

2021

September/October
Fall Edition

The FALI Forum

Official publication of the Florida Association of Licensed Investigators



In this issue:

FALI-U Recap	P. 03
President's Report	P. 04
FALI BootCamp Recap	P. 06
Area Director Updates	P. 08
Speaker Follow-Up	P. 11
Welcome to Our New Members	P. 13
In Memoriam	P. 13
NCISS National Legislative Update	P. 14
DOL Update	P. 17
The Big 3	P. 18
FALI Conference 2022 RFPs	P. 22
FALI Board Contact Information	P. 23

Thank You to Our Sponsors

Click the Ads to visit the websites to support the businesses that support FALI!

My Private Eye - P. 2
NITA - P. 7
Eldorado - P. 10
IDI - P. 10
TransUnion - P. 12
ADD - P. 16
JT Palmer - P. 19
U.S. LawShield - P.20
Legacy Purchasing - P. 21
Spy Spot - P. 23

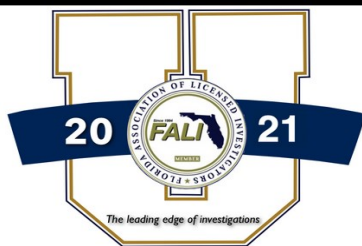
Share Your News & Announcements with FALI
Send to admin@fali.org

Editorial Team:

Amy O'Rourke
Jim Leusner
Terry Roffler

 Find us on
Facebook

Florida Association of
Licensed Investigators (FALI)
Post Office Box 2896
Dunedin, FL 34697
(727) 373-8028



Another Celebration of Getting Back to Normal

Whether you are a seasoned pro, or new to the profession, there are always new things to be learned to fill your "PI Tool Box." This is particularly true in the digital age. The desire to keep learning is what sparked the creation of FALI-U and BootCamp in 2013. These programs are FREE for FALI members and represent just one of FALI's many outstanding benefits.

In 2020, when we were unable to meet in-person, we successfully held each of these programs via Zoom. With the success of our in-person Conference in June, we moved forward with holding these annual events in Tampa. Both were well attended and it was great to have yet another opportunity to network off of a computer screen.

In addition to the two days of training the Tampa Area FALI group sponsored a Meet & Greet which allowed for socializing and networking.

This year's FALI-U was held on Thursday, September 30th, the day prior to FALI Boot Camp. There are members who qualify for both programs so the back-to-back format has proven to be successful. Over 40 members participated in this FREE event. FBCIs received CEUs towards their two year requirement.

FALI-U provides advanced, targeted, learning designed for experienced disciplines. Each program is a full day including: professional development, instruction, activities, and discussions. The content is designed to give participants the skills and knowledge needed to provide a new service to their clients, develop new business opportunities or put into practice new strategies. FALI-U is FREE for FALI Members meeting the qualifications of 3+ years of experience.

Continued on page 3



The Leader In Private Detective Software

Metadata On Surveillance Video

- Upload Surveillance Videos with Shot Date/Time
- Imprint Custom Date/Time
- Pick Video Shot Date/Time
- Delete Audio Option

Two Programs in One Private Detective & Process Server Software

- Web-Based Program - Access Your Data in the Field
- All of the State Specific Process Server Affidavits
- Automatic Notifications Sent to Your Investigators/Process Servers the Moment a New Job is Assigned to Them
- GPS Longitude and Latitude Coordinates Recorded onto the Affidavit



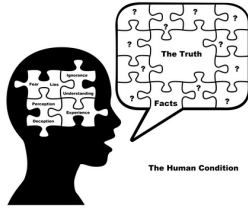
***Your Data will be Hosted on the Most Reliable
and Secure Global Cloud Infrastructure:
Amazon Web Services***

**Register Now for Your FREE Trial
at www.mypi.us**

FALI-U 2021 Morning Session Presented by: Brandon Perron

INTRODUCTION TO FORENSIC TESTIMONIAL EVIDENCE RECOVERY (FTER)

The Art & Science of the Forensic Interview & Analysis of Testimonial evidence



Brandon is not only an expert in this subject but he is also a 20-year FALI Milestone Member and a FALI Life Member.

The three-hour program was an introduction to the FTER Method and processes. It is part 1 of a 3 part training curriculum that can be taken in whole or in parts. Successful completion of all three parts combined with testing can lead to earning the CFI-FTER designation as a Certified Forensic Interviewer – FTER Method.

Training Objectives:

- Introduce training participants to the FTER forensic approach to interviewing and analysis of testimonial evidence
- Gain a depth of understanding of truth defined by the relative perceptions and interpretations of witnesses
- Recognize the anatomy of a lie and multiple motivations of deception
- Enhance the interview process and increase the level of information recovered from witnesses



FALI members who attend the annual conference in Tampa in May will have the opportunity to attend the pre-conference during which Brandon will present the Fast Track One-day FTER training program. FALI will cover the cost of training and testing for FALI members only.

FALI-U 2021 Afternoon Session Presented by: Johnston Blakley

SURVEILLANCE TOOLS AND TECHNIQUES



Johnston is a long-time FALI supporter and 15-year Milestone Member.



During this in-depth presentation Johnston shared the equipment in his camera bag and discussed the best equipment to purchase and what is a waste of money. He gave recommendations for the best tools of the trade and discussed cases and how to overcome difficult surveillance environments and how to be successful in the industry.



Current FALI Stats

Members: 670

FBCIs: 46

Remember to Report Unlicensed Activity

Anyone who tries to provide PI services without a license is taking money out of all of our pockets. If you come across someone doing this, make sure to report this using the "Report Unlicensed PIs" tab, on the bottom right side of the FALI website.

FALI WEBSITE FAQ: Once you are logged in to your FALI Profile you can . . .

Renew your membership and update your profile 24/7.

Find business forms and samples, and other forms, under the "Resources" tab.

Find FALI Board meeting minutes, financials, and FALI Forums, also under the "Resources" tab. Some date back as far as 1994 when FALI began.

LICENSE STATS (9/30/21)

Private Investigator "C"	7,011
PI Interns "CC"	1,302
PI Agencies "A"	2,606
PI Agency Branch "AA"	22
Statewide Firearm "G"	26,961
Concealed Weapon "W"	2,394,445

NEXT PIRSAC MEETING:

Friday, November 5, 2021
9am-12pm,
Hyatt Regency Grand Cypress,
Orlando, Florida

For more information, visit the DoL website by clicking [HERE](#).



Richard "Rick" Root

FALI President

Greetings, or "Howdy," from the State of Texas,

I have been in the Lonestar State for the last few weeks. I am sorry I was unable to attend FALI-U and BootCamp in Tampa but know that both were well attended, and very well received. Thank you to our Vice President, Dan Riemer for stepping in to make sure all went well with the programs and the Quarterly Board meeting.

