

# THE INFORMER

## INSIDE THIS ISSUE:

<b>PRESIDENT MESSAGE</b>	<b>2</b>
<b>MARCH SEMINAR RECAP</b>	<b>2</b>
<b>JULY SEMINAR ANNOUNCEMENT</b>	<b>3</b>
<b>JULY SEMINAR REGISTRATION</b>	<b>4</b>
<b>JULY SEMINAR AGENDA</b>	<b>5</b>
<b>PINOW.COM ARTICLE</b>	<b>6</b>
<b>LEGISLATIVE NEWS CONTD</b>	<b>7</b>

## AUGUST SEMINAR SET AND READY TO GO!!!!

Special thanks go out to Marvin Baker for putting in many hours of hard work and dedication to bring us excellent seminars. The next Seminar is set for August 7th in Oklahoma City. Please read the seminar announcement and agenda located within this issue. Make sure to fill out your regis-

tration form and get it mailed in quickly. This looks to be a very promising and informative seminar revolving around adoptions and social networking.

## LEGISLATIVE NEWS

This year has been long and difficult. As some of you know we were surprised by CLEET when they filed a bill at the Capital to increase the license fees of all licensees. It was extremely mystifying when this was a matter the Private Security Advisory Committee was in favor of and had discussed as far back as 2006. Our main concern that we voiced to CLEET and asked the CLEET Staff Attorneys to help us with, was to find a way to insure the increase in funds would come to CLEET and be used for the benefit of Private Security & Private Investigators and not go into the General Fund to pay for a Park or just dumped into the general CLEET budget. Since 2006 the PSAC committee has discussed this issue many times and in December 2009 the committee asked CLEET, "Is there any legislation coming up at the Capitol during the 2010 session that pertains to us"? CLEET responded they did not know of any. As your representative and Chairman of the PSAC committee I also attend a spe-

cial February 2010 meeting. At this meeting the Director of CLEET stated he lost a budget funding bill that he had at the Capitol but the bill dealing with the increase in license fees for Private Security was still moving forward. I attempted to speak with the Director about this after the meeting but was unable. I did speak with the Associate Director and General Council for CLEET and I was told the increase had been presented to the Council at the January meeting (I was out of the State) and approved. He also mentioned CLEET did not have to discuss it with the Private Security Advisory Committee. After that discussion I went straight to the Capital and obtained a copy of HB3343 and determined its status. It had already passed the House and was over on the Senate side. The fight was on.

CLEET had asked Rep. Christian to carry the bill, supported by Rep. Terrill and authored on the Senate side by Sen. Barrington. After many discussions with the Au-

## A NOTE FROM THE PRESIDENT

The 2010 year is well underway and we have completed our spring seminar. The weather tried to dampen our plans but didn't succeed. To all of you who were able to attend it was full of great information and networking. Plans are almost finalized for the August seminar to be held in Oklahoma City. Thanks to our First VP Marvin Baker and OKC Chapter President Andy Gottlieb, the August seminar has a great lineup of speakers. I encourage all members to plan on attending, support OPIA and network with your fellow OPIA members. I ask that you

reach out to all Private Investigators. Invite a non-member Investigator to come with you. Each of us is an ambassador. Growing our membership is important and vital to keep our voice at CLEET and the State Capital strong. I am looking forward to seeing you in August at Oklahoma City.

Rick Van Auken  
2010 OPIA President

## MARCH SEMINAR REVISTED

### Seminar at the Renaissance Hotel March 20, 2010

Our first Speaker was Dr. Tom Glass, a very dynamic speaker. He explained bite marks, their similarities and differences, as it relates to crime and finding whom the perpetrator may be. The photographs were almost shocking. He was all over the room as he spoke. This seemed to keep everyone on his or her toes. OSU would be able to assist a PI needing info in the field.

We had a lunch buffet with anything you could hope for. It was a top end meal worth the time to enjoy. The second speaker was Dr. Robert Allen. His knowledge of DNA was extensive. He has worked in the field since 1984. He was responsible for identifying the people from the Murrah building in OKC. He has also worked in Columbia and Africa doing DNA investigations. He explained Paternity tests as well as many others. He was

amazing to listen to. The best of all is he gave us his phone number and offered to assist us whenever needed.

