



GUIDE

SUMMER 2023 EDITION



Philadelphia City Hall Fireworks- Images courtesy CANVA





GUIDON

WELCOME FRANK V. DeANDREA, Jr. Editor-In-Chief

Welcome to the PALI Guidon SUMMER 2023 Edition

With July upon us, our thoughts turn to Independence day, summer, barbeque, vacations and time with family and friends. As an organization we begin to gear up for the end of Summer Conference as it is just 2 1/2 months away.

As we approach the combined PALI / NJALPI conference in September, I hope all of our members will consider attending, stepping out of the comfort box, and enjoying the serendipity of a random talk. Who knows, you too may have a eureka moment and solve a global problem simply by attending a conference with an open mind.

I hope to see all of you in September 2023.

Until then, enjoy SUMMER, celebrate responsibly, and stay safe.

Frank





GUIDE

PRESIDENT'S CORNER: RICK CARPENTER



Happy summer to my fellow PALI members,

It is that time of year again when we look forward to warm weather, vacations, and spending time with family.

I wish each and every one of you and your families a joyous summer, and remember to stay safe and take time out of your busy work schedule to spend time with those you love and are close to.

I look forward to seeing many of you at our 2023 joint PALI / NJLPIA Conference as the conference committee has worked tirelessly at preparing an exceptional event that you will not want to miss.

Best Regards,

Rick Carpenter



IT IS HAPPENING!!!



PALI & NJLPIA JOIN FORCES



<https://pali.org/2023-conference/>



2023 CONFERENCE JOIN US

MONDAY AND TUESDAY, SEPTEMBER 18TH AND 19TH, 2023

WITH A PRE-REGISTRATION THE EVENING BEFORE ON SUNDAY, SEPTEMBER 17TH.



VALLEY FORGE CASINO RESORT

1160 FIRST AVENUE, KING OF PRUSSIA, PENNSYLVANIA 19406

PALI & NJLPIA

JOIN FORCES

CONFERENCE INFORMATION HAS STARTED TO BE POSTED TO THE WEBSITE. CHECK THE WEBSITE AND REGISTER AT:

<https://pali.org/2023-conference/>

BOOK YOUR ROOM NOW AT THE SPECIAL CONFERENCE RATE. ROOMS ARE FILLING FAST AND YOU WILL NOT WANT TO MISS THE DISCOUNT.



BILL FLEISHER RECEIVES INTELLENET LIFETIME ACHIEVEMENT AWARD

At the 40th Anniversary INTELLENET GALA held in Orlando Florida, Bill Fleisher was awarded the Lifetime Achievement Award for, well for a lifetime of achievement! Bill, who was not able to attend the conference, received his award from PALI Past President and fellow VIDOCQ Society member Jeff Stein. Bill was one of the founding members of the VIDOCQ Society and the meetings are always well attended and a tribute to one of Bill's lifetime achievements to say the least.





GUIDE

Why do we Celebrate the 4th of July? FRANK V. DeANDREA, Jr. Editor-In-Chief



The Revolutionary War officially started April 19, 1775 with the “Midnight Ride of Paul Revere” made famous in the poem by Henry Wadsworth Longfellow. (Of which in the poem the words: “The British are coming!” are never written.)

British General Thomas Gage led a force of British grenadiers and soldiers to capture colonial radical leaders Samuel Adams and John Hancock but American spies learned of the plot. Riders such as Paul Revere, William Dawes, and Samuel Prescott warned Americans to be ready for the British militia that night. (1)

The morning of April 19, 1775, 77 American militiamen confronted the British forces on the Lexington common and began shooting at each other. 7 Militiamen were killed however, the militiamen continued to harass the British during their retreat and British casualties tallied 73 dead, 174 injured and 26 MIA.

On July 2, 1776 the Continental Congress officially declared its freedom from Great Britain when it voted to approve a resolution declaring “That these United Colonies are, and of right ought to be, free and independent States, that they are absolved from all allegiance to the British Crown, and that all political connection between them and the State of Great Britain is, and ought to be, totally dissolved.”

