

From: Sheriff Dept Mail <ghiggins@slpsheriff.com>  
To: Christian Lewis <clewis@glennarmentor.com>  
Date: 2/28/2016 3:22:05 PM  
Subject: The Covenant

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Christian,

Sir, please check out the Captain Clay Higgins FB page.

We've posted the March issue cover pic, and the response is good.

I hope you guys are able to print enough copies. They are wanted all over the country and overseas as well.

Also, partner, call me, I have news.

Clay

337-319-1724

Sent from my iPhone

From: Sheriff Dept Mail <ghiggins@slpsheriff.com>  
To: Garrett Andrew Ahrens <garrettandrew99@yahoo.com>  
Date: 2/1/2016 11:17:03 PM  
Subject: Re: For your consideration

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Andrew I suppose we should settle up with him in full, call it 3500 I guess, then have a sit down to determine a potential job description and compensation, commission on retail or whatever.

However, that being said, I don't really like if that we had an employee earning some wage that had never been agreed to, but that's small in the big scope of things, I'm just saying is all... But the REAL sad thing is the concept of Andre wasting 3500 bucks of grocery and bill cash on a trip to NYC to network with children's book publishers ? Really. I think he needs solid financial and career advice.

Sent from my iPhone

On Feb 1, 2016, at 9:22 PM, Garrett Andrew Ahrens <garrettandrew99@yahoo.com> wrote:

Sent from my iPhone

Begin forwarded message:

From: andrejarceneaux@gmail.com  
Date: February 1, 2016 at 9:20:50 PM CST  
To: Garrett Andrew Ahrens <garrettandrew99@yahoo.com>  
Subject: Re: For your consideration

I apologize in advance for assuming you knew about my condition. I have to explain it so often that I forget who I've told. I have a rare brain condition called Neurosarcoidosis. I became mysteriously ill in February of 2014. At the time I was marketing telemedicine to U.S. military bases for Vermilion Behavioral Health. I was laid off a few months later because the CEO retired and corporate did away with my department. I began losing weight until I was 150 pounds when hospitalized. It took doctors until February of 2015 to diagnose me. I saw doctors of all kinds here and at Ochsner in New Orleans. I've since been tapering down on steroids and was finally on a low dose as of two weeks ago, but it caused a flare up and I wound up back in the ER last Monday.

I have worked as much as I can doing freelance writing, but a couple hundred bucks a month doesn't come close to supporting my family. My father-in-law supports us at the moment. I have been looking for work ever since I've been physically able to return to work and have only had two interviews.

The Daily Advertiser did a story about my condition last month. Here's a link to the article if you're interested.

<http://www.theadvertiser.com/story/life/people/2016/01/02/peculiar-story-behind-eat-lafayette/77114100/>

My time on the page is not spent in one sitting. I'm constantly manning the page at an average of 1.5-2 hrs a day. I respond instantly to questions and forward what I can't answer to Clay and Skip as needed.

Here is a further breakdown of my activity on the page since you brought me on board.

Writing an average of 2 unique posts per week

Drove traffic to CHG store with multiple posts featuring original content

CHG Black Friday push

Filmed/edited the CHG web video

Connected customer service inquiries to Skip

Ran a promotion (giveaway) on FB that drove traffic

Helped Clay with tech support

Connected and networked the Higgins brand with similar pages on Facebook

Study FB analytics & demographic for the page weekly to know how to create engagement and drive more traffic

Thank you for responding. I love working with you guys and I'm excited to see where this thing will go.

André

On Feb 1, 2016, at 18:51, Garrett Andrew Ahrens <[garrettandrew99@yahoo.com](mailto:garrettandrew99@yahoo.com)> wrote:

Andre. Can you give us an idea of your expenses or time since we added you to the team? Also, what kind of illness do you have? We all love you and are worried about you and want to help.

Thanks,

Andrew

Sent from my iPhone

On Feb 1, 2016, at 2:31 PM, [andrejarceneaux@gmail.com](mailto:andrejarceneaux@gmail.com) wrote:

I am writing to ask for your financial support in exchange for the work I've done thus far on the Higgins endeavor. I haven't asked for any compensation, but I am trying really hard to find a way to support my family in light of my illness.

I may not have mentioned before my hopes of becoming a published children's author. I've been working on a couple over the past year with a local illustrator, Aileen Bennet. We are working to get the first one published soon.

I have a close friend who draws/writes for Marvel comics. He strongly suggests I attend a Society of Children's Book Writer's and Illustrators conference to network and meet agents. There are only 2 each year. There is one in NY February 12-14. (Another in L.A. in July but it's already sold out.)

I need \$3,000 to attend this conference with my wife & new baby. Because of my brain condition and recent flare-up my wife & our parents feel I shouldn't travel alone. Here is a breakdown of the costs.

Conference tickets \$560/person = \$1,120

Airfare \$1,100

Hotel \$259/night @ 3 nights = 780+tax

It will be a little over \$3k after hotel taxes. This doesn't include cab fare and a few meals (outside of conference).

People have suggested I do a gofundme but I feel it would be an exploitation of my illness, and I would rather ask for compensation for work I've already done rather than a handout.

The amount of time I've put into the Higgins page is well over \$3k at this point. I wouldn't be asking for payment if it weren't my only possibility for attending this conference. I could really use your help.

Thanks,

André

From: Sheriff Dept Mail <ghiggins@slpsheriff.com>  
To: Kyle Boudreaux <boudreauxkyle@gmail.com>  
Date: 1/27/2016 3:19:55 PM  
Subject: Re: Everyday Heroes banner PROOF

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Skip is it possible to lose one of the logos, make redemption that much bigger, and lighten redemption just a bit ?

Sent from my iPhone

On Jan 27, 2016, at 1:32 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

Banner Proof for parade. I need the OK

Thanks,  
Kyle "Skip" Boudreaux

----- Forwarded message -----

From: Lowry's Printing <lowry@lowrysprinting.com> >  
Date: Wed, Jan 27, 2016 at 12:31 PM  
Subject: Everyday Heroes banner PROOF  
To: boudreauxkyle@gmail.com

here is a proof for the float banners.

--  
LOWRY'S PRINTING, COPYING & SIGNS  
2004 W. Pinhook Road - Lafayette, LA 70508  
Phone: 337-261-0139 - Fax: 337-261-0525  
lowry@lowrysprinting.com  
www.lowrysprinting.com

Hours: Monday through Thursday 8am to 5pm  
Fridays 8am to 4pm  
We close at 4pm on Fridays! THANKS!

<Everyday Heroes PROOF.pdf>

From: Sheriff Dept Mail <ghiggins@slpsheriff.com>  
To: Kyle Boudreaux <boudreauxkyle@gmail.com>  
Date: 1/27/2016 7:04:57 PM  
Subject: Re: proof #3 - LT CLAY HIGGINS BANNER FOR RIO FLOAT

---

Yes good to go

Sent from my iPhone

On Jan 27, 2016, at 5:11 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

take a look at this. I need an OK.

Thanks,  
Kyle "Skip" Boudreaux

----- Forwarded message -----

From: Lowry's Printing <lowry@lowrysprinting.com>  
Date: Wed, Jan 27, 2016 at 5:10 PM  
Subject: proof #3 - LT CLAY HIGGINS BANNER FOR RIO FLOAT  
To: Kyle Boudreaux <boudreauxkyle@gmail.com>

Hi Kyle,  
how's this?  
10 feet long x 4 feet high

thanks,  
Marybeth

Lowry's Printing, Copying & Signs  
2004 West Pinhook Road  
Lafayette, LA 70508  
337-261-0139 Phone  
337-261-0525 Fax  
EMAIL: lowry@lowrysprinting.com  
Upload large files at our website:  
www.lowrysprinting.com

Hours; Monday - Thursday 8am to 5pm  
Friday 8am to 4pm  
We close early on Fridays / 4pm.  
Have a good one!

<LT CLAY HIGGINS & EVERYDAY HEROES BANNER REVISED PROOF #3.pdf>

From: [redacted]  
To: Kyle Boudreaux <boudreauxkyle@gmail.com>  
Date: 1/25/2016 11:47:56 PM  
Subject: Re: CHG Redesign

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It occurs to me that our very first Retail outlet and complete showroom display of all CHG products, incl fully stocked representations of each level of distributors display, should be incorporated into the Absolutely showroom.

Sent from my iPad

On Jan 25, 2016, at 3:44 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

Great. Jot down some notes and I'll put you and Ben in a room to really make it effective.

Thanks,  
Kyle "Skip" Boudreaux

On Mon, Jan 25, 2016 at 3:42 PM, Clay Higgins <chiggins@slpsheriff.com> wrote:

My initial response is WOW... much improved. I can help fill in the needed info and I would like a few days to meditate on the whole thing but overall this is an exciting sign of positive progress.

