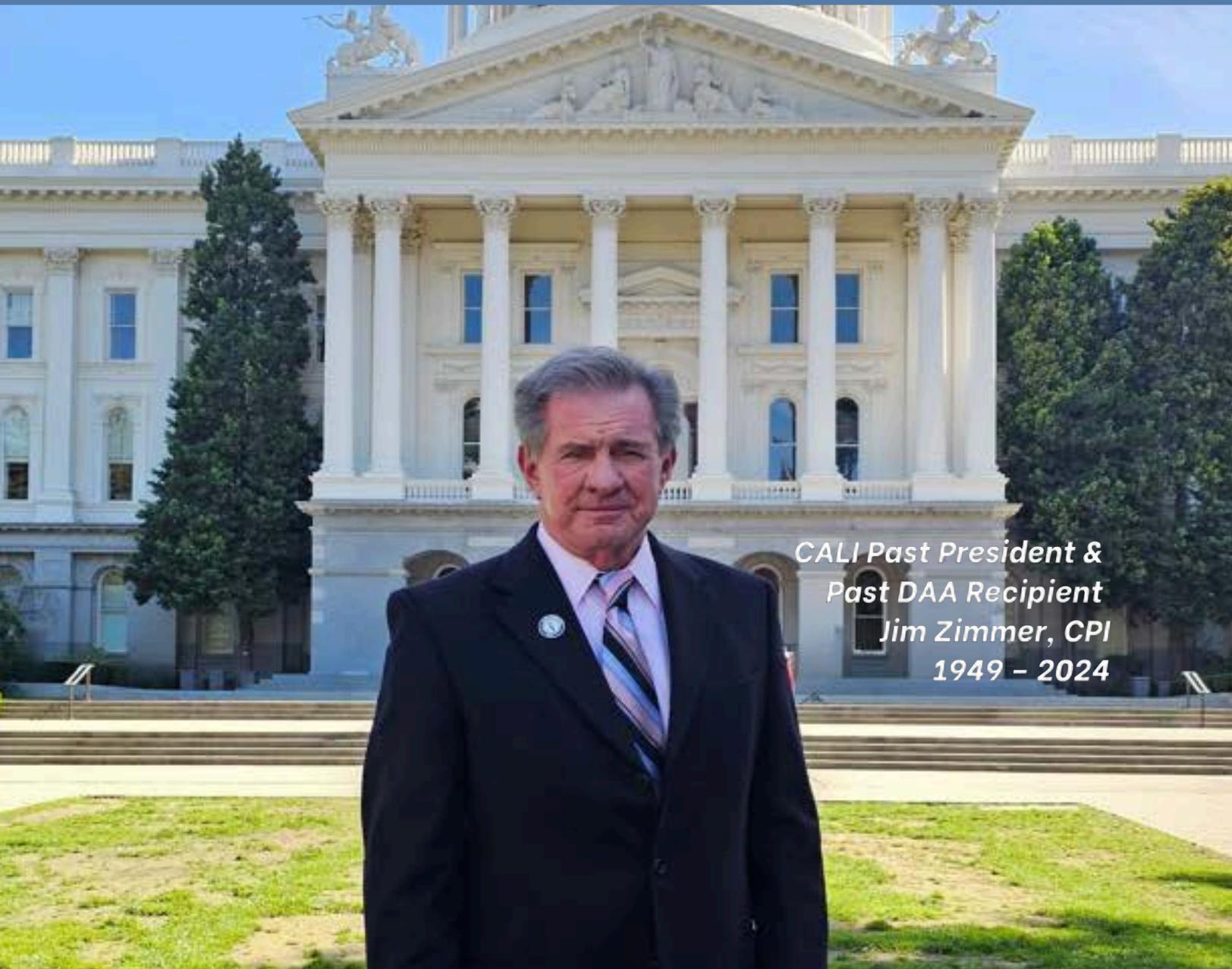


SUMMER 2024 EDITION



CALI JOURNAL

CALIFORNIA ASSOCIATION OF LICENSED INVESTIGATORS



*CALI Past President &
Past DAA Recipient
Jim Zimmer, CPI
1949 – 2024*

WWW.CALI-PI.ORG



About the California Association of Licensed Investigators (CALI)

Founded in 1947, CALI is a not-for-profit organization devoted to protecting and enhancing the private investigation industry in California and the United States.