John Adams thought July 2 would be marked as a national holiday for generations to come: “[Independence Day] will be the most memorable Epocha, in the History of America. I am apt to believe that it will be celebrated, by succeeding Generations, as the great anniversary Festival... It ought to be solemnized with Pomp and Parade with shews, Games, Sports, Guns, Bells, Bonfires and Illuminations from one End of this continent to the other from this Time forward forever more,” Adams wrote.



Why Do We Celebrate the 4th of July...Continued

The Continental Congress Committee of John Adams, Benjamin Franklin, Roger Sherman, Thomas Jefferson and Robert Livingston drafted a document explaining the move to the public. After voting on independence on July 2, It took two days for the Congress to agree on the edits.

Once the Congress approved the actual Declaration of Independence document on July 4, it ordered that it be sent to a printer named John Dunlap. About 200 copies of the “Dunlap Broadside” version of the document were printed, with John Hancock’s name printed at the bottom. Today, 26 copies remain.

That is why the Declaration of Independence has the words, “IN CONGRESS, July 4, 1776,” at its top, because that is the day the approved version was signed in Philadelphia.

In 1826 Thomas Jefferson wrote what would be his last letter ever. He spoke of the importance of Independence Day. “For ourselves, let the annual return of this day forever refresh our recollections of these rights, and an undiminished devotion to them,” he said.

Jefferson and Adams both passed away two days later, on the Jubilee celebration of the signing of the Declaration of Independence on July 4, 1826.

To every American I say, pick a day and celebrate. But whatever day you select, reflect on the reason for the celebration and celebrate responsibly. Men and women gave the last full measure of devotion so that we can be and remain free to celebrate as we so chose.

To every Veteran of any branch of United States Military and or to ALL First Responders, I thank you for your service to keep these United States of America and the people in them safe.

Happy 4th of July!

Frank



FOUR INTERESTING REVOLUTIONARY WAR FACTS

1 There was NEVER more than a 45 percent support of the war by colonists.

2 At least a third of colonists fought for the British.

Unlike the Civil War, which pitted regions against each other, the war of independence pitted neighbor against neighbor. Americans were not only rebelling against the mother country, they were fighting each other.

3 A higher percentage of the population of the now United States died in the American Revolution than in ANY OTHER war fought by Americans. As a result, more people who lived through the American Revolution knew someone who died or lost someone in the war, than in any war we have fought since.

4 In an attempt not to have their properties and businesses destroyed by being burnt to the ground, many Americans would switch allegiance and change signs during the revolution depending on which side was winning or what "Army" was in town.

History tells of an inn, along a well-traveled road in New Jersey, now Route 1. Every morning as well as several times throughout the day, the innkeeper would dispatch a servant to go outside and down the road to check for any "Armies" in town. If one was spotted, the servant was to identify their affiliation and raise the corresponding flag at the inn.

(1) – I recognize that Israel (Trail) Bissell and Sybil Ludington have been reported to have been Midnight Riders. Their mention above is not based on whether I believe in their existence or not but based on the dates of their rides. Bissell reported to have started his ride 13 April 1775 and Ludington her ride on April 24, 1777. The mystery and intrigue of if Bissell ever existed or if Ludington ever made an actual ride are part of United States history that may all too soon be forgotten. I chose to keep their names and stories alive. If not by mention in the article above, by calling them out here so that others can take 2 minutes, do a quick internet search and then pause to say, “that was very interesting indeed ...” All the same, perhaps for the first time you are learning there were other Midnight Riders than simply Paul Revere.





GUIDE

2023 PALI / NJLPIA CONFERENCE COMMITTEE

They say that some of the worst jobs in History included fuller, executioner, leech collector, plague burier, rat-catcher, leather tanner, gong farmer and sin eater.

I believe that conference committee person should hold a place on the list. It is a thankless job requiring long hours of planning as well as contingency planning. No matter what you do, someone will be unhappy about something, most likely that the committee had no control over and you end up obsessing that everything will be perfect and that you did not forget anything. The PALI conferences keep getting better and better and this year, we join forces with NJLPIA for one INCREDIBLE EVENT.

The Conference Committee has been busy planning the event for months and from what I have learned, it will be an event you will not want to miss. This year, the Joint Conference Committee chose the beautiful Valley Forge Resort to host the event. Pre-Registration starts Sunday evening the 17th of September and the schedule is full of interesting and informative topics.

