



THE PALI INFORMANT

Fall, 2009

PALI Annual Seminar: October 6-7

by Barbara Thompson

The Pennsylvania Association of Licensed Investigators is pleased to announce our 2009 Annual Seminar and Conference at the Hotel Carlisle, Carlisle, Pennsylvania on October 6 – 7, 2009.

This year's Seminar features eight educational presentations in the areas of cellular forensics, employing social networking in investigations, civil rights investigations, ethics in surveillance, and a variety of marketing and business building strategies. Back by popular demand is Richard Walter, who will make a special presentation, *Investigating Sex, Mayhem and Murder*.

This seminar is NOT just for investigators. Anyone with an interest in investigations or law enforcement will find this seminar useful and engaging. We encourage anyone who needs to conduct investigations as part of his or her professional activities to attend.

Our speakers are nationally-known and respected leaders in their fields.

Nicole Bocra (*Using Social Networking in Investigations*) is a registered private investigator in Virginia and a licensed private detective in New Jersey. Ms. Bocra has over 13 years experience as an accountant and securities investigator including over six years with NASD. Her experience includes financial investigations, investigating potential stock market violations, mastering Internet tools of the trade, developing complex cases and conducting in-depth analysis of documents.

Christopher Finley (*Ethics in Surveillance*) hails from Tennessee, where he began his career as a private investigator. He is currently licensed in Tennessee and Pennsylvania. In May of 2002, Mr. Finley established Finley Consulting & Investigations, Inc., located in Pittsburgh, Pennsylvania. His practice conducts investigations into civil and criminal matters for the insurance, legal and corporate communities, as well as for private citizens of Pennsylvania. Mr. Finley specializes in physical surveillance, personal injury and due diligence investigations. Mr. Finley is recognized as a Certified Insurance Claims Investigator. During his career as an investigator, Mr. Finley has worked in conjunction with the Tennessee Bureau of Investigations, Pennsylvania State Police, U.S. Attorney General's Office, Federal Bureau of Investigations and various state and local law enforcement officials.

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Articles in **bold** are written by
presenters at the
PALI Annual Seminar.

Cynthia Hetherington (*Using Social Networking in Investigations*) has more than 15 years of experience in research, investigations and corporate intelligence. She is the founder of Hetherington Group, a consulting, publishing and training firm focusing on intelligence, security and investigations. During her career, she has assisted her clients with Internet investigations related to employee theft and intellectual property loss. She has experience overseeing international investigations for Fortune 500 companies and other organizations in the Middle East, Europe and Asia. A widely-published author, Ms. Hetherington authored *Business Background Investigations* (2007) and the *Manual to Online Public Records* (2008), published by Facts on Demand Press. She is the publisher of *Data2know.com: Internet & Online Intelligence Newsletter* and has co-authored articles on steganography, computer forensics, internet investigations and other security-focused monographs. She is also recognized for providing corporate security officials, military intelligence units, and federal, state and local agencies with training in online intelligence practices. Ms. Hetherington is an adjunct faculty member at the Federal Law Enforcement Training Center, where she teaches a program on cyber counterterrorism investigations.

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Any questions, suggestions or submissions for this newsletter may be addressed to its editor, Bill Everman, at wh-everman@comcast.net, by telephone at 610-494-0635, or by mail to PO Box 2006, Aston, PA 19014. Many thanks to Greg Pirnik for his help in getting this newsletter up and running, and to former newsletter committee members Barbara Thompson and Bob Kozura for their invaluable assistance.

A Word From Our President

PALI members and friends:

Well, here's a welcome surprise! We have the newsletter up and running again. It appears we have some future leaders who decided to take the bull by the horns and got the newsletter published for us. Our membership will be receiving this publication on a quarterly basis from now on.

For those of you that are new to our association, I would like to welcome you and thank you for becoming a member. As we work toward building our association's membership, we bring in not only new people, but new ideas and opinions to help us build and educate our industry. PALI has a varied membership in personnel and backgrounds, all of which you as a PALI member should take advantage of. When you have a question, concern or you're just flat out looking for some advice or direction, our listserv is just a click away. I would ask that you use the listserv to obtain information, thoughts and opinions from your fellow members. Many of the PALI membership belong to other associations, so as a member you gain access to those other associations with your PALI membership. As I mention the listserv, I must also advise that the listserv is *not* the place to air any dirty laundry. If something goes out on the listserv that is offensive or doesn't meet with your approval we would ask that you not reply in the negative, or post your opinion on that particular matter. This only causes a flurry of comments that we really don't want on the listserv. Please remember that, although it is our listserv, and members only have access, the information on our listserv can be subpoenaed, and could be potentially harmful should someone decide to take action against another party. If something bothers you on the listserv please feel free to contact me with regard to the matter, and I will take action if necessary.

