



## FOR IMMEDIATE RELEASE

January 26, 2021

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### Captain Craig Eicher Announces Retirement After 32-Year Career with Pleasanton Police Department

After a 32-year career with the Pleasanton Police Department, Captain Craig Eicher is set to retire on January 29, 2021. Captain Eicher began his career in law enforcement as a volunteer in 1989 as a Pleasanton Reserve Police Officer. In 1991, Eicher joined the department as a police officer and has served as a bicycle officer, field training officer, detective, Sergeant, Lieutenant, and Captain. He has been a Captain for the last 9 years overseeing the investigations and operations division of the police department.

During his career, Captain Eicher attended the distinguished Executive Leadership Institute, participated in the FBI National Academy, and earned a Master of Arts in Organizational Leadership from Saint Mary's College. As a leader of the police department, he assisted in the development and implementation of important programs such as Peer Support which focuses on employee wellness, Body Worn Camera System, and most recently, the Homeless Outreach Program which serves Pleasanton's unhoused population. He also authored multiple procedure manuals focused on 21<sup>st</sup> Century Policing and the department's Strategic Plan. Captain Eicher received Exceptional Customer Service Awards from the City of Pleasanton, numerous commendations, and was a guest speaker at the International Leadership Association in Chicago.

"The Pleasanton Police Department and community has greatly benefited from Captain Eicher's service," said Chief of Police David Swing. "His leadership and community involvement set a standard for others and ensured PPD was seated at the table of solutions for many pressing needs. Craig accomplished what



every leader strives to do – he left things better than he found them. I wish him continued health and prosperity in his retirement.”

Captain Eicher’s commitment to service extends to his fellow colleagues as he served as the president of the Pleasanton Police Officers’ Association from 1998-2002 and founded the Pleasanton Police Officers’ Charitable Foundation which helps fund community-based programs. He sits on the Pleasanton Chamber Foundation Board and the Pleasanton Community of Character Collaborative Board of Directors. Eicher also volunteers his time for community events, including cooking for the Community of Character fundraiser dinner to raise scholarship funds for local high school students. Two of his most notable contributions to the community include serving as the president on the board of directors for Hope Hospice for the past six years and facilitating Widmer World, which has been a local family holiday attraction for more than 20 years.

Reflecting upon his career at the police department, Captain Eicher said, “I am eager to enjoy my new future but am saddened to leave behind the wonderful and talented people I have had the privilege to work alongside. I plan on staying in Pleasanton and hope to see you around town. I wish the organization much future success and look forward to watching the City and police department continue to meet and address future community challenges with excellence.”

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