To ALL of the Conference Committee Members, Thank you for doing a phenomenal job. See you in SEPTEMBER.

YOUR PALI / NJLPIA JOINT CONFERENCE COMMITTEE:



CONFERENCE CHAIR ~ EILEEN LAW - DETLAW@AOL.COM ~

CONFERENCE VICE-CHAIR ~ JIM NANOS - NANOSJ@APPLEINVESTIGATIONS.COM ~

BILL EVERMAN - WHEVERMAN@COMCAST.NET ~ RUDY MULLER - RMULLER@METROLPI.COM ~

SEAN HALL - LANCASTERDETECTIVE@GMAIL.COM ~ JEFF FRIEDMAN - JEFF@AXEINVESTIGATIONS.COM

~ BRANDON MALTZMAN@SPECTATORINV.COM ~ ANTHONY NIGRO - INFO@CJINVESTIGATIONS.COM

Thank you!



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GUIDE

2023 PALI / NJLPIA CONFERENCE SCHEDULE

Sunday, September 17, 2023

07:00 – 08:00 p.m. Pre-registration ~ Grand Foyer

Monday, September 18, 2023

Vendors ~ Grand Foyer

***** PLEASE HOLD ALL QUESTIONS UNTIL AFTER THE SPEAKER HAS FINISHED THEIR PRESENTATION.*****

07:30 – 08:30 a.m. Registration ~ Grand Foyer. All Classes in North Ballroom ~ Stardust Tower

Continental Breakfast ~ Grand Foyer

08:30 – 09:00 a.m. Opening Remarks & Brief Attendee Self Introductions ~ Presidents Rick Carpenter & Jim Nanos

09:00 – 10:00 a.m. "The Armed Active Assailant ~ Response Guidelines for the Private Investigator" ~ Dennis Eberly

10:00 – 11:30 a.m. "Where Is Mark: The Abduction of Mark Himebaugh" ~ Richard McHale

11:30 – 11:40 a.m. Break ~ Please visit Vendors' Booths

11:40 – 12:00 p.m. Vendors & Sponsors Presentations: Jim Nanos, PI Gear; Mike Yergey, Yergey Insurance; McNeese Wallace & Nurick, LLC; Nicole Cusanelli, PI Magazine; Mike Auletta, USA Bugsweeps.com

12:00 – 01:15 p.m. Lunch ~ South Ballroom

01:15 – 02:30 p.m. "Behavioral Analysis and Dynamic Interviewing Techniques through Micro Expressions, Body Gestures & Language" ~ Bruce Jacobs

02:30 – 02:40 p.m. Break ~ Please visit Vendors' Booths

02:40 – 04:30 p.m. "School Massacres: What Have We Learned" ~ Frank DeAndrea

04:30 – 05:30 p.m. Optional Breakout Session for New PIs ~ Jeff Stein

04:30 – 06:00 p.m. ** Free time for registrants ** Board Meeting for PALI Board

**06:00 – 07:30 p.m. Dinner ~ Gladwynne ~
"Professional Investigator of the Year" awarded**

**07:30 – 11:00 p.m. Hospitality Suite with Karaoke & D.J. Steve ~ Gladwynne Foyer.
Open Bar for 1.5 hrs., then Cash Bar
~ PLEASE WEAR YOUR ID LANYARD**





CONFERENCE

2023 PALI / NJLPIA CONFERENCE SCHEDULE

Tuesday, September 19, 2023 ~ North Ballroom

07:30 – 08:20 a.m. Continental Breakfast ~ Grand Foyer
08:20 – 9:50 a.m. "Open Source Intelligence Investigations" ~ Matt Golabeck

09:50 – 10:50 a.m. "Corporate Risk from Activist and Extremist Groups" ~ John Sancenito

10:50 – 11:00 a.m. Break ~ Please visit Vendors' Booths

11:00 – 12:00 p.m. "Trends in Financial Fraud" ~ Nicole Bocra Gray

12:00 – 1:15 p.m. Lunch ~ South Ballroom

01:15 – 02:15 p.m. "1099s, Independent Contractors & W2 Employees ~ How It Can Affect You & Your Business & the Best Business Model For Your Company" ~ Frank DiPaola

02:15 – 02:25 p.m. Break ~ Please visit Vendors' Booths

02:25 – 03:45 p.m. "Round Table Discussion: Concerns & Questions You May Have But Are Reluctant To Ask!" ~ Panel: Mike Auletta, Bill Everman, Jeff Friedman, Sean Hall, Eileen Law, Brandon Maltzman, Rudy Muller, Jim Nanos, Anthony Nigro

03:45 – 04:15 p.m. "Handling Personal Injury Investigations" ~ PALI Solicitor James Freeman, Esq.

