

JUNE 2023 EDITION



CALI JOURNAL

CALIFORNIA ASSOCIATION OF LICENSED INVESTIGATORS



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California Association of Licensed Investigators
26895 Aliso Creek Rd #B-485
Aliso Viejo, CA 92656
949-715-5401
949-502-0450 Fax
info@cali-pi.org



About the California Association of Licensed Investigators

The California Association of Licensed Investigators (CALI) is a not-for-profit professional organization dedicated to protect and enhance our licensed private investigators and licensed private patrol operator members.

With approximately 1,100 members, CALI is the largest private investigator association in the world. The association works to advance the investigation and security professions through educational programs and legislative advocacy efforts that promote the needs of the profession before governmental agencies and the State Legislature.

CALI works in support of the ability of clients, often either a consumer or a victim, by performing legitimate investigations within the parameters and boundaries established in law. Our members are licensed and regulated by the Department of Consumer Affairs, Bureau of Security and Investigative Services.

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CALI encourages members and industry experts to contribute relevant content for publication in the quarterly CALI Journal. We want to hear from you! Submit your article for review to info@cali-pi.org.

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Licensed Investigators**

**26895 Aliso Creek Rd #B-485
Aliso Viejo, CA 92656**

Maria Lagunas

Executive Director

949-715-5401

949-502-0450 Fax

info@cali-pi.org

www.cali-pi.org

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President's Message

Frank W. Huntington, III, CPI



If I recall correctly, I started my last president's message talking about the cold weather and that "Spring is just around the corner."

Well, I don't know about the rest of the state, but here in Sacramento it seems we went from winter to summer

almost overnight with temperatures hitting the 90s. I personally do not do much surveillance work, but admire those who do, especially when it gets this hot out there.

In April, I was fortunate enough to attend Florida's (FALI) annual conference in Cocoa Beach. It's always great to speak and mingle with our colleagues and associates in other parts of the country. Of course, the tornado warnings that regularly alerted on my phone over the course of the weekend were a bit concerning to this California boy...I can take earthquakes, but those tornados and hurricanes scare me! Fortunately, I made it home unscathed.

It was great seeing my friend Bob Washington, the TALI President-elect. Between Bob and I, (mainly Bob), we were able to sign up many new "Big 3" members. For those CALI members not familiar with the Big 3, CALI members can join both the Florida and Texas associations for half their regular associate dues, giving you access to their listservs and training opportunities. For more information on the Big 3, please visit www.cali-pi.org/big3. Lastly, shout out to FALI President Dan Reimer and his entire crew for putting on a great conference! We hope to see you all out here in The Wine Country!

Although FALI had many great presenters throughout the weekend, and I picked up many new and innovative ideas, one presenter in particular struck me.



Left to Right: CALI President Frank Huntington, III, FALI President Dan Reimer, and TALI President-Elect Bob Washington

Chris Cavallo, founder of the Robin Foundation, spoke on the fentanyl overdose epidemic we have in this country. Chris and his group tour the country educating folks on this massive issue and provide free Narcan and instructions on how to properly use it. Please check out their website at [Women Recovery Community | The Robin Foundation](http://WomenRecoveryCommunity.com) and consider donating. Although it's too late to have Chris out to our conference in August, we will be inviting him to our 2024 event, provided the fentanyl issue still exists. Unfortunately, it probably will.

I am pleased to announce that CALI now has an agreement with the Arizona Association of Licensed Private Investigators (AALPI) in which our members can join their association for half their associate dues and vice versa. Like the Big 3, this will give our members access to AALPI's listserv and other benefits. As a reminder, we are actively working on gaining reciprocity between the two states and I have been told that the powers that be continue to work on that.

Our conference is rapidly approaching: August 24-26 in “The Wine Country.” As each day passes, I am getting more and more excited for what I know will be a fantastic event. The conference committee has secured numerous presenters for our breakout sessions, and I am most pleased with our two keynote speakers: Sacramento District Attorney Thien Ho and author Frances Dinkelspiel. Thien was the lead prosecutor on the Golden State Killer case and Frances is the author of “[Tangled Vines](#),” an in-depth history of the state’s wine industry, a warehouse fire in Vallejo that resulted in the loss of millions of dollars of rare wine, and the subsequent federal prosecution of the man responsible.