G. Terry Felts ended the seminar with how to get someone exhumed and autopsied, complete with a list of books he recommends. We also have a CD full of forms and information that Rick Van Auken will try to make available in some form or other. If you need Terry's help or information please contact me and I will send you his e-mail address and phone number. Terry is a Private Investigator and willing to help. The networking that can be gained at one of these seminars is incredible, from the speakers and the attendees.

Hope you can make the next one in Oklahoma City.

Marvin Baker  
First Vice President

**“Attend the August Seminar and network with fellow members. This would be a great opportunity for both Chapters to get better acquainted.”**

# Oklahoma Private Investigators Association

## PRESENTS

A Training Seminar

### “PRIVATIZING ADOPTION STATE WIDE AND SOCIAL CONTACTS AS A TOOL”

Gus Blackwell

Congressional representative on adoption

Lanie James

Social networks and how to use them for locates

G. Terry Felts

Forms and information on body removal and autopsy

This seminar is open to anyone needing Continuing Education Credits. All are welcome! Law Enforcement, Security Personnel, Private Investigators, Firefighters or any interested professional individuals may attend. Our state, like most areas of the country has been affected by both of these issues. This seminar will provide valuable knowledge and information to attendees to assist them in dealing with these issues.

This is also an opportunity for attendees to network with professionals from several other disciplines. They can share and benefit from each other's experiences and resources to combat these problems. The more trained eyes on the street, the better the chance of detecting activities that may be harmful and destructive to our friends, family and neighbors.

This is an opportunity for cities and towns throughout Oklahoma to acquire valuable training for their key personnel. Security Officers and Private Investigators can also utilize this training and information to better serve their clients by learning how to identify these issues in their casework.

Our seminar offers eight hours of C.L.E.E.T. approved Continuing Education Units.

**DATE: AUGUST 7, 2010**

**Time: 9:00 am to 5:00 pm**

# Oklahoma Private Investigators Association

## Seminar Registration

### “PRIVATIZING ADOPTION STATE WIDE AND SOCIAL CONTACTS AS A TOOL”

**DATE: AUGUST 7, 2010**

**Location:** Best Western Saddleback Inn & Conference Center  
4300 SW 3rd St, Oklahoma City, OK

**Time: 9:00 am to 5:00 pm**

Name: \_\_\_\_\_ OPIA Member \_\_\_\_ Yes \_\_\_\_ No

Agency/Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

C.L.E.E.T. License #: \_\_\_\_\_ Last (4) numbers of your SSN: \_\_\_\_\_

\_\_\_\_\_ **\$ 100.00 Seminar Registration fee if paid by August 1, 2010**

\_\_\_\_\_ **\$ 125.00 Seminar Registration fee if paid after August 1, 2010**

**Hurry! Send in your registration fee today, before the August 1, 2010 deadline!!**

Lunch is included in your registration fee.

Mail all payments to:

OPIA

C/o Ken Henson, OPIA Secretary

P.O. BOX 690091

Tulsa, Oklahoma 74169

# Oklahoma Private Investigators Association

## SEMINAR AGENDA

**Location:** Best Western Saddleback Inn & Conference Center  
4300 SW 3rd St, Oklahoma City, OK

<u>Date</u>	<u>Time</u>	<u>Event</u>
Friday, August 6, 2010	6:00 PM - 7:30 PM	Board of Directors Meeting
	7:30 PM - 10:00 PM	Meet & Greet & Cash bar OPIA Hospitality Suite <b>"The Navajo Room"</b>
Saturday, August 7, 2010	8:30 AM - 9:00 AM	Check in and late registration OPIA registration desk
	9:00 AM - 5:00 PM	OPIA Fall Seminar <b>"The Phoenix Room"</b>
	9:00 AM - 9:15 AM	Welcome and Introductions
	9:15 AM - 10:00 AM	Gus Blackwell Adoption privatization
	10:00 AM - 10:15 AM	Break / door prize drawing
	10:15 AM - 11:15 AM	Gus Blackwell Adoption privatization
	11:15 AM - 12:00 PM	Business Meeting
	12:00 PM - 1:00 PM	Lunch - Paid for by OPIA <b>"The Arizona Grill Buffet"</b>
	1:00 PM - 2:45 PM	Lanie James Social networking
	2:45 PM - 3:00 PM	Break / door prize drawing
	3:00 PM - 4:45 PM	G. Fred Felts  Body removal form and info for Autopsy
4:45 PM - 5:00 PM	President/BOD Officers Final door prize drawing Closing remarks and adjourn	