Board Update – Monthly Meetings – Member Assistance Needed!

During the meeting the board discussed area in-person meetings as well as Zoom meetings. As has always been the case, some areas are more well suited for monthly meetings than others. When we started Zoom monthly meetings and trainings during the pandemic we were able to bring our programs directly to members who couldn't attend in-person for various reasons. As we go back to in-person we did not want to take this opportunity away from members.

Several years ago the Ft. Myers, Jacksonville and Panhandle/Tallahassee area members decided that quarterly meetings work best for them. All other areas agreed to monthly meetings. Now that we are coming out of the pandemic the problem for some areas is finding a meeting space. The Tampa area has found a temporary location but is hoping to find a new one that is more centrally located. I have found a place for the Palm Beach area to start meeting again. Dan and I will co-host these meetings for the time being. We are working on locations for both the Orlando and Southeast (Broward/Dade/Monroe) areas.

The ideal place is centrally located, has a private room that does not require a minimum amount to be spent, allows each person to order off the restaurant menu (or even a reduced menu) and pay their own bill, has AV we can use free of charge (otherwise we have our own) and if possible, has a lounge or bar where members can gather after the meeting for additional socializing. If you know of a place in your region please contact your Area Director and/or our Administrative Director, Amy O'Rourke

FALI-U and BootCamp

Thank you to our FALI-U speakers, and longtime FALI supporters and members, Brandon Perron and Johnston Blakley. A recap of this annual event is found in this issue. Everyone was happy to get back together in person. Members please be sure to read the note in the recap about the FALI Conference 2022 pre-conference during which you can earn the Certified Forensic Science Investigator CFI-FTER designation.

Thank you to Tim O'Rourke and Terry Roffler for presenting FALI BootCamp. Since Tim was the one who originally developed the program I knew members were in good hands. All reports are that Terry not only educated but also entertained.

Continued on page 5

Zoom Meeting Schedule

As stated above, FALI will continue to have a presence on Zoom. This will be in the form alternating Zoom trainings and monthly meetings. Generally these meetings will be the second Wednesday of the month however our first one will be Wednesday October 20th at 6pm.

Zoom Schedule

October 20th, 6pm-7:30pm

All Area Networking meeting

November 10th, 2:30pm-3:30pm

Training sponsored and presented by My Private Eye

December 6th, 6pm-7:30pm

All Area Networking meeting

January 12th, 2:30pm-3:30pm

Training sponsored and presented by Judy Shea JT Palmer
GLBA presentation

February 9th, 6pm-7:30pm

All Area Networking meeting

March 9th, 2:30pm-3:30pm

Training sponsor TBA

April 13th, 6pm-7:30pm

All Area Networking meeting

FALI State of the Union and Conference promotion

Note: If you would like to a speaker, or Spotlight Member for any of the all area networking meetings please contact your AD

Division of Licensing: Please make sure to read pages 17 and 18 for a follow-up from the DOL about a question asked by a member during the Conference.

Miami Dade: As I reported in the last edition of the FALI Forum, I am working with Mike Mills regarding the Miami Dade Police Department's (MDPD) policy that every investigator of each team wishing to notify an MDPD district of a surveillance must personally appear at that district's station to present credentials and the details of the surveillance. This is not the case in virtually all other jurisdictions. We will keep you posted on the progress.

In spite of the challenges faced over the last year, FALI continues to grow and provide benefits to our membership. Thank you all for your continued support.

Respectfully,



Rick Root, LPI
FALI President

FALI Officers

Rick Root

President

T: (561) 237-5029

E: rick@rickrootpi.com

Dan Riemer

Vice President

T: (954) 557-6111

E: dan@southfloridapi.com

Tim O'Rourke

Secretary

T: (727) 463-3515

E: timorourkecps@yahoo.com

David Keck

Treasurer

T: (727) 254-1994

E: api@kecksv.com

FALI Area Directors

Tampa Bay: Matt Aubin

Orlando: Position Open

Jacksonville: Richard Hedges

Panhandle: Natalie Clary

Broward/Dade: Jacques Houssou

Palm Beach: Position Open

Fort Myers/Southwest: Walt Zalisko

FALI Committee Chairpersons:

Advisory: All Past Presidents

Conference: Amy O'Rourke

FBCI: Terry Roffler

CST Task Force: James Deering

Elections: Jack Belich

Legislative: Rick Root

Scholarship: Tim O'Rourke

Bylaws: Walt Zalisko

Technology: Michael Goodfellow

Ethics: Mark Aubin

Publications: Amy O'Rourke

Recruitment: Matt Aubin

Additional Support:

Administrative Director: Amy O'Rourke

Bookkeeper: Heather Roberts

Lobbyist: Cynergy Consulting

Next FALI Quarterly Board Meeting:

TBA

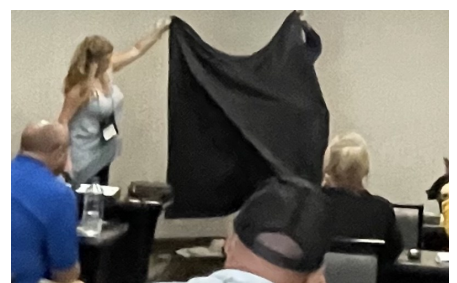
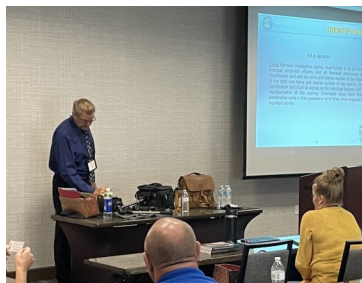
FALI BootCamp, which was on Friday, October 1st, is designed specifically for new private investigator licensees, and agency owners, looking to begin their career with a solid foundation. FALI BootCamp provides an overview of the profession and the basics of starting and operating a business. Each attendee leaves with enhanced knowledge, and tools necessary to operate as a successful private investigator and/or effectively, and efficiently, manage an investigative agency.

This year FALI secretary Tim O'Rourke, who developed the program when he was president, presented with the assistance of Terry Roffler (FALI FBCI Chair).

The morning session started with Tim going around the room and having everyone introduce themselves to the rest of the group and share their niche. One of the greatest benefits of FALI membership is the networking opportunities. By truly listening to one another, and developing a rapport, when members need the assistance of someone with a specialty they do not possess, they will remember who to contact.