Besides the main event, CALI will be offering a “pre-con” program featuring social media guru Ashley Silver in the morning. During the afternoon session, a presentation on securing government contracts by PTAC, the Procurement Technical Assistance Center. Both sessions are well worth attending.

Shout out to CALI Vice-President of Administrative Services Lee Wolfe, who has done an incredible job securing sponsors for the conference. If you know someone or a company/firm that may want to be involved, please let Lee know at info@aslipi.com.

Please consider registering now for the conference as there are early bird discounts available. For more information and to register, please visit www.cali-pi.org/conference. And of course, shout out to our conference committee and all those who are putting in the hours to make this a great event.

But wait, there’s more...We are already planning our conferences through 2026! We are in the midst of securing venues and dates and by doing so this far in advance, we can lock in the best rates for our members and have more time to secure great speakers.

CALI has many awards including Investigator of the Year and the Distinguished Achievement Award (DAA) that will be presented at the conference. Please visit www.cali-pi.org/awards for more information.

I mentioned in my last article another successful NLITE event which took place on March 4. Kudos to NLITE chair Renee Cervo for her continued work and dedication to this great event. I bring it up again, however, as I want to relate what one of the attendees told us afterwards. He approached us, us being myself and fellow presenters Chris Reynolds and Francie Koehler, and said, “I am excited to join this organization and really look forward to one day joining the leadership.” When asked why, he replied, “I see how all of you work together and seem to be good friends, and I would like to be part of that.” Wow, I was really touched by that and again want to thank my fellow board members and other leaders for their hard work and dedication, and for their friendship!

Our professional development team continues to plan and execute some great training opportunities, both in person and virtually. Most recently, they put on a full day of training on May 20th in Costa Mesa titled “Complex Topics in Workers’ Comp Investigations.” Please check the CALI website for other training opportunities.

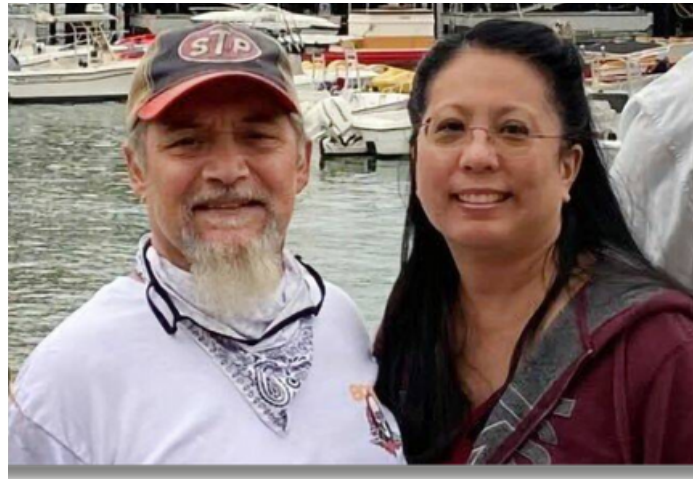


Top to Bottom: Chris Gutierrez, CEO of Strike National Investigations, Jose Solorio, Detective Sergeant with the California Department of Insurance, and Attorney Sheila Sullivan with SOLEIMAN APC

Our Government Affairs team, led by the indefatigable Francie Koehler and the awesome team at Desmond & Desmond continues to fight for us on many fronts. I guarantee you the fight over SB731 is not over as CALI strives to keep our access to public records. Please watch for any “Calls to Action” posted by Francie and respond accordingly. And, of course, thanks to the entire GAC committee as well as the CALI-PAC committee. We are all grateful for your continuing efforts.

CALI has an active member, Igor Tymofeyev, who lived in Kyiv, Ukraine. Many of us have been very concerned about Igor and his family since the Russian invasion of their country. Some time ago, Francie contacted the CALI Board and explained that there was a way to get not only Igor safely to the United States but also his 23-year-old granddaughter, Viktoriia. Francie put the wheels in motion and with the help of a small contribution from the CALI Disaster Fund, Igor and Viktoriia are now safely here. I had the pleasure of meeting them both on April 18 when Francie brought them to Sacramento and we took them to the Capitol to see, well, how the sausage is made. We at CALI are very thankful that you both are here safe and send our prayers to your other family members and all the people of Ukraine still there.

It is with great sadness that I announce the passing of fellow investigator and CALI member, Rob Solis with The RES Group. Over the Memorial Day weekend, Rob and his partner, Brandi Tyau, were on a fishing boat in Juneau, Alaska, when for unknown reasons, the boat capsized, and all souls onboard were lost.