04:15 – 04:30 p.m. Closing Remarks & Door Prizes *(must be present to win)* This includes one paid dues membership in either PA or NJ associations, as well as one reimbursement for conference fee ~ Presidents Rick Carpenter & Jim Nanos

Schedule is Subject to Change





GUIDE

2023 PALI / NJLPIA CONFERENCE SCHEDULE

Thirteen 4th of July Facts and Trivia

TRIVIA ANSWERS AT END OF NEWSLETTER

1. Only two people signed the Declaration of Independence on July 4th. Who were they?
2. How many "Liberty Bell's have there been?
3. When was the last time the Liberty Bell was actually rung?
4. How many Hot Dogs are consumed on the 4th of July each year in the United States?
A) 1.5 Million B) 15 Million C) 150 Million
5. How many versions of the United States Flag have there been?
A) 17 B) 27 C) 37
6. How Many United States Presidents were born on the 4th of July?
7. Who were they?
8. How Many United States President died on the 4th of July?
9. Who were they?
10. Into what shape is the proper way to fold the United States Flag?
11. Where and when was the First Independence Day fireworks show?
12. What woman's name appeared on the Declaration of Independence?
13. How much money does America spend on fireworks each year for the 4th of July?
A) 10 Million Dollars B) 100 Million Dollars C) 1,000 Million (1 Billion) Dollars

SOMETHING TO THINK ABOUT:

Thomas Jefferson, in a letter to James Madison said he believed that a "new Constitution" should be written every nineteen years. He asked if "one generation of men had the right to bind another" saying that otherwise "the lands would belong to the dead, and not the living, which would be the reverse of our principle".





INVESTIGATION

TIKTOK - THE POPULAR APP THAT COMES WITH HEAVY SECURITY ISSUES

By:

Michèle Stuart - JAG Investigations



It's no secret, especially if you have taken my training, that I do not like TikTok – at all. TikTok has taken the world by storm. With its short, ‘fun’ videos, the app has quickly become one of the most popular social media platforms out there. However, with such a large user base, it can be challenging to find specific profiles and identify their location. TikTok has gained enormous popularity in recent years, particularly among younger generations. While it is a fun and creative app for many, it has also come under scrutiny for its privacy practices, particularly with regards to children.

TikTok is a Chinese-owned social media app that allows users to create and share short videos set to music or other audio. The app has become one of the most downloaded apps globally, with over 1 billion active users. However, it has also been at the center of various privacy controversies.

One of the most significant concerns around TikTok is that the app collects an enormous amount of data on its users. This includes their location, device information, browsing history, and other behavioral data. According to TikTok's privacy policy, the app can collect this data directly from users or through third-party sources.

Another issue with TikTok is that it has been accused of sharing user data with the Chinese government. Although TikTok has denied these allegations, it has faced pressure from various governments to address these concerns. This has led to a ban of the app in some countries, including India and the United States.

Privacy concerns around TikTok are particularly problematic for children. TikTok has become a popular app for kids and teenagers, but many parents are worried about the safety of their children's data. Since TikTok collects so much data on its users, including their location, it can be easy for anyone to track a child's movements or learn their personal information.

Furthermore, TikTok has been criticized for its lack of privacy controls for children. The app does not have a dedicated child mode, and the parental controls are limited, making it challenging for parents to manage their child's account. This has led to concerns that children are being exposed to inappropriate content, cyberbullying, and other online risks such as predator grooming.

In addition to privacy concerns, TikTok can be disruptive for children in other ways. The app has been linked to a decline in mental health among young people, with many users feeling pressured to conform to the app's standards of beauty and popularity. The app has also been criticized for its addictive qualities, with many children spending hours scrolling through the app instead of engaging in other activities.