That being said, let's move on, and give you some of the good and bad news. We have had some highlights this year, which were closely followed by some setbacks. As you should all know, we are engaged in a continuing saga with PennDOT regarding access to motor vehicle records, and when we get close to an agreement, something usually takes us back two steps. But we are continuing in our efforts to improve access for licensed investigators with a legitimate need for these records.

We were surprised early in the year as we thought the legislature was going to take action on the new Private Detective Act, only to have it once again tabled and pushed to the side because of other concerns such as the state budget. We recently had a meeting with the Professional Licensing Board in Harrisburg, as we felt this to be a good move in helping push the PDA into the limelight again. We found some areas where we disagree as to how private detective licensing should be handled, but we think we may have found a new approach to the problem, which we have already started to pursue.

LEST WE FORGET!!!

If you haven't already, please mark your calendars and make your reservations for our annual meeting being held this October 6-7 in Carlisle, Pa. This seminar boasts a speakers list that should touch everyone's profession as well as afford you the opportunity to network with fellow PIs. You can get all the facts and information, and download your registration form from the web site, www.pali.org. So don't be late and miss out on this affair, *do it*, just as soon as you're finished reading the newsletter.

Again, I wish to thank those of you who contribute your time and efforts to our association, as well to those in our membership new and old, and hope you will all continue in our efforts to maintain PALI as the ethical and professional Association it is.

Richard C. Payton
President

Pre-Paid Cell Phones: Why Every P.I. Needs One

by Mark Maas, P.I.

Like most members of my generation, I still remember phones with dials on them and my first pager that beeped audibly when it was called. When it beeped, I had to call my office, (from the nearest pay phone), to find out who wanted me and for what. By the time first generation cell phones hit the street, I had barely figured out how to make a call on my bag phone before they were small enough to carry in my hand. As they got smaller and smaller, I began to hear talk about pre-paid cell phones. At the time I knew I'd never have a use for one of those...until now.

While punching *67, (to hide your number from Caller ID), should be in every PI's bag of tricks, perhaps in addition to a telephone calling card, a pre-paid cell phone can not only offer you a cheap way to communicate without virtue of contracts, plans and surcharges, it can also offer you a certain amount of anonymity. That way you don't have to worry about whether or not you forgot to take steps to conceal your personal cell or land-line number, especially if you find yourself under stress. You can also afford to give the number out and set up your voice mail message to say whatever you want, based on the investigation at hand. However, before you run out and buy one, do some homework to find the one that's right for you.

Most pre-paid cell phone companies purchase air time in bulk from conventional cell carriers and then re-sell it to the consumer via the pre-paid companies' new, or in some cases, refurbished, cell phones. Some pre-pays have service in more areas than others and will roam freely into other networks. Some not so much. A little creative "Googling" will normally result in finding out which pre-paid phones work on which networks. Tracfone, and its sister service, Net10, generally work and/or roam freely onto AT&T, Cingular and T-Mobile systems. Boost Mobile seems to work well on Sprint/PCS/

Nextel systems. Some pre-pays might not roam at all and some charge you extra when they do. Net10 is a company that roams without extra charges.

Finding out the type of phone a pre-paid carrier offers will also give some indication of the networks it will work on. There are essentially two competing cellular standards. GSM phones work across most of the world. T-Mobile, AT&T and Cingular phones usually work on the GSM standard. A GSM (Global System for Mobile Communications) phone contains what's called a SIM card. A SIM (Subscriber Identity Module) card is essentially the portable hard drive for your phone that contains your number and other pertinent phone information. SIM cards are theoretically interchangeable between GSM phones but certain carriers internally "lock" their phones to prevent such universal interchangeability. ("Unlocking" them is a topic in itself and a pursuit for many.)

The competing cellular system is called CDMA (Code Division Multiple Access). CDMA phones are generally supported by Sprint/PCS/Nextel, Verizon and Virgin Mobile. CDMA coverage is sometimes less present in rural

areas but coverage is improving. It's possible that the same pre-paid carrier will offer both GSM and CDMA phones. Knowing the prevailing carrier in your area of interest can be an indicator as to which system, GSM or CDMA, might offer the best coverage for your situation.

In considering a carrier, pay attention to how each pre-paid charges for calls and whether they have daily service charges regardless of use. Some only have a charge on the day a phone is used and some, like Net10, charge a flat rate of so many cents a minute for a call, only when the phone is used, with no daily service charge. Some phones are sold with a certain number of minutes included, but most require the purchase of an air or minute card in addition to the phone. Minute cards are available at most retail and convenience outlets as well as on-line. Prices for minutes vary. Some carriers, like Tracfone, offer the option of "DMFL" which means "Double Minutes For Life." As the name suggests, you get an extra minute for each minute you purchase to add to the phone. Some Tracfones will offer DMFL included with the phone. This is more economical than purchasing it as an option. Net10 phones generally come with 300 minutes and/or 60 days of service included. On Day 59, you need to add a minimum number of minutes to keep your phone activated. This is how most pre-pays work. If either your minutes or days of service run out, you lose your service until such time as you re-activate it.