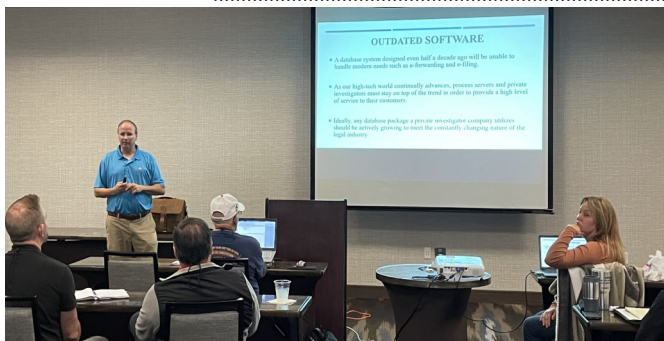
Once the program presentation started topics vital to a successful PI career were discussed. These included: ethics, privacy laws, testifying, information resources and the governing statute of Florida PIs, Florida State Statute 493. Various aspects of 493 were discussed but in particular common mistakes that PIs make that get them into trouble with the State.

The day ended with a demonstration of various "tricks of the trade" by Terry Roffler. He shared information about some of his favorite cameras, and other equipment. He also shared some of his "homemade" creations that have proven to be invaluable tools door surveillance. These included drapes that he handmade to provide cover during nighttime surveillance.



Thank you to everyone who attended the Special Events. If you were unable to attend, we hope you can participate in FALI-U Lite coming up in early 2022, as well as the "Special Edition" FALI-U Pre-Conference coming up in May at FALI Conference 2022. These are more of the great benefits of FALI membership.

Thank you to Tom and Angel our Sponsors with My Private Eye



Thank you to our website sponsor!



NITA
SECURITY &
INVESTIGATIVE
ACADEMY

ONLINE training at NITA.

NITA is an approved provider of:

- Florida CC Intern Training (40 hours)
- Florida State Exam Preparation
- Investigative Professional Development

investigativeacademy.com

Updates, and Messages, from the Area Directors

FALI Area meetings offer members the opportunity to network with others and learn something new from guest speakers. Area Directors (ADs) work hard to recruit knowledgeable speakers. This continued on Zoom during the pandemic, and we learned several things:

- FALI members enjoy Zoom meetings.
- Zoom meetings allow members to continue to interact.
- Members who may have not been able to attend in-person meetings due to issues such as traffic, time and distance have been attending "at least" one, and sometimes, many meetings.
- Zoom meetings will remain part of FALI's "new normal."

New for 2021 - Monthly Zoom Options

We are ready to go back to in-person area meetings. We will continue to offer one Zoom meeting each month. The afternoon training, which started during the pandemic will continue every other month. On the months when there is not training there will be an evening "all areas" meeting with Area Directors taking turns hosting.

Potential members are always welcome to attend one meeting as a guest. After that we ask that they join to continue participating and show support of FALI. Meetings are announced via email and posted on the calendar section of the FALI website. If you are not receiving notifications of meetings, please send an email to both your AD, and admin@fali.org to make sure you are on the correct list.

Tampa Bay Area:

My name is Matt Aubin and I am the Tampa Area Director. I have served in multiple positions as an officer and director on the FALI Board since 2016. I am excited to continue to serve as the Tampa Area Director for this coming year. I have been in the investigation industry since 2009. I am currently the managing partner at Southern Recon Agency and I work as a Cyber Investigation and TSCM specialist.

In August we had our first in person area meeting since early 2020!! It was great finally getting back in person. This was followed in September by our statewide FALI-U and FALI BootCamp trainings in Tampa during which our area hosted a Meet & Greet.

Our Next Tampa area meeting will be on October 25th at Mulligan's Irish Pub in Land O' Lakes. We'll have a round table discussion among the group that will allow us to collaborate with each other and leverage the experience and resources members share. We will be discussing subjects like legislation, current cases, tactics, software and technology, equipment, and best practices.

Our Tampa meetings are extremely unique, productive, and informative thanks to a lot of helpful contributions from the diversity of the members and guests in our area. We're going to be featuring our local talent a lot with Round Table Discussions, Mastermind events and group collaboration at our meetings.

Our meeting location is great but not ideally located for most of our members. We need help finding a new, more centrally located meeting place for January.

**If anyone has any suggestions for a great place to meet in the Greater Tampa area, please contact Amy O'Rourke or me and we will be happy to discuss the option with you in detail.

FALI has approximately 150 members in the Greater Tampa Area and the in-person meetings are one of the best and most effective networking tools available in this profession. We also have a great time discussing cases, equipment, business plans, etc., while networking and getting to know our colleagues.

Matt Aubin
FALI Tampa Area Director
matt@srecon.com

* * * * *

Panhandle/Tallahassee Area:

Greetings,

I hope everyone enjoyed their summer break and is well rested and restored to push through as we encroach on the last few months of the year.

In case you missed it, we held our first in-person meet & greet, since the pandemic began, on Thursday, August 26, 2021, at Broussard's Bayou Grill located in Navarre, Florida. Although the food was good, I must admit, it was great to return to a sense of normalcy by fellowshipping with new and returning members in person. I would like to give a special THANK YOU to Robert 'Bob' Wigley, the President of Distinctive Investigations, also in Navarre, for assisting me in organizing this meeting. It was a great success. 😊 Bob, you ROCK!!

I am currently in the process of scheduling our next area meeting, so please be on the lookout for that updated information soon.

I find it intriguing to not only learn industry tips & tricks from guest speakers outside of our Association, but more importantly, to also learn them from the members along with their areas of expertise who are within the Association as well. With that being said, if you would like to become a "Spotlight" speaker at any of the meetings, please know. This is an awesome opportunity to take only 3-5 minutes to talk about yourself and your agency; so please do not hesitate to let me know.

As always: stay active, stay well, and more importantly, stay safe!

Should you have any questions, comments or concerns, I can be reached by phone at 850-792-4095 or via email at nclary@alignpi.com.

Continued on page 9

Jacksonville/St. Augustine Area:

Hello Jacksonville Area Investigators,

It was nice to see some of you in person at our last area meeting and FALI-U. Thanks to David Hodges for giving some insights on financial investigations at our last area meeting. Hopefully, we will get back to everyone feeling comfortable with in-person meetings but, until then, we will still have some zoom meetings and trainings. At least we don't have to fight traffic for Zoom meetings.

I am always looking for speakers so drop me an email/phone call if you want to hear about a specific topic or know of a good speaker. Remember, this is YOUR association so stay active and get to know your fellow PIs as they might need your assistance, or you might need their sage advice.

Stay safe,
Richard Hodges
FALI Northeast Florida Area Director
RichardHodgesPI@gmail.com
904-669-4253

Ft. Myers Area:

I hope all are doing well and staying safe and healthy. The events during the past year have proven to be difficult. But there is light at the end of the tunnel and things are getting back to normal – the new normal.

