



For Alamance County, the choice for Sheriff is Shannon Long, a devoted leader who dedicates his life to serving his community. With 23 years of experience in law enforcement, along with 16 years as a successful business owner and 13 years as a respected pastor, Long embodies a lifelong commitment to public service. His wealth of experience provides him with a profound understanding of the unique challenges we face, and he is fully prepared to deliver the honorable leadership required to serve and protect our community with integrity and justice. Long's vision for the Sheriff's Office will bring effective leadership and a positive impact to Alamance County.

Long was born in Chapel Hill, NC, and raised in Efland, NC, where his late mother instilled in him the importance of strong work ethics, community values, and public service. Guided by these foundational values and a commitment to serving the community, Long began a career in law enforcement by joining the Orange County Sheriff's Office in 2002, completing his Basic Law Enforcement Training (BLET) in Burlington, NC in 2004. Throughout his career, Long embodied dedication and resilience as a Detention Officer at the Orange County Detention Center, maintaining order and discipline among inmates and ensuring a safe and

secure environment for both staff and detainees. He then transitioned to the role of Patrol Officer, where he was on the front lines, responding to a variety of emergencies and prioritizing the community's needs with compassion and commitment. His journey as a School Resource Officer began at Gravelly Hill Middle School in Efland, NC, where he became a certified instructor for D.A.R.E. (Drug Abuse Resistance Education) and G.R.E.A.T. (Gang Resistance Education and Training) programs. With enthusiasm, he educated hundreds of students about the dangers of substance abuse and gang involvement, teaching them vital conflict resolution and decision-making skills. Driven by a passion for youth mentorship, Long later transitioned to the high school level, serving as a School Resource Officer at Orange High School in Hillsborough, NC. He continued his dedication to mentoring youth and ensuring the safety of students and staff while fostering positive relationships between law enforcement and the school system. Long's diverse experience demonstrates his remarkable adaptability and commitment to public safety, enhancing his understanding of police operations, criminal investigations, and the vital importance of fair and impartial justice. His journey reflects his unwavering enthusiasm for making a positive impact in his community. After 8 years of service in law enforcement, Long felt called to serve his community in a different capacity, which led him to transition to full-time ministry. For the last 13 years, he has been a respected pastor at Beyond Measure Ministries in Haw River, NC, while continuing his service as a Reserve Sheriff's Deputy and maintaining his BLET certification with the Orange County Sheriff's Office since 2010.

As a devoted pastor, Long passionately commits himself to listening to and advocating for the needs of both the church and his community. Through his years of dedicated service, he has tirelessly addressed challenges such as hardship, poverty, grief, and addiction, gaining deep insights into the complex social issues that impact the lives of residents. Long's pastoral counseling, leadership, and local outreach initiatives strengthen the bonds within the community and promote healing. His genuine desire to create positive change has positioned him as a valued asset in Alamance County and nearby areas. In a pivotal moment in 2020, he made history by organizing the inaugural "Bridge the Gap Peace Walk" in Haw River against police brutality, bringing together hundreds of community members and leaders to march peacefully for justice. Long's unwavering commitment and optimistic vision continue to inspire those around him, fostering hope and unity in the face of adversity. Long is a dedicated champion for positive transformation, igniting hope in all who cross his path. He firmly believes that effective law enforcement flourishes through strong community engagement. This inspiring vision has led him to develop initiatives like C.H.A.N.G.E. (Choose Having A New Growth Experience), a collaborative effort with Alamance Public Schools, that mentor's young men in grades 3-12. Through this program, students develop essential skills in leadership, character, integrity, business knowledge, and customer service, empowering them for a brighter future. He also taught career development classes at Granville Correctional Institution, formerly known as Polk Youth Institution in Butner, NC, designed to equip incarcerated youth with the skills and confidence needed for a fresh start upon release.

Long's inspiring entrepreneurial journey began in 2009 when he co-founded the Beyond Measure Barbering Institute in Mebane, NC, which quickly became a local phenomenon. Long envisioned not only providing hands-on training in cosmetology but also creating meaningful second-chance job opportunities for individuals who previously faced legal challenges. The Beyond Measure Barbering Institute has developed meaningful partnerships with homeless shelters and detention facilities such as the Allied Churches of Alamance County, Greensboro's Interactive Resource Center, and the Orange County Detention Center. Through these collaborations, barber students, under close supervision, provide free

haircuts to individuals in need, helping to restore dignity and confidence. This initiative also includes a valuable mentoring opportunity, where students share insights about the barbering trade and inspire others to consider it as a viable and rewarding career path. The barber program was designed to empower individuals by promoting self-esteem and developing mentorship and leadership skills, thereby preparing participants for success in the workforce, including assisting the successful re-entry of formerly incarcerated individuals.

In addition to being the co-owner and CEO of Beyond Measure Barbering Institute, Long also serves as the Accreditation Specialist, ensuring that the school maintains its accreditation through the National Accrediting Commission of Career Arts and Sciences, Inc. (NACCAS), and that financial aid complies with all regulations and guidelines. After years of operation, the barber school's success created a strong financial foundation that enabled expansion and the co-founding of additional business ventures throughout Alamance County. These ventures not only generated valuable job opportunities but also showcased his exceptional ability to manage diverse enterprises while tackling various financial and operational challenges. With his experience as a thriving business owner, Long brings a unique and insightful perspective to the Sheriff's Office, ensuring that the department remains committed to the highest standards of professionalism and accountability.

Shannon L. Long is a devoted husband to Tiffany Long and a proud father of three. Having lived in Alamance County for the last 18 years, he is a dedicated advocate for positive change, striving to live by the principles of God first, family, and community. With his extensive experience in law enforcement, business, and pastoral care, he recognizes that trust is the foundation for progress. Long is committed to building strong relationships that empower both law enforcement and the communities they serve. Through his candidacy, he aims to:

**Strengthen Relationships** by bridging the gap between law enforcement and the community.

**Pursue and Achieve Accreditation** through the North Carolina Law Enforcement Accreditation (NCLEA) and the Commission on Accreditation for Law Enforcement Agencies (CALEA) programs, which improve financial accountability by ensuring transparency, boost public confidence, and ensure internal procedures comply with professional standards.

**Develop Innovative Strategies** tailored to community needs to tackle the county's most urgent public safety challenges.

**Advocate for the Homeless** by building relationships through community outreach efforts to understand the needs of the unhoused population, creating a safer and more compassionate community for everyone.

**Address Complex Mental Health Crises** by implementing mental health education and training for staff and the community to effectively manage current challenges and build a more resilient and healthier justice system.

**Implement Rehabilitation Programs** that provide education, life skills, and resources for personal and professional growth, helping individuals reintegrate as productive community members and reducing the likelihood of reoffending after their release.

With your ability, YOU CAN drive the change our community needs, and together WE WILL shape a safer and more unified future for all!

#YOUCAN-WEWILL