On Mon, Jan 25, 2016 at 1:22 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

See attached New Website Design. I recommend we set up a meeting with Ben to give him further details of what you are looking for.

Thanks,  
Kyle "Skip" Boudreaux

----- Forwarded message -----

From: Ben Moseley <ben@ai1313.com>  
Date: Mon, Jan 25, 2016 at 12:29 PM  
Subject: CHG Redesign  
To: Kyle Boudreaux <boudreauxkyle@gmail.com>, Katie Harrington <katie@ai1313.com>

Hey Skip,

The Captain Higgins redesign is attached in a pdf, additional information and notes are written alongside each page. Let me know when you're available to discuss updates or changes.

Best,

Ben

From: Kyle Boudreaux <boudreauxkyle@gmail.com>  
To: Clay Higgins <ghiggins@slpsheriff.com>  
Date: 1/19/2016 11:25:26 AM  
Subject: Re: Display with changes  
Attachments: CPT.HIGGINS.GEAR.pop.medium.display.mockup.v3.pdf

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See attached... I had them make the Redemption background match the rest of the display.. Does this work, or should it stay white like the previous version.

Thanks,  
Kyle "Skip" Boudreaux

On Tue, Jan 19, 2016 at 9:36 AM, Clay Higgins <ghiggins@slpsheriff.com> wrote:  
OK cool I like the final revision.

On Tue, Jan 19, 2016 at 9:34 AM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:  
I already have them working in the background into where the design is distressed, but overall, here is the updated design.

Thanks,  
Kyle "Skip" Boudreaux



From: Clay Higgins <ghiggins@slpsheriff.com>  
To: Garrett Andrew Ahrens <garrettandrew99@yahoo.com>  
Date: 1/19/2016 11:14:39 AM  
Subject: Re: Redemption concern

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Ok cool

On Tue, Jan 19, 2016 at 10:06 AM, Garrett Andrew Ahrens <garrettandrew99@yahoo.com> wrote:  
Hey buddy. I will ask Ted to look at our merchandise and look at the redemption line. I think as long as redemption is not the headline on the shirt and always a small message we are OK. Redemption cannot be patented as it is a word in the dictionary. Redemption clothing company can be.

Sent from my iPhone

> On Jan 19, 2016, at 9:39 AM, Clay Higgins <ghiggins@slpsheriff.com> wrote:  
>  
> Andrew,  
>  
> I realize that you are already aware of the clothing line called "Redemption" and that our attorney has said don't worry about it more or less but I think our current position may benefit from a review of any potential legal challenge we may face down the line, as things get bigger.  
>  
> Clay

From: Susan Brazell <susan@susanbrazell.com>

To: Garrett Ahrens <gahrens@ahrensinvptr.com>, Kyle Boudreaux  
<kboudreaux@ahrensinvptr.com>, Clay Higgins <ghiggins@slpsheriff.com>

Date: 1/13/2016 11:41:35 PM

Subject: SZB-Higgins LLC-Executive Summary.doc

Attachments: SZB-Higgins LLC-Executive Summary.doc  
ATT00001.txt

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This is beginning of the for profit venture which includes film and speeches.  
We can discuss on Friday.

Susan

## **EXECUTIVE SUMMARY**

### **CAPTAIN HIGGINS ENTERPRISES, LLC**

#### **The Company:**

*CAPTAIN HIGGINS ENTERPRISES, LLC* is a for-profit Limited Liability Company formed to market and exploit the dynamic reputation of Captain Clay Higgins, a deputy in the Sheriff's Department of St. Landry Parish, Louisiana and spokesperson for Crime Stoppers, a daily local television news vignette aimed at convincing criminals to turn themselves in. During the over five years that Captain Higgins has been the persona of Crime Stoppers, his reputation as a media personality has soared to unimaginable heights. His unique talent and powerful personality allows him to address criminals directly, and with a sincerity that frequently induces their surrender.

Captain Higgins has become a local icon. In the past year alone, his Crime Stoppers vignettes have clocked hundreds of thousands of views, tens of thousands of Facebook "Shares", thousands of dotting comments from the public, and notable local and national press, including the Washington Post. He has been featured on the HBO series "VICE", was spotlighted on NBC's late night Jimmy Kimmel program, was on Fox News nationally, has a new commentary slot on KATC on national issues, and has been contacted by syndicators for national television programs.

Higgins has formed a non-profit company, *Captain Higgins Gear*, proceeds of which will go to the creation and operation of a homeless shelter in his hometown of Opelousas, Louisiana.

However, *Captain Higgins Enterprises, LLC*, is designed to capitalize financially on the explosion of interest in Captain Higgins as a celebrity personality, through speaking engagements and television appearances.

#### **The Persona:**

Clay Higgins is the son of an Irish family from New Orleans. They moved to Covington, LA when he was just six years old, where the family raised and trained horses. Clay entered the military as a young adult, where he spent six years as a Military Police officer. His civilian career was managing car dealerships, where he enjoyed considerable success. But he was unfulfilled spiritually. So in 2004, at the age of 42, he signed on with the St. Landry Parish Sheriff's Department, feeling that a career in law enforcement would provide the environment for personal fulfillment through helping his fellow man. His move into the Crime Stoppers slot in 2010 gave him the perfect vehicle to realize his objective of good works.

Not only has Crime Stppers been enormously successful in securing the surrender of criminals, it has catapulted Captain Clay Higgins into an iconic position as a dynamic local personality. With the growing demand for speaking engagements and television appearances, he wants to capitalize on this opportunity financially.

Thus the formation of *Captain Higgins Enterprises, LLC*, with that specific goal in mind.

From: Susan Brazell <susan@susanbrazell.com>  
To: Clay Higgins <ghiggins@slpsheriff.com>  
Date: 1/13/2016 11:48:53 PM  
Subject: ZBC-Higgins-ExecSummary.doc  
Attachments: ZBC-Higgins-ExecSummary.doc  
ATT00001.txt

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We will discuss this Friday. Make any changes you would like.

The purpose of these documents is to put structure in place for

both ventures, so that we can determine what is necessary to insure success.

I hope this provides a good starting point. There are obviously details that I am not familiar with that you will need to change.

I have sent out two emails asking for names of a Volunteer who can assist you in the Gear venture.

## **EXECUTIVE SUMMARY**

### **HIGGINS SHELTER & GEAR**

#### **The Need:**

St. Landry Parish is located in the heart of Louisiana's agriculture-rich prairie region, yet is the second poorest parish in the region. Population is 83,709; racial makeup is 56% white, 42% black. Median income per household is just under \$23,000/year, and 29% of the population is below the poverty line.

These kinds of statistics indicate a significant population of homeless: the severely disadvantaged with nowhere to go for food and shelter.

St. Landry Parish has only two full-time homeless shelters, and both are always filled to capacity: the New Life Shelter for Women, and the Lighthouse Mission for Men, both in Opelousas. There is no present shelter available to take in people overnight; no place for women and children in dire abusive situations.

There is a dramatic need for additional facilities to take these indigents off the streets, and to help them break the cycle of homelessness.

#### **The Principal:**

Clay Higgins is a Captain in the St. Landry Parish Sheriff's Department. For the past five years, he has been spokesman for Crime Stoppers, a regularly scheduled news vignette on KATC-TV, the local ABC affiliate in Lafayette, LA. Captain Higgins' unique talent and powerful personality addresses criminals directly with a sincerity that frequently induces their surrender. He has become a local phenomenon, even somewhat of a national celebrity, yet his humility and personal commitment to his local community have directed him to address the homeless problem in St. Landry Parish.

Captain Higgins meteoric rise in notoriety and popularity has been explosive. In the past year alone, his Crime Stoppers vignettes have clocked hundreds of thousands of views, tens of thousands of Facebook "Shares", thousands of doting comments from the public, and notable local and national press, including the Washington Post. He has been featured on the HBO series "VICE", was spotlighted on NBC's late night Jimmy Kimmel program, was on Fox News nationally, has a new commentary slot on KATC on national issues, and has been contacted by syndicators for national television programs.

A New Orleans native, Higgins spent six years as a Military Police officer, followed by a career in car dealership management, but despite the financial success, he was unfulfilled spiritually. He

selected law enforcement as his career destiny and the St. Landry Parish Sheriff's Department as his vehicle.

Captain Higgins intends to use his new-found fame to do good works in his home parish.

### **The Opportunity:**

Captain Higgins has formed a non-profit entity called *Captain Higgins Gear*, a line of promotional items (T-shirts, caps, decals et al) which will be used to raise funds to open and operate a new homeless shelter in St. Landry Parish. All items of *Captain Higgins Gear* will contain an uplifting message of redemption.