I am proud to announce that the Southwest Florida area membership continues to grow because private investigators realize the benefits of FALI membership. I welcome Brent Cox, with Fidelity Polygraph & Investigations in Fort Myers; Don Redl, with Executive Options, LLC in Punta Gorda; and Shaun Martin with Fischer Forensic Engineering in Punta Gorda. Their experience and backgrounds are truly impressive. We also welcome new student member Carl Mason from Bonita Springs.

During the last year or so, our area meetings were held via Zoom. We may continue to hold these meetings via Zoom because this method of communication has proven to be very successful. Over the last year there have been several Zoom training meetings from which members have benefited. There will be more scheduled in the coming months. So please take advantage of them. It doesn't hurt to learn something new.

More and more members are fulfilling the requirements to attain the prestigious designation of FBCI (Florida Board Certified Investigator). Earning the FBCI designation sets the investigator apart from others, and brings new business opportunities.

Many of our members bring decades of experience with them and are more than willing to assist other members, so don't feel uncomfortable in reaching out to them. We have found that many of our FALI members are highly experienced professionals, from law enforcement, military and corporate investigative backgrounds. During our meetings we provide a "Spotlight" opportunity to feature one of our local private investigators. The guest speaker will discuss their experience and what they or their agency has to offer. This, we find is the best and most effective networking tool. Any southwest Florida private investigator interested in showcasing their

agency please contact me. We are always looking for new and exciting speakers.

Stay safe and looking forward to seeing you at the next meeting.

Walt Zalisko
globalpi@comcast.net

Broward, Monroe, Miami/Dade Area:

Serving as Area Director of FALI is honoring. I hope to be your voice and help each member to the best of my ability. I am looking forward to seeing more members attend our meetings to bring about some new ideas and make our FALI association unique and attractive to existing members and potential new members.

I had the opportunity to meet with some members at FALI-U and BootCamp. We talked about face-to-face and Zoom meeting. I was pleased with the exchange of ideas. I had the opportunity to have lunch or dinner with some members. Thanks to some of you for the returned and follow-up calls and for helping out, so thank you to all that have answered.

On October 20, 2021, we will have a Zoom meeting while waiting to find a proper location for face-to-face meetings. We want you to be part of this plan for transformative change by bringing new ideas and suggestions that can benefit all members. We have been looking for a location to hold our monthly face-to-face meetings. If anyone can suggest or know someplace, please feel free to contact me.

I will reiterate on my previous month's note, moments of crisis can be exhausting to go through, especially on the scale of what we witnessed in 2020. But they may also give us new opportunities to restructure our culture and turn the tide on what seems "possible" to accomplish.

Thank you for taking the time to read this note, and I am looking forward to greeting you at our next meeting and getting to know each of you.

Best to all,



Jacques Houssou
FALI Southeast Area Director
jacques@af1protectiveagency.com

BUSINESS STRATEGY

OPPORTUNITIES TO INCREASE SALES



Insurance Application



PROGRAM HIGHLIGHTS INCLUDE:

- ◆ \$5,000,000 General Aggregate
- ◆ Zero Deductible
- ◆ Blanket Additional Insured
- ◆ A Rated Insurance Carrier
- ◆ \$1,000,000 Each Occurrence
- ◆ Errors and Omissions
- ◆ Blanket Waiver of Subrogation
- ◆ Premiums start at \$500.00

Are you a Private Investigator or Investigation Firm in need of immediate insurance coverage? There's only one place to do that, 24/7. PLUS, you can save hundreds of dollars!

WHY CHOOSE EL DORADO?

Experience counts! For over 50 years, we've been creating customized programs designed to specifically meet the unique needs of our clients! You won't have to spend your time educating us about what you do... and that allows you to focus on growing your business.

Our dedicated team of private investigators insurance professionals can help you get the best coverage you need at the most competitive rates available.



EL DORADO
INSURANCE AGENCY, INC.
◆ INNOVATIVE INSURANCE SOLUTIONS SINCE 1968 ◆

800.221.3386
713.521.9251
specialist@eldoradoinsurance.com
www.eldoradoinsurance.com

The Next-Generation Investigative Solution Better Information. Better Price.

Comprised of credit header, public record, publicly-available and proprietary data, idiCORE provides intelligent insight into people, businesses, assets, and interrelationships.

Next-generation technology: leverage machine learning and advanced linking logic and algorithms

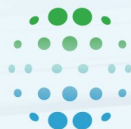
Powerful data: multi-bureau + self-reported data = expanded depth and wider coverage

Advanced processing power: cloud-based infrastructure enables exponentially faster data processing and analytics

Reduction in cost, not quality: idiCORE's efficient design translates to lower cost for superior data

FREE TRIAL!* Contact a Sales Representative Now!

* New customers only, subject to credentialing approval.



idiCORE™

www.ididata.com | investigativemarkets@ididata.com | 844-778-1740

IDI is not a "consumer reporting agency" and its services do not constitute "consumer reports," as these terms are defined by the Fair Credit Reporting Act, 15 U.S.C. § 1681 et seq. ("FCRA"). IDI services may not be used in whole or in part as a factor in establishing an individual's eligibility for credit, insurance, employment nor for any other purpose under the FCRA.



a red violet company
(NASDAQ: RDVT)

©2021 Interactive Data, LLC. All rights reserved.

This Column is used to share information that was from speakers during their presentations at monthly meetings and/or trainings, as well as the FALI Annual Conference.

Additional speaker follow-up can be found in the

5 Top Tips for Effective Marketing

When it comes to spending marketing dollars, all businesses need to be savvy about where they are spending their money. However, I find so many investigators waste money. I am going to share with you six tips to market effectively. One cardinal marketing rule is to understand that all marketing that can be done doesn't work for all investigative businesses. You must identify what type of marketing works for your business.