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TIKTOK - THE POPULAR APP THAT COMES WITH HEAVY SECURITY ISSUES

By:

Michèle Stuart - JAG Investigations CONTINUED...

If you are going to be researching TikTok profiles, I recommend NOT using your normal computer / phone and to be as anonymous as possible. Over the past few years, there have been changes in this platform. Originally, a user could post a video that was a few seconds up to one minute; however, now they upload videos up to three minutes. I have heard this will be stretched even further with allowing video lengths to ten minutes long. Also, if a user is over the age of 18, which is of course based on the age provided by the person who created the account, and they have over 1000 followers, they can now live stream. This also allows a user to receive “virtual LIVE gifts” called diamonds. These ‘diamonds’ can be turned into real money. Can you imagine how this can be manipulated and used?

Searching for TikTok profiles is relatively simple, and there are several ways to do it. The first and easiest way is to use the search bar located at the top of the TikTok app. Here, you can type in the username or the name of the person you're looking for, and TikTok will show you any profiles that match your search. There is a difference of search functionality from web-based search to app based search.

Another way to search for TikTok profiles is to use hashtags. Hashtags are used to categorize and group videos on the app, making it easy to find content related to a specific topic or theme. To search for profiles using hashtags, simply type in the hashtag in the search bar and look through the videos that come up. Often, the profiles of people who have posted videos using that hashtag will be displayed.

Additionally, and honestly my favorite, is to use a “site” search in Google. In example:

“John Doe” site:tiktok.com or “John Doe” site:tiktok.com Arizona

However, identifying the location of a TikTok user can be a bit more challenging. By default, TikTok does not display the location of users. However, there are still ways to identify where a user is based on the content they post.

The first way to identify a user's location is to look for geotags. Geotags are location-specific tags that can be added to videos, indicating where the video was filmed. If a user has added a geotag to their video, you can click on the tag to see where it was filmed.

Another way to identify a user's location is to look for clues in their videos. For example, if a user is filming a landmark or a specific location, you can use that information to identify where they are. You can also look for signs or logos in the background of their videos, which can provide clues about their location.





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TIKTOK - THE POPULAR APP THAT COMES WITH HEAVY SECURITY ISSUES

By:

Michèle Stuart - JAG Investigations CONTINUED...

It's important to note that identifying a user's location on TikTok can be problematic, particularly if they have not explicitly shared their location. If you need to verify the specific upload time of a video, Bellingcat has a timestamp tool for this: <https://bellingcat.github.io/tiktok-timestamp/>

And lastly, to download a TikTok video, working web based, a quick right click on the video and "save as" is all it takes!

ABOUT THE AUTHOR:

Ms. Stuart is a licensed Private Investigator in the State of Arizona with twenty years of experience specializing in the areas of Financial, Open Source Investigations (OSINT), Corporate Investigations, and Intelligence/Counter Intelligence. She started her investigative career as an Economic Fraud Investigator.

Ms. Stuart is an Adjunct Professor with University of Virginia and an Instructor at Quantico for multi country training programs. She provides seminars on her specialized investigative techniques in Open Source Investigations (OSINT). Over the past years she has provided presentations, and private training, to both Federal and State levels of Law Enforcement Agencies and Military Intelligence throughout the United States including attendees of Department of Homeland Security, US Marshals, FBI, DOJ, Border Patrol, Indian Tribal Nations and local law enforcement agencies throughout the country.

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PALI MEMBER PHOTOS



MEMBERS WITH MANY HATS! SEVERAL MEMBERS OF PALI / VIDOCQ / INTELLENET WERE PRESENT AT THE MAY 2023 VIDOCQ SOCIETY MEETING WHERE BILL FLEISHER RECEIVED INTELLENET LIFETIME ACHIEVEMENT AWARD.

**SEATED L-R: JEFF STEIN; JIM CARINO
BACK ROW L-R: MARC BOURNE, EILEENE LAW STEWART, BILL FLEISHER**

(PHOTO BOMBING THE PICTURE IS ABRAHAM LINCOLN!)