A website is being launched to promote *Captain Higgins Gear* and to solicit speaking engagements for Higgins. All proceeds from sales of the gear will go to the non-profit entity.

All speaking engagements for Captain Higgins will provide the opportunity to promote the website and the sale of gear. A portion of the speaker's fees paid to Captain Higgins will be donated to the non-profit project.

Two kiosks are being acquired to allow gear sales at the many festivals and events in St. Landry and nearby parishes throughout the year.

Since the proposed shelter will be a non-profit entity, Higgins anticipates considerable free advertising and publicity from local media.

Captain Higgins has entered into an agreement with Andrew Ahrens, a leading Louisiana investment advisor, for a loan of funds to launch the website, purchase initial gear, and design the kiosks.

An advisory committee has been named to provide ongoing strategic planning, including Higgins, Ahrens, Skip Boudreaux (IT) and Susan Brazell (marketing and event planning).

*Captain Higgins Gear* is seeking financial investment to ensure the success of his homeless shelter project.

### **Financials:**

(A projected Operating Budget for the first year, plus estimated need for Capital Expenses for Year One. All estimates would be subject to ongoing revision as the project progresses. This analysis should include estimates of speaking fees and the portion contributed to the non-profit, which would appear in the income section.)

From: Eric Bertolet <ebertolet@TOPCOR.COM>  
To: "ghiggins@slpsheriff.com" <ghiggins@slpsheriff.com>  
Date: 1/9/2016 2:27:48 PM  
Subject: Re: Safe Nation Radio

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Love that my brother. You shall be in my prayers while you are on this journey. We know we wrestle not against flesh and blood, but against principalities, against powers, against rulers of the darkness of this world, against spiritual wickedness in high places.

I am at your service, proud to help you.

Sent from my iPhone

On Jan 9, 2016, at 1:18 PM, "ghiggins@slpsheriff.com" <ghiggins@slpsheriff.com> wrote:

Eric I didn't screen nor select my associates for the myriad of parallel missions that have manifested themselves in my life over the course of the last year... God did. Paul told us in Corinthians that we should place our faith not in the wisdom of man, but in the spirit and power of God. My partners on these missions include financial advisors, attorneys, an agent, a manager, I T experts, web designers, photographers, videographers, FB experts, marketing experts, graphic designers, a priest, a black activist, and many others. I have been contacted by 16 television production studios and we have contracted with one, eOne, the worlds largest. We should be in production this Spring. My speaking engagements are managed, my commercial endorsements are managed, all aspects of CHG is managed, all social media is managed, and the entire assembly of people were brought into my oath by some divine method. All missions are run by me ultimately, my own guide being sought from bended knee, as I place my faith as Paul instructed... in the spirit and power of God.

Sent from my iPad

On Jan 8, 2016, at 1:58 PM, Eric Bertolet <ebertolet@TOPCOR.COM> wrote:

I would love to meet your partner.

If it has not happened already, you will be approached by all kinds of creeps wanting to ride your fame and leave you with nothing. I saw this happen with Capt. Pete Collins with the Miss State Police. He was a great speaker, presented with the Trooper of the Year from Bill Clinton in 1996. Some guy got him to agree to make videos for him. The guy sold over 7 million copies and Pete never got a dime. If you are not familiar with the story, Pete eventually had some girls claim he had molested them, he was arrested and hung himself the first night in jail. Pete was gracious enough to allow me to use his material on my radio show, which I still do because his message is so powerful despite the details of his arrest. It broke my heart when he met his demise.

So don't sign anything with anyone. You are doing great, one step at a time. I will only bring you things that will only make me money if it makes you money. And I will use the money I make to help you even more.

There are two catch phrases I want to use on your coin. Redemption, and Have Your Affairs in order. It will have the Capt. Higgins logo on one side and the phrases on the other. Redemption is a trademarked clothing line so we have to be careful how we market that. I have attached a photo of some of my challenge coins.

Here is a great link about challenge coins, very important that you watch it to know the history and how to present them. People into challenge coins take them very seriously. [https://www.youtube.com/watch?v=z1KG3J\\_lgo&list=PL80DA4AA51FDAED46](https://www.youtube.com/watch?v=z1KG3J_lgo&list=PL80DA4AA51FDAED46)

I am very selective of who I do business with. They must have a purpose, a cause, and a desire to serve God. You have these qualities. I am proud to join your cause.

Eric E. Bertolet  
Corporate Safety Manager  
Structural TOPCOR. LLC.



12025 Industriplex Blvd  
Baton Rouge, LA 70809  
Cell: 225-235-3244  
Fax: 225-622-5599

[eric@topcor.com](mailto:eric@topcor.com)  
[www.topcor.com](http://www.topcor.com)

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**From:** Clay Higgins (<mailto:ghiggins@slpsheriff.com>)  
**Sent:** Friday, January 08, 2016 1:32 PM  
**To:** Eric Bertolet  
**Subject:** Re: Safe Nation Radio

... moving fast partner...

... will talk on show next Thursday... will attend skeet shoot on 4 Mar 2016... will accept Challenge coin deal pending my business partners approval... will accept your offer to assist our Christian endeavor, God will reveal exactly how and in what way, the next few months will clarify many things that are as yet unclear or unknown

Clay

On Fri, Jan 8, 2016 at 11:48 AM, Eric Bertolet ([ebertolet@topcor.com](mailto:ebertolet@topcor.com)) > wrote:  
Dear Sir,

It was a pleasure meeting you and hearing from your heart. We have a kindred spirit and I want to help you.

First, the radio show. On Sunday WJBO 1150AM, or Iheart radio free app I will speak about you on my show. We recorded the show yesterday, it will air this Sunday, 8-9AM. I invite you to join us when we record next Thursday at about 3:30 to 4PM. We can do it by phone.

Next, the Cenikor Skeet shoot is March 4<sup>th</sup>. There is a law enforcement trophy that several of the depts. compete for, but there are many other shooters representing many companies. Cenikor is a non-profit substance abuse center that I have been privileged to be on the board, all volunteer, they pay me nothing. I invite you to shoot on my team, I will pay your fee, but would really like for your Dept. to bring and sponsor a team. I will buy some Capt. Higgins gear and if you would be so kind to sign it we will include it in the silent auction. I will use this opportunity to help promote your cause. I will forward more intel on the shoot so you may approach your Sheriff about sponsoring a team, if that would be possible.

Next, please search for 1911, tips, tricks and modifications on Face Book. I have approved your membership, and the moderators are awaiting your request for membership. These folks will help your cause, buy your products and will pray for you. Plus they are some top notch 1911 experts. Godly men, one of which is called Guru, one of my mentors. He has vision problems so most of the folks type with capital letter to aid him seeing the text. They will be honored to have you join this elite group and they will help you.

Next, I would like to offer to get you some challenge coins to sell on your website. I will pay for them, have them made, and you will have final approval for final design. All you have to do is put them on your website, take the orders and ship the product. I have not taken a vow of poverty so I will expect to make a few dollars per coin. But ONLY after you make money. I will pay for them to be designed, produced and shipped. I believe I can have a simple coin made for around 5-6\$ per coin. You can sell them for \$14.95 on your website, charge 2.95\$ for shipping on each coin. I will need to get about 10\$ per coin, that leave \$4.95 profit for you per coin. As they sell, you can reimburse me and I will deliver more to you. No cost, no risk to you. I will promote your products on my radio program which costs a minimum of 50\$ per 30 second ad, no cost to you. This will push people to your website so you can sell other products to them as well. I believe this will be a hot selling item that will be a huge collector's item and a wonderful tool to help promote your great cause. If the first one sells good

I am also willing to invest capital into your venture, if you need that. I know marketing, know how to brand a product, and I can help you if you will let me have that honor. I want to see your vision of a shelter of some kind built in your parish. Google my name, Eric Bertolet and you will see plenty about me. I am well known, respected, and I work tirelessly to help the less fortunate and other great causes. I am very much a sinner in need of a savior, thank God He provided one. I, too, have worked the night shift on the streets, have had too many people die in my arms, looked in to too many faces that had no hope, and burned in my heart to find a way to help others. I believe I can do more of that if I can ally with you. Your message of redemption rings loud and clear in my ears and in my heart.

I look forward to hearing from you, my personal cell number is listed below.

And if I may ask, what branch of the military did you serve with?