CALI is the largest Private Investigator association in the world. With more than 1100 members throughout the country, CALI is focused on advancing the industry through a strong legislative program and numerous educational offerings, including an annual conference, Webinars, new licensee training, professional development programs, and CALI's proprietary Certified Professional Investigator (CPI) designation to qualified investigators in California.

CALI has a full-time lobbyist in Sacramento. CALI's legislative advocate interfaces with California legislators to protect Private Investigators' ability to serve their clients, as well as to support and oppose legislation impacting all California Private Investigators.

CALI strives to protect the consumers' rights while advocating for access to all public records and data that professional investigations can responsibly access.

CALI Active members are licensed by the California Department of Consumer Affairs (DCA) and the Bureau of Security and Investigative Services (BSIS). As a professional organization, CALI is managed by a volunteer Board of Directors comprising members throughout California and an Executive Director, retained full-time to support CALI and its programs.

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California Association of Licensed Investigators

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About the CALI Journal

The CALI Journal is a quarterly electronic publication of the California Association of Licensed Investigators (CALI) for general information only and does not constitute legal or professional advice. The statements and opinions expressed in the CALI Journal are those of the authors and advertisers, not necessarily of CALI.

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**CALIFORNIA ASSOCIATION
OF LICENSED INVESTIGATORS**

2024

The year '2024' is rendered in a large, bold, dark blue font. The zero is replaced by a circular graphic containing a tropical scene with a palm tree, a smaller palm tree, and a sun with horizontal stripes in shades of blue and green.

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President's Message

Frank W. Huntington, III, CPI



Hello and happy Summer! Wherever you are reading this, I hope the temperature is not too hot, especially if you are one of our many professionals that specialize in surveillance!

CALI continues to do well. Our professional development team has been putting on some great presentations, both in person and virtually. In June, former CALI President Chris Reynolds along with Justin Hodson, Alison Peacock, Daniel Millhouse and Joe Norman put on a fantastic presentation in Orange County on social media investigations and elevating your PI business. Forty-seven people attended and the subsequent reviews were very complimentary.

Anna Stowe and her professional development team continue to present outstanding virtual presentations, some of which are attended by more than 100 participants. We recently heard from Forensic Nurse Tara Godoy who has an excellent presentation on strangulation cases. Keep an eye on your emails and the CALI website for upcoming training opportunities.

Speaking of which, please mark your calendars for October 17-19 as that is our 2024 CALI conference to be held at the beautiful DoubleTree by Hilton Hotel Golf Resort Palm Springs. Early bird registration is available until August 23rd. CALI has also secured discounted airfare into Palm Springs Airport on Southwest Airlines. Click [here](#) for the details. We hope to see you there.



Photos: CALI SoCal Professional Development Day Saturday, June 8, 2024 - Costa Mesa, CA



CALI's website, www.cali-pi.org, is a great source of information for our members. Please remember to often visit the Service and Industry page for referrals to sources to help you with your practice.

CALI also has many sponsors that help us keep our training programs and conferences affordable. Please, learn who they are and patronize them when you can.

CALI continues to promote professionalism in our industry not only through the training as detailed above, but also with the NLITE program in which we offer a full day of training to newly licensed investigators. That training includes running your small business, report writing, private investigator laws and regulations, and probably most importantly, ethics. Our next event will be held in Costa Mesa on September 7, 2024. If you have received your license within the last two years, please consider attending and let your colleagues know. For more information, click [here](#).

Speaking of ethics, our industry has suffered a black eye or two in the last several months with at least one PI, fortunately not a CALI member, having his license revoked. In a nutshell, this PI took a lot of money from a private client, made certain guarantees, and then did nothing. When the BSIS received a complaint and contacted this PI, he claimed to have no records and no retainer agreement. For all the details, click [here](#).

Behavior like this not only makes all of us look bad, but leads to overburdensome regulation suggestions.



As a result, the BSIS has inserted language into the current sunset review bill that would require, among other things, written fee agreements with ALL clients and ALL cases. We feel this is indeed overburdensome and although we do not oppose some requirements, as one member put it, “this is taking a sledgehammer to a grain of rice.” The CALI Government Affairs Committee (GAC) is working very hard to negotiate with the bill’s author to pare back this language.