Rob Solis and Brandi Tyau

Rob attended the CALI conference last June and our most recent training session in Costa Mesa, where I had the opportunity to see him. He seemed to be a genuine individual, and obviously, a seeker of adventure. We and all his colleagues will truly miss him. Rob is survived by his children, one of which just finished his second year of college. I am sure I speak for all of us when I say they are all in our thoughts and prayers.

This would not be a complete message without mentioning the main ingredient behind our success, CALI Executive Director Maria Lagunas. Maria continues to do a phenomenal job for us, and we certainly appreciate her. Please, when you see and/or speak with Maria, thank her for her hard work.

Lastly, like a broken record, I want to thank each and every one of you for entrusting me with this position. It is truly an honor and privilege to work alongside such a wonderful group of professionals! Please, register for the conference today and I will see you there!

Frank W. Huntington, III

Frank W. Huntington, III, CPI
CALI President



Left to Right: Francie Koehler, Viktoriia Tymofeieva, Frank Huntington, III, and Igor Tymofeyev

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CALIFORNIA ASSOCIATION OF LICENSED INVESTIGATORS
CALI 54TH ANNUAL CONFERENCE
AUGUST 24-26, 2023 | SONOMA WINE COUNTRY

Join us for CALI's 54th Annual Conference in Sonoma Wine Country, California, August 24-26, 2023. CALI's premier event—our Annual Conference, offers industry professionals a variety of educational sessions featuring exceptional guest speakers, two influential keynotes, networking opportunities, fun programming, and much more. In addition, our industry partners and sponsors provide valuable resources and solutions for your PI business.

Conference Highlights:

- Two Keynotes
- 15 Educational Sessions
- Two Pre-Conference Sessions on Thursday (separate fee applies)
- Annual Golf Tournament on Thursday (separate fee applies)
- Thursday night's Welcome Reception will feature a fully hosted bar service and hors d'oeuvres
- Friday night's festivities include an Exhibitor Cocktail Reception, entertainment, and the President's Dinner & Awards Ceremony
- Exhibitor Showcase: View the latest products and services offered by our industry partners and exhibitors
- Several opportunities for networking with industry professionals

Early Bird Registration Ends June 18!

» **REGISTER NOW**

We look forward to seeing you in Sonoma Wine Country!



KEYNOTE SPEAKER

THIEN HO

Sacramento County District Attorney



KEYNOTE SPEAKER

FRANCES DINKELSPIEL

Author and Journalist

For more information, visit www.cali-pi.org/conference

Meet Our Conference Speakers



Neil Caddell
IDI



Lonnie Dworkin
Forensics4U LLC



Robert Estes
Robert Estes Investigations



Robert Freeman
Robert Freeman &
Associates



Tara Godoy
Godoy Medical Forensics



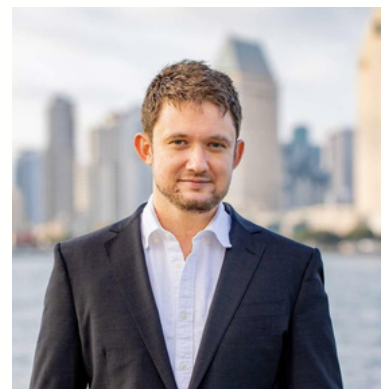
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Behavioral Analysis and
Security Consultants LLC



Richard Malone
R Malone Inc



Jay Paulino
CaseyGerry Law Firm



Isaac Peck
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Meet Our Conference Speakers



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Petitto & Associates



Nanci Pigeon

Procurement Technical
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CALI President & MC

GOLF

TOURNAMENT

Thursday, August 24, 2023

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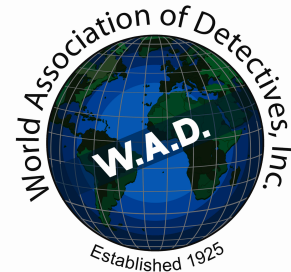


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Welcome New Members!



Please join CALI in extending a warm welcome to our newest members that joined from March 1, 2023, to June 5, 2023.

