



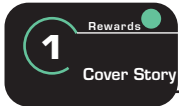
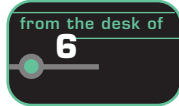
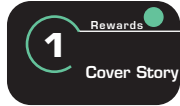
1-800-242-HEAT

www.miheat.org

HEAT®

2003 ANNUAL REPORT

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HEAT® AND AAA GO "HIGH-TECH" WITH THEFT PREVENTION EDUCATION

Help Eliminate Auto Thefts and AAA Michigan know that an informed public has always been one of the most valuable tools in the fight against auto theft. This year, AAA joined forces with HEAT® to educate citizens on protecting themselves from this costly crime by developing a new and improved traveling interactive exhibit.

The AAA Michigan-sponsored exhibit is visually compelling – delivering safety messages and engaging visitors who choose to explore the content first hand. Interactive games, such as "Turn up the HEAT®," give visitors the opportunity to test their knowledge of auto theft. The innovative exhibit made its debut at this year's 18th Anniversary Breakfast, receiving rave reviews from all in attendance!

The backwall panels of the exhibit had a chance to be viewed at various AAA Michigan-sponsored Vehicle Identification Number (VIN) etching fairs across the state this past summer. Look for the entire exhibit this upcoming year at high-traffic venues such as universities, non-profit organizations, corporate headquarters, law enforcement agencies and special events in metro Detroit. If you are interested in hosting the HEAT® exhibit, please call John Bailey & Associates at 248.362.4200.

HEAT REACHES OUT TO LAW ENFORCEMENT WITH UPDATED TRAINING VIDEO

Teaming up with the Law Enforcement Training Network (LETN) in 2003, HEAT® was able to contribute to three 30-minute educational videos addressing such issues as detecting stolen vehicles, identifying stolen vehicles and heavy equipment and motorcycle theft. The videos were distributed to key law enforcement agencies in Michigan and at the Anti Car Theft (ACT) and Michigan Association of Vehicle Theft Investigators (MAVTI) meetings. HEAT® director Terri Miller had a chance to showcase the videos to five Auto Theft

Prevention Authority (ATPA) funded units during a summer outreach program "Breakfast with HEAT®," where she was able to discuss ways HEAT® can best assist law enforcement in the fight against auto theft. If you're interested in viewing the videos, please feel free to contact Nina Hier at 734.464.1100 x 227.

VIN-ETCHINGS REDUCE THEFT AND GAIN MEDIA EXPOSURE

HEAT® and AAA Michigan joined forces this summer to publicize the HEAT® exhibit placements at VIN-etching fairs taking place at key markets across the state. VIN-etching involves lightly stenciling the vehicle's identification number onto all the glass surfaces, which makes the car much less attractive to thieves since all windows would have to be replaced to make it valuable on the street. To maximize media coverage in these areas and drive attendance to the VIN-etching fairs, HEAT® approached television stations such as WLNS-TV in Lansing to partner once again in the promotion of the event.



The new HEAT® backwall and interactive exhibit was viewed by government officials, law enforcement and media at this year's 18th Anniversary Breakfast at Ford Field.

UV KEY RINGS SHINE LIGHT ON HEAT®

This past September, HEAT® worked with Michigan State Police to distribute Ultra Violet (UV) key rings to road officers. The key rings were developed to aid in the detection of false or altered identification and driver licenses of motorists. With the HEAT® logo visibly stamped on one side, the UV key rings were an excellent tool for road officers, as well as a reminder of how important the HEAT® program is in the fight against auto theft!

2003 ANNIVERSARY BREAKFAST

HEAT® - A Proven Veteran for 18 Years



In his keynote address, Attorney General Mike Cox praised HEAT® for making a difference in the community and contributing to the 27% drop in auto theft in Michigan since the program's inception.

Marking 18 years of success fighting auto theft, HEAT® celebrated by hosting its annual breakfast on October 23, at the Hall of Legends at Ford Field in Detroit. Ford Field proved to be an amazing new venue, providing behind-the-scenes tours to attendees. Members of law enforcement and the insurance industry also enjoyed an exceptional address from this year's keynote speaker, Michigan Attorney General Mike Cox.