**Eric E. Bertolet**  
**Corporate Safety Manager**  
**Structural TOPCOR, LLC.**

<image001.jpg>

12025 Industriplex Blvd  
Baton Rouge, LA 70809  
Cell: 225-235-3244  
Fax: 225-622-5599

[eric@topcor.com](mailto:eric@topcor.com)  
[www.topcor.com](http://www.topcor.com)

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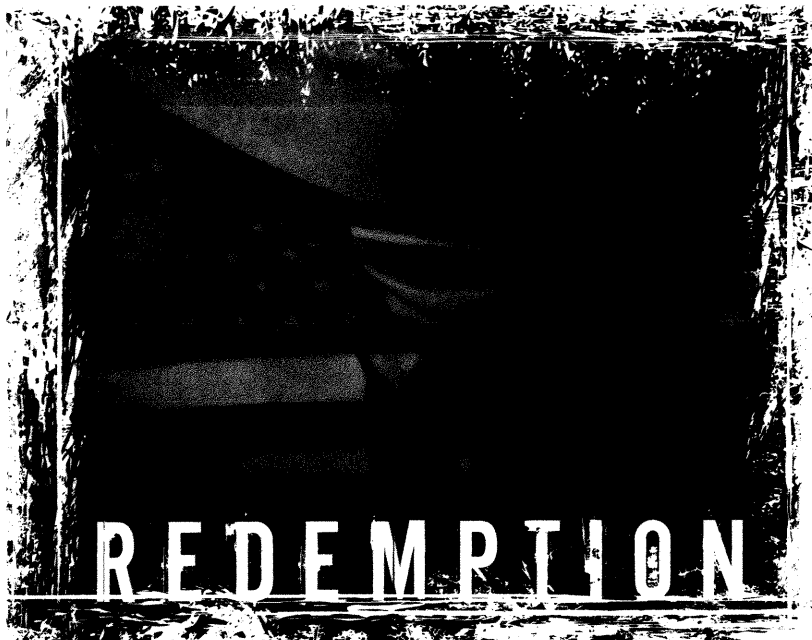
<coins.JPG>



From: Kyle Boudreaux <boudreauxkyle@gmail.com>  
To: Clay Higgins <ghiggins@slssheriff.com>  
Date: 1/8/2016 11:32:29 AM  
Subject: Re: Medium display with bonus mini-clay picture

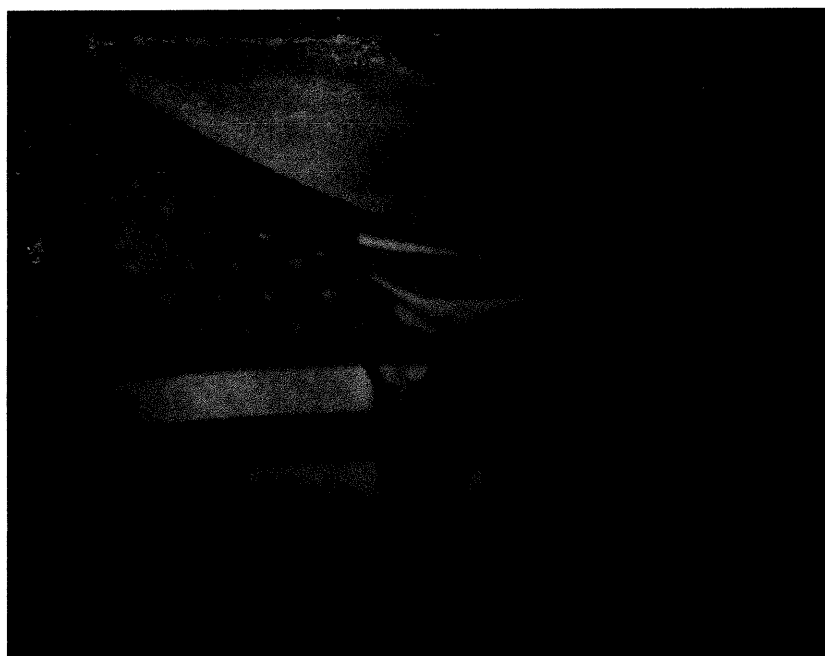
---

Sorry, Wrong image.



Thanks,  
Kyle "Skip" Boudreaux

On Fri, Jan 8, 2016 at 10:30 AM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:  
See attached... I spoke with Tiffany with Covenant, and I'm working with Melanie to get her the images she needs.



Thanks,  
Kyle "Skip" Boudreaux

On Fri, Jan 8, 2016 at 10:26 AM, Clay Higgins <ghiggins@slssheriff.com> wrote:

On Fri, Jan 8, 2016 at 10:17 AM, Clay Higgins <[ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)> wrote:

I would like the Redemption image to become well associated with our endeavor, it is a special image, it conveys so much. Our retail displays will be a good way to make that image iconic. Please have them focus on that.

On Fri, Jan 8, 2016 at 10:12 AM, Kyle Boudreaux <[boudreauxkyle@gmail.com](mailto:boudreauxkyle@gmail.com)> wrote:

No worries. I already told them that "midget you" won't work (you would have gotten a kick out of it). At this point, they want to make sure the sizing is correct because it's fairly easy for them to change the graphics on the computer. I have them working on changing it. I'll send them the redemption image as well.

Thanks,  
Kyle "Skip" Boudreaux

On Fri, Jan 8, 2016 at 10:05 AM, Clay Higgins <[ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)> wrote:

Kyle, partner I so appreciate all you are doing and I just can't imagine how frustrating it must be to have to put up with me.

I don't like the life-like/full head to toe image in anything less than full scale/full size... Sooooo... I am thinking that on the smaller displays, perhaps we could use our soon to be iconic "Redemption" image/artwork... distressed and cool looking and worked into the display on the back, rather than the life-like image.

On Fri, Jan 8, 2016 at 9:57 AM, Kyle Boudreaux <[boudreauxkyle@gmail.com](mailto:boudreauxkyle@gmail.com)> wrote:

How cool is this?

Thanks,  
Kyle "Skip" Boudreaux

On Jan 8, 2016 9:39 AM, "Kyle Boudreaux" <[boudreauxkyle@gmail.com](mailto:boudreauxkyle@gmail.com)> wrote:

I'm at absolutely putting products on the prototype now to see what fits and how.

They are tweaking the graphics for it to add a photo of you, but let me know what you don't like.

Thanks,  
Kyle "Skip" Boudreaux

From: Sheriff Dept Mail <ghiggins@slpsheriff.com>  
To: "andrejarceneaux@gmail.com" <andrejarceneaux@gmail.com>  
Date: 1/7/2016 5:07:17 PM  
Subject: Re: Facebook update

---

Ok good work brother thank you. Once we get the FB verified site status we'll have a bit more legitimacy amongst the FB audience and at that time we'll push a CHG Premium Membership with a small annual fee like 15 bucks and an automatic 20% discount or free shipping on every future order and a free subscription to a monthly members only Editorial Video that I'll create. We'll push the membership stating that the first 10,000 members will receive a free Special Edition CHG tshirt.

Once we have an extensive list of emails provided by our base, we can start working direct e-commerce efforts

Sent from my iPhone

> On Jan 7, 2016, at 3:19 PM, andrejarceneaux@gmail.com wrote:

>

> Good afternoon, Captain.

>

> I did some research about what we talked about earlier this week. In order for us to reach the direct inbox of all the Captain Higgins Facebook fan base, we'd have to run a bot; the internet equivalent of RoboDial. The problem is that Facebook doesn't allow them and using them will result in your account being terminated.

>

> One thing we could do that is well within the Facebook Terms of Service is setup an email subscription service. That would allow us to send messages directly to their primary email IF they choose to sign up.

>

> I looked into the verification and it shows we are still pending. Some people have had it happen as soon as 1 week, some have waited upwards of 6 months. I'll continue to press them for verification.

From: Bernie Lee <bernie@kpel965.com>  
To: Clay Higgins <ghiggins@slpsheriff.com>  
Date: 1/7/2016 12:16:42 PM  
Subject: RE: Wednesday interview

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**From:** Clay Higgins [ghiggins@slpsheriff.com]  
**Sent:** Thursday, January 07, 2016 12:14 PM  
**To:** Bernie Lee  
**Subject:** Re: Wednesday interview

A phone call would be best Ma'am. 337-319-1724 cell

On Thu, Jan 7, 2016 at 11:07 AM, Bernie Lee <bernie@kpel965.com> wrote:  
Awesome! Would you like to come here for the interview? or do we need to call you?

Bernie

---

**From:** Clay Higgins [ghiggins@slpsheriff.com]  
**Sent:** Thursday, January 07, 2016 12:06 PM  
**To:** Bernie Lee  
**Subject:** Re: Wednesday interview

Yes next Tuesday at 8 am is fine

On Thu, Jan 7, 2016 at 11:05 AM, Bernie Lee <bernie@kpel965.com> wrote:  
Clay,

That would be great! How's is your schedule on Tuesday? Is there any chance you would be available for an interview at about 8 a.m.?

