

BE THE ONE

IN THE FIGHT AGAINST HUMAN TRAFFICKING

DIGITAL MEDIA GUIDE



A PUBLICATION OF THE TEXAS ALCOHOLIC BEVERAGE COMMISSION



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BE THE ONE INTRODUCTION



Cecilia Abbott
First Lady of Texas

Human trafficking, put most simply, is nothing more than modern-day slavery.

Across Texas, thousands of people are exploited through forced labor or the sex trade. Through manipulation, false promises, and even brute force, traffickers maintain their control. As most of us go about our daily lives, the victims of this heinous crime are hidden in plain sight.

The statistics are shocking: A 2016 study by the University of Texas Institute on Domestic Violence & Sexual Assault estimates there are nearly 79,000 minor and youth victims of sex trafficking in Texas, along with another 234,000 victims of labor trafficking.

This evil practice must not be allowed to continue. The people of Texas are joining together to 'Be The One' in the fight against human trafficking.

All across our state, everyday Texans are taking notice of the signs of human

trafficking and reporting them to their local police. Working together, local, state, and federal law enforcement agencies are conducting undercover investigations to take down criminal enterprises and bring justice for survivors.

The goal of eradicating human trafficking from Texas will never be reached without your help. In some of the cases we've seen, a legitimate business such as a bar or nightclub is used as a front to traffic victims. Our law enforcement agencies rely upon tips from everyday Texans to provide the evidence they need to enter these locations, identify the culprits, and bring down their operations.

All Texans value their freedom. I hope you'll join me in the fight against human trafficking by doing your part to 'Be The One' to end this terrible practice in our state. ★

“The goal of eradicating human trafficking from Texas will never be reached without your help. ”



Kevin J. Lilly
*Chairman,
Texas Alcoholic
Beverage Commission*

It's an extremely sad fact, but Texas has the second-highest number of human trafficking cases in the country.

This is a state of affairs which cannot stand, and the Texas Alcoholic Beverage Commission is committed to eradicating human trafficking in our state's bars, convenience stores, and nightclubs.

One frequent question is, "Why is TABC concerned about human trafficking?" After all, one of our most visible duties is licensing and regulating the businesses which manufacture, distribute, and sell alcohol in Texas. What some don't realize is that TABC is also a law enforcement agency, and our 200-plus commissioned peace officers are responsible for ensuring public safety is maintained in the more than 50,000 licensed alcohol retailers and in our communities in the state.

This includes a small number of TABC-licensed locations where organized criminal groups use legitimate businesses to cover their crimes.

Over the years, TABC has taken part in dozens of investigations into allegations of human trafficking at licensed bars, convenience stores, and clubs. Because we are able to inspect any licensed business at any time, our agents are able to provide valuable intelligence to the multiple investigative agencies and task forces we partner with.

This has led to some incredible successes in capturing suspected human traffickers over the years. But the job is never done. If you suspect trafficking at a licensed location, call the National Human Trafficking Hotline at 1-888-373-7888 or report it via the TABC:Mobile smartphone app. ★



Bentley Nettles
*Executive Director,
Texas Alcoholic
Beverage Commission*

Stopping human trafficking takes more than law enforcement. In order to combat this evil crime, the efforts of each and every Texan are required.

This includes members of the alcoholic beverage industry. In some cases, legitimate TABC-licensed businesses such as bars or convenience stores are used as a front for suspected human trafficking.

For the last several months, TABC has worked with alcoholic beverage industry across the state who have volunteered to train their employees to recognize and report these warning signs. It's our hope that by working together, we can end this terrible practice at all licensed businesses.

Human trafficking is not just a human rights issue, it's a public safety issue. By eroding the influence of criminal cartels,

we are able to make bars and nightclubs safer for both customers and employees.

On behalf of everyone at TABC, I'd like to thank the industry members who have volunteered to stand alongside their fellow Texans in this fight.

I hope you'll find this guide useful in learning more about this important issue, as well as the steps TABC is taking to combat trafficking statewide.