Outstanding Investigative Unit of the Year Awards were given to five law enforcement agencies: The Macomb Auto Theft Squad (MATS) – D/Lt. Brenda Baker, D/Sgt. David Daniels, D/Sgt. Don Lusk, Det. David Gatz, Det. Joseph Gorney, Det. Joe Kaltz, Det. John Rood and Kimberly Davies – was recognized for its efforts in arresting eight suspects and recovering four vehicles valued at \$55,000 during the last year. D/Sgt. Stan Lis and Det. Esteban Moreno from the Grand Rapids Combined Auto Theft Unit were recognized for their efforts in working two HEAT® tips, one of which led to the break up of an international theft ring. John Quincy was recognized individually for his efforts in the Commercial Auto Theft Squad (CATS) of the Detroit Police Department, resulting in the shutdown of an illegal chop shop as well as the recovery of four vehicles and one trailer valued at \$213,300. Det. Don Barton of the Western Wayne Auto Theft Unit was recognized for leading an investigation resulting in the breakup of a multi-state operation that involved stealing and shipping airbags illegally through UPS. Last, but not least, are the nine members of the Oakland County Sheriff's Department Auto Theft Unit who were recognized for their work in the fight against auto theft over the past year.

The prestigious William V. Liddane Award was presented to Newt Shoup, the first woman to be recognized by HEAT® for demonstrating an outstanding commitment to the fight against auto theft in Michigan. Shoup has worked for the ATPA since 1988, supporting groups like the Michigan ACT Committee and MAVTI, and providing financial and organizational skills to assist law enforcement in apprehending auto thieves.

Ken Tassie was awarded the HEAT® Director's Award for his dedication and commitment to battling auto theft. Tassie was a member of the Michigan State Police for 23 years before retiring in 2002 and has been instrumental in promoting the HEAT®



The Oakland County Sheriff's Department Auto Theft Unit (l to r) - Det. Joe Lowry, Det. Larry Novak, Det. Mike King, Det. Ryan Roberts, Det. Chris Cole, Sgt. Kevin Banycky, Det. Gerry Schroeder (not pictured - Det. Tom Kenyon) - accepts an Outstanding Investigative Unit award from Terri Miller (center).



Ken Tassie, longtime supporter and friend of the HEAT® program, accepts the HEAT® Director's Award from Terri Miller.



Terri Miller and Michael Liddane present the William V. Liddane Award, created in Michael's father's honor, to Newt Shoup.

program throughout Michigan. In 2002, through a special grant from the ATPA, Tassie and his former partner, Doug McCallister, spent the year traveling across the state teaching law enforcement the latest techniques in fighting auto theft. Last year, he narrated a police roll-call video that was designed to inform auto theft investigators and road officers about the benefits of the HEAT® program.

PROFILE: Brenda Baker



If you're looking to learn more about law enforcement and auto theft – look no further than Lt. Brenda Baker of the Macomb County Sheriff's Office. At any given time, Lt. Baker can be found interviewing an auto theft suspect, leading a training session on stolen vehicle identification or participating in a HEAT® committee meeting.

For the past two years, Lt. Baker's full-time job has been heading up the Macomb Auto Theft Squad (MATS). It's a position that she welcomed with open arms. "I kept putting in for the position in auto theft for years," Lt. Baker said. "I like the versatility and pro-active aspect that auto theft investigation offers."

One of the pro-active aspects that Lt. Baker is referring to is the HEAT® program. She inherited her role on the HEAT® Committee when she joined MATS. And it's a role that she's very proud of.

"The more I got involved with the HEAT® program, the more I enjoyed its mission," Lt. Baker said. "The numbers speak for themselves."

In her short time with HEAT®, she has become a strong advocate for the program. "Once we take an initial tip or report, we tell the informant to use the HEAT® tip line," Lt. Baker said. "It's good for the tipster and the program." Also, during her many training sessions with other detectives, Lt. Baker makes sure to teach them how to use the resources available to them, such as the HEAT® program, ATPA and MATS.