Bernie

---

**From:** Clay Higgins [ghiggins@slpsheriff.com]  
**Sent:** Thursday, January 07, 2016 12:01 PM  
**To:** Bernie Lee  
**Subject:** Re: Wednesday interview

Bernie I just now read this message, it was in my junk file. I would appreciate the opportunity to be interviewed re my non-profit endeavor

Clay

On Mon, Dec 14, 2015 at 9:20 AM, Bernie Lee <bernie@kpel965.com> wrote:  
Captain Higgins,

Do you have time for us to call you this Wednesday morning at around 6:38 for an interview about your website that is for charity?

Bernie  
KPEL

From: Clay Higgins <ghiggins@slpsheriff.com>  
To: Kyle Boudreaux <boudreauxkyle@gmail.com>  
Date: 1/4/2016 12:02:13 PM  
Subject: Re: Updated Display Proof

---

OK... Good to go.

Clay

On Mon, Jan 4, 2016 at 10:28 AM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:  
ok... New revision.

Thanks,  
Kyle "Skip" Boudreaux

On Wed, Dec 30, 2015 at 4:43 PM, <ghiggins@slpsheriff.com> wrote:  
Lol holy shit twice !! Now I look like a midget ! We could add a voice bubble saying " The plane boss, the plane " !!

I must say that I am enjoying this process. Perhaps we could have the logo superimposed on the two TBL flags and put me back up to full size.

Sent from my iPad

On Dec 30, 2015, at 1:55 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

Updated "G-Rated" Display

Thanks,  
Kyle "Skip" Boudreaux

On Tue, Dec 29, 2015 at 4:52 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:  
lol! I didn't see that at first, but now that you put the image in my head, it's all I can see.

Thanks,  
Kyle "Skip" Boudreaux

On Tue, Dec 29, 2015 at 4:25 PM, Clay Higgins <ghiggins@slpsheriff.com> wrote:  
LOL holy shit the image is hilarious now that it's in color no way we can use it it looks like I'm wearing some kind of S&M codpiece and that I have a huge erection of myself !!

Please adjust something. The front looks fine but the back certainly needs some movement.  
ALSO... "All Profits" needs to be "NET PROFITS"... NET, not all.

LOL thank you though holy shit I haven't laughed so hard in a month.

Clay

On Tue, Dec 29, 2015 at 2:48 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:  
What do yall think?

I will have to get them to change the message text to "All profits" rather than "proceeds", But other than that, What do yall think?

Thanks,

<CPT.HIGGINS.GEAR.pop.display.mockup.v4.pdf>



From: Clay Higgins <ghiggins@slpsheriff.com>  
To: Kyle Boudreaux <boudreauxkyle@gmail.com>  
Date: 12/28/2015 11:53:57 AM  
Subject: Re: Retail Displays

---

"NET profits" ... but yes Sir, if we can come up with an effective graphic that tells that story with imagery, that would be great and that graphic could be added to our website and FB

On Mon, Dec 28, 2015 at 8:59 AM, Kyle Boudreaux <boudreauxkyle@gmail.com> > wrote:

I'm thinking of how we can convey the message of "where the proceeds go to" quickly and efficiently in text format on the display.

Maybe just a blurb on a graphic saying "All proceeds go to creating a faith based shelter for those who need refuge in St. Landry Parish"

Any Ideas?

Thanks,  
Kyle "Skip" Boudreaux

On Wed, Dec 23, 2015 at 3:24 PM, Sheriff Dept Mail <ghiggins@slpsheriff.com> > wrote:

Yes make the display side top flush like it is in one of the pics (showing no cardboard color); make my shadow image full color (that will be more than enough to tie my picture together with the logo so folks will get it... In fact having me in full color with the logo in black and white superimposed like it would be screams Lima Charlie that we are one and the same). Finally put the TBL image on the back as well, like it is on the front. Eliminate the logos down low. The TBL will look better and will balance out the entire imagery.

I don't know how hangers would work but if that's possible then yes.

I think the size is good but yes we'll need to offer a smaller version as well

Sent from my iPhone

On Dec 23, 2015, at 10:42 AM, Kyle Boudreaux <boudreauxkyle@gmail.com> > wrote:

I just left Pixus to see the prototype of the first display... This is the first prototype of the Large one... It was made to hold several styles of shirts as well as the accessories...

Some changes I'd like to see made...

- Change the silhouette to a color picture
- add the ability to have hangers for shirts
- add a slot for decals on the side so they aren't scattered around.
- I'm unsure about the height... Where can this display fit? Academy/cvs/walgreens types of stores?
- they are fixing the top header to make it flush...

Thoughts? Remember this is the first prototype so we can change all we want

Thanks,  
Kyle "Skip" Boudreaux

<IMG\_20151223\_101514.jpg>

<IMG\_20151223\_100425.jpg>

<IMG\_20151223\_100415.jpg>

<IMG\_20151223\_094920.jpg>

From: Sheriff Dept Mail <ghiggins@slpsheriff.com>  
To: Garrett Andrew Ahrens <garrettandrew99@yahoo.com>  
Date: 12/22/2015 8:43:04 PM  
Subject: Re: Higgins Website Changes

---

Yes starting with Becca. Bios focused on the meaningful of our relationship

Sent from my iPhone

On Dec 22, 2015, at 7:37 PM, Garrett Andrew Ahrens <garrettandrew99@yahoo.com> wrote:

I was told by a few friends that we should add bio s of the team to the site. Me kyle and andre and what we all bring to the cause. Thoughts?

Sent from my iPhone

On Dec 22, 2015, at 7:32 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

We have 2 new shirts with sayings being added to the site this week... We can add a saying shirt easily now without carrying inventory, so whichever one y'all like, let me know.

Thanks,  
Kyle "Skip" Boudreaux

On Dec 22, 2015 7:11 PM, <andrejarceneaux@gmail.com> wrote:

I like here. Are we still wanting to do the contest the come up with a new shirt? Here are the most liked ones submitted. I say we pick 3 then setup a Facebook poll for fans to decide.

<image1.PNG>

Sent from my iPhone

On Dec 22, 2015, at 16:04, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

First draft mock up of redesign. Let me know what y'all think.

Thanks,  
Kyle "Skip" Boudreaux

<CHG\_redesign.pdf>

From: Sheriff Dept Mail <ghiggins@slpsheriff.com>  
To: Kyle Boudreaux <boudreauxkyle@gmail.com>  
Date: 12/16/2015 11:48:38 PM  
Subject: Re: Captain Higgins - A Man's Character Shirt Proof

---

Good and add redemption on the hem or somewhere

Sent from my iPhone

On Dec 16, 2015, at 4:45 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> > wrote:

I think this one is pretty cool... We'll add the patch and logo on sleeve.

What do y'all think?

Thanks,  
Kyle "Skip" Boudreaux

----- Forwarded message -----

From: "Katie Harrington" <katie@ai1313.com> >  
Date: Dec 16, 2015 4:42 PM  
Subject: FW: Captain Higgins - A Man's Character Shirt Proof  
To: "Kyle Boudreaux" <boudreauxkyle@gmail.com> >  
Cc:

Let me know what you think!

<image001.jpg>

*Katie Harrington*

Account Executive

141 James Comeaux Rd.

Lafayette, LA 70508

P: 337-232-7077

F: 337-232-7033

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**From:** Graphics [mailto:graphics@ai1313.com]  
**Sent:** Wednesday, December 16, 2015 4:35 PM  
**To:** Katie Harrington  
**Subject:** Captain Higgins - A Man's Character Shirt Proof

Hey Katie,

Jerrica Carew

Art Director

Absolutely!

Custom Apparel & Graphics

337.232.7077

[www.ai1313.com](http://www.ai1313.com)

<Captain Higgins Gear Man's Character Shirt - Maritime Blue.pdf>



From: Clay Higgins <ghiggins@slpsheriff.com>  
To: Garrett Andrew Ahrens <garrettandrew99@yahoo.com>, Kyle Boudreaux <boudreauxkyle@gmail.com>  
Date: 12/15/2015 10:14:45 AM  
Subject: CHG issues

---

Gentlemen,

Please allow constructive observation, based on direct feedback I have received from various sources. People contact me for obvious reasons, sharing things that bother them or that they see as a problem with CHG.

- We have no Pay-Pal
- Field entry of data has no associated blinking indicator
- The print is too small or colored in a manner that is difficult to read.