On behalf of TABC, I'd like to thank all of the industry members who are joining us in this fight. I'd also like to thank Texas Attorney General Ken Paxton, who conceived the "Be The One" campaign.

As long as the fight against human trafficking continues, TABC and our law enforcement partners will be there to do our part. ★



BE THE ONE

WHAT IS HUMAN TRAFFICKING?



Human trafficking is modern-day slavery. Traffickers use force, coercion, and other means to acquire victims for forced labor, the sex trade, and other criminal enterprises.

Victims of human trafficking include children as well as adults, and can include citizens of the United States as well as persons smuggled from other countries.

In many cases, traffickers prey on the most vulnerable members of society, promising wealth, freedom, and a chance at a new life. What victims

receive instead is an existence of forced labor and organized crime.

One common misconception is that all victims of trafficking are smuggled into the U.S. across an international border. This is not always the case.

Under Texas law, victims don't have to be moved when they are trafficked. The crime of human trafficking occurs when a person is forced, defrauded, or coerced into performing a labor, even if that labor is taking place in the victim's own home. ★

WHO ARE THE VICTIMS?

Populations vulnerable to potential human trafficking include:



RUNAWAYS AND CHILDREN IN FOSTER CARE



VICTIMS OF PHYSICAL AND SEXUAL ABUSE



IMPOVERISHED PEOPLE: HUNGRY, POOR, IN DEBT



PEOPLE WITH JUVENILE OR CRIMINAL HISTORY



IMMIGRANTS

THE MAJOR TYPES OF TRAFFICKING

- Trafficking of adults for forced labor, for instance in agriculture, food service, factory work, or sales;
- Trafficking of adults for sex in strip clubs, brothels, massage parlors, or street or internet prostitution;
- Trafficking of children under the age of 18 for forced labor; and
- Trafficking of children under the age of 18 for sex.

SOURCE: Office of the Texas Attorney General



BE THE ONE TABC'S ROLE

As Texas' sole alcohol regulatory agency, TABC has the ability to enter and inspect any licensed alcohol retailer, distributor, or manufacturer at any time.

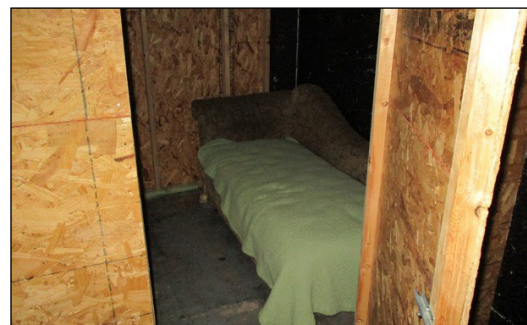
Because of this, TABC agents are able to provide valuable intelligence on suspected trafficking taking place inside licensed businesses. To date, TABC has taken part in hundreds of joint operations investigating human trafficking, both along the Texas-Mexico border and across the state.

The agency has also led multiple investigations into suspected trafficking at bars, cantinas, and clubs being used

as fronts for illegal activity.

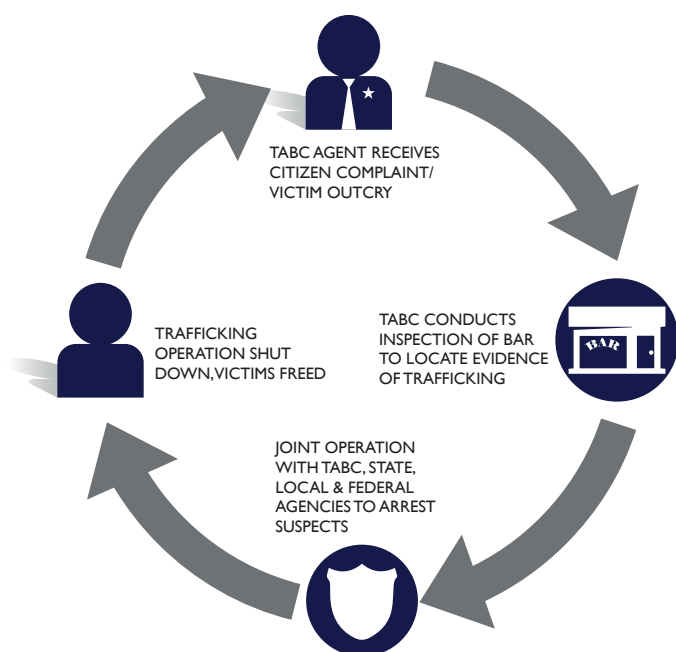
TABC trains its agents to identify the warning signs of suspected human trafficking. Additionally, the agency produces educational materials and programs designed to help customers and employees recognize trafficking and warn the police when further investigation is necessary.