Lt. Baker was recently recognized along with MATS at the 2003 HEAT® Anniversary Breakfast for their efforts in solving several insurance fraud cases. Their investigations saved the insurance companies \$55,000 in the recovery of stolen cars.

"Lt. Baker has a knack for getting people involved," said Macomb County Sheriff Mark Hackel. "She's making a difference by bringing people together for a common goal."

PROFILE: Bruce McDonald



When it comes to auto theft, Bruce McDonald has dealt with it from all sides. Working with the Detroit Police Department Commercial Auto Theft Unit (CATS) for 13 of his 26 years on the force, McDonald was able to find his niche in auto theft investigation. He was surprised by how many theft cases involved insurance fraud. Now McDonald

sees insurance fraud from another angle as a claims investigator with AAA Michigan. "I was very fortunate to stay in auto theft," McDonald said. "It made for a very easy transition."

When working on an insurance claim that seems fraudulent, McDonald knows just who to call. "I still have a lot of interaction with various auto task forces," McDonald said. "It's been such an added benefit to my job to know how the system works and have people I can contact personally."

Knowing how the system works was a huge reason McDonald and several other insurance investigators were recently recognized by HEAT® and Michigan's Attorney General Mike Cox. McDonald was involved in a lengthy fraud investigation that resulted in 16 indictments, involving claims to various insurance companies that totaled over \$2.4 million.

McDonald believes that the HEAT® program has helped tremendously in his work. "People who wouldn't normally give out information are suddenly willing when money is involved," McDonald said. He said most people who do submit tips used to be involved with auto theft in some way and still know what's going on in those circles.

For McDonald, staying within the "circle" of law enforcement and fighting auto theft is what he enjoys most about his job. We're proud to have Bruce as a partner!

HEAT® IN THE NEWS

Although world events filled many headlines this year, HEAT® managed to have another successful year garnering more than 100 media placements throughout 2003. Help Eliminate Auto Thefts was in the media in all key markets in Michigan, with stories ranging from the HEAT® and AAA Michigan partnership in Michigan Living, a publication with the largest circulation in the state (1,000,000), to significant coverage on WLNS-TV for a Lansing VIN-etching, to "Breaking News" releases on carjackings appearing on television and news. Here's a sample of where HEAT® could be found this year:

Michigan Radio Network

Detroit News

WJBK-TV Detroit

Detroit Free Press

WLNS-TV Lansing

Michigan Living

WJIM-AM Lansing

Ann Arbor News

WJR-AM Detroit

Kalamazoo Gazette

WWJ-AM Detroit

Macomb Daily

WOOD-AM Grand Rapids

Observer & Eccentric

HEAT® CONTINUES TO REACH TIPSTERS THROUGH RADIO AIRTIME

HEAT® experienced tremendous success this year after running its second advertising campaign on WJLB-FM 97.9, a top urban radio station in Detroit. The public service announcement titled "Every Day," ran during key timeslots that allowed HEAT®'s message to be heard by its target audience. The spots resulted in a major spike in tip calls during that month! HEAT® is in the works with WJLB to continue this successful initiative not once, but twice again during 2004.

E-MAIL ADDRESSES NEEDED

Help Eliminate Auto Thefts wants to help keep theft prevention top-of-mind by developing an e-newsletter in 2004. The newsletter will feature information about the HEAT® program, current trends in auto theft and tips on how you can get involved in the fight against auto theft. If you're interested, please log onto the HEAT® web site at www.miheat.org and register.

HEAT® OUTREACH

HEAT® materials were sent far and wide to various organizations and community groups across the state this year. Requests for HEAT® business cards, panel cards, litter bags and counter displays came in from law enforcement, county prosecutors, neighborhood associations, churches and businesses. HEAT® also received two out-of-state requests for the new law enforcement training video. In the upcoming year, HEAT® materials will be developed to specifically target young adults in Michigan. To order supplies for your organization, please call Nina Hier at 734.464.1100 x 227.



Attendees of this year's HEAT® Anniversary Breakfast enjoyed a behind-the-scenes tour of the new venue, Ford Field. Attendees got close to the action visiting the playing field and locker rooms.