Toward that end, when this issue was heating up, GAC Chair Francie Koehler put out a “Call to Action” and asked every member that had a legislature on the Business and Professions Committee, the committee that was hearing the bill, to contact their representative. Although some did, the response was tepid at best. We don’t often make such requests from our members, but when we do, you can assume it is of the utmost importance.

Everyone should know who their state legislators are and have their information in their contacts. If you do not know, please go to the Find Your California Representative site at <https://findyourrep.legislature.ca.gov> and make a note of it now.

We often say that our legislative efforts are not limited to one day a year on Legislative Day but involve building relationships year-round. One such example is CALI member Anne Fields and her relationship with her assembly person, Evan Low. Evan is on the committee that heard this bill and Anne was able to call him on his cell phone to brief him on the situation. As a result, Evan asked some very pointed questions of the author and encouraged her to work with us to improve this bill. It would be great if we all had relationships with our representatives like Anne does with Evan.

That hearing took place on June 25 and both Francie and I were able to testify. To watch in its entirety, click [here](#).



L-R: Jean Kyles, Luke Patterson, Mary Ann Carmazzi, California Assemblyman Josh Hoover, and Frank Huntington, III.



Assemblymember Evan Low



L-R: Anne Fields, Assemblymember Evan Low, and Francie Koehler, CALI Government Affairs Chair.

CALI's Executive Director Maria Lagunas continues to be the true leader and backbone of this association. You would be shocked to learn how much work this young woman does for us. As October approaches, she is busy planning for the conference as well as running the other day-to-day operations of CALI. I bring this up as a reminder to you all to first reach out to your District Director or one of the Officers, including me, with any questions or concerns you have about CALI before simply calling the CALI office. A list of Directors and Officers as well as their contact information can be found [here](#).



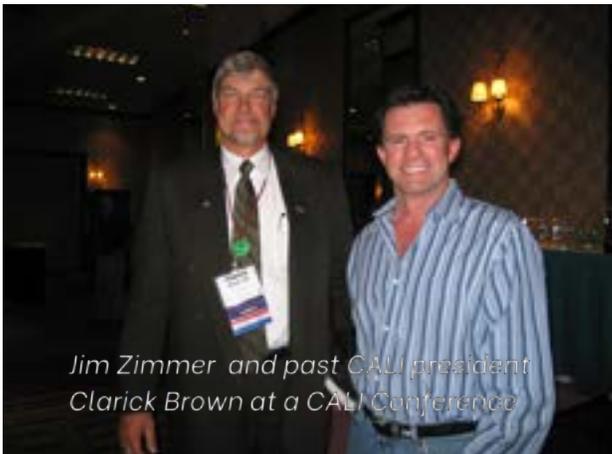
Jim Zimmer and his wife Julie

On a sad note, CALI suffered the terrible loss of a very prominent member of our association when Jim Zimmer passed away on June 2. Jim and his wife Julie were at a cooking class on May 11 when Jim got up and, without warning, fell, striking his head. Jim was rushed to the hospital but, unfortunately, never recovered.



DAA recipient Walt Zworitzler presenting Jim Zimmer with his DAA in 2011

Jim served many years on the CALI Board of Directors in numerous roles, including president. He was a long-time member of the Government Affairs Committee, and for many years, he and Julie hosted the committee at their home in San Juan Capistrano for our annual meeting. Jim received the President's Award in 2008 and the prestigious Distinguished Achievement Award in 2011. At the time of his passing, Jim was the NCISS legislative chair. I was fortunate to have attended my first NCISS Hit the Hill Campaign with Jim and others just days before his fall. As always, Jim was generous, jovial, and professional. Please keep Julie and Jim's son Brian in your thoughts and prayers. Jim will be greatly missed.



Jim Zimmer and past CALI president Clarick Brown at a CALI Conference

We most recently lost our fellow CALI Lifetime member Nanci Lee Glasgow and Robert Dale Hessee, former member and past CALI Sacramento District Governor. We are also deeply saddened by the loss of Jerry Desmond Sr., a significant figure in our association. Jerry Desmond Sr. was the founder of the Desmond and Desmond lobby firm and the father of our Legislative Advocate, Jerry Desmond Jr., and Claudine Irwin. The Desmond firm along with Anne Schillig has represented the interests of CALI and California private investigators since 1996.



Jim Zimmer and Angelique Tafoya at the CALI 2022 Annual Conference

As we mourn the loss of our dear colleagues and friends, please remember that none of us know when it will be our time. Treat your friends and loved ones with respect, and don't let your last word with them be anything but loving and kindness.

