[01:19:51] **Jason:** Yeah. So this gets into people obviously that aren't currently members but could be members, right? Yes. And bringing them into the association.

[01:20:03] **Brandy:** Yeah. And that's, I think, one of the biggest things that, that got me was, is to have five people I'm mentoring at this particular time who are actively in the field, have been in the field for a few years, in law enforcement, in this country- Yeah

and don't know who you are. And that, and I understand they don't wanna do the icky marketing and all that. But, you know- Yeah ... i- in the conversations we've had, and they're well aware of this. They're ... We're redesigning the website right now. Olivia Moore is fantastic. I really who we have in place to getting things done, getting the website updated, looking at what we can do to bolster chapters.

And again, it's not about building just a mass number of members. We're all on that same page. What we're looking for is to reach out to the people who want some sort of support from a professional association, w- whether you're new, whether you're in college, whatever that may be, to say, "Hey, you've got a support network.

Here's training. Here's this." We're looking at quite a bit of stuff right now. It's not just as simple as membership. We're revamping training and websites and all the things.

[01:21:05] **Jason:** Yeah. One of the frustrations that I have is that, some people will complain that they're getting too many emails.

And so y- you mentioned marketing. Marketing's about repetition, right? To some people, they may have seen this commercial 20 times. But to some people, they've never seen it before.

Yeah.

And so unfortunately I feel you talked about the ickiness side of marketing, but I feel that a lot of associations will stop short because they'll start getting complaints that they're, somebody's getting too much email or they're getting- Yeah

too much of this or too much of that when it's, you're not the target audience. You're tr- y- we realize that you know who IALEIA is. We're trying to identify the people that don't know who IALEIA is. Yes.

[01:21:55] **Brandy:** And I think that's Well, I know for a fact that was something brought up, is that we don't want to jam people's mailboxes and we don't want- Yeah

to overwhelm them. Yeah. And I've explained, and I've given them, email pathways and things like that, where I'm like, " It's all in how you design it." You can't just mass blast emails to everybody with the same email. It depends on where they are in their journey. So, looking at member journeys is one of the things I designed out.

So whether somebody's in college- ... whether somebody's new to the profession, they're, they've been in the profession for X amount of time, what level of involvement are you interested in? What are you interested in? Are you only here for training? Do you only wanna be a member and you don't want training opportunities, you don't want, all these other things that we're looking at?

And I know that's another reason we're bolstering the website and what's on it, because at the end of the day, the association is very passionate about supporting analyst officers, agents. It's more than just, analysts at this point. ... We know that. And it's not just law enforcement at this point.

There are so many people who are involved in this association who are in no way law enforcement. Yeah. So it's about making those very specific member journeys and bolstering their membership profiles, which is something that they're working on right now. I gave them quite a bit of stuff, and I know they've worked on quite a bit of stuff, so that when somebody goes in, being able to track their certification eligibility, being able to track their certification progress, being able to look at what upcoming trainings may or may not be affiliated with IALEIA, looking at what senior members or- intermediate members have free trainings, not just- paid trainings, there's all kinds of things that we're looking at. And I shouldn't say just looking at. We're actively moving

on. It just takes time- Yeah ... especially when you have an association that's spread out across the world Yeah ... literally.

[01:23:46] **Jason:** That's a good point about the type of member because, I just had Kelly Kimsey on.

We did the LEIU- IALEIA conference preview, and, one- my big- biggest tip is, y- pay your \$50 to become a member, and then you get \$200 off the c- the conference fee, right?

And so there's some people that they're just becoming members just for that, just for the discount- Yeah

off of maybe training or a discount off of, off the conference, and that's all the farther they wanna go in terms of that island, right? So, that's a good point of just capturing all that information and t- trying to work with analysts and what their individual goals are.

[01:24:28] **Brandy:** Yeah. That's, that's a big point that we're operating most of the design off of right now for website and marketing and just all of the things. So the strategic outreach chair, myself, I basically hit all of the portfolios. There's not really much that I'm doing that isn't going to touch some portfolio, whether it's professional standards or, the chapters or, the website, technology.

It's about marketing in a way... It's intelligence-driven. There you go. There you go. There we have it. It's marketing in a way that's just, again, you're not just mass blasting. You know who your target audience is, whether that's somebody who doesn't know you exist all the way down to somebody who's been a member for 10 years and has no idea that they qualify for CICA Lifetime if they take the exam.

Like- ... there's a lot of, we're finding, or I'm finding, a lot of members who don't know what is available to them through membership other than, "I get \$200 off at the conference." Well, there's more than that.

[01:25:25] **Jason:** Yeah.

[01:25:26] **Brandy:** There's more than that, so let's talk about it. Yeah.

[01:25:29] **Jason:** . Well then very good. Let's finish up with personal interests , and you describe yourself as an excited reader.

[01:25:35] **Brandy:** yes. So I love to read. I have a home library.