So how does your phone get activated, and how can a PI do it while leaving little or no identity trail? The first step is to purchase a phone, (think "cash" here). Then you need to activate your phone either via the phone or on-line. On-line saves phone minutes but does leave your computer open to being traced via your ISP (computer) address, (use a public library computer if you're

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(PRE-PAID, continued from page 3)

really concerned). Some carriers ask for lots of information on-line but will let you skip over name, address and birth date. You will usually be required to give an e-mail address to progress through the activation process (maybe a free one you got just for this or some other anonymous use), and the zip code your phone will be used in the most. The latter is about the only clue I'm aware of that could be traced back to your (very general) doorstep.

Now you understand why these same phones give us so much aggravation when we're on the opposite side of the equation, trying to figure out who they belong to. I have yet to reverse a pre-paid cell number to anything beyond a first name, a service carrier and in a few cases, a town. A court subpoena to a pre-paid carrier might get you whatever information the person who activated it provided, such as an e-mail address, but the trail might stop there. The exchange will sometimes give clues as to a geographical region, but remember that numbers can be ported (transferred) between carriers. Just because it originated in a particular area, doesn't mean it stayed there. If I wanted to be harder to find, I would intentionally change my number from time to time

Lessons learned? I don't carry too many minutes on my pre-paid because if I lose it or it's stolen, I most likely won't get the balance of minutes back. Carry an additional minutes card with you but don't activate it until you are either low on your minutes balance or close to your end of service date. Some carriers

will roll over existing minutes when you add new ones and some won't. Always carry the 800# for your carrier and the serial and cell number of your phone on you should it get lost or stolen. The sooner you can call to cancel the service, the more chance you might get credit for your unused minutes.

While voice mail can be handy, I didn't set mine up because it costs minutes to access it and play your voice mails back. I learned that "Missed Calls" works just fine and doesn't cost me minutes. It tells me who called and I can return the calls that I choose to. Callers to my number get a recorded message that voice mail has not been set up. Nor do I fill my pre-paid phone full of contact numbers. If you're anything like me, your cell phone contact file tells the story of your life and provides a trail that can be followed to your front door. I have one or two contact numbers of associates saved under different names. They know that if they receive a call, either from me or someone else who might get a hold of my phone, and they're asked for by the name I have stored, that should serve as a hint to them that my phone was lost or stolen, or something might be seriously wrong and I might be in need of help. Just a little extra insurance. I also put a sticker with my pre-paid number on the phone so I don't go blank in the middle of a conversation if I need to give it. You might also be able to include your number in your phone display so it's always readily apparent.

Be aware that if you fail to add minutes and/or service time, you might lose your existing phone number in addition

to your service depending on the carrier. You may not pay a penalty to reactivate your service, but your phone number might change. This might, or might not be, an item of concern. In some cases it could be a benefit to a PI to refresh his pre-paid number once in a while.

My personal pre-paid cell phone choice of late is Net10. I received 300 minutes and 60 days of service free with the phone. My unused minutes balance rolls over when I add more. There is no daily service charge and roaming is free. 300 minutes costs about 30 dollars which is one of the better refill deals I've seen. My phone display shows both my minutes and days of service balance while the phone is on. It gets good service in most of the areas that are important to me.

So that's one PI's admittedly non-technical, not too deep, education and experiences to date on pre-paid cell phones. I'm certain that there are members much better schooled in the technical aspects of the topic than I am. If you're out there, (and you know who you are), feel free to chime in and expand on what's been presented and set the record straight if you feel so moved. Perhaps your thoughts might be included in subsequent editions of the PALI newsletter.

Mark Maas is a licensed private detective. His firm is Mark Maas Professional Investigations (MMPI), in Fairfield, PA. He can be found on the web at www.markmaaspi.com.

Don't Forget the PALI Annual Seminar!

October 6-7, 2009

Carlisle, PA

Visit www.pali.org for details and registration form

Bing.com: Microsoft's Latest Search Engine

With permission from the Data2know.com: Internet & Online Intelligence Newsletter (8:4, July 2009)

by Cynthia Hetherington, a presenter at the PALI Annual Seminar.

Just when you thought all the cool single word expressions were taken up, Microsoft introduced Bing. Bing is the latest search engine in the market to take on the formidable Google.com and Yahoo.com.