GUIDE

Public Relations as a Marketing Tool

By:

William F. Blake, MS, CPP, CFE



One of the deficiencies noted in many small to medium private investigations and security consulting businesses is the failure to have a comprehensive marketing plan to promote their business. Many of these businesses rely on word of mouth or spend a lot of money working with a professional marketing firm. While working with a marketing firm is a legitimate effort, it can be costly when the business owner can, with a little bit of research, achieve the same level of marketing at very little if any cost.

What are Public Relations

The Public Relations Society of America (PRSA) defines public relations as a strategic communications process that builds mutually beneficial relationships between organizations and their public. In other words, it's the process of managing your organization's brand and reputation—especially during times of crisis. You can do this by leveraging media channels to promote your company and to cultivate a positive public perception of your brand. Public relations control the narrative, which is key for earning recognition and enhancing your business's reputation with stakeholders.

This method of managing the spread of information is similar to branding. The difference is that public relations focus on the communication and reputation aspects of your business, whereas branding focuses on the visual elements of your brand such as logos, websites, and marketing materials.

Public Relations in Marketing

Public relations and marketing go hand in hand. While similar in their actions and tactics, they have very different objectives. The primary goal of public relations is to boost the reputation of your brand, whereas the primary goal of marketing is to drive sales.

Public relations do not always have a direct impact on sales, as marketing would. Often, your products or services are indirectly promoted through the distribution of press releases or keynote speakers at industry events. Similarly, marketing campaigns focus on leading consumers through the sales process and boosting profits rather than improving the consumers' perception of your brand.

Using public relations and marketing together drives the best results for your business.

A potential customer typically connects with your brand as a result of your public relations efforts and can be converted to a customer as a result of your marketing tactics.

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Public Relations as a Marketing Tool

By:

William F. Blake, MS, CPP, CFE

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Defining Your Public Relations Strategy

Defining your public relations strategy is the roadmap to your short- and long-term goals. It should be flexible in order to adapt to new markets, new data, and new opportunities.

Outlined are the five components that make an effective strategy and how it matters to your brand's image:

1. Corporate Communications

The way that your business communicates with other businesses, both internally and externally, gives your brand its voice. This is the backbone of your public relations strategy, since it uses your brand's voice to execute important messages in a way that your audience will understand. An example of this would be internal emails or press releases that announce important company news.

2. Media Relations

It's important to maintain mutually beneficial relationships with the press to control the narrative of your business. Having key contacts at different media outlets helps ensure that your business is being portrayed well in the media. When something newsworthy occurs for your business, you can send a press release to your media contacts to share the news.

3. Community Relations

Your company is a part of the community, so being perceived well by community members is essential to its success. Community relations help establish your business's presence and perception. Examples of this would be sponsoring local events, donating services, or actively volunteering in the community.





By:

William F. Blake, MS, CPP, CFE

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4. Crisis Management

The way that your company handles a crisis or unexpected situation can make or break your business. With a crisis communications plan in place, your company can operate as normally as possible during a difficult situation to help preserve your image. Some situations are out of your control, so it's important to execute internal and external communications to help gain control.

5. Events Management

Events are a valuable tool for your business's success, especially if your target audience is the Millennial or Gen-Z generation. This demographic values experiences and memories over traditional efforts. Event planning is stressful but exciting, so it's important to have an events management strategy to ensure that every detail of your event is organized and runs smoothly. There are many components to maintain a positive image and perception for your brand. It's important to formulate a strategy based on your company's goals to keep your efforts organized and to create the image you want for your business.

Contact with the Media

A public relations effort can get your company exposed in the media where prospects and customers will notice it. But besides this visibility, other benefits include that you reinforce who you are and what you can do, people notice you are active in the markets, you enhance your company's image and reputation, your employees gain pride and feel recognized, and you might even impress clients, bankers, and investors.

Use a professional photographer for the best results as you are a professional company providing the media with relevant news. Your supporting photos and illustration materials should underline this professionalism. In many cases, a good photo will help your news story in the media, as "every picture tells a story..."

Writing the Perfect Press Release

When you write a press release you will benefit from using the following structure. In principle, your news story will be basically the same whatever media you are approaching, although you will see differences in how editors on trade journals and editors on national news desk respond to your story. The trade journal requires a story that targets readers in a specialized field, while the national media needs a story that has a general appeal to the average reader and viewer.