## PRIVATE INVESTIGATORS POWERING SEARCHES WITH SOCIAL MEDIA

John Dillinger might not have been such a successful bank robber if he had kept a Facebook page. These days, more and more [private investigators](#), process servers and law enforcement agencies are using social networking sites such as Facebook and MySpace to locate hard-to-find people and discover information. With a quick Google search and a little creativity, it is now possible to find out everything you need to know about your subject without leaving the office.

Social networking has become an especially useful tool for private investigators who need fresh clues to warm up a cold case. Some people will leave town and remove nearly all physical evidence of their whereabouts, yet they faithfully update their Facebook page and give away details that lead straight to them. In New York, for example, one man who had been on the run from the law for months listed detailed information about himself on Facebook and MySpace including the town he lived in, the name of the tattoo parlor where he worked and even his work hours. Many times even the most careful person will let his or her guard down when using social media, which is why you should include it in your investigations.

### **Social networking use in legal industries slowly gaining momentum**

Even though social networking sites are home to many criminals and fugitives, their pursuers have been slow to follow. Vic Pichette, president of Genesis Investigations in Rhode Island, began using social networking during investigations about two years ago. It has since become the first step of any attempt to gather background information or locate people. Pichette has seen a gradual increase in the number of people conducting investigations via social networking, but he said there is still a long way to go.

"It bums me out that people don't understand not only how they can use it to locate somebody and get background information, but use it as your own tool to make money and promote yourself and brand yourself as a professional," Pichette said.

Pichette uses sites such as Facebook, Slideshow, MySpace and even Classmates.com to gather background information and to do corporate research. During his information-gathering expeditions, Pichette said he comes across things that

surprise even him.

"You're looking for someone you're expecting to be an executive-type individual and they put stupid things on the Internet," Pichette said. "The things you expect people not to do, they do. It can also be detrimental to them. I wish there was a way to tell them that if you're going to be a serious business person, you shouldn't be putting that stuff out there."

Phil Johnson, owner of JJ Associates International in the U.K., uses social media to locate people and information on a worldwide basis. He explained that social media has become "addictive" to users, which means the amount of data they share with the world continues to grow exponentially. Johnson shared his company's history of relying on social media as a treasure trove of information.

"Without naming names, we have located many U.K. citizens [using social media] and others who are trying to escape to the U.S. and other parts of the world," Johnson said. "When we have located them, we usually do asset searches where possible and/or serve process."

When performing skip tracing or service of process, Johnson said he and his colleagues regularly scour social media sites to find information regarding the subject's relatives, interests and locations the subject may frequent.

### **Assuming a new online identity**

A more controversial aspect of investigations using social media involves creating a false online persona in order to establish contact with a secretive subject. Some people are divided on the legality and ethics of this practice, but it can turn up information that would be otherwise nearly impossible to find. David Stuckman, from Manhattan, Kansas, discussed how he brings people out of hiding with a few social media tricks.

Stuckman said Facebook is his site of choice for finding people who have skipped town. His company is located near both Kansas State University and Fort Riley, a military base, so the majority of the people he searches for are college students or GIs between 18 and 25 who have committed "minor" offenses such as DUI. In order to locate some of these kids, Stuckman said he has to trick them into talking to him on Facebook. One of his

favorite techniques is for him, his son or his daughter to create a dummy account on Facebook so the subject thinks he or she is being contacted by another college student. After establishing dialogue with the subject, they send a message asking where he is, or telling him they are holding onto a check that came in the mail for him and that he should come pick it up.

Once Stuckman and his associates have gained the trust of the subject on Facebook, they begin gently probing for information that they can use to locate him. Stuckman asks questions such as what kind of bars the subject frequents, which tells him a lot because there are only a certain number of sports bars, Western bars and reggae bars in Manhattan. If the subject says he attends KSU football games, Stuckman might strike up a conversation by saying, "I think I saw you the other night at the KSU game." Another trick Stuckman employs is to befriend the subject's friends online and ask if they've seen the subject because he owes him \$50.