CENTRAL COAST DISTRICT

Ronald Pflieger

EAST BAY DISTRICT

Christy Henzi

Ellen McGarrahan

GOLDEN VALLEY DISTRICT

Patrick Heiser

INLAND EMPIRE DISTRICT

James Abrams

Claude Ammons

Theresa Michel

Charles Nichols, Jr

LOS ANGELES DISTRICT

Yadir Chavez

Joseph Grillo

Mark JaCobson

Trevon Sailor

Eduardo Zaines

Wei Zhao

NORTH BAY DISTRICT

Erin Kessler

ORANGE DISTRICT

Greg Beard

Edward Borunda

Candace Boyd

Barbara Bridgewater

SACRAMENTO DISTRICT

Greig Best

Manuel Cuellar

Eugene Lefdal

Christopher Mouzis

Mario Velasquez

SAN DIEGO DISTRICT

Jeffrey Meeks

Miguel Rosario

Angel Rosario

SAN FRANCISCO DISTRICT

Cameron Crivelli

SAN JOAQUIN SOUTH DISTRICT

Richard Anderson

Israel Bohlander

Craig Hinch

Dana Hodges

Michelle Jacobs

Tracy Ogle

Christopher Peters

OUT OF STATE

Theodore Phelps – WA

OUT OF STATE/AALPI MEMBERS

Matthew Dunn – AZ

Deborah Stonebarger – AZ

OUT OF STATE/BIG 3 MEMBERS

April Dennis – TALI

Terry Laflin – TALI

Cynthia Taylor – TALI

Richard Weston – FALI

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Written by ChatGPT – Be Afraid, Be Very Afraid

by ChatGPT with Prompting by Cameron Jackson, Private Investigator
C. Jackson Investigations, Inc. – Newport Beach, CA

I used chat.openai.com to create this article. The input prompt for this article was, "In the voice of Cameron Jackson, write an article about how ChatGPT will take over private investigation work". Here is the article ChatGPT produced:

“ Hey everyone, it's Cameron Jackson here and today I want to talk about a game-changing technology that's going to revolutionize the private investigation industry. That technology is none other than ChatGPT.

For those who don't know, ChatGPT is an advanced language model designed by OpenAI that is capable of generating human-like responses to a wide range of questions and prompts. It's trained on an enormous corpus of data, which allows it to understand and generate responses to a vast array of topics.

So, how exactly is ChatGPT going to take over private investigation work? Well, let me explain.

Firstly, ChatGPT has the ability to process vast amounts of data quickly and accurately. This is a crucial aspect of private investigations, where time is often of the essence and there is a large amount of data to sift through. ChatGPT can analyze and sort through this data far more efficiently than any human investigator, freeing up valuable time for other tasks.

Secondly, ChatGPT can conduct online investigations far more effectively than a human investigator ever could. With the ability to trawl through the entirety of the internet in a matter of seconds, ChatGPT can identify and analyze information from a wide range of sources. This includes social media platforms, online forums, and even the dark web.

Thirdly, ChatGPT can conduct surveillance far more effectively than a human investigator. With its advanced machine learning capabilities, it can analyze patterns of behavior and identify anomalies far more accurately than any human could. This means that it can identify potential threats or suspicious behavior much faster than a human investigator ever could.