From: Kyle Boudreaux <boudreauxkyle@gmail.com>  
To: Clay Higgins <ghiggins@slpsheriff.com>  
Date: 12/14/2015 11:09:30 AM  
Subject: Re: Product Sales Report as of 12-11-15

---

22,247 Total visitors  
161 orders @ 8,708.07

Thanks,  
Kyle "Skip" Boudreaux

On Sat, Dec 12, 2015 at 11:20 AM, <ghiggins@slpsheriff.com> wrote:

I'd like to see a report on the number of visits to the site as related to sales of items. Total number of site visits and sales penetration percentage per visit. We will eventually get a shopping opportunity with all or most of our 200k established fan base so I'd like to see these numbers whereby we can more accurately predict our earnings for 2016. I'd also like to see a dollar value on average net profit per item sold.

Sent from my iPad

On Dec 11, 2015, at 3:23 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

Hi everyone,

See attached reports of Items sold.

Here are some Insights I've found....

- We can see the white mug is the top seller, as far as shirts are concerned Customers seem to prefer the "Shirts with Sayings on them" over the typical Higgins logoed gear
- People prefer the one color hat over the Mesh hat by a large Majority. I recommend we do not order any additional mesh hats
- Looking at the Size breakdown:
  - We assumed our customers would fit the normal distribution in between the Medium to Large size,
  - This was an incorrect assumption as our clients skew on the Larger size, with the Median Customer falling between Large and X-Large
  - Future orders will fit this new bell curve

We knew this would be a moving target, but these insights will allow us to better adjust our offerings to the customers.

I hope everyone has a good weekend. Let me know if y'all have any feedback. Thoughts? Questions? Concerns?

Thanks,  
Kyle "Skip" Boudreaux

<Sizes Sold vs ordered- 12-11-15.pdf>

<Top Products 12-11-15.pdf>

From: Garrett Andrew Ahrens <garrettandrew99@yahoo.com>  
To: Kyle Boudreaux <boudreauxkyle@gmail.com>  
Date: 12/1/2015 7:37:38 PM  
Subject: Re: Item Report

---

I think we need a "im talking to you now" shirt

Sent from my iPhone

On Dec 1, 2015, at 3:42 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> > wrote:

List of Items sold so far... Looks like people like the "listen to your uncle clay" design best

Thanks,  
Kyle "Skip" Boudreaux

----- Forwarded message -----

From: Katie Harrington <katie@ai1313.com> >  
Date: Tue, Dec 1, 2015 at 4:40 PM  
Subject: FW: Item Report  
To: Kyle Boudreaux <boudreauxkyle@gmail.com> >

Here is the list of items sold so far!

By far Listen to your Uncle Clay!

<image002.jpg>

*Katie Harrington*

Account Executive

141 James Comeaux Rd.

Lafayette, LA 70508

P: 337-232-7077

F: 337-232-7033

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**From:** Kimberly Jones [mailto:kim@ai1313.com] ]  
**Sent:** Tuesday, December 01, 2015 4:33 PM  
**To:** 'Katie Harrington'  
**Subject:** Item Report

Hi Katie

through about noon today. I don't know if you want to send it to him, or review with me in the morning. k

Kimberly Jones

eCommerce

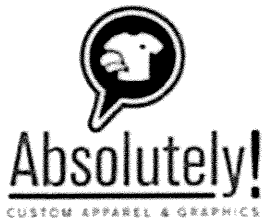
Absolutely Custom Apparel & Graphics

Main Office: 337.232.7077

Direct: 337.534.8560

<image001.jpg>

<Orders-120115.pdf>





From: [Clay Higgins <ghiggins@slpsheriff.com>](mailto:ghiggins@slpsheriff.com)  
To: [Kyle Boudreaux <boudreauxkyle@gmail.com>](mailto:boudreauxkyle@gmail.com)  
Date: 11/30/2015 11:35:49 AM  
Subject: Re: CHG changes

---

OK partner, I certainly trust your expertise. It seems to me that our challenge right now is to get a shopping window... an actual visit to the web-site... in front of our base clientele. I would say that our strongest base is the 12k organic likes that have identified themselves via the FB page. Our extended fan base is the 200k regular hits on CS productions. If we can figure out a way to target the 12k and the 200k, then we should do well. One would think that the 12k would be highly likely, perhaps 30-40%, to actually buy something if we get them onto the website. By extension, one would think that the 200k would also be rather likely, perhaps 10-20%, to purchase an item or two if they visit the site.

I still think that we'll have 20k items sold by EOM Jan.

On Mon, Nov 30, 2015 at 10:20 AM, Kyle Boudreaux <[boudreauxkyle@gmail.com](mailto:boudreauxkyle@gmail.com)> wrote:  
Clay,

I'll have them work on the navigation and readability changes. We also got some really good tips from Troy which Andre and I are implementing.

I've changed the image on the Youtube video. It is now you on the Swing.

As far as sales, 20% off adjusting shipping, I think we should wait until we get analytics and see what the customer is doing before we blindly make changes of these sort. We need to keep in mind, it's only been 3 days. I'll keep you updated as the Analytics come in, but let me know if you don't want to wait.

Current Report: as of last night, we were at ~\$1550 with 31 orders... Avg order is about \$50.

Thanks,  
Kyle "Skip" Boudreaux

On Sat, Nov 28, 2015 at 9:58 AM, Sheriff Dept Mail <[ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)> wrote:

After a day of letting the sites existence become real, regarding fixes or improvements that could be addressed on Monday, here are a few observations from the uninitiated...

- the font for product descriptions that appears when a product is selected should be in red. It is very difficult to read.
- the listings on the TBL header, the whole header really, needs to be larger. It is too tiny and difficult to read.
- when the site renders to mobile on my iPhone, is there a way to make the horizontal header become vertically aligned down the right side of the mobile page ? The way it is now, even if the header is reformatted to be larger, you have to expand the page to read the data on the header. If it rendered vertical it would be better for the mobile version.
- the welcome video should probably show my image in the kitchen or on the front porch, so that people know it's a personal video message. If you think that's a bad idea, OK, but if we leave the logo as the opening image on the welcome video it needs to be re envisioned regarding alignment so that the logos face is not directly behind the red arrow
- I think for Cyber Monday we need to agree on a significant sales pitch, like 20% off all items and free shipping inside the continental U.S. Optimistic margins are fine but we need to have sales and squeezing margins resulting in thousands of items sold equals profit. I'd rather have 2 dollars made net on an item sold than 8 dollars made on an item still sitting on the shelf. By the afternoon of Cyber Monday, which is day after

From: [ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)  
To: Michael Berry <[MichaelBerry@iheartmedia.com](mailto:MichaelBerry@iheartmedia.com)>  
Date: 11/26/2015 11:57:51 AM  
Subject: Captain Higgins Gear launch

---

After 6 months of hard work and about 70 grand invested, we launch tonight. If you have a minute tomorrow, check out the website.

<https://www.facebook.com/captclayhiggins/posts/657612024341813:0>

Clay

Sent from my iPad

From: [andrejarceneaux@gmail.com](mailto:andrejarceneaux@gmail.com)  
To: Sheriff Dept Mail <[ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)>  
Date: 11/26/2015 11:41:11 AM  
Subject: Re: Website going live at 10 am tomorrow for testing

---

Sounds good. Once we are live we will drive traffic to the website.

Sent from my iPhone

On Nov 26, 2015, at 10:36, Sheriff Dept Mail <[ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)> wrote:

Andre I don't think we need to push the video on FB either. I think there's only so many "Captain Higgins oriented right-clicks" that we'll get during this extreme shopping window. Let's have the video available on the header of the website home page and that's it.

The push on social media... beginning ASAP after the website is actually up and as ready as it will get for launch... has to be a push to the website itself.

Also, I think we should reserve the credit card thousand dollar FB push for ebb tide... after the organic rush has subsided.

Sent from my iPhone

On Nov 26, 2015, at 9:16 AM, [andrejarceneaux@gmail.com](mailto:andrejarceneaux@gmail.com) wrote:

I agree. We can push that video on Facebook where majority of users will be on phones and devices. The quality of the video won't be an issue there since all videos on social media sites are compressed.

Once they've seen the video on Facebook and have made their way over to the website, then given an option in a header to view it, we ensure that the first thing they see is product.

Happy Thanksgiving to all of you and your families. It is an honor to be working with this team.

Sent from my iPhone

On Nov 26, 2015, at 06:19, [ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com) wrote:

Team, I'm thinking I prefer the clean look of the home page, that is, regarding the question/ consideration of where/how to place the "welcome video" on the home page.

I'm not sure what the current position is, but it just seems to me that we don't need to drive people to that video by placing it in a primary location on the home page. I think people will find it easily enough if it's situated as a header selection.

The thing is... if we centralize that video on the home page... I'm seeing three things; one, the clean, Spartan look of the home page may be compromised, two, we'll be pushing a video that has low production value ( poor audio quality and lighting) three, we may appear desperate to push the charity angle of our endeavor.