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Public Relations as a Marketing Tool

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- Don't send the press release to an editor that does not cover the subject matter your news story is about.
 - Don't let the press release convey that it is part of a public relations campaign.
 - Don't promise exclusivity—e.g., for interview, if you do not deliver.
- Don't exaggerate and write advertising language or write about a nerdy topic in a geeky language.
 - Don't send to a media for which it has no relevance.

After you have sent the press release it is ok later in the day or the next day to call the editor and check if he or she has noticed your news story and plans to pursue it. Do not expect that they will get back to you and thank you or acknowledge your contribution. When you call, be precise, brief, and clear. State your main message. You might also want to use the opportunity to provide additional information to add value to your story. Do not push the editor too hard if he or she turns your story down—that happens every day! Just ask why and learn from the experience.

Re-use the Press Release

When you have written and released your new story, you should re-use and expose it in your own media channels:

- Add the press release to your website and upload it to your social media channels.
 - Supply links to media reports from your website.
 - Use the news story in your newsletter.
 - Adapt the text for use in your promotional materials.

In a press release you need to write the most important information at the top of the text, that is you put the conclusion at the top. This is quite the opposite of the normal academic approach in a thesis where you build up to the final conclusion at the end of the paper.

Seven Steps to the Perfect Press Release

- Consider: Why send the news out today?
- Create a headline that summarizes the text's main message.
- Begin with a summary to provide an overview.
- Present the points that are the most important to your readers first.
- Elaborate on your story in two to three short independent sections.
- Include a Quote indication the name and title of the person speaking.
- Provide contact information and links to additional information at the end of the text.





Public Relations as a Marketing Tool

By:

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Some Marketing Ideas

Valuable marketing ideas are plentiful and only limited by your ambition and imagination. Below are some marketing ideas:

- Host classes and events.
- Run informational webinars.
- Attend industry and networking events.
- Host a social media contest or giveaway.
 - Do an in-store business card drawing.
 - Set up a customer referral program.
 - Join in on local events and contests.
 - Get some unique business cards.
 - Be a dinner and/or seminar speaker.
 - Produce a periodic company newsletter.
- Be a member of a community business group.
 - Speak to education groups.

Summary

Having a viable public relations program is critical for business longevity. When you first start a business, you are a novelty, but your viability decreases over time when you do not continue to get your business name in front of the public. If you do not personally have the necessary talents to produce public relations material, you may find some stay-at-home mother who could produce the appropriate material for you for a minimum cost. One business entrepreneur enlisted a university public relations club to work for him and it was very successful. One successful venture is to produce a high-quality brochure outlining your services or product and distribute them to stores, gas stations, and other public venues. Remember to be able to backup whatever you state in any public relations material.

William F. Blake, CPP, CFE, is president of Blake & Associates based in Littleton, Colorado, a full-service security consulting and investigation firm. He holds a master's degree in foundations of education from Troy State University. Blake has more than 60 years' experience in civil and criminal investigations, bank security, executive protection, loss prevention, disaster recovery planning, counterintelligence operations, security risk analysis, and security training. He is a prolific author with multiple articles in security, risk, and property management publications.

Blake is coauthor with Walter F. Bradley, Esq., JD, of *Premises Security: A Guide for Security Professionals and Attorneys* (1999 Butterworth-Heinemann).

He can be reached at www.blakeassociates.org.

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GUIDON

PALI MEMBER SPOTLIGHT- RULES

PALI Member Spotlight Rules:

Except for the Winter issue where the PALI Investigator of the Year is recognized, all other issues of the Guidon shall have a PALI Member spotlighted for her/his accomplishments in the Law Enforcement /Private Investigative world.

Members will be able to forward suggestions of future spotlight members following these simple rules:

1 – NO SELF SUBMISSIONS

2 – Submitting Member must be a member of PALI in good standing.

3 – SPOTLIGHT Member must be a member of PALI in good standing.

4 – Submission shall include a brief, 750 words or less, BIO of the candidate that does NOT list every school, training, or good deed.

The BIO should capture what the MEMBER has done that has changed the way PALI or the Private Investigation industry or Law Enforcement does business or capture what makes the candidate worthy of spotlighting. Think big picture.