Working together with police, alcoholic beverage industry members, and the public, the agency's goal is the total eradication of human trafficking from TABC-licensed businesses. ★



TABC agents discovered several hidden beds at a Houston-area bar during a recent investigation into suspected human trafficking. In many cases, the illegal activity takes place in a hidden area out of view of the bar's other customers.

SINCE 2013
TABC's **SPECIAL INVESTIGATIONS**
UNIT HAS CLOSED
MORE THAN 100
BUSINESSES FOR TIES TO
ORGANIZED CRIME INCLUDING
HUMAN TRAFFICKING.



PUBLIC INVOLVEMENT IS KEY

TABC relies on members of the public, the alcoholic beverage industry, and victims to provide information about suspected human trafficking. There are multiple ways to report suspicious activity:

EMAIL:

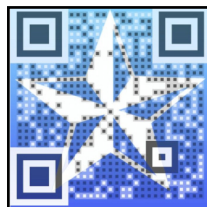
complaints@tabc.texas.gov

PHONE:

1-888-THE-TABC

MOBILE APP:

The TABC:Mobile app allows users to report suspected human trafficking 24 hours a day, 7 days a week using their smart device. The app is available for free for iOS and Android devices.





BE THE ONE THE INDUSTRY'S ROLE



Members of the alcoholic beverage industry play a critical role in stopping human trafficking in Texas.

TABC has voluntary training available for members of the alcoholic beverage industry to assist in recognizing the most common warning signs of human trafficking. The agency offers this training to all tiers of the industry, from manufacturers and wholesalers to retailers.

TABC license and permit holders are required by law to ensure the safety of their employees and customers. Any suspected human trafficking within a licensed business should be reported to TABC immediately via the TABC:Mobile app. Reports can be submitted anonymously. The agency will then investigate these complaints to determine if further action is needed. ★



HUMAN TRAFFICKING: THE WARNING SIGNS

TABC training for members of the alcoholic beverage industry includes information on common human trafficking warning signs:

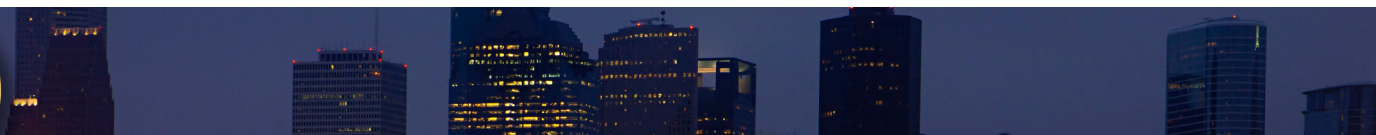
BUSINESSES

- Bedding or bedclothes kept in retail location
- Suspicious locked doors or covered windows
- Signs of obvious sexual activity such as lubricants

EMPLOYEES

- Seem nervous, fearful or agitated
- Obvious underage employees who seem out of place
- Employees can't come and go as they wish

Source: Office of the Texas Attorney General



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WHAT CAN YOU DO?

Human trafficking is found in nearly every Texas city, often in areas often thought of as “safe” or relatively crime free.

TABC, along with other state, federal, and local law enforcement agencies, rely on tips made by concerned residents to help track down suspected human trafficking.

A total of 1,228 suspected cases of trafficking in Texas were

reported to the National Human Trafficking Hotline from 2013-2015, with nearly seven percent of those total cases originating in TABC-licensed bars, cantinas or nightclubs.