Frank W. Huntington, III

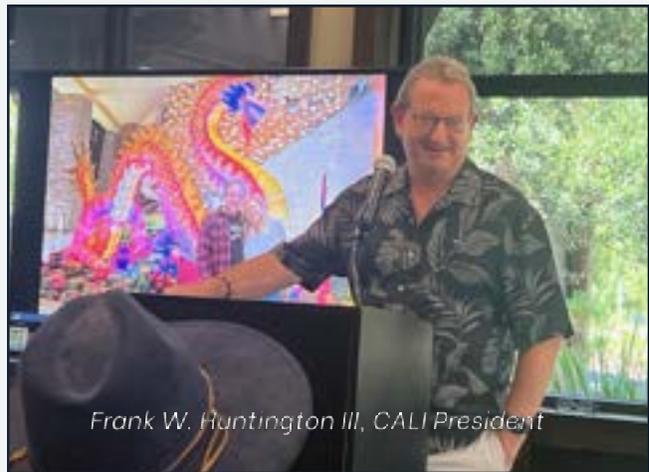
Frank W. Huntington, III, CPI
CALI President



IN MEMORIAM

Jim Zimmer

December 11, 1949 – June 2, 2024



TRIBUTE TO JIM ZIMMER

I and many others were honored to attend the memorial service for longtime CALI member, past president, Certified Professional Investigator and DAA recipient Jim Zimmer on July 13, 2024, in San Juan Capistrano. The following is a portion of a message sent by CALI member and current NCISS President Kelly Cory, and messages from friends and colleagues who wanted to pay their respects to our friend Jim Zimmer.

Please keep Jim's wife Julie and his son Brian in your thoughts and prayers.

Frank W. Huntington, III, CPI
CALI President

I had the honor and pleasure to attend Jim Zimmer's Celebration of Life on Saturday at the San Juan Golf Course in San Juan Capistrano, California. It was no surprise that it was a packed house. Julie Zimmer, his wife, had the live band that played at their wedding there who provided music, and they even wrote a special song in tribute to Jim. Many of our NCISS and CALI friends and colleagues from across the country came in to town and were in attendance along with some of Jim's clients, neighbors and family. It was bittersweet for us all to come together for this reason, but it was also a great reunion and an opportunity to have some time together. The outpouring of love and appreciation for Jim was tremendous, as you can imagine, and many came up during the speeches and said very nice things about him and told stories that had us all laughing and smiling, nodding our heads like "yep, that was Jim." Many of us wore Hawaiian shirts in Jim's honor. Towards the end of the event there was some dancing as several of us took to the dance floor with Julie. We all hugged a little tighter and longer that day.

Our community is like no other profession I've seen; so supportive one one another. We set our differences aside for the common good and genuine care to uplift each other. I'm humbled by the chance to work with each of you.

*Kelly Cory, President
The National Council of Investigation
& Security Services (NCISS)*



Jim Zimmer at the CALI 2023 Legislative Day

I only met Jim a few months ago during the BOD meeting in Sacramento. He really did have an impact on me. Folks spoke with and about him with great admiration. It was easy to see why. His smile was bright and genuine, presumably because of his warm spirit. He was passionate about his advocacy for private investigators. He seemed to treat everyone he spoke with as though they were important and valued. I feel blessed to be one of the lucky ones to experience his loving energy. I wish Jim the best and most peaceful rest. He deserves it. I wish blessings and comfort to his family, friends, and all who will mourn and celebrate his life.

Mason Washington, Principal Interest

Jim was an outstanding leader and embodiment of the professional and personal qualities that private investigators hold dear. It was an honor to have the opportunity to work with this man of Integrity, professionalism, warmth, and thoughtfulness for others. Jim, Julie and Brian are in my heart and prayers.

Jerry Desmond, Jr., Desmond & Desmond LLC

This is very sad news indeed. Jim was an outstanding investigator and certainly CALI has benefited immeasurably from his dedication to our profession and our membership. Working with him while on the board was a privilege and a pleasure. We shall miss this man very much. My condolences to his family and his many many friends.