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PROGRAM STATISTICS

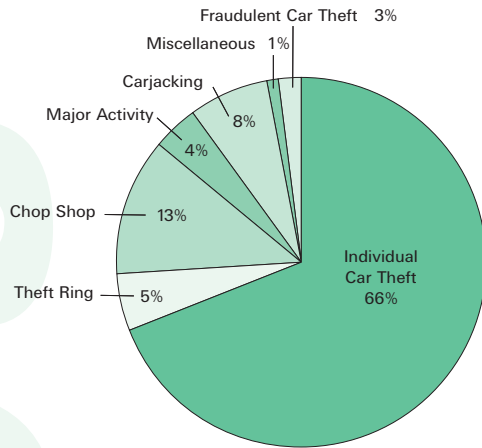
Cumulative Since 10/85

Tip Calls	6,245
Suspects Arrested	2,684
Vehicles Recovered	3,270
Awarded	\$2,630,125
Value of Recovery	\$38,286,476

2003

Tip Calls	329
Suspects Arrested	106
Vehicles Recovered	109
Awarded	\$151,060
Value of Recovery	\$1,338,360

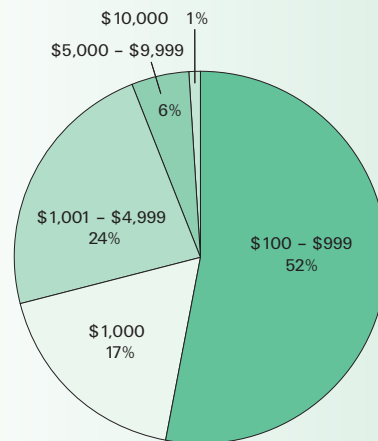
TIPS PAID BY TYPE FROM 10/85 TO 12/31/03



Individual Car Theft	1,086
Chop Shop	216
Carjacking	140
Theft Ring	84
Major Activity	67
Fraudulent Car Theft	55
Miscellaneous	9
TOTAL	1,657

AMOUNT OF PAID TIPS FROM 10/85 TO 12/31/03

\$100 - \$999	865
\$1,000	290
\$1,001 - \$4,999	396
\$5,000 - \$9,999	93
\$10,000	13
TOTAL	1,657





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FROM THE DESK OF - TERRI MILLER

HEAT® Director - General Manager, MAIPF



The year 2003 provided a mixed bag of news on the auto theft front. The good news? The unique partnerships we have forged in Michigan continue to drive auto theft numbers down, even as they increase in the rest of the United States. HEAT® works to bring together the Auto Theft Prevention Authority, auto insurers, law

enforcement and concerned citizens to combat auto theft, carjacking and auto theft-related insurance fraud. We use a combination of reward dollars, officer training, public relations and community education to spread the word that car thieves can be stopped in their tracks if concerned citizens report what they know.

And the bad news? Thieves continue to be one step ahead as they devise new and more creative ways to take the property of others. We have seen an increase in auto theft crimes involving identity theft, so HEAT® has distributed several hundred keyring UV lights to road officers to help them detect false driver's licenses. There has also been an increase in the theft of

specialty tire rims, so HEAT® has been educating citizens through news stories to be on the lookout for dealers who take in stolen property. Insurance fraud "thefts" are on the upswing, as people arrange for their vehicles to be "stolen" to get out of expensive lease payments or costly repairs. HEAT® has been driving the message home that these schemes cost all of us through higher insurance rates and take law enforcement attention away from more serious crimes.

To finish on a positive note, HEAT® has some exciting new initiatives planned for 2004 to reach more Michigan citizens with the message that auto theft crime doesn't pay...unless you are a HEAT® tipster. When we receive a tip that leads to an arrest, everyone wins except the thief.

I'd like to recognize another year of exceptional work by Nina Hier, who keeps HEAT® moving forward by taking care of the administrative details. I'd also like to thank our web experts, Christine Grabowski and Cindy Pirie, for their continued efforts with our web site. Their dedicated involvement in the program over the years has helped make it what it is today. And thanks to all of you who have lent your support.

from the desk of

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