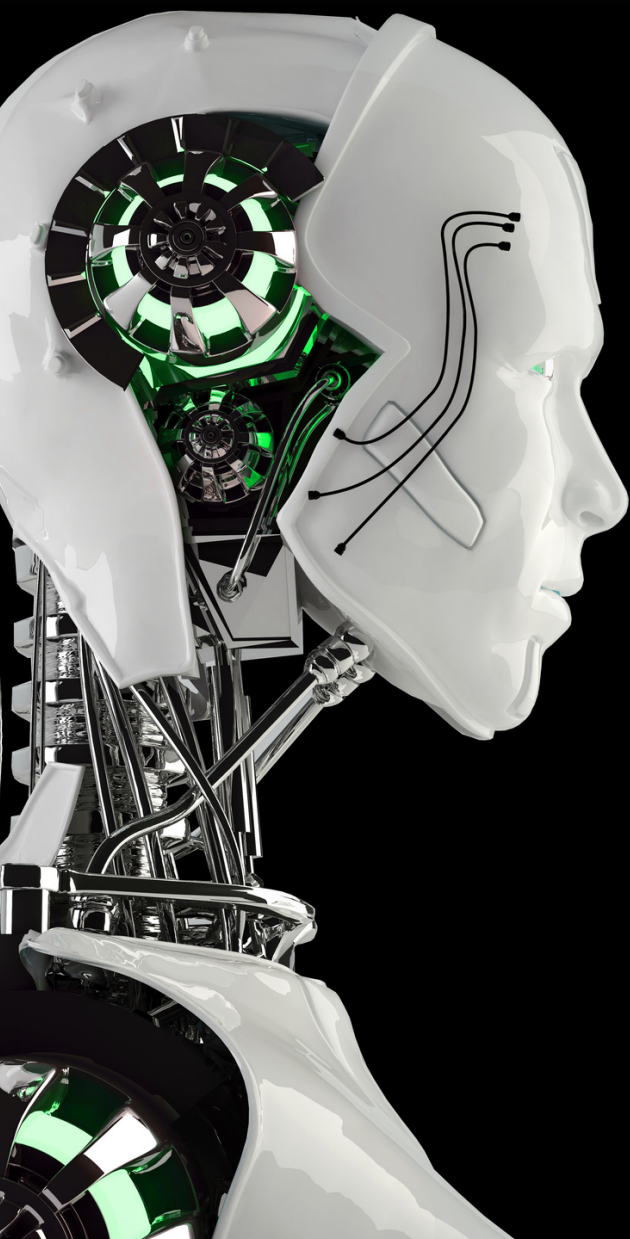
Finally, ChatGPT is available 24/7, meaning that investigations can continue around the clock. Human investigators need to take breaks and sleep, but ChatGPT can work tirelessly without ever needing a break. This means that investigations can be completed far more quickly, allowing for faster resolution of cases.

In conclusion, ChatGPT is set to revolutionize the private investigation industry. Its advanced machine learning capabilities, ability to analyze vast amounts of data quickly and accurately, and its 24/7 availability make it the perfect tool for private investigators.

While human investigators will still be needed for certain tasks, it's clear that ChatGPT is set to become a key part of the private investigation toolkit. ”

End of ChatGPT article.

The future is now. Head over to chat.openai.com to create an account and try it out for yourself.





Orange District Mixer

May 19, 2023



Legal Forms

California Private Investigator's Legal Forms

CALI's exclusive "The California Private Investigator's Legal Forms" have been updated. The legal forms package contains twelve must-have forms plus information and links to six more important government forms. Also included is a 17-page Forms Manual to guide the user on understanding and modifying the forms to suit their unique needs.

Visit www.cali-pi.org to purchase the legal forms package.

HOW A QUEENS NY PRIVATE INVESTIGATOR USED SOCIAL MEDIA TO SOLVE A CASE DURING THE HOLIDAYS

By Teresa Dornfeld, Investigreat LLC

It's the most magical time of the year. Whether you celebrate Christmas, Hanukkah, Kwanzaa, Festivus or something else, or nothing at all, this time of year can be a wonderful time for most people. We all enjoy celebrating with friends and family --- and of course, bragging about what we are doing on social media. We love to post about the beautiful holiday decorations at Aunt Bertha's home in Old Howard Beach in Queens or the great party where you saw cousin Joey get plastered during the ugly sweater contest at the local bar. We just love to send those quick little TikToks out about the couple you saw on the street trying to attach their tree to the roof of their car, which is not quite big enough to handle it.

Now for most of us, this is all harmless fun and a great way to spread the holiday joy across the internet. Many of the photos and videos out there are great because they give us all a glimpse into the world of a friend you have not seen since high school or a total stranger that you almost consider a friend on Instagram because you "follow" their account.

Social media has become a lifeline for some. It makes them feel important or included by the sharing of everything --- all in hopes of that "like" or "thumbs-up" by not only family or friends, but by total strangers. The more you post, the more you feel included. And that is a great thing for people, especially those who are feeling lonely during the holidays.

However, this now means that out there in cyberspace are those images of the people in the bar behind cousin Joey, or the video of your buddy Tony hanging up the lights outside the house while the dog pees on his leg. It's great stuff --- especially for us. You see, everything out there in cyberspace is considered to be "fair game" to the Private Investigator. We happen to be very proficient at doing cyber searches and deep web searches when a case is more challenging to solve. We often use the information that we discover to help solve a case that would otherwise take months in just a few weeks or maybe even faster.