Robert Estes, Robert Estes Investigations

Like many of you, I met Jim many years ago at one of the annual CALI Conferences. We hit it off especially since he enjoyed golfing as much as I did. Eventually we teamed up with Toni Perrin and Bob Fenech and entered the annual CALI Golf tournament. With Jim's talent we won 3 consecutive tournament championships! A record which I believe still stands! Whenever we would meet at the CALI conferences, it seemed like there wasn't enough time for us to socialize and golf. I developed a professional friendship with Jim as well as he was very knowledgeable and willing to help at no charge. I called him many times over the years for help and guidance especially with California laws. Over the years we got together to golf when he and his wife Julie would travel to Kauai for a short vacation. We would always squeeze in a round or 3 while he was on MY island! As usual there wasn't enough time to get in that extra round of golf in Paradise. This past February he and Julie came to Kauai for a vacation and golf but I was in Las Vegas to take my grandson to the Super Bowl but... Jim got in a few rounds on Kauai. I will definitely miss him at the next conference in Palm Springs and visits to beautiful Kauai. Aloha my friend. Until we meet again!

Brian Fujiuchi, Fujiuchi Investigations Inc.



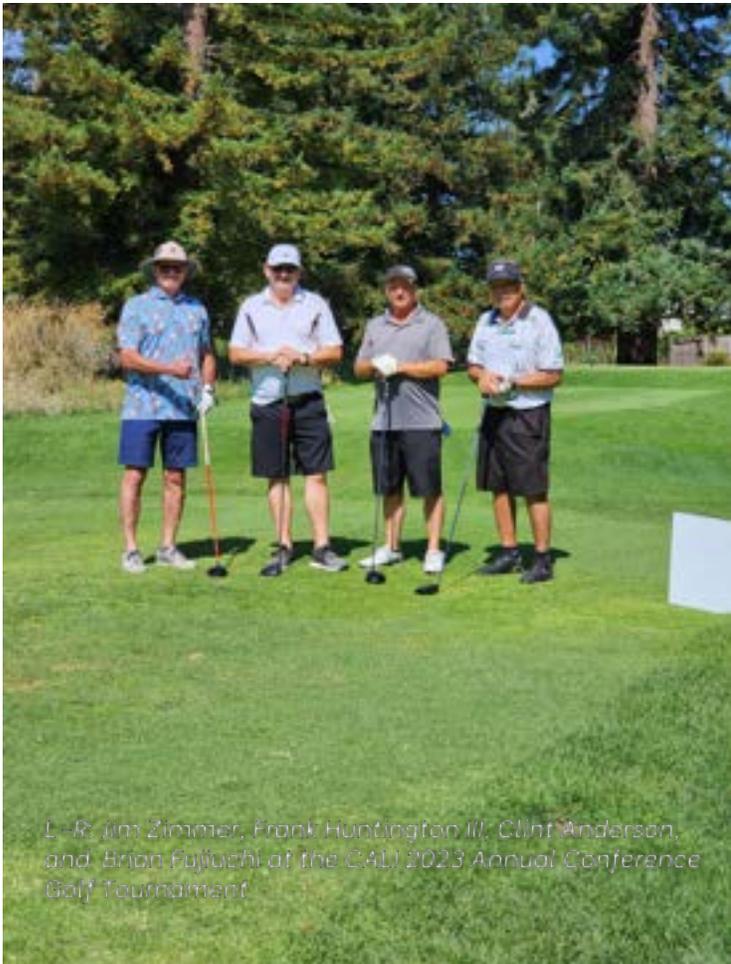
Jim Zimmer at the golf course



Jim Zimmer was a loyal CALI Golf Tournament Tee Sponsor



L-R: Jim Zimmer, Toni Perrin, and Brian Fujiuchi receiving their golf tournament awards at the CALI 2019 Annual Conference



L-R: Jim Zimmer, Frank Huntington III, Clint Anderson, and Brian Fujiuchi at the CALI 2023 Annual Conference Golf Tournament



L-R: Toni Perrin, Jim Zimmer, Robert Fenech, and Brian Fujiuchi at the CALI 2017 Annual Conference Golf Tournament



L-R: Brian Fujiuchi, Mark McClain, and Jim Zimmer

Jim will be missed by many as he touched a lot of people's lives not only in his profession but just by being a friend willing to help. Always willing to help and never had a bad word to say about anyone. I met Jim a number of years ago while I was on the CALI board. We had some great times together. My condolences to his family. Rest in peace Jim.