The following is a review of some of the features and benefits to this new search engine. Starting off the interface is rather pleasant with a photo backdrop, which is fine on a computer with no bandwidth issues; however any large image files is always a burden when you are really after content and not bells and whistles. The PDA version, accessible for BlackBerry, iPhone and similar devices comes up with a plain text screen, which is very handy.

Bing's focus is on four key areas: shopping, local, travel and health.

Search Features and Settings:

Go straight to Extras and choose Preferences, in the right hand corner and change the settings for results returned from 10 to 50 (unfortunately the highest number). While you are there, note the obvious similarity to Google's preferences page with a few noticeable add-ons. Bing identifies, based on your ISP location, where you are coming to them from. My ISP is in Oakland, NJ, and it says so right there in the preferences. They give you the option to change this, but I imagine Bing is trying to access the best marketing material for your searches. Also appreciated here is the option to turn on (default) and off the suggestions box. It can be annoying when you start typing an expression and the search engine tries to finish your words.

Also under Extras is Cashback, which is a throwback to Bing's predecessor Windows Live.

The search box will take up to 150 characters including spaces. The standard stop words, a, the, and, etc. can be included in your search if you put them in quoted phrases, (i.e. "The Davinci Code").

One odd search return was the increase of results when searching with quotes against a name. A search without quotes on Cynthia Hetherington returned 60,500 results, whereas with the quotes 179,000 results were returned.

It's possible they are using a proximity command as a default when searching one or more expressions. This would make sense to limit bad results, such as a document that

lists Cynthia Nixon at the top of the page, and Hetherington Smith LLP six pages later.

A nice feature brought back to database searching is the Boolean OR and NOT. By default search engines tend to assume the AND (i.e. chocolate AND cake), and the NOT which can also be represented as a "-" (minus) in the query. But the OR (aka "|") gets a little lost in the advanced features; it is good to see them highlighting this little used, resourceful feature.

Parenthesis has made a comeback, as you can combine expressions to be included or not. This is great for intelligence researchers who have popular names flooding their results. For example, Bill Gates returns 24 million hits. Add (Gates Foundation) to the search and you are limited to 700,000 results. If you subtract or NOT Gates Foundation, the results jump back up, but the results will be significantly less than the original 24 million.

1. bill gates = 24,000,000 results
2. bill gates (gates foundation) = 700,000 results
3. bill gates -(gates foundation) =

15,200,000 results

One of the features of this search resource is the ongoing history down the left hand column. Avid researchers all have ways of remembering what they looked up and in what order, but the list on the side takes the question out of doubtful searches. For example, in all my Bill Gates searches, did I ever try searching him as William Gates? A quick look to the left will give me that answer.

Also down the left hand column are related queries and recommendations. On the right hand side of the results page, if you mouse over the returned links, you will see your search expression, as it appears within the context of the site that was found. Also shown are the other links offered from that page.

To the mix of offerings are many of the same resources we find in other popular engines that focus on the consumer market. There are searches specific to travel, video, pictures and maps. The pictures searches are easier to manage because you get more images on the results screen versus only 10 per page for Google.com. Search features include narrowing down your search by "head and shoulders" shots, in addition to "just faces." Also, the type, size and color of the picture are options offered on the left side of the screen you can easily narrow down by.

The features for Bing.com are very well done, even if they are targeting a consumer market. Even I tried using the Cashback option and saved over \$5.00 and free shipping on a new purchase through one of their vendors.

Given the popularity of Google.com, Bing's going to have a challenge getting popular, however this search engine gave surprisingly better results on traditional search queries, photo searches and the mapping queries were easier to run. Bing is a new Data2know.com Top Ten choice!

Bing is the latest search engine in the market to take on the formidable Google.com and Yahoo.

The Current State of Cell Phone Forensics

by Jioacchino (Jack) P. Mattera, CFCE, CFE, and a presenter at the upcoming PALI Annual Seminar.

Police departments, corporate security directors, private investigators and certified fraud examiners are finding cell phones are involved in everything they do. In today's high tech world of text messaging, e-mails and Twitter, more and more data which could prove useful in an investigation is residing on cell phones. As a result, there is a burgeoning field of software and hardware manufacturers providing answers to the question of what data can be found on a cell phone and how do I retrieve the data?

Let's first look at what data can be found on a typical cell phone. What would be thought of today as a relatively simple cell phone, not a smart phone (think Blackberry and iPhone) can hold the following data:

- Call records showing calls made, received and missed including details on the phone numbers involved as well as the date and time of the call.
- Phone book entries.
- Text messages (SMS), sent and received along with to whom the text was sent/received from and the date and time of the text message.
- Multimedia Messages (MMS), sent and received along with to whom the text was sent/received from and the date and time of the text message.
- Photographs both taken by the user and received by the user from someone else.
- Video either taken by the owner or received from someone else.