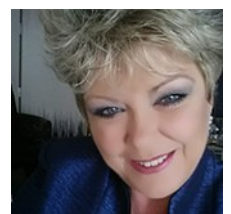


- 1) To identify what type of marketing works for your business, you must first *identify your market*. When I ask my clients who their market is, I often hear "everybody," which is not true. If you think everybody is your client, you will definitely waste your marketing dollars. Let me explain - if you have an investigative company that focuses on cheating spouses, the "general public" is your market. However, if your company focuses on criminal defense investigations, "criminal defense attorneys" are your market. Each of these markets needs to be reached with different marketing strategies.
- 2) Once you have identified your market, you must learn how they find investigative services. This is where you do in-depth research on your own or hire True Perceptions who knows your markets and understands where your market looks for you because we have exclusively been helping investigative companies such as yours for 20 years. Please note that hiring a marketing company that does not understand your business or market will cost you money with no return on investment (ROI). **Additional Tip:** When someone calls trying to sell you marketing or advertising, the first thing you should say is, "Please tell me who my market is." When they cannot do this, you instantly know they are not familiar with your business or market and are only trying to sell you what they have and not what you need.
- 3) After identifying your market and where they look for you, you are ready to learn ways to appear in those places. For instance, if your market is "cheating spouses" and they look for you on the internet, which means you need to be at the top of page one on Google. If your market is "criminal defense attorneys" who do not look for an investigator on the internet, but through referrals and networking, you must find the way to become a company other attorneys would refer and show up at the suitable networking events.
- 4) Next, you have to identify the best ways to put your company's marketing in the right places. Example: If your market is "cheating spouses" and you have to be on page one of Google, you must spend all your marketing dollars on search engine optimization (SEO). However, if your market is "criminal defense attorneys" who don't look for you on the internet, spending money on SEO is useless and a waste of money.
- 5) It is critical to track how your marketing is doing. The best way to do this is to ask every person who calls how they learned about your company, then record it on an excel sheet. This accurate data will allow you to make needed adjustments to where you spend your marketing dollars the following year.

The bottom line is that all marketing should revolve around your market and how they look for you. Always remember each market is different and requires different marketing strategies.

If you need effective marketing strategies that will bring revenue in your door, be sure to call True Perceptions at (678) 583-0401 for a free consultation.

Written by Diana L. Garren. Founder and CEO of True Perceptions, Inc., An Atlanta, GA-based branding and business consulting firm helping investigative and security companies achieve their goals and significantly increase their bottom line by enhancing their brand and effective sales, marketing, and networking strategies and tools.



TLOxp[®]

Other Databases



TransUnion
gives you
3x more data

Right Data. Better Results. Right Now.

For vehicle sightings, social media user information and email addresses, investigators use TLOxp[®] from TransUnion to solve their toughest cases.

START YOUR 7-DAY FREE TRIAL TODAY!

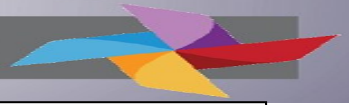
Call **888-337-9972** or visit
transunion.com/product/investigations

© 2021 TransUnion Risk and Alternative Data, Inc. All Rights Reserved. | 21-1536600

TLOxp is provided "as-is", with no warranties, including without limitation, those as to quality, non-infringement, accuracy, completeness, timeliness, currentness, merchantability and fitness for a particular purpose. The TLOxp solution is not provided by a consumer reporting agency and does not constitute a consumer report as these terms are defined by the Fair Credit Reporting Act, 15 U.S.C Section 1651 et seq ("FCRA"). The TLOxp solution may not be used in whole or in part as a factor in establishing an individual's credit worthiness or eligibility for credit or insurance or employment not for any other purpose under the FCRA. Free trial offer is for new customers only, may be limited to certain services in our sole discretion, and subject to additional Terms and Conditions. TLOxp contains data governed by law and is subject to new account credentialing, which may include a site inspection and end user terms and conditions. Customer is responsible for the site inspection fee. The length of the free trial will be indicated at the time of the account approval.

- welcome -

NEW MEMBERS



Broward/Dade Area

Richard Doolan
Wancito Francis
Richard Weston

Ft. Myers Area

Shaun Martin
Carl Mason
Donald Redl (Welcome back!)

Orlando Area

Luis Rivera

Palm Beach Area

Nykhana Boyle
Lindsay Clift
Anthony Hamza
Michael Murray (Welcome back!)

Panhandle/Tallahassee Area

Katie Stallings

Tampa Area

Angel Allison
Steve Bona

James Castano

Jorge Gonzalez

Jean Joseph

Jeffrey Mauldin

Clint Perkins

David Perlin

Big 3 Members

Tammy Aston - TALI

Donna Bennett - TALI

Mark Carroll - TALI

Anji Maddox - TALI

Bobby Rachel - TALI

Nancy Rovik - TALI

Howard Savage - TALI

Wilson Sawyer - TALI

Lorenzo Sosa - TALI

Kandy Villareal - TALI

Out of State

Brian Califf - Georgia

IN MEMORIAM

FALI is saddened to announce the passing of member *Byron Fain Pershing*



Among his accomplishments, Byron was Florida Highway Patrol Auxiliary state trooper-first sergeant. Legislative Security Special Agent, then Florida Capitol Police-Florida Department of Law Enforcement, law enforcement officer, investigator, corporal, sergeant, lieutenant & district supervisor, 25 years. Certified Crime Prevention Practitioner & law enforcement Instructor. 20 years U S Army Military Police, (enlisted rank) investigator & supervisor (officer rank) Trained by Criminal Investigations Division. Had executive protection details with US Secret Service. Byron was a five-year FALI Milestone Member as well as a FBCI. He will be missed.

We are also saddened to announce the passing of *Debbie Keck*, wife of FALI Treasurer Dave Keck.



Debbie was very supportive of Dave's participation in FALI in particular his participation in the raffle at the annual Conferences from which he won numerous TVs. 😊

Our thoughts go out to their loved ones.



Lobbyit.com

The NCISS Legislative Advisory Board (LAB) assists supporting member state associations monitor state legislative activity!

NCISS extends its appreciation to FALI and members. NCISS has a strong relationship with FALI through Board members supporting FALI with membership. In addition, NCISS welcomes all the members of FALI supporting NCISS through membership, including several from the FALI Board and general membership!

Your NCISS Regional Director is:

Alden Wheeler: Alden Wheeler Detective Agency – S.C., (864) 437-8850, alden.wheeler@gmail.com

Legislative Updates

UPDATE - The PRO Act is a PRO Problem

Independent Contractor Overview

(Jason Ortega, Lobbyit – shared by Wes Bearden, NCISS President)

At the federal level the *Protecting the Right to Organize* (PRO) Act in Congress, strengthening workers' ability to organize and implements the "ABC" test to determine whether a worker is an independent contractor. In March, the House passed the 2021 PRO Act, and now it awaits a vote in the Senate. Notably, the bill passed with *zero exceptions* to the "ABC" test determination for independent contractors.

Congressional Action

Next Steps: Currently, the PRO Act is stalled in the Senate. The vital thing to note is *this bill has no viable path forward in the Senate*. The bill only has 47 cosponsors, which means not even every Democrat favors the bill. Even if every Democrat votes for the bill, it needs ten additional Republican votes for passage. Votes which do not exist.