Perhaps this decision is already locked in and/or perhaps I'm over thinking this or perhaps I'm just wrong but I thought I'd go ahead and put it out there for feedback.

Happy Thanksgiving. I'm just blown away by the professional effort that each of you have brought to our humble table. His will be done. God bless.

Clay

Sent from my iPad

Good call, we are missing the decals, I'll let them know.

We weren't able to find a manufacturer to do custom bandanna's in time.

Thanks,  
Kyle "Skip" Boudreaux

On Wed, Nov 25, 2015 at 1:38 PM, Clay Higgins <[ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)> wrote:  
the "next" tab does not respond on the product page, and I'm not seeing bandannas or windshield decals

On Wed, Nov 25, 2015 at 1:24 PM, Kyle Boudreaux <[boudreauxkyle@gmail.com](mailto:boudreauxkyle@gmail.com)> wrote:

Update. Video Suggestion problem has been solved.

Thanks,  
Kyle "Skip" Boudreaux

On Wed, Nov 25, 2015 at 1:14 PM, Kyle Boudreaux <[boudreauxkyle@gmail.com](mailto:boudreauxkyle@gmail.com)> wrote:

We are the only video. The problem is after the video finishes, youtube throws up suggested video links in the video box.

Thanks,  
Kyle "Skip" Boudreaux

On Wed, Nov 25, 2015 at 1:12 PM, Sheriff Dept Mail <[ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)> wrote:

Why can't the video be only on the website ?

Sent from my iPhone

On Nov 25, 2015, at 1:02 PM, Kyle Boudreaux <[boudreauxkyle@gmail.com](mailto:boudreauxkyle@gmail.com)> wrote:

Good catches... Most of them are being worked on (See below in Blue).

Also, Does Anyone know a Christine Hebert? It looks like we already have our first order.

Is there a way to center the welcome video? I know the Higgins silhouette is on the right side of the page but the video on the left makes the page feel unbalanced.

-I Agree, I already told them to center it

When the YouTube video ends, YouTube defaults to similar videos. None of them associate with Captain Higgins. Is there a setting that controls what can be seen at the end of the video?

-Unfortunately, not that I know of. We can use another video host.

Letter from Mrs.Higgins link on header doesn't work. That page is only accessible from the Company Info-About Us tab on the footer.

-This is being worked on

-I'll let them know, but I'm sure It's being worked on

I know you mentioned changing the color (on that page, prices of featured items and account registration) but I wanted to point out the size difference.  
-I'll let them know.

Thanks,  
Kyle "Skip" Boudreaux

On Wed, Nov 25, 2015 at 12:53 PM, Andre Arceneaux

[andrejarceneaux@gmail.com](mailto:andrejarceneaux@gmail.com) > wrote:

Hi Kyle,

I just made my way over to the website and took a quick look at it. We noticed that some of the pages were changing as we refreshed so we're assuming that changes are still being made. That being said, I have a few notes based on what we saw:

Is there a way to center the welcome video? I know the Higgins silhouette is on the right side of the page but the video on the left makes the page feel unbalanced.

When the YouTube video ends, YouTube defaults to similar videos. None of them associate with Captain Higgins. Is there a setting that controls what can be seen at the end of the video?

Letter from Mrs.Higgins link on header doesn't work. That page is only accessible from the Company Info-About Us tab on the footer. Also, the letter page needs a header and the first two paragraphs are in a different size font. I know you mentioned changing the color (on that page, prices of featured items and account registration) but I wanted to point out the size difference.

On Wed, Nov 25, 2015 at 12:45 PM, Kyle Boudreaux

[boudreauxkyle@gmail.com](mailto:boudreauxkyle@gmail.com) > wrote:

OK, the website is "UP" and live at [www.captainhigginsgear.com](http://www.captainhigginsgear.com) ...

Go on it, look around. If you see something that needs to be changed, let me know.

They are still working on the header and the footer as well as some of the readable fonts, but the Store is up and running.

Currently, the Domain Registrar who has the rest of the URL's is down, so we haven't switched those over yet, but we intend to as soon as we can

Please don't go public with the URL yet as everything is not launch ready.

Thanks,  
Kyle "Skip" Boudreaux

On Wed, Nov 25, 2015 at 12:47 PM, Kyle Boudreaux

Hey everyone,

I just got word the website should be live at 10 am tomorrow when we get the correct information to point the domains to.

We will be testing the site and making tweaks all day. We will need yalls help browsing around looking for errors and placing test orders.

Note! The payment processor will be in test mode for most of the day, so cards shouldn't be charged when we are testing. Even so, I will give y'all a test "credit card" number to place orders with.

For this reason, we need to be careful and not let anyone outside of testing know the web address.

I will give y'all more information as I get it tomorrow.

Thanks for everyone's help!

Kyle "Skip" Boudreaux

From: Kyle Boudreaux <boudreauxkyle@gmail.com>  
To: Clay Higgins <ghiggins@slpsheriff.com>  
"garrettandrew99@yahoo.com" <garrettandrew99@yahoo.com>  
Date: 11/24/2015 9:34:32 AM  
Subject: International shipping prices

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International shipping is insanely expensive and varies from country to country. Some countries have strange rules. IE. Mexico, we can't ship anything made in China, some countries you can't ship clothes to.

Example of prices are as follows...

For the 9x9x9 box, Japan was \$167.00 and Egypt was \$261.00 estimated at 4lbs. I'm not sure this would be worth it for a \$75 order??

The mechanism to calculate shipping on the fly is not ready as it will take getting the volume and weights of all products.

As a result, we will only ship to US and Canada for the launch and will work on getting the calculations for other international. If they want to pay \$167 or \$261, then they will be able to make that choice for themselves.

Thanks,  
Kyle "Skip" Boudreaux

From: Kyle Boudreaux <boudreauxkyle@gmail.com>  
To: Clay Higgins <ghiggins@slpsheriff.com>  
Date: 11/19/2015 6:14:14 PM  
Subject: Re: Higgins Videos

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I'll snag them and will try to meet y'all out there.

Thanks,  
Kyle "Skip" Boudreaux

On Nov 19, 2015 5:12 PM, "Clay Higgins" <ghiggins@slpsheriff.com> wrote:

Whatever we have product wise just use your best judgement we film tomorrow so Andre will have to bring that stuff with him I'll make whatever work brother.

On Thu, Nov 19, 2015 at 5:11 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

I'll get those sizes, but they only have the redemption shirt ready as of today... I'll check and see what they have tomorrow when I pick them up.

Thanks,  
Kyle "Skip" Boudreaux

On Nov 19, 2015 5:03 PM, "Clay Higgins" <ghiggins@slpsheriff.com> wrote:

no, the mediums are for me, large for another, but I also need a couple of smalls for Becca in chick styles. These productions are important and I need options when we film.

On Thu, Nov 19, 2015 at 3:59 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

Clay,

Medium and Large... Is the Medium for Becca or someone else? I want to make sure to get her a ladies shirt if it is for her.

Thanks,  
Kyle "Skip" Boudreaux

On Thu, Nov 19, 2015 at 12:55 PM, Clay Higgins <ghiggins@slpsheriff.com> wrote:

OK. 1 PM at 6289 Hwy 103, about three miles north of the Port Barre City limits. The home is just past Legers Deer Processing, they have a sign and an old wagon wheel in the front. My home is the small red home with white trim just past Legers. Parked in front will be my St. Landry parish Sheriffs marked patrol Tahoe. Call me when you arrive in Port Barre.

Skip, I'll need a few T-shirts and whatever other products we have to incorporate into the productions. We'll probably film 3 productions... a 30 second welcome to the site spot, a 1 minute driver, and a 2 minute Bio spot. I'll need product on hand to work with, if that's possible. Size medium and large.

Andrew, I'll be wearing casual attire for these spots, including my standard cowboy hat. The productions will be genuine. I'll touch on the charitable angle as we discussed.

On Thu, Nov 19, 2015 at 11:09 AM, <andrejarceneaux@gmail.com> wrote:

That works for me. All I need is an address and I'll see you all there.

On Nov 19, 2015, at 11:04, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:



Thanks,  
Kyle "Skip" Boudreaux

On Nov 19, 2015 10:58 AM, <andrejarceneaux@gmail.com> wrote:  
Kyle,

Yes, I'd be able to film and edit the video. I have an appointment tomorrow morning so the earliest I could make it would be 10am. We can do it at the office and maybe get some shots inside and out.

On Nov 19, 2015, at 10:34, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

Andre,

Would you be able to help us film the Website Video and the "Hype/Driver" Video Friday?

Where do yall want to film it and what time? - We can use our office.