- E-mail messages sent and received including the e-mail address of the sender/recipient (s) and the date and time the message was sent.
- Basic calendar and scheduling information.

If the investigator is dealing with a higher end cell phone or smart phone (again something like a Blackberry or iPhone), in addition to the information listed above you would have to add:

- Files that were placed on the cell phone by either the owner or someone sending her the file.
- Detailed calendar and appointment information
- Notes
- Any data stored on the phone as part of a specific application for that phone. For instance mileage information found in an application used to

record vehicle mileage or information relating to business expenses in an application designed to capture those expenses.

- Internet histories showing what web sites were visited by the user as well as bookmarked or favorite web sites.
- Temporary internet history files showing some content from the web site visited by the user.

As you can see there is the potential for a tremendous amount of data to be found on the phone. One other point needs to be made before we move onto how the data can be retrieved. The data on the phone will be found in one of two forms. The data can be "active" which means the data resides on the phone and can easily be obtained. The second state in which data can be found would be as deleted data. In this instance when the data is deleted, it is not actually removed from the phone and it can be retrieved. In the forensic community, active data is also known as logical data and deleted data is also referred to as physical data.

Now that we understand what data can be found on a cell phone and what forms the data may be found in, let's look at the possible data points which can be found on a cell phone. Certain cell phones contain a SIM card. This card can be used to store data but more importantly in most cases it is used to authenticate the phone with the service provider. As it is capable of storing data, the SIM card can contain both active and deleted data.

The second data point would be the internal memory on the telephone itself. As with a SIM card, the memory stored on the phone can contain both



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(CELL PHONE FORENSICS, continued from page 6)

active and deleted data.

Now, how do we get to that data? There are four ways to retrieve data from a cell phone. The first is by paging through the various menu screens found on the phone itself and recording the information which is found on the screen by either writing down the data, photographing or videoing the data. While probably the quickest way to retrieve the data it is not the recommended method, as you will not always be able to see all of the active data found on the phone and none of the deleted data. You also risk potentially altering the data which could present problems later on if court testimony is required.

The second way to obtain data from the phone would be to use specialized software to read the data on the SIM card. Some of the software used to read a SIM card will only retrieve active data found on the card while other software will retrieve both active and deleted

data. You will also need a SIM card reader which is a hardware device which will hold the SIM card and connect to a computer.

The third way to obtain data is from the phone itself and this method would allow you to access the active data stored in the phone's internal memory. To do this you will need software which is capable of reading the active data in the memory and a cable to attach the phone to a computer. As we are dealing with active data here the software and cable are generally referred to as logical software and a logical cable.

The last way to obtain data from a cell phone is to access the internal memory of the phone and create a physical dump of the memory. To do this one would need a "Flasher Box." This is a hardware device which connects to the phone and a computer. The software which comes with the device will extract a memory dump from the file which will include both active and deleted data. The generic name for this type of file is a "flash file." Once the

flash file is obtained you will need software which will interpret the data and display it in some useful format.

It is important to note that as each brand of cell phone is different, so is the data that can be retrieved from the phone. While all four methods above will result in data being retrieved, it is up to the investigator/examiner to determine which data and which level of retrieval is right for them.

Jack Mattera is the Chief Operating Officer for BKForensics, LLC. (www.bkforensics.com) a Warrington, Pennsylvania based provider of cell phone forensic solutions to law enforcement and security and investigative professionals. He can be reached at jack@bkforensics.com.

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The 911 Center as an Investigative Resource

by Eric Harne, CPP

The search for information relating to an investigation can lead to a variety of sources. Some are traditional and time honored, like police reports and witness statements. Others like Facebook and My Space take us to cyberspace, a realm with which we are all becoming increasingly connected. But wherever we may roam for the next tidbit of vital information, it is important not to overlook a resource that holds great potential for the private investigator: The 911 Communications Center.

Across the Commonwealth of Pennsylvania most counties have a 911 center staffed with trained professionals whose primary function is to manage information. Depending on the request, whether a medical emergency, fire call, or police assistance, data is processed and then dispatched to the appropriate agencies. Most centers follow one simple rule: What comes in must go out. In other words, in order to limit liability very few calls received from the public remain within the confines of the communications center's walls.

From an investigative standpoint it is important to note that 911 dispatchers are also known as the "first" first responders. They are in a manner of speaking, on the scene prior to emergency services personnel. Dispatchers talk to victims, witnesses and perpetrators with information being recorded, categorized and time stamped. Undoubtedly, there are redundancies between data received in a 911 center and a police report. However, it would be a mistake to dismiss the information gathered there as lacking pertinence to a private investigation. The challenges are threefold; first, knowing what to look for, second, how to ask for it and finally, hoping that the new Pennsylvania Open Records law works in your favor.