There were no member submissions for consideration for this edition. I request that any member of PALI please take the time to send me a submission following the above guidelines so that we can honor and professionally acknowledge other members for their actions and greatness.





GUIDEON

CURRENT PALI BOARD OF DIRECTORS

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MARC BOURNE**

**REGIONS 3 & 4
FRANK VALENTE**

**REGIONS 5 & 6
ED LINTON**

All Board Of Directors should take note of the following dates and times for the 2023 Quarterly Meetings:

- ~~Wednesday, January 11th, 2023~~
- ~~Wednesday, April 5th, 2023~~
- Wednesday, July 12, 2023 – 12 Noon
- Monday, September 18th – Time to be determined

The September meeting shall be held during the 2023 Annual Conference and as such, the time shall be determined and announced once Conference itineraries are confirmed.



Thirteen 4th of July Facts and Trivia ANSWERS

1. John Hancock and Charles Thompson were the only two to sign the Declaration of Independence on July 4, 1776, the rest of the delegates signed it in the following weeks.
2. There have been 2 Liberty Bells, the first cast by Whitechapel Foundry in London. That bell cracked on the first test ring. Local metalworkers John Pass and John Stow melted down that bell and cast a new one in their foundry in Philadelphia.
3. Although every year on July 4, descendants of the Declaration of Independence signers tap the Liberty Bell 13 times as a way to honor the original 13 colonies, the last time the Liberty Bell was actually rung was February 23, 1846 in celebration of George Washington's birthday. This is also the day that the bell was silenced forever as the third and final crack occurred.
4. Approximately 150 Million Hot Dogs are consumed on the 4th of July each year in the United States.
5. There have been 27 versions of the United States Flag The original had 13 stars and the current one has 13 Stripes and 50 stars.
6. Only one United States Presidents was born on the 4th of July.
7. President Calvin Coolidge was born July 4, 1872.
8. Three United States President died on the 4th of July.
9. John Adams and Thomas Jefferson passed in July 4, 1826, and James Monroe passed July 4, 1831.
10. The flag is to be folded into a triangle so that it replicates the iconic "tri-cornered" hat that soldiers wore in the Continental Army during the Revolutionary War.
11. The First Independence Day Fireworks celebration was held in Philadelphia on July 4, 1777.
12. Mary Katharine Goddard was not one of the official signers but as the printer and publisher of the Declaration of Independence hired by Congress to print the document, she risked treason to do so and affixed her name prominently to the bottom of the printed document.
13. America spends over 1 Billion Dollars on fireworks each year for the 4th of July.





GUIDON

THANK YOU

This brings to a close the Summer 2023 edition of the PALI Guidon.

I like to believe that there is a good bit of Ethics in all of us.

I recognize that every day I should strive to be of the utmost moral character as it is the first essential in a man.

In a letter to his nephew, George Steptoe Washington, President George Washington wrote: *"...a good moral character is the first essential in a man...It is therefore highly important that you should endeavor not only to be learned but virtuous."*

I attempt to surround myself with good moral characters and virtuous individuals. I love nothing more than when I see a question on the listserv only to be followed by many answers on the legalities of performing any such actions. The questions themselves are of individuals who ask if there is a way and the answers always explain why there is not. I smile and know that I am indeed in good company here with the ranks of PALI.

It is always a pleasure to sit and pen a newsletter to keep members up to date. I simply request that you:

"view my mistakes with indulgence and that time (history) will relegate them to oblivion."
(George Washington's farewell address to Congress.)

In 2001 I read a quote in the office of Colonel Paul Evanko, Commissioner, Pennsylvania State Police that read:

"When you successfully arrive at your destination, the first thing a good cowboy should do is take care of the horse he rode in on."

Thank you to all of the people who have assisted me with articles and editing for this and all issues of the Guidon.

A special thank you to my wife and confidant Sandy DeAndrea who puts up with me for reasons I still have yet to understand but thank God for every day.

Please consider submitting articles, photos, events, interesting occurrences and the likes to assist me in making a newsletter worthy of PALI.

UNTIL WE MEET AGAIN...
STAY SAFE,

Frank