Additionally, there is widespread disagreement on the impact of the "ABC" test on independent contractors. Supporters of the bill argue it will only put the test in place to determine if independent contractors have the right to organize and join unions. Opponents say it will eliminate self-employment. This disagreement complicates the passage of the bill.

Regulatory Action

The Biden administration has not stated that it will issue a new rule for "economic realities" test to determine whether a worker is an independent contractor or an employee under FLSA. The result is the Department of Labor (DOL) will continue to enforce the Fair Labor Standards Act (FLSA). Secretary of Labor Marty Walsh has stated he believes "in a lot of cases, gig workers should be classified as employees." The Wage and Hour Division of the DOL, the enforcement division, has stated he believes "most" workers should be considered employees under the minimum wage law.

State Associations and Legislative News

Florida Consumer Privacy Bills; PI Services Sales Tax; Human Trafficking

(FALI – Legislative Committee – Rick Root, President)

The bills resemble the *California Consumer Privacy Act of 2018* and would give consumers more access to data collected by companies and allow them to opt-out of the sale of the data. Both would allow consumers the right to access personal information a business collects on them, the right to opt-out of the sale of their personal data, and to request a business delete their personal data. The provisions would apply to companies with \$25 million or more in global annual revenue, annually buy data of more than 50,000 consumers for commercial purposes, or get 50 percent of their annual revenues from selling data. Each violation could come with a \$100 to \$750 fine.

In addition, FALI continues to work with legislators on a bill to exempt private investigators from collection and paying sales tax on services. FALI has worked with the Florida Department of Revenue and determined PIs contribution toward tax revenue was about \$280K annually – not the \$12 million previously reported. Finally, FALI continues to monitor various bills on human trafficking and the progress they are supporting.

For other state legislative news – see the latest NCISS Your Advocate at <https://conta.cc/3hhfOgj>

How Effective is NCISS Legislation and Regulation Monitoring?

As an Investigator, Security Agency, Process Server, or related professional... have you benefited from:

- Having access to driving records and motor vehicle information from your state DMV and private data providers?
- Having access to databases with permissible purposes under the GLBA?
- Having access to Social Security Numbers, Birthdates, Address History, Credit Reports and other vital information?
- Carry a firearm in the course of your professional duties?
- Having the ability to use a pretext for undercover operations, shopping services and other permissible purposes?
- Used the National Sex Offender Registry (Dru's Law) for background investigations?
- Used GPS, drones and other modern technology in your investigations and security services?

If you answered YES to just one of these questions, you have directly benefitted from the more than 40-year history of NCISS, volunteers, and support of NCISS every member – just like YOU! NCISS and membership have provided responsive testimony to Congress and federal regulators, as well as assisting state associations with similar issues at the state level. View NCISS as your insurance policy - you don't make claims every day, but when

NCISS LEGISLATIVE ADVISORY BOARD

Legislative Advocacy provided by:  LobbyIT.com



Wes Bearden
Investigations

Legislative Committee Chairs



Brad Duffy
Security

"YOU NEED BOTH HALVES"
for the BEST
LEGISLATIVE PROTECTION

1st Half
Member of
State Association

2nd Half
Member of
Nati'l Council Investigation
& Security Services



Secure and accurate motor vehicle data solutions.

Auto Data Direct's DMV123 web portal offers access to more real-time motor vehicle records than any other company of its kind!

Get access to:

- Owner name & address
- Lienholder name & address
- Title information
- Vehicle information

ADD offers the best services to reduce the time, effort, and expense of finding owner, lienholder, and vehicle information. Get fast, easy, and secure information you need at the touch of a button!

ADD123.com
866.536.9676

 **AutoDataDirect, Inc.**
ADD123.com

Copyright © 2021 Auto Data Direct, Inc. All rights reserved.

We were once again honored to welcome the Director of the Division of Licensing Steve Hurm and several members of his team to a FALI Conference to address attendees. During the presentation FALI member Dr. John Simons posed a question about laws regarding carrying a firearm while following a subject during a surveillance. John Raymaker asked that this question be sent to him as an email so he can address it properly. Dr. Simons emailed Mr. Raymaker who then forwarded the request to DOL Supervising Attorney Jill Ghini who issued a response. This exchange starts below and is continued on page 18. As always we appreciate the Division's attentiveness to FALI and our membership.

John Raymaker
Chief of Regulation & Enforcement
Florida Department of Agriculture and Consumer Services
Re: Request for information/answer to questions posed at FALI conference

June 21, 2021

Dear Mr. Raymaker,

First I want to thank you for allowing me to contact you in follow-up to questions I asked you at the FALI conference last weekend. The information you presented was very valuable and helpful in the performance of my duties as a licensed private investigator.

My name is John L Simons and I am a licensed private investigator (C3000269) licensed to carry a statewide firearm (G3102568). The main focus of my investigations involves human trafficking investigations, bodyguard services, and Federal Medicare fraud investigations.

Per FS 493.6115 CLASS "G" STATEWIDE FIREARM LICENSE (4) A Class "C" or Class "CC" licensee who is 21 years of age or older and has also been issued a Class "G" license may carry, in the performance of her or his duties, a concealed firearm. A Class "D" licensee who is 21 years of age or older and has also been issued a Class "G" license may carry a concealed firearm in the performance of her or his duties under the conditions specified in s. 493.6305(3) and (4). The Class "G" license must clearly indicate such authority. The authority of any such licensee to carry a concealed firearm is valid **in any location** throughout the state while performing services within the scope of the license.

Background to question: As part of my investigation efforts, there are times when the subject of my surveillance has entered a post office, government buildings and facilities such as a public library, tax office, hospital, restaurant etc., and I must continue on foot in order to continue my surveillance. Occasionally, I will encounter a sign posted by the owner/operator of the facility that states "firearms prohibited".

This is my first question: Will I be able to carry my firearm into "any location" as specified in the FS 493.6115 (4) while conducting my surveillance or am I prohibited from entering those facilities when I see a sign posted prohibiting firearms?

This is my second question: Are there any buildings/facilities that have been officially designated always "Firearms Prohibited" where an armed private investigator with a current G license is not allowed, such as state or national parks, wildlife areas, public libraries, other public facilities, sports arenas?

Background to question: As part of my overall duties, I perform Federal Medicare fraud investigations as well as investigate individuals and organizations involved in human trafficking. I have had numerous threats against my life. I am always on duty and always armed because I never know when these individuals will try to kidnap a child or will try to kill me. I have had members of organized crime as well as people involved in human trafficking show up out of nowhere and follow my car and have actually tried to kill me on the side of the road.

My third question is this: Since I am always on duty and I am the owner of the agency engaged in these types of investigations, can I remain armed 24/7 in order to keep safe and continue the work that I do?