All 911 centers are not created equally. Technologies, management styles and personnel differ. Those ob-



servations notwithstanding, most will follow certain procedural elements. In its most basic format a call is received at the communications center. Information is then solicited from the complainant such as the type of problem, location, phone number, etc. These details are then dispatched to the appropriate public safety personnel who subsequently arrive on scene, resolve the issue and then clear the call.

The intricacies of mining data from a dispatch center come into play when asking for information related to a particular call. For example, let's say a PI's services have been retained to investigate an earlier domestic abuse incident. The search for information relating to an investigation can lead to a variety of sources. Some are traditional and time honored, like police reports and witness statements. Others like Facebook and My Space take us to cyberspace, a realm with which we are all becoming increasingly connected. But wherever we may roam for the next tidbit of vital information, it is important not to overlook a resource that holds great potential for the private investigator: The 911 Communications Center.

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The intricacies of mining data from a dispatch center come into play when asking for information related to a particular call. For example, let's say a PI's services have been retained to investigate an earlier domestic abuse incident. Certainly the police report will provide at least a basic explanation of the events. Witness statements, whether obtained by the police or the PI are also useful, although witnesses' memories are sometimes suspect or the statements themselves can be self-serving. What the 911 center may offer is an unfiltered view of events as calls were being received and recorded from the incident location.

In today's world, where it seems as if everyone has a cell phone (or two), 911 centers can receive multiple calls about the same incident from witnesses who are literally standing just a few feet from each other. In the case of a domestic dispute, it's not uncommon for victims to dial 911 requesting police assistance while perpetrators simultaneously call on their cell phones explaining their side of the story. What is critical here is that both calls are being taped as the event is actually unfolding and the information contained therein may be very beneficial to the investigator. In addition to these recordings, many 911 centers are utilizing programs such as

***For the first time
in Pennsylvania
history, citizens no
longer have to
prove that a
record is public
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be released. "***

Priority Dispatch System Software. This software is pre-programmed with questions the dispatcher must ask a complainant in a certain order. The answers to these questions can be quite illuminating and once again, of great benefit to a private investigator. The challenge becomes how to acquire this information.

When asking for records from a 911 center the first step is to identify who is designated to handle records requests within the organization. The best course of action is to call the center directly, make the inquiry and speak to the designee. Determine exactly how the request should be submitted (ie, formalized letter, email). Most importantly, clearly state exactly what information and formats are being petitioned for review. A typical example of such a request would contain the following statement:

"I am requesting copies of all records associated with the domestic incident that occurred at 123 Maple Lane on August 28, 2009 at 1500 hrs. This should include all taped telephone conversations, dispatch records and recorded radio transmissions between 911 center dispatchers and public safety personnel in the field during the course of the incident."

There is no doubt that such a request covers a lot of territory and the 911 representative will be less than enthusiastic about complying with same. But such an obstacle should not deter an investigator from attempting it. As Terry Mutchler, the Executive Director of the Pennsylvania Office of Open Records states on the organization's website:

"For the first time in Pennsylvania history, citizens no longer have to prove that a record is public and that it should be released. Now, a government agency must presume that a record is a public record available for inspection and copying. If the government agency chooses to withhold a record, the agency has the burden to prove – with legal citation – why that record should not be made available to the public."

While many Pennsylvania government agencies may be reluctant to follow this mandate, it does open the door a little wider for private investigators who are attempting to secure documentation for investigative purposes. The 911 Communications Center is one of those resources that could provide a wealth of information and as such, should no longer be ignored.

Eric Harne, CPP, is a security consultant in Dillsburg, Pennsylvania. He can be reached at harneeg@verizon.net or by accessing his website www.ericharnecpp.com.

(PUBLIC RELATIONS, Continued from page 11) those forms. More opportunities for member involvement will follow, such as volunteering to staff a PALI booth at upcoming trade shows, attending regional luncheons, or submitting material for future issues of this newsletter. We're looking forward to working with as many of you as possible to move our organization to a more advantageous and sustainable position for the future.

Finally, on behalf of the PALI PR Committee, I'd like to wish everyone a safe and prosperous harvest season. We've heard it said that we reap what we sow in this life, but the part we often miss is that the sowing and the reaping don't occur in the same season. We're living today in the harvest of seeds sown yesterday, but even more importantly, it's the seeds we're sowing today that will determine the harvest of our tomorrow.