A couple of years ago during the height of COVID, we were hired to locate an individual that had been fortunate enough to come into some money through the will of a relative. No one was able to find this person. We were told by the lawyer that two other PI's who they had always used had tried and failed, so they called us. We managed to find the person and connect him with the Lawyer. All through social media. This is how we did it:

We had the subject's name and last known address, which he had long since left, as well as a phone number that no longer worked, a date of birth and a general description --- all from several years ago. After running the data searches, it seemed the subject had apparently disappeared off the face of the earth one day and no one seemed to know or was willing to share what had happened to him.



This is the point where my OSINT training kicked in. OSINT is an acronym for "Open-Source-Intelligence, which basically means I am very good at deep web searches and finding things that most people would not by simply Googling. I dive deep and find the "breadcrumbs" that will lead me to the clues that help solve a case.

Now the first thing I discovered in my initial research was that the subject had been MIA as of a certain point. That usually means a short list of reasons, but one was incarceration. Sure enough, I combed through the prison databases to discover that he had spent some time in prison. According to the records, he was released six months ago. I now had a timeline to follow. I now turned my attention to social media. First, I needed an email account, which I found through some trade secrets. That led me to searching through all the social media accounts associated with that email account. I discovered that he had an account on a certain platform, where he would post often. I now had an idea of what the subject looked like. I searched everything he had posted all the way back to the beginning. I read every post and every response. I compiled a list of all the people following his account. I checked each of their accounts to see what, if anything, had been posted about the subject. Eventually I had a hit. The subject had posted a recent video of himself walking down the street on his way to work. I could tell by the video approximately where he was, and zoomed in on the lanyard around his neck --- which clearly showed his ID badge and the name of the company.

But I did not stop there. I continued to dive into his friends' accounts. There, I found an interaction between the subject and one of his buddies. They swapped comments back and forth and the subject actually shared his current phone number with the friend in the public chat. Now I had the phone number, which linked him to an address in Queens West in Long Island City. So we now had everything we needed in order to find the subject and, once confirmed, we gave the information to the lawyer. Case solved.

We had another case where we needed to find the actual address of an ex-spouse that lived in Little Neck Hills in Queens. She was being extremely secretive with her ex-husband. He was very leery of sending the children to stay with her for a week. He was concerned that she was falling into her old drinking-and-partying habits and wanted us to watch to see if she was doing any heavy drinking in bars, etc. So we went to the address that we were provided and found that she had moved out the month before, but did not notify the ex-husband.

We now had no idea where she lived. She did not let our client know either that she had moved or where she was now living, even though she had partial custody of the children and they were supposed to stay with her during the holidays.

Since the move was so recent, it would not show up yet in the data, so I went diving.

I searched social media and, once again, dove deep to find what I needed. According to the neighbors, she had moved in the middle of the month. I started searching all over social media when I came across gold. The realtor that had sold them the house loved to boast about how good he was, and would post a photo of the new owners of every sale in front of their new home. Now I had an idea of what the house looked like and while it was a close-up photo so I couldn't do an image search on the home, I did have the house number. I first searched towns near the realtor, since people sometimes go with locals to find their new homes. I searched online photos of every home sold in the county. Nothing matched. Then I checked the tri-state area. Then I went back to social media again for some clues. The boyfriend had an online business and the ex did not work, so I started my search with the boyfriend. Turned out that he had changed the location on his website to Meadowmere, Queens. That was my first clue. Now I have a town. I searched every home that was sold in and around that town and discovered a photo from an angle of a house that looked very much like the one in the post, but the side angle made it difficult to confirm until I realized that the house number matched the listing. Bingo! We went out to the location and, sure enough, the cars of the ex and her boyfriend were parked out front. It was now confirmed where they had moved. This information was given immediately to our client to share with his lawyer and the visitation was postponed.

The holidays bring with them a great deal of mixed feelings, and many calls that we are on the receiving end of. These are all understandable concerns and hopes. But not all require a "Holiday Miracle" in order to happen. They just need the right Private Investigator to help. I remember many cases from previous years in which we helped people start the new year a little happier. Of course, not every story has a happy ending like these did, but this time of year we tend to find out that sometimes miracles can happen to good people that deserve them. We are more than happy to play "Santa's Helpers" and to help those holiday wishes come true when we can. So, when clients are in need of help with someone who's "been naughty" we are happy to help those who've "been nice." And, keep posting on social media --- it helps make our job so much easier! Now back to watching TikTok. Seriously, did that dog just urinate on Tony's other leg? This stuff is great!

Terri, along with her husband Adam, have been working cases for Legal Teams, Insurance Companies, Private Businesses, Municipalities, School Systems and general investigation services for the public since 1992.