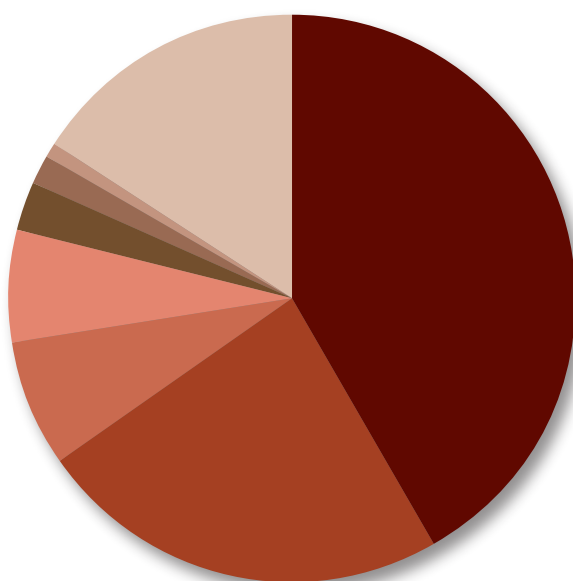
If you suspect human trafficking, please contact the National Human Trafficking Hotline, or report it via the TABC:Mobile smartphone app or to your local police. ★



NATIONAL HUMAN TRAFFICKING HOTLINE

1-888-373-7888

HUMAN TRAFFICKING TIPS RECEIVED BY REGION



HOUSTON	(41.6%)
DALLAS/FORT WORTH	(23.6%)
AUSTIN	(7.3%)
SAN ANTONIO	(6.5%)
CORPUS CHRISTI	(2.6%)
McALLEN-EDINBURG-MISSION	(1.6%)
EL PASO	(1%)
OTHER/REDACTED	(15.6%)

SOURCE: National Human Trafficking Hotline data, 2013-2015



BE THE ONE PREVIOUS CASES

During 2004 and 2005, a human trafficking task force led by TABC conducted an investigation resulting in the rescue of 120 women and girls who had been enslaved, forced into prostitution, and were being physically abused and psychologically tortured. This activity was taking place in TABC-licensed cantinas in Houston.

Ten individuals were convicted of crimes ranging from making a false statement on a TABC application to forced labor and human smuggling violations.

The investigation was the result of TABC's teamwork with the FBI, ICE, and the Harris County Sheriff's Office.

The case began in 2004, when special agents from the white collar crimes unit of the Houston FBI office approached TABC. The FBI agents were beginning an investigation into alleged human trafficking victims who were being forced into prostitution in several bars in the Houston area. They asked TABC for assistance with this investigation since it involved alcohol retail establishments. This began an informal working group that involved the FBI, TABC agents, and later a Harris County deputy sheriff.

An intensive investigation ensued and targeted two major groups

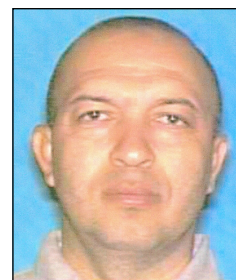
of people engaging in human trafficking and sex slavery. Both of these groups were led by bar owners who were using their bars to promote their sex slavery business. Many of the victims were lured to this country with the promise of legitimate jobs such as being a waitress or cook. When they arrived, they were quickly forced into prostitution, and many were sexually assaulted. One of the suspects kept intelligence files on the victims' family members. The victims were told that if they escaped, their families would be harmed.

During the investigation, undercover agents purchased two females from one of the suspects for \$11,000. The two women were taken to a safe facility where they later provided valuable intelligence to the task force. In 2005, enough evidence was gathered to make arrests. In November of that year, raids were conducted on three bars, two restaurants, and two houses.