STANDARD ADVERTISING RATES

Business card.....\$25.00
Quarter page.....\$150.00
Half page.....\$245.00
Full page.....\$350.00

***Limited design assistance
is available***

(SEMINAR, continued from page 1)

Jack Mattera (*Cellular Forensics*) brings 27 years of law enforcement and investigative experience to his firm, BK Forensics. Mr. Mattera spent 2 1/2 years as the Deputy Director of Public Safety for the Township of Pennsauken. Prior to this, he worked first as the Vice President of a regional consulting and intelligence firm and then as the Director of Digital Forensics and Security for a multi-national investigative firm. Mr. Mattera spent 15 years as an investigator with the United States Treasury Department and the United States Department of State. During his tenure as a special agent with the Treasury Department's Inspector General for Tax Administration, he served as one of four computer investigative specialists in the country. He was responsible for conducting computer forensic examinations, and directing investigations into computer intrusion and other computer related crimes. Mr. Mattera is a member of the Board of Directors of the Institute of Computer Forensic Professionals (ICFP). In addition, he is a former President and Chief Executive Officer (CEO) of the International Association of Computer Investigative Specialists (IACIS). His former duties with IACIS also include, Vice President and Director of Training as well as the Chairman of the Certified Forensic Computer Examiner Training Program. Mr. Mattera holds designations as a Certified Forensic Computer Examiner (CFCE) as conferred by IACIS and as a Certified Fraud Examiner (CFE) as conferred by the Association of Certified Fraud Examiners. He has taught computer forensics and computer security at the Federal Law Enforcement Training Center and has been a faculty member of the Pennsylvania Bar Institute.

Beville May (*Civil Rights Litigation*) has conducted investigations for clients as diverse as international banking concerns and small community theaters. Her investigations include workplace claims, credit card fraud, sexual harassment and transportation claims. A seasoned investigator, Ms. May has investigated charges of employment discrimination and harass-

ment, as well as financial and securities fraud claims. As a faculty member for the National Practice Institute and the Council on Education in Management, she has taught hundreds of lawyers and human resource professionals around the country how to conduct effective investigations. Ms. May is well known for her negotiated settlement in the *Broderick* case, where she obtained a permanent injunction and agency-wide relief against the United States Securities & Exchange Commission. She has trained lawyers and human resource professionals around the country how to prevent and investigate sexual harassment charges. She has trained investigators for the Judicial Institute of Massachusetts and the Massachusetts Commission against Discrimination. Administrative agencies and the courts have dismissed cases against her clients on the strength of her investigative reports. Ms. May has appeared on national television and radio, and is a popular and dynamic speaker.

Jimmie Mesis (*Marketing Topics*) is also nationally-known for wearing many hats, from that of founder and publisher of PI Magazine to appointment to the Legislative Chair of the National Council of Investigative and Security Services. He has been a private investigator since 1979, and for the last 14 years, he's taught more than ten thousand investigators the secrets to becoming financially successful as a private investigator. He'll be sharing his skills in marketing the private investigative business and getting clients from the Internet.

David Richter, (*Dinner Speaker*) one of the subjects of the book, Jailing the Johnston Gang, will be our dinner speaker. In May 1977, then FBI agent David Richter worked with law enforcement personnel to create a task force to target the Johnston gang. The gang's burglary ring had operated almost untouched in southern Pennsylvania, Maryland and Delaware for more than a decade, stealing heavy farm equipment and cars and launching operations such as the theft of more than \$50,000 from Longwood Gardens. Mr. Richter has graciously agreed to

share his compelling story with us.

Richard D. Walter (*Investigating Sex, Murder & Mayhem*) retired after more than 22 years as a Prison Psychologist for the Michigan Department of Corrections. He is an international expert in Crime Assessment, Profiling and Risk Evaluation. Mr. Walter has consulted with various agencies and governments in the United States, Great Britain, Australia, and Hong Kong. He lectures to law enforcement and academic groups on murder sub-types and signature aspects of interpersonal violence. He is the author and co-author of published and non-published articles relating to forensic casework. Also, he is a co-founder of the Vidocq Society, a group comprised of 82 forensic specialists worldwide who assist local criminal justice agencies in solving cold cases. By experience, the forensic skills he offers were acquired through academic, collegial and hands on work. From a practical perspective, he has interviewed thousands of felony prisoners. Additionally, he has advised on forensic cases relating to bite mark evidence, child abuse, sexual and non-sexual homicides, auto-eroticism, Munchausen syndrome, and in the areas of clinical versus meta-sadism. Mr. Walter has spoken at the PALI Seminars in the past, and the membership has asked that he return to update us on the issues in this field.