Gary Bartolotti, G.A.B Investigations

It is with deep sorrow that I write to express heartfelt sympathy for the loss of our dear friend and colleague, Jim Zimmer. Jim was a cherished friend and mentor to many within the California Association of Licensed Investigators (CALI). His welcoming smile and kind, heartfelt words left a lasting impression on everyone he encountered. He embodied the essence of professionalism. During CALI Board of Directors meetings, discussions could become quite passionate. Regardless of the topic or differing opinions, Jim always maintained a rational demeanor. His ability to express himself calmly and respectfully is a lesson for us all. Jim Zimmer will be profoundly missed by all who knew him. We should all strive to uphold the high standards he demonstrated through his words, actions and interactions with others. Jim, you will be greatly missed. 'Til we meet again my friend. My heartfelt condolences and prayers go out to the Zimmer family, friends, and associates. He left a mark on all of us, and now it is up to us to live up to that mark.

Phil Flores, PRISM Investigations

I'm heartbroken to read that Jim has passed. I was really hoping that he would recover. I can't put my thoughts into words right now because I still can't believe we have lost our friend and colleague. I will cherish my memories of Jim and the gift of having known him. Jim will live on in our hearts and through CALI. My deepest condolences to Julie and Brian.

Anne Fields, Anne Fields & Associates, Private Investigators

This news is beyond heart breaking. I've know Jim for over 20 years and had the pleasure of serving on the Board of Directors with him for a number of years. He was always friendly to people and supportive of our industry and his fellow P's. I can't imagine what his beloved wife Julie is going through right now. Our home and office will be saying prayers for his wife and son.

Amanda Freel, The Freel Agency, Inc.

Condolences to the Zimmer Family and to the CALI Family. "Death is Stronger than Life, But Love is Stronger than Death". RIP Mr. Zimmer

Angelo Roman, Jr., AR Investigations

On behalf of the Inland Empire, we send our condolences and prayers to Julie, Brian and family. Jim will be sadly missed by all his colleagues and friends, but never forgotten by those that loved and respected him. Until we meet again my friend. God Bless you Jim.

Dan Alvarez, Alvarez & Associates-CPTED, Inc.

I am so sorry I did not get the chance to really know Jim. What I do know is that he was highly spoken of and very much respected. My condolences to his family and the CALI members that will be missing his strong presence in our association and others.

Anna Stowe, Proven Private Investigators

I was deeply saddened to hear about the passing of Jim Zimmer. Jim was a remarkable individual who left an indelible mark on everyone who had the pleasure of knowing him. His leadership and dedication, particularly as a Past-President and a member of the CALI family, were truly inspirational. I had the honor of working with Jim on the legislative advisory committee for NCISS this past year. His passion and unwavering commitment to our profession were evident in everything he did. Jim had a unique ability to bring out the best in people, often by simply telling them what needed to be done. He was a powerful force, and his presence will be sorely missed. My fondest memories of Jim revolve around his genuine love for the profession and his ever-present smile, especially when he was engaged in anything connected to his family or the profession he cherished. His enthusiasm and warmth were infectious, making him not just a colleague but a dear friend to many of us. Jim's sudden affliction and passing are a stark reminder of the fragility of life. The news of his passing surrounded by his loving family adds a poignant touch to his memory. Please extend my heartfelt condolences to Julie and Brian. My thoughts and prayers are with them during this incredibly difficult time. I will always cherish the memories and the moments I shared with Jim, and I know many others in the CALI, TALI, FALI and NCISS family feel the same. With deepest sympathy,

*Tim O'Rourke, President
Florida Association of Licensed Investigators (FALI)*

Jim will be sorely missed. We so enjoyed working with him. He was always the best. Our hearts go out to his family.

Joanne Parrent and Nic Smith, Parrent Smith Investigations

Devastating, tragic news. Heartbroken for him and his family. Rest in paradise, friend.

Lisa DeBenedittis, Investigation Matters

IN MEMORIAM

Nanci Lee Glassgow

1933 - 2024



For many years, in the 1960's, Nanci Lee Glassgow was a freelance writer. She wrote articles for The Register Newspaper, Oakland Tribune, East Bay Magazine, Food, Dinner and Entertainment, and was involved in the fashion industry. She coordinated fashion shows at the Southland Mall.

Later she became a legal secretary and found she had quite a knack for finding people. That led her into her profession as a private investigator. She was a proud member of the California Association of Licensed Investigators for 42 years.

Nanci passed quietly with family by her side on July 9, 2024.

Robert Dale Hesse

May 3, 1960 - July 24, 2024



Robert Dale Hesse had a full life of service. He was in Law Enforcement for Sacramento PD, Placer County Sheriffs Dept. and California State Police. He also started his own Private Investigative Business Hesse & Associates Investigations for Criminal Defense for local, state and federal. He was appointed to the California State Board of Security By California Governor Arnold Schwarzenegger, and California Governor Jerry Brown. He was a former CALI member and a one time CALI Sacramento District Governor. Rob also worked in helping the Innocence Project and had many years in Private Security for celebrities.

Rob was very involved in the communities he lived and worked in. In the last years of his life, he was the Mayor of Old Cloverdale, Montgomery, Alabama, and Montgomery's Board of Historic Preservation.

IN MEMORIAM

Gerald Joseph Desmond

1932 - 2024



It is with deep sadness that we share the passing of Jerry Desmond Sr., the founder of the Desmond and Desmond lobby firm and the father of our legislative advocate, Jerry Desmond Jr. and Claudine Irwin. Jerry Sr. was 92 years old.

Gerald (Jerry) Joseph Desmond, beloved husband, father, and grandfather, a distinguished legislative advocate and attorney in Sacramento, passed away peacefully at home in the early morning hours of April 2, 2024, with his cherished wife of 69 years, Eleonore, at his side, following a joyful family weekend of wonderful music and humorous stories.

Jerry leaves behind his wife Eleonore, their daughter Janine Neely, son Jerry Jr., son Daniel and his wife Jennifer, daughter Claudine and her husband Jim Irwin, as well as his treasured grandchildren: Janine's son Brett Neely Jr. and his wife Giorgia, Claudine and Jim's children James and Juliette; his dear younger sister Evelyn Lehane; and a clan of beloved cousins, nieces, nephews and their families.

We urge you to read about Jerry Sr.'s extraordinary life and the profound impact he had on others. Click [this link](#) to read about Jerry Sr.'s remarkable life and his positive influence on others.

CALI past president and Government Affairs Chair Francie Koehler had the pleasure to have known Jerry Sr., worked with him, and benefited from his wise counsel until he retired several years ago, leaving the well-respected Desmond Lobby firm to his son, Jerry Jr. The Desmond firm along with Anne Schillig has represented the interests of CALI and California private investigators since 1996.

Join the California Association of Licensed Investigators to remember and celebrate the remarkable legacy of Jerry Desmond Sr.

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Welcome New Members

Please join the California Association of Licensed Investigators in welcoming our newest members who joined from April 1, 2024, to August 8, 2024.

CENTRAL COAST DISTRICT

Kevin Coomer, *Coomer Investigations and Security Professionals*
Ty Cresap, *Cresap Investigations, LLC*

EAST BAY DISTRICT

Giovanni Geluardi, *Trovare Research and Investigation*
Miguel Mendoza, *Star Protection Agency*

INLAND EMPIRE DISTRICT

Paul Doroshuk, *Paul R. Doroshuk P.I.*
Gustavo Jimenez
Ibrahim Marabeh, *Insight Investigations*
Jordan Payton, *Hodson P.I.*
Pedro Plascencia, *Blue Nite Protection Agency*
Michael Reiss, *Reiss-Investigations*

LOS ANGELES DISTRICT

Ross Bartlett, *Southwest Security Systems, Inc.*
Jose Garcia, *City of Downey Fire Dept.*
Reece Haile, *Hooked Investigations*
Ihab Mansour, *OEIS Protection Inc*
Victor Pattarroyo, *Voss Investigations*
Kristina Perry
Erik Schick, *Schick Investigative Services*
Basil Stephens, *Close Range International, Inc.*

NORTH BAY DISTRICT

Randy Fenn, *Fenn Consulting and Investigations*
Brian Medeiros, *Medeiros Investigative and Consulting Services*

ORANGE DISTRICT

Shawn Boatright, *Boat and Sons Investigations*
Thomas Ciccarella, *TAC INVESTIGATIONS*
Robert Coventry, *Starside Security & Investigation, Inc*
Lee DeBrabander, *Clarity Quest Solutions*
Stacey Giannoulis, *Mike Harvey & Associates*
Shawn Larry, *California Labor Solutions, LLC*
Gandhy Nava, *New America Investigations Inc.*
Thomas Ray, *Ray's Investigations*
George Villegas, *George Villegas Investigations*

SACRAMENTO DISTRICT

Ian Ackard, *Ackard Investigative Services*
Sheri Ewing-McDonald, *P2i Services*
Scott Horrillo, *Sky Solutions*
Zachary Navo, *OCU Enterprises Inc*
Richard Snodgrass, *RJS Investigations*

SAN DIEGO DISTRICT

Daryl Brooks, *SPI4U*
Antonio Labana Ibarra, *Delta Associated Investigations Inc.*

SAN FRANCISCO DISTRICT

Lilit Arshakyan, *Miyata Investigative Services LLC*
Jonathan Robinson, *Optimal Intelligence, inc.*

SAN JOAQUIN SOUTH DISTRICT

Nathan Perry, *Perry Investigations*
Dirk Stoddard, *DAK Investigations*

SAN JOSE DISTRICT

Adina Conroy, *Conroy & Associates, Inc.*
Diana McMillen, *Chilicas Investigations Services*
Alex Rizzato, *Allied Universal Compliance and Investigations*

SOUTH BAY/LONG BEACH DISTRICT

Charlene Edwards, *Trusted Investigations*

SERVICE & INDUSTRY MEMBER

Steve Buller, *Stutchman Forensic Lab LLC*

OUT-OF-STATE/BIG 3 & AALPI MEMBERS

Edward Ajaeb, *Nighthawk Strategies*
Bruce Anderson, *Next 72 Intelligence*
James Casteel, *The Casteel Agency*
Harriet Gold, *Gold Investigations, Inc*
Marc Hurwitz, *Crossroads Investigations*
Tim O'Rourke, *The Grafton Group*
Robert Wigley, *Distinctive Investigations*

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Be part of the premier event that brings together licensed private investigators from around the world to learn, network, exchange ideas, and enhance your investigative career. This year's CALI conference features engaging educational sessions led by industry experts and influential keynotes with recreational activities, including CALI's Jim Zimmer golf tournament, our second annual pickleball tournament, and after-hours mixers.

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Don't miss the opportunity to attend the largest gathering of private investigators, gain a wealth of knowledge, expand your professional network, and learn about the latest industry trends.

Register Now & Save! Scan the QR Code or visit www.cali-pi.org/conference for details.

Early Bird Registration Ends August 23, 2024.



Conference Speaker Lineup



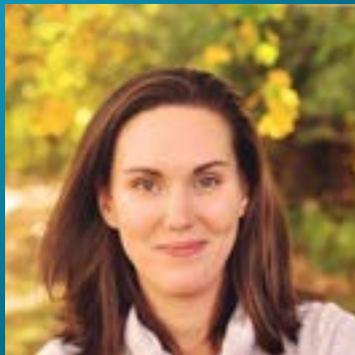
Neil Caddell
IDI



Dr. Jim Cawood
Factor One, Inc.



Kim Cross
Author and Journalist
In Light of All Darkness



Misty Gillis
BirthParentFinder.Com



Christopher Goffard
Los Angeles Times



Jason Hawks
Hawks Consulting LLC



Anthony Hopkins
Anthony Hopkins
Investigations



Frank Huntington, III
CALI President



Cameron Jackson
C. Jackson Investigations

Conference Speaker Lineup



Mark JaCobson
JaCobson Investigative
Solutions



Rosie Okumura
IRL Rosie



Isaac Peck
OREP Insurance Services, LLC



Chris Reynolds
Chris Reynolds
Investigations



Keith Rohman
Public Interest Investigations



Lisa Rosenthal, Esq.
Law Offices of Rosenthal
& Associates



Jay Rosenzweig
BirthParentFinder.com



Shannon Tulloss
Shannon Tulloss
Investigations



Gabrielle Wimer
The Walls Do Talk Podcast

Conference Schedule-At-A-Glance

The conference schedule is subject to change.

Thursday, October 17th

7:30 AM - 6:00 PM	Registration Open
8:00 AM - 1:00 PM	CALI-Jim Zimmer Memorial Golf Tournament
9:00 AM - 12:30 PM	Pre-Conference Session: Background Investigations – <i>Chris Reynolds</i>
4:00 PM - 9:00 PM	Exhibitor Move