Background to question: While on duty as a bodyguard, my client family will oftentimes enter into a facility such as a restaurant, shopping mall or sports arena. On one occasion an off-duty police officer, who knew me from a previous case, knew I was licensed to carry a firearm and saw me in a restaurant with my client family. He told the restaurant manager that I was armed, who then told me I had to leave the facility because I had a weapon in my possession. (There was no sign posted prohibiting firearms.)

My fourth question is this: Is the owner/manager or a law enforcement officer within their legal rights to ask me to leave if they become aware that I am legally armed?

I want to thank you ahead of time for your kind consideration in this matter and look forward to your timely response.

Mr. Stone,

Your question indicates your familiarity with [section 493.6115\(4\)](#) and [section 493.6305\(3\) and \(4\)](#), F.S., which state that the authority of a Class “G” and “C” licensee over 21 to carry a concealed firearm “is valid in any location throughout the state law while performing services within the scope of the license.” Such licensees do not have unlimited authority to carry their firearms anywhere they choose, however. Chapter 493 is administrative law: it establishes guidelines with which all individuals and agencies in the private investigation, recovery, and security industries must comply; and it authorizes the Division of Licensing to exercise regulatory oversight of those industries. It should be noted that administrative legal requirements do not take precedence over the parts of Florida Statutes and Federal law that deal with criminal violations involving the ownership, possession, and use of firearms.

Despite the language in [section 493.6115\(4\)](#), F.S., multiple other statutes relate to the carrying of firearms. For example, a firearm may not be carried into a jail, a courthouse, a polling place, or a school because [section 790.06\(12\)](#), F.S., makes it a criminal offense to carry a firearm in those places. Similarly, [18 U.S. Code, section 930](#), prohibits the carrying of a firearm in federal facilities.

Additionally, the division lacks authority over law enforcement or the rights of private individuals in disallowing others on their premises based on firearm possession or any other reason, with or without warning signage.

Finally, with regard to your question about remaining armed at all times for your own safety and to continue your work, I can only point you back to the relevant language about concealed carrying “while performing services within the scope of the license”. You may wish to consult a private attorney about what hours of your day meet this requirement. You may also contact local law enforcement regarding local property owners’ rights and the enforcement of firearms restrictions [beyond the purview of the division](#).

I hope this information is helpful.

Jill

Jill D. Ghini
Supervising Attorney
Bureau of Regulation and Enforcement
Division of Licensing
Florida Department of Agriculture and Consumer Services

THE BIG 3



The Big 3 membership require that an applicant be a fully paid member in good standing of one of the three associations. They can then apply to the other two states at the Big 3 rate which is half of that state’s regular out-of-state member price.

CALI’s Associate Member rate is \$229 so the Big 3 rate is \$114.50.

TALI’s Associate member rate is \$175 so the Big 3 rate is \$87.50.

Not a member of the Big 3? Click [HERE](#) for more information. Please note that you do have to join each association separately using their normal procedures. Make sure to use [TheBig3](#) promo code to get the discount.

Click [HERE](#) for CALI Information

Click [HERE](#) for TALI Information

The Big 3 was well represented at TALI’s 50th Anniversary Conference in August. FALI president Rick Root and CALI president Frank Huntington teamed up at the Big 3 table and encouraged many TALI members to take advantage of the Big 3. You can see FALI’s new Big 3 TALI members on page 13. Take a minute to welcome these members to FALI and expand your network into Texas. In the months to come the Big 3 will be announcing the next Big 3 Zoom meeting to allow even more networking between the country’s three largest PI associations.

WE ARE THE KEY TO YOUR SEARCH!

MENTION THIS AD AND GET

15% OFF

YOUR NEXT ORDER

**YOUR
RESULTS**

CALL FOR MORE DETAILS

- SKIP TRACING
- PHONE SEARCHES
- ASSET SEARCHES
- BACKGROUNDS
- EMPLOYMENT

**AND SO
MUCH MORE!**

JT PALMER & ASSOCIATES, LLC

www.jtpalmerassociates.com

(800) 808-0078 • (817) 894-3539



LEGAL DEFENSE
FOR
SELF DEFENSE

YOU FACE DANGER EVERY DAY.
IF YOU HAVE TO DEFEND YOUR LIFE,
**WE'LL DEFEND YOUR
FREEDOM**



**JOIN U.S. LAWSHIELD® TODAY
AND YOU'LL INSTANTLY BE PLUGGED INTO...**



**24/7/365 ACCESS TO AN
ATTORNEY-ANSWERED EMERGENCY
HOTLINE**



**ZERO ATTORNEYS' FEES: NO CAPS, NO
HOURLY LIMITS, AND NO DEDUCTIBLES**



**TENACIOUS LEGAL DEFENSE FOR ALL
CRIMINAL AND CIVIL PROCEEDINGS FOR
COVERED EVENTS**

GET PROTECTED TODAY AT

USLawShield.com/FALL

1020 Bay Area Blvd., Suite 220 | Houston, Texas 77058

All legal services are provided by independent third-party program attorneys. U.S. Law Shield, LLC, Texas Law Shield, LLC, and certain affiliates are not law firms, but pre-paid legal services companies or similar entities regulated under state law, which provide benefits and coverage for their members. Membership in the U.S. LawShield Legal Defense for Self-Defense Program is not a guarantee of any particular outcome. U.S. Law Shield, LLC is underwritten by Fortegra Companies in many states where the entities conduct business as the policy administrator for an insurance company. Fortegra Companies are rated A- (Excellent) for financial strength and operating performance by A.M. Best. In these states, all of our products are underwritten by one of the following Fortegra companies, depending on the state: Lyndon Southern Insurance Company, Response Indemnity Company of California, Blue Ridge Indemnity Company and Insurance Company of the South. 100% of the insurance administration, technology, and customer service is provided here, in the USA. To view the terms applicable to your state, please visit: <https://www.uslawshield.com/member-sign-up/>.



Office DEPOT

https://bit.ly/FALI_OD

PROGRAM POWERED BY
LPG LEGACY
PURCHASING GROUP

Office Depot Business Savings Program

Office Depot set out to make business simple and boost success by meeting the modern needs of small and medium-sized businesses. This program provides businesses with access to better pricing, tools, and solutions to help them grow.

Program Overview

Save up to 10% off virtually all products at Office Depot and:

- Up to 55% off super savings on 400+ items
- 20% off Office Depot brand ink and toner; 10% off ALL private brand
- 20-55% off retail on Cleaning and Breakroom Products
- Technology Items up to 10% off Retail
- 40% off Black & White Copies; 25% off Color Copies

How To Enroll (shop online and in store)

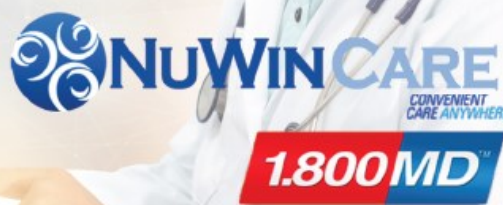
It takes less than 2 minutes to enroll for free!