In addition to the relevant presentations by renowned investigators and educators, the PALI Seminar offers a tremendous opportunity to network with other investigators. The best professional development may be just finding another professional with a skill you need to solve a particular case or attract a new client. Or it may be sharing a problem with someone with another set of skills who can point you in the right investigative direction. Come and renew old acquaintances and make new ones. Come and meet our exhibitors, who provide us with the goods and services we need. They'll bring us up to date on their products, while supporting our organization.

PALI Public Relations

by Greg Pirnik, *PALI Public Relations Committee Chair*

Most of us appreciate comparisons to the PIs portrayed in television and movies about as much as cops appreciate donut jokes. We go to great lengths to distance ourselves from those fictional characters, devoting a portion of initial consultations to dispelling the myths. But regardless of whether we strive to transcend the better-known stereotypes of our chosen profession or choose to identify with them, the fact remains that our alter egos of stage and screen have at least been kind enough to plant seeds of curiosity in our marketplace.

How many times are we asked what we do for a living, only to have the inquiring mind respond with, "Ya know, that's something I've always thought about doing," or "That's so, how did you get into that line of work?" A few years ago I bumped into someone I hadn't seen since high school, and the conversation went like this:

"So what are you doing these days?"

"I'm a private investigator."

"Really? Like Magnum PI?"

"Well, without the flowered shirts, the healthy tan, the good hair and the helicopter... but yeah, just like that."

People are genuinely curious about what we do, but the general public still bases their impression of a Private Detective on whatever limited exposure they've had, even if their only experience comes from a Raymond Chandler novel. Add to that the inherent confidential nature of our business, and it's easy to see why private investigation is still not widely recognized as a real life profession.

The upside is that we can leverage the innate curiosity and air of mystery that seems to surround what we do into opportunities to raise public awareness about our profession, as well as our organization. It's easy to look at falling economic indicators and failing corporate giants and adopt a doom and gloom outlook, but it's really only a matter of perception. As any surveillance specialist will tell you, sometimes the slightest shift in position improves your outlook greatly.

Regardless of experience level, education or how long we've worked in this business, we're all facing new challenges in 2009. Those recession proof niches we carved for ourselves aren't as comfortable as they once were, and low hanging fruit is getting harder to find. We believe networking is important, but we're also a pretty competitive bunch, accustomed to keeping our cards close to our vest. We may pony up for the cost of a membership, may even attend an event or two, but we're like teenagers at our first prom, a room full of wallflowers too cool to dance, wishing secretly for someone to ask.

Networking has always been important in business, but today more than ever, strategic partnerships with colleagues who

possess skills or specialties synergistic with our own are vital. We all have strengths and weaknesses as investigators, and trying to be all things to all people in the marketplace is a self-defeating practice that does more to undermine lasting client relationships than build them. By aligning with colleagues whose specialties compliment our own we not only enhance our own business reputation, but both our clients and our profession are better served.

Trade associations, fraternal organizations and local Chamber of Commerce chapters all offer cost effective opportunities for marketing, and as the Commonwealth's flagship PI association, PALI membership provides benefits beyond the occasional referral from a colleague. Like most things in life, however, we only get out of it what we put in. Involvement means more than simply paying dues to see our name in the directory. Involvement means being active within the organization, attending meetings and mixers, and seeking opportunities to serve. Simply put, it's about cultivating relationships, and we can't cultivate a relationship if we're not present in it.

Thankfully, PALI is also blessed with bold leadership. Our Board's Strategic Plan for 2009 has already begun to bear fruit; this newsletter represents the fruition of one such strategic goal, and we hope you'll find it informative, relevant, and helpful. Another action step was the formation of a Public Relations Committee to develop and support initiatives that will raise the profile of our organization in the marketplace. As Chair of that committee, let me just say that our purpose is not merely to crank out a puff piece now and then. Sure, telling the world how wonderfully effective PALI members are is a start, but we're better served by doing more to demonstrate it.

The philosophy I bring to our PR Committee is simple: before we concern ourselves with how we relate to the public, we need to consider how we relate to each other, member to member. Every piece we write and every project we undertake will be intended to strengthen our culture and reinforce our organization from within. PR people talk about "creating buzz", and we'll pursue plenty of opportunities to do just that, but I also believe that real buzz begins by improving the PALI experience, by engaging more of our membership, and by empowering every member in some way to increase the effectiveness of their practice in the community they serve. When we accomplish those goals, much of the buzz we desire will take care of itself.

Soon every PALI member will receive a **PR Referral Form** seeking ideas and noteworthy accomplishments to be developed for release to the public. We will distribute a form at our seminar entitled **What Else Can PALI Do For You?**, asking for suggestions regarding ways to improve our organization and enhance our membership experience. I sincerely hope no fewer than 194 of us will take a moment to fill out one or both of

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DON'T MISS the PALI Annual Seminar

October 6-7

Carlisle, PA

Details inside!