Thanks,  
Kyle "Skip" Boudreaux

From: Sheriff Dept Mail <ghiggins@slpsheriff.com>  
To: Kyle Boudreaux <boudreauxkyle@gmail.com>  
Date: 11/11/2015 1:11:50 PM  
Subject: Re: Captain Higgins - Logo Decals & Thin Blue Line/Law Enforcement Decal Proofs

---

Lol my thoughts are that Andrew has the right guy on the job. The FB idea is clearly wrong since you have clarified.

The hat design... I don't know, I defer to your expertise, but I really think the CHG logo should be understated and the TBL should be the prominent imagery.

Your call.

Sent from my iPhone

On Nov 11, 2015, at 9:38 AM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

Skip can we use the FB icon ? ... with the "Share the Message" Wear the Message" ?

- We can, but at that point it becomes a blatant advertising piece. I know I wouldn't pay money to put someone's sticker with a facebook logo on my car. Thoughts?

You're right about the hats, they will be tricky to get right. I've found in commerce, the key is to fail cheap and let the customer decide. No matter what project I get involved with, we can always go back and forth in an endless loop of "will they like this, over that" and will always be coming up with a "better" design/idea. Even then, it is very rare, anyone gets the first product exactly right. Because of this experience, I've found its best to make a product, put it out there in small quantities, get feedback and change the product at that point based on Customer demands, not prior speculation.

-This was a long way of explaining our hat solution which is as follows.

We have ordered some hats with the CHG logo on them (Some tone-on-tone, some white) in small quantities. We have also ordered a good bit of blank hats. Once they go on sale, and we get feedback, we can change the design on the blank hats to what will sell and they will be embroidered in house. Thus, no wasted inventory and the customer gets what they want.

Thanks,  
Kyle "Skip" Boudreaux

On Wed, Nov 11, 2015 at 8:39 AM, Sheriff Dept Mail <ghiggins@slpsheriff.com> wrote:

Skip can we use the FB icon ? ... with the "Share the Message" Wear the Message" ?

Regardless, I agree the TBL may be just the place for that idea to manifest.

Also, Skip, on our hats... I'm thinking that the CHG logo should go on the side, smaller... and put the TBL imagery that w're talking about here on the front.

Maybe it's just me but does the CHG as front and center on a hat not seem a bit corny and over the top ?

I mean, we do hope that over time that CHG image earns a reputation and icon status of its own but right now we're trying to establish that prestige. Other than major die hard CH fans I just can't imagine anyone wearing that. On the other hand, a TBL hat that is infused with our own imagery and message would likely sell to a much broader demographic.

Can you make this happen ? I'm worried about hat sales, the hat should be a major player for us re sales bs profits and I just think that we need to reboot the imagery in order to actually sell more.

Sent from my iPhone

I'm thinking this may be a good place for us to put "Wear the Message" "Share the Message".

Thanks,  
Kyle "Skip" Boudreaux

On Nov 10, 2015 11:54 PM, <ghiggins@slpsheriff.com> wrote:

Right I'm not exactly digging it either Skip, it's too predictable, the tag line I mean... "Support Law Enforcement" is cool as a message of course but old cliché as a tag line... how about more along the lines of "Make the right choice " or "Start to make things right"

Sent from my iPad

On Nov 10, 2015, at 3:30 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

What do yall think on the TBL flag window decal? I'm not sold on it.

Thanks,  
Kyle "Skip" Boudreaux

----- Forwarded message -----

From: Katie Harrington <katie@ai1313.com>

Date: Tue, Nov 10, 2015 at 1:34 PM

Subject: FW: Captain Higgins - Logo Decals & Thin Blue Line/Law Enforcement Decal Proofs

To: <garrettandrew99@yahoo.com>, Kyle Boudreaux <boudreauxkyle@gmail.com>

Let me know what you think of the TBL one! Wasn't sure exactly on art, so just want to make sure!

<image001.jpg>

*Katie Harrington*

Account Executive

141 James Comeaux Rd.

Lafayette, LA 70508

P: 337-232-7077

F: 337-232-7033

---

**From:** Graphics [mailto:graphics@ai1313.com]

**Sent:** Tuesday, November 10, 2015 1:15 PM

**To:** Katie Harrington

**Subject:** Captain Higgins - Logo Decals & Thin Blue Line/Law Enforcement Decal Proofs

Hey Katie,

Jerrica Carew

Art Director

Absolutely!

Custom Apparel & Graphics

337.232.7077

[www.ai1313.com](http://www.ai1313.com)

<Captain Higgins Logo Decals.pdf>

<Captain Higgins Thin Blue Line-Support Law Decals.pdf>

From: [ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)  
To: [Kyle Boudreaux <boudreauxkyle@gmail.com>](mailto:Kyle Boudreaux <boudreauxkyle@gmail.com>)  
Date: 11/6/2015 11:55:29 PM  
Subject: Re: Captain Higgins - Paracord Bracelet Proof

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What ? Are you telling me that we don't own captainhigginsgear.com ?

Holy shit... Capt. Is not even the correct abbreviation for captain, it's Cpt., but who gets that ? It's why I said months ago we'd need to own captainhigginsgear.com.

Capt. Is a no go

Sent from my iPad

> On Nov 6, 2015, at 10:44 PM, Kyle Boudreaux <boudreauxkyle@gmail.com> wrote:

>

> It might be too late... I'll check with Nick to see if he owns

> captainhigginsgear.com, but we only have access to capthigginsgear.com as

> of now.

>

> Thanks,

> Kyle "Skip" Boudreaux

>> On Nov 6, 2015 10:14 PM, <ghiggins@slpsheriff.com> wrote:

>>

>> Skip,

>> All looks good... EXCEPT ... our website should be captainhig

From: Kyle Boudreaux <boudreauxkyle@gmail.com>  
To: Clay Higgins <ghiggins@slpsheriff.com>, Graphics <graphics@ai1313.com>  
Katie Harrington <katie@ai1313.com>  
Date: 11/4/2015 9:40:16 AM  
Subject: Re: CHG

---

Sounds good. I'll forward this over.

Thanks,  
Kyle "Skip" Boudreaux

On Nov 4, 2015 8:09 AM, "Sheriff Dept Mail" <ghiggins@slpsheriff.com> wrote:

Skip, we forgot about bandannas. We must include them they are easy to print inexpensive to buy and the profit margin is high.

We should use the distressed CHG logo as the large center of the screen, sew on an edge the TBL flag with the website on it, and connect "redemption" in a continuous line all around the border on an artistic manner so that it is not obvious at first look that the border art is a word.

Clay

Sent from my iPhone

From: [ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)  
To: [Garrett Ahrens <gahrens@ahrensinvptr.com>](mailto:Garrett Ahrens <gahrens@ahrensinvptr.com>)  
Date: 9/21/2015 7:48:37 PM  
Subject: Fwd: bellanoelphotography@yahoo.com has sent you a file via WeTransfer

---

Andrew, this file contains 10 pics. Each pic is still a work in progress. Each pic represents about 3 weeks of back and forth between the photographer and I. I'm sending these as a barometer for you to gauge our path towards final, "accepted by me", graphics, not as an indication of our graphic-art destination.

I anticipate another 3 weeks before I have decided on final "foundational" graphic art to use. I will not rush this process, the art aspect. The rest of it though... the corporation and the trademarking and the website and the vendor selection... that stuff I'm just a voice, not the voice.

Our customer base is now 2 million. A 10% penetration with sales represents 200,000 items sold online. My research, based on personal knowledge of online "item" sales business, suggests a 5-7 dollar average profit per item sold. Further, every business model suggests initial sales penetration of 20-30% if the customer base is identified as "fan base" (like a football teams fan base). Realistically, we could be looking at 1.5 to 4.5 million dollars gross profit in our first quarter after launch. So, if it's ok with everybody... Could we please launch ? I have people to help.

Clay

Sent from my iPad

Begin forwarded message:

From: WeTransfer <[noreply@wetransfer.com](mailto:noreply@wetransfer.com)>  
Date: September 21, 2015 at 7:12:41 PM CDT  
To: '[ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)' <[ghiggins@slpsheriff.com](mailto:ghiggins@slpsheriff.com)>  
Subject: [bellanoelphotography@yahoo.com](mailto:bellanoelphotography@yahoo.com) has sent you a file via WeTransfer  
Reply-To: '[bellanoelphotography@yahoo.com](mailto:bellanoelphotography@yahoo.com)' <[bellanoelphotography@yahoo.com](mailto:bellanoelphotography@yahoo.com)>

[bellanoelphotography@yahoo.com](mailto:bellanoelphotography@yahoo.com)

sent you some files

'some edited images'

Download