There were 98 victims of human trafficking rescued during these raids. They were being treated as human sex slaves -- forced to have sex in the alcohol retail establishments or elsewhere for the owners' profit. Twenty other victims



**MAXIMINO
MONDRAGON**



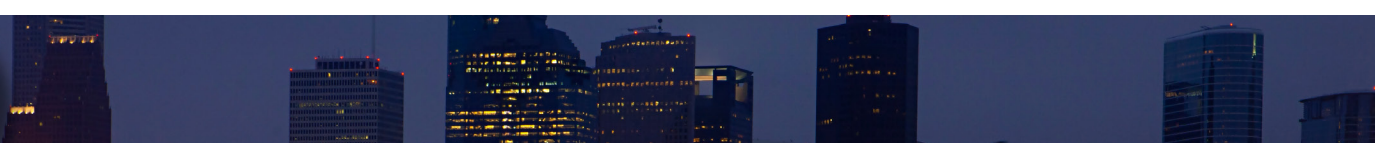
**VICTOR OMAR
LOPEZ**

were later identified and placed into safe houses.

The bars targeted in the investigation were all located in the Houston area: Mi Cabana Sports Bar, Huetamo Night Club, El Cucu Restaurante Beverages, The Wagon Wheel, and Margarita's Restaurant.

The main suspects in this case were **Maximino Mondragon**, **Oscar Mondragon**, and **Victor Lopez**. They were arrested during this raid. All of the persons arrested held TABC permits. Another suspect, **Lorenza Nunez-Reyes**, was arrested later. Her nickname was "La Comadre". Evidence supports the claim from a victim that Nunez-Reyes performed abortions on the victims if they became pregnant during their forced prostitution.

Each of these suspects were later convicted and sentenced to federal prison. ★



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FACTS & STATISTICS

313,000

Estimated victims of human trafficking in Texas

79,000

Estimated minor and youth victims of sex trafficking in Texas

234,000

Estimated victims of labor trafficking in Texas

\$600 million

Amount exploited from trafficking victims in Texas each year

\$6.6 billion

Costs to Texas due to minor and youth sex trafficking each year

SOURCE: Busch-Armendariz, N.B., Nale, N.L., Kammer-Kerwick, M., Kellison, B., Torres, M.I.M., Cook-Heffron, L., Nehme, J. (2016). *Human Trafficking by the Numbers: Initial Benchmarks of Prevalence & Economic Impact in Texas*. Austin, TX: Institute on Domestic Violence & Sexual Assault, The University of Texas at Austin.



BE THE ONE **RESOURCES**

OFFICE OF THE TEXAS GOVERNOR: CHILD SEX TRAFFICKING TEAM

<https://www.gov.texas.gov/cstt>

TEXAS ALCOHOLIC BEVERAGE COMMISSION: HUMAN TRAFFICKING

https://www.tabc.texas.gov/enforcement/human_trafficking.asp

U.S. DEPARTMENT OF HOMELAND SECURITY - BLUE CAMPAIGN

<https://www.dhs.gov/blue-campaign>

TEXAS ATTORNEY GENERAL: 'BE THE ONE'

<https://www.texasattorneygeneral.gov/initiatives/human-trafficking>

NATIONAL HUMAN TRAFFICKING HOTLINE WEBSITE

<https://humantraffickinghotline.org/state/texas>

TEXAS EDUCATION AGENCY: HUMAN TRAFFICKING OF SCHOOL-AGED CHILDREN

https://tea.texas.gov/About_TEA/Other_Services/Human_Trafficking_of_School-aged_Children/

TEXAS DEPARTMENT OF LICENSING & REGULATION

<https://tdlr.texas.gov/humantrafficking.htm>

REPORT: HUMAN TRAFFICKING BY THE NUMBERS

<https://sites.utexas.edu/idvsa/files/2017/02/Human-Trafficking-by-the-Numbers-2016.pdf>

TABC/FIRST LADY OF TEXAS 'BE THE ONE' PSA VIDEOS:

FULL VERSION (5:39) - <https://youtu.be/X3H3Pcvaya0>

ONE-MINUTE VERSION - <https://youtu.be/fuRYeSWRcHk>

30-SECOND VERSION - <https://youtu.be/l6ljkk-QUcw>

These and other videos are available on
TABC's YouTube channel:

youtube.com/tabccchannel



TEXAS ALCOHOLIC BEVERAGE COMMISSION

Texans Helping Businesses & Protecting Communities