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NURTURING TRUST: **BASIC MARKETING STRATEGIES FOR PRIVATE INVESTIGATORS TARGETING ATTORNEYS**

By Justin D. Hodson, CPI

When private investigators target attorneys as their primary clientele, they face specific marketing challenges that require tailored strategies. From building trust to showcasing expertise, implementing the right marketing tactics can help private investigators stand out in the legal community.

Private investigators can encounter challenges in gaining attorneys' trust and establishing themselves as the right choice for their investigative needs. Building relationships with attorneys is crucial, and referrals and testimonials from other attorneys can significantly enhance your credibility.

To resonate with attorneys, private investigators should emphasize their reliability, trustworthiness, and ethical approach. Understanding attorneys' busy schedules, providing regular progress updates without inundating them with questions, emails, and calls can instill confidence.

Private investigators must have a well designed website and a basic understanding of online advertising. Leveraging social media platforms for free advertising and targeting attorney-centric platforms such as legal associations, directories, and bar associations can yield positive results.





WAYS TO MARKET ONLINE

When it comes to marketing online to attorneys, there are several effective strategies that private investigators can employ.

Create a Professional Website: Develop a well designed, user-friendly website that showcases your services, expertise, and testimonials from previous attorney clients.

- **Content Marketing:** Produce high-quality, informative content that addresses common legal challenges, investigative techniques, case studies, and industry trends.
- **Social Media Marketing:** Establish a presence on social media platforms like LinkedIn, Twitter, and Facebook. Share valuable content, engage with attorneys, join relevant groups, and participate in discussions.
- **Online Advertising:** Utilize online advertising platforms like Google Ads to target attorney-specific keywords and display your ads to relevant audiences
- **Email Marketing:** Build an email list of attorneys and send regular newsletters, updates, and insights related to your services.
- **Video Marketing:** Create engaging videos that highlight your expertise, case studies, and testimonials.
- **Online Directories and Legal Portals:** List your services on reputable online directories and legal portals that attorneys frequently visit. This can help increase your visibility and connect you with potential clients actively seeking investigative services.
- **Webinars and Online Classes:** Offer webinars or online classes that provide attorneys with valuable insights and knowledge in your area of expertise. This positions you as an authority in the field and creates opportunities for networking and building relationships.
- **Guest Blogging and Contributing Articles:** Write guest blog posts or contribute articles to legal publications, industry websites, or bar association newsletters.
- **Online Reviews and Testimonials:** Encourage satisfied attorney clients to leave reviews and testimonials on platforms such as Google My Business, LinkedIn, and legal directories.

Remember that consistency, professionalism, and providing valuable content are key to successful online marketing to attorneys. By implementing these strategies effectively, private investigators can increase their visibility, build relationships, and ultimately attract attorney clients.

Building relationships within the legal community is crucial for private investigators. It fosters trust and opens doors for referrals. Engaging in networking events, attending legal conferences, and actively participating in professional associations contribute to relationship building.

Remember private investigators must operate within the boundaries of legal and ethical standards, adhering to California's regulations and guidelines for attorneys. Maintaining a strong ethical foundation is essential for establishing trust and credibility with attorneys.

By emphasizing their expertise, building relationships, and maintaining ethical practices, private investigators can effectively market their services to attorneys, gain their trust, and become trusted partners in the legal community.



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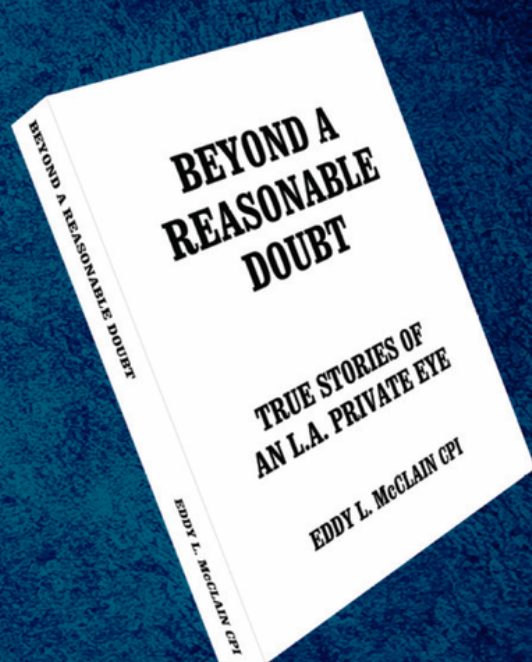
BEYOND A REASONABLE DOUBT

TRUE STORIES OF AN L.A. PRIVATE EYE

BY

EDDY L. McCLAIN CPI

From prairie farm boy to Los Angeles sleuth, from private pilot to Army parachutist, McClain's 'BEYOND A REASONABLE DOUBT' is the story of his life conducting a variety of corporate investigations and other experiences, good and bad, over his career with Krout & Schneider Inc.