#### **How to use social networking to your advantage**

If you are interested in using social networking to find people or gather background information, here are six tips to get you started:

1. Create accounts for social networking sites

you want to use for searches. Joining social networking sites is usually free and easy, and it allows you more access to subjects' profiles than if you are not a member. Popular sites include:

[Facebook](#) [MySpace](#) [Twitter](#) [hi5](#) [Bebo](#) [Ning](#)  
[ZoomInfo](#) [LinkedIn](#) [Friendster](#) [YouTube](#)  
[Social Mention](#) [Pipl](#) [Classmates.com](#) [Slide-show](#) [LJSeek](#)

2. Start your investigation by entering search terms related to your subject into search engines such as [Yahoo!](#), [Google](#) and [Bing](#). These terms include names, addresses and telephone numbers. Phil Johnson recommends searching for relatives, interests and information about places the subject frequents because this data is useful for skip tracing and process serving.

3. Search for the person using sites such as Pipl and Social Mention, which may turn up information that the big search engines miss.

4. If your broad searches are not proving fruitful, try searching for the person on specific social networking sites such as Facebook and MySpace.

## **LEGISLATIVE NEWS CONTINUED**

thors and others on the various committees, and my many elected friends we were able to add language to the Bill that established a revolving fund in the name of Private Security and to be used for Private Security. The increase will be deposited into the fund and used only for Private Security. We most likely could have defeated the Bill in its' entirety but I did not feel it prudent to fight a battle on shaky ground. There has not been a fee increase since 1988 and compared to other states our fees are low. The thought was to make sure the increase was reasonable and to be used for our benefit. We do need the service it will

buy at CLEET.

House Bill 3343 passed the last day of the 2010 Legislative Session without additional compromises or changes. It establishes an increase equal to the doubling of our fees but adds a year to the license term. Agency fees will only go up \$100.00 for the same 5 year period. Due to my efforts with the legislature, the fees we pay will be used for Private Security and Private Investigators alone. I sincerely appreciate your support of my efforts at the State Capitol.

Jim Carroll

PSAC Chairman



I attended a meeting in the Oklahoma City area recently where I was welcomed and gained some knowledge at the same time. Brian Sandersfield from the FBI office in Oklahoma City was the speaker. He shared with us that there are cameras at work here in Oklahoma that can differentiate between humans and animals. It can even follow a subject from one camera to another. Brian's specialty is inspecting banks for security purposes and he has found a lack of knowledge in this industry. I wonder if we might educate ourselves, then help the banks with that education. The type of camera and recording device is critical as well as the layout of the bank that is under construction. How refreshing it is when we network with one another.

Marvin Baker

## SOCIAL NETWORKING CONTINUED

5. Vic Pichette recommends setting up Google Alerts or using sites like Social Mention to set social media alerts. These alerts notify you whenever news or information related to your subject pops up online.

6. Some investigators are more comfortable pretending to be someone else on social networking sites to gain the confidence of a subject, so whether you choose to use that tactic is up to you. You should check the rules in your state to make sure there are no laws against creating a fake profile for investigative purposes. If you choose to do it, customize each effort to the person you are tracking. Create a profile that looks like it could be someone the subject knows, use what you know about the subject to tailor the profile, and adopt a convincing persona when contacting the subject.

### Protecting your own privacy

Flow of online information is a two-way superhighway, meaning you might be just as guilty of sharing too much information as the people you're trying to find. Be very selective about the information you share online when using social networking sites for personal use. Johnson offered some advice for protecting yourself.

"Just put on what you would be willing to

share with your friends," Johnson said. "If you do not want your phone number, e-mail or personal address, do not put it there."

### Conclusion

The Internet has made the world a much smaller place, and with a quick search you might find who you're looking for right in your own backyard. Using social networking can be a trial-and-error process because it's still a relatively new investigative technique, but the results are often well worth the effort. And if you need a little assistance, why not enlist the help of your nearest neighborhood teenager?

Seth Davis

Content Manager

Plnow.com