- Visit https://bit.ly/FALI_OD
- Click "Register + Create Your Office Depot Login" then REGISTER on the following page.
- Once enrolled, download your Store Discount Card & save the image to your phone to show in stores!
- Receive the same discounts online + in-store! It's simple.

To contact your dedicated Office Depot account manager: Bryan Davis
bryan.davis1@officedepot.com



https://bit.ly/FALI_telemed



Rethinking Healthcare

NuWin Care provides quality, convenient mobile healthcare services that provide immediate assistance and offers unmatched peace of mind.

- Doctors available 24-7-365 (including holidays)
- \$7.50/month for your entire household
- \$0 copay, no limits
- Pay month to month with no contracts

Connect with a board-certified physician anytime, day or night, to receive prompt assistance for a large variety of ailments. Our remote healthcare services saves you money on rising healthcare expenses while bypassing inconvenient wait times associated with urgent care centers and emergency rooms.

Register online at nuwincare.com/LPG | Use activation code 'LPG' for exclusive pricing.

Commonly Treated Conditions

- Allergies
- Arthritic Pain
- Cold & Flu
- Tonsillitis
- Laryngitis
- Pharyngitis
- Skin Infections
- Gastroenteritis
- Ear Infections
- Pink Eye
- Insect Bites
- Minor Burns, Sprains, & Strains
- Respiratory Infections
- Sinusitis
- Strep
- Urinary Tract Infections
- Sexually Transmitted Diseases
- Hypertension, asthma, diabetes

**Wanted:
Presenters for FALI Conference 2022**

**Tampa, Florida
May 5-7, 2022**



**Do you have a topic that would be of interest to other FALI members?
Do you have enough material to put into a 1-2 hour presentation?**

And maybe most important. . .

**Can you keep the attention of an audience, and be informative, in a
captivating way, no matter how dry the subject?**

We are looking for presenters for FALI Conference 2022. Submit an RFP to be considered.

The FALI membership consists of individuals with many backgrounds and specialties. For the last few years we have tapped into this expertise by calling upon our membership to submit proposals to be chosen as speakers.

RFPs should include

Topic description
Speaker bio
Format of presentation
(i.e. power point, videos, equipment demos)
Length of presentation
Past experience in giving this presentation
(If possible, please include a video clip)

Compensation:

Complimentary conference registration
1 Night paid in the conference hotel

Deadline to submit RFP:

Friday, November 19th
Please submit to admin@fali.org
Past Conference speakers are welcome to apply.

Finalists may be asked to give a shortened version of their presentation at an Area meeting to help gauge presentation skills, as well as attendee interest in the topic. Some speakers may be considered for a FALI-U, or FALI-U Lite presentation.

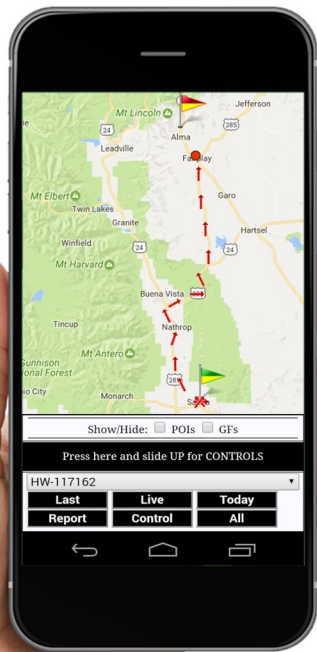
SURVEILLANCE | CAMERAS | GPS TRACKING

SPY-SPOT® INVESTIGATIONS

4G LTE GPS With 2021 Slim Case & Extended Battery

\$999

• Call at 561-279-3939
to purchase over the
phone or directly off
our website.



**4G
LTE**

As low as \$10 a month!

- Includes Magnetic Weatherproof Case to place underneath any vehicle
- Battery extends GPS to last 3-4 months

(561) 279-3939

Spy@SpySpot.net

www.SpySpot.net

[facebook/SpySpot](https://www.facebook.com/SpySpot)



125 EAST (OF DIXIE) HILLSBORO BLVD • Deerfield Beach, FL 33441

IS YOUR ONLINE/MEMBERSHIP FALI PROFILE UP TO DATE???



Join us for the
FALI Conference 2022
May 7 - 9, 2022
Tampa, Florida

NOTES

Keep YOUR information up to date online– Log In TODAY! www.FALI.org

FALI Board of Directors 2021–2022

Executive Board

Rick Root
President

T: (561) 237-5029
rick@rickrootpi.com

Dan Riemer
Vice President

T: (954) 557-6111
dan@southfloridapi.com

David Keck
Treasurer

T: (727) 254-1994
api@kecksv.com

Tim O'Rourke
Secretary

T: (727) 463-3515
timorourkeps@yahoo.com

Area Directors

TAMPA BAY REGION

Citrus • Hernando • Hillsborough •
Manatee • Pasco • Pinellas • Polk • Sumter

AD: Matt Aubin

T: (813) 373-4181
matt@srecon.com

PANHANDLE REGION

Bay • Calhoun • Escambia • Franklin •
Gadsden • Gulf • Holmes • Jackson •
Jefferson • Leon • Liberty • Madison •
Okaloosa • Santa Rosa • Taylor • Wakulla •
Walton • Washington •

AD: Natalie Clary

T: (850) 792-4095
nclary@alignpi.com

JACKSONVILLE REGION

Alachua • Baker • Bradford • Clay •
Columbia • Dixie • Duval • Flagler •
Gilchrist • Hamilton • Lafayette • Levy •
Marion • Nassau • Putnam •
St. Johns • Suwannee • Union •

AD: Richard Hedges

T: (904) 669-4253
richardhedgespi@gmail.com

ORLANDO REGION

Brevard • Lake • Orange • Osceola •
Seminole • Sumter • Volusia •

AD: Position Open

FORT MYERS REGION

Lee • Charlotte • Collier • DeSoto •
Glades • Hendry •

AD: Walt Zalisko

T: (855) 444-7448
globalpi@comcast.net

PALM BEACH REGION

Indian River • Martin • Okeechobee •
Palm Beach • Saint Lucie •

AD: Position Open

BROWARD/DADE REGION

Broward • Dade • Monroe •

AD: Jacques Houssou

T: (305) 930-5700
jacques@af1protectiveagency.com