I actually this weekend, very exciting- ... I just did the Austin Book Trail- Yeah

which is what most people call a, like a... People go to bar crawls. I don't do that. That's not my jam- ... but I will definitely do a book trail. So I went I love to read. Most people are interested, that I'm finding, I get asked all the time about fiction. I don't read fiction.

Yeah. It's just a thing for me. I don't read fiction. I don't read fantasy. I don't all that. I dive really deeply into like old esoteric and occult manuals and religious teachings and- Yeah ... stuff like that, sociology, psychology. I'm interested. I'll read things about... I've, I'm particularly ins- interested in Jung, and my favorite book ever is Viktor Frankl's Man's Search for Meaning, if you're familiar with it.

Yeah. And so I love Rebecca by Daphne du Maurier, which is a fiction, but that goes back to high school, and so does Viktor Frankl's Man's Search for Meaning. But I dig, again, it goes back into the psychology and the understanding- ... why people do what they do and think what they think and believe what they believe.

To me, it's just fascinating. So when I did this book trail this weekend, it was funny because I was looking at the bookstores ahead of time, and I'm like, "If they're only selling new books, I'm not interested," because my philosophy is, and I understand a bookstore's gotta survive, so they have to have new things on the shelf.

I don't wanna buy something that I can buy at Amazon. Yeah. I wanna find the stuff that's out of print, first edition, second editions- Yeah ... hard to find, that sort of stuff. So I ended up, my favorite author is Manly P. Hall, and some of you may be familiar with him, but I'm very excited. I found a book which is on Freemasonry with the ancient Egyptians, and it's a first edition. Nice. It's very old. I was very excited when I found it because, again, it's a Manly P. Hall book, and it goes, again, into the whole understanding why people think what they think and where these things come from- and I'm fascinated by Just the way the mind works and why people believe what they believe and do what they do, and it's fascinating to me. So yes, I am an avid reader with a home library filled with probably very odd books to the average person, I imagine.

[01:27:49] **Jason:** Well, I mean-

[01:27:49] **Brandy:** People look in and they're like well, that's interesting."

[01:27:52] **Jason:** Well, well, you're finding value where that's off the beaten path, which is- It is ... basically a lot of the stories that you've shared here today, right?

[01:28:02] **Brandy:** Yeah. And it's also interesting, so I've always been very interested, and it goes back to the clinical psychology side and when I originally wanted to work with terrorists, to be specific.

I also wanted to work with those that are involved, more specifically cult leaders as opposed to cult followers because again, to me it's fascinating the type of personality that can be swayed or sway people to do things. It's just, it's interesting when you get into- Yeah ... the belief systems and the thought processes and the way in which they speak or move.

It's very much an enchantment type thing- ... when you see them. You- you're enchanting people is essentially what you're doing.

[01:28:38] **Jason:** Yeah. No, that's that's why all those documentaries are so popular these days.

[01:28:42] **Brandy:** I know. And, and I'm that person that it's funny because I only have Hulu for the explicit purpose of the History Channel

[01:28:50] **Jason:** That's

[01:28:51] **Brandy:** it.

That's it. The twins may be disabled, but they love their History Channel, black and white. They love World War II stuff. So it's- ... that's just how I am. And yeah, I'm an avid reader, but I read weird stuff that the average person would be like I have questions." Me too, which is why I'm reading this.

[01:29:10] **Jason:** Yep. Oh, very good, Brandy. This has been great. Thank you for your time here today. This is great to hear your journey and your perspective and wish you the best of luck with the strategic outreach with IALEIA. .. So our last question of the show is Words to the World.

This is where you can promote any idea that you wish. Brandy, what are your words to the world?

[01:29:31] **Brandy:** Be a lifelong learner. I think that's the most important thing as an analyst is I tell people pieces of paper don't mean anything. I have a master's degree. It's a piece of paper. It's an expensive piece of paper.

The bachelor's degree is expensive pieces of paper. Did they teach me something? Yeah, they did, but I've learned more in the field and by seeking out personal experiences and seeking out opportunities, whether that's through a mentor, through a class, through reading. I'm reading another book right now by Jerry Ratcliffe, like y- and I'm rereading it actually.

Be a lifelong learner. Never assume that you know everything. The moment you think you know everything is the moment you no longer belong in this field. Know your limits. Know when you don't know something, and go find the answer, and don't be afraid to say, "I don't know." The answer of, "I will find an answer" is just as acceptable.

[01:30:24] **Jason:** Very good. What I leave every guest with. You've given me just enough to talk bad about you later.

[01:30:29] **Brandy:** But

[01:30:30] **Jason:** I do appreciate you being on the show, Brandy. Thank you so much, and you be safe.

[01:30:36] **Brandy:** Thank you so much.

[01:30:39] **Mindy:** Thank you for making it to the end of another episode of Analyst Talk with Jason Elder. You can show your support by sharing this and other episodes found on our website@www.leapodcasts.com.

If you have a topic you would like us to cover or have a suggestion for our next guest, please send us an email at LEAPpodcasts@gmail.com Till next time, analysts, keep talking.