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Eddy McClain has been active in associations representing the investigation profession since 1962. He is a founding member of CALI, the California Association of Licensed Investigators where he served as President and chaired the Legislative Committee.

Nationally, McClain has served as President of NCISS, the National Council of Investigation and Security Services. As chair of the NCISS Legislative Committee, he testified four times before Congress in Washington, D.C., representing the profession. NCISS was instrumental in obtaining amendments to the DPPA, the Drivers Privacy Protection Act, and the FCRA, the Fair Credit Reporting Act, which are favorable to investigators and employers nationwide.

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When Marketing Stops Working

by Lisa Phillips, Private Investigator License 188451

We have all been there, we market and advertise our company so successfully that get more work than we can handle. Then something changes. We don't understand why what has worked so well for years has suddenly come to a screeching halt. No calls, no emails, no incoming work. The natural course of life is growth, change, and to evolve with technology. Now, the dreaded SOCIAL MEDIA. Sorry to break it to ya, that's the way of the world now... for better or for worse. We can fight it, we can refuse to use it, we can stick to our old ways of marketing...oh wait, that stopped working in 2019.

What's the definition of insanity? Doing the same thing over and over and expecting a different result. It's time to change things up a bit. I have to admit, I got on TikTok account, @therealpinkladylisa as a joke to annoy my teenagers during the pandemic. But, well...it financed me moving myself and my three daughters to a better city and safer neighborhood. If you are 100% not willing to use social media, may I offer some other options so this industry doesn't dry up and die out (especially with AI technology apps like www.chatgpt.com we better watch our P's and Q's.

So, your email campaigns have stopped working, right? Your mailers have also stopped getting attention, right? That's because you are doing it as if it were 2015...and it's no longer 2015. Canva is an amazing design website (and app) to create ads and you can even use their templates. I promise it is so easy. Add some color and personality and get that attention again! However, do not, I repeat DO NOT, use the stereotypical stock photos of men with binoculars. You have no idea how many people that turns off.

Don't even think about using LinkedIn to get business. Ah! Step away from your computer, I said. This is not the place to gain clientele anymore. I hate to say it, but Facebook is also on its way out. Join us in 2023, won't you? Hop on over to Instagram to post eye-catching, attention-grabbing info. Seriously, 30 seconds of something exciting is enough. We no longer have attention spans anymore anyway. Google ads were amazing pre-pandemic, but I'm honestly on the fence about them now. I would recommend with maybe 70% confidence.

My go-to bribe – um, I mean attention getting marketing, is to send premium chocolates to attorneys AND THEIR ASSISTANTS. The assistants are the ones who keep track of everything for the attorneys so that is who you need to befriend. My brother is a chocolatier and I get a discount– two birds, one stone.



You don't have to listen to my advice, but maybe take a look at the fact that I don't pay for advertising and I am pretty close to the top on Google for PI's in my area.

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Celebrating The Life Of Randy Ontiveros

On May 6, 2023, friends and colleagues gathered in El Sobrante, CA, for Randy Ontiveros' Celebration of Life. Randy's wife, our very own Francie Koehler, hosted the celebration on Cinco de Mayo weekend in the spirit of their former July 4th celebrations—a fitting tribute to Randy's life. CALI Past President Jim Zimmer acted as MC. The ceremony kicked off with a Mariachi Band followed by remarks, memories shared by friends and family, and delicious food & drinks.

Randy was licensed as a PI in 1982 and became a CALI member in 1988.





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Should you have any questions about what CALI is doing to protect our industry, please contact CALI's Government Affairs Chairperson.

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- Big 3 Program: CALI members could join FALI or TALI or both organizations, as out-of-state members, for half of their regular dues
- AALPI & CALI Partnership Program: CALI members could join AALPI, as out-of-state members, for half of their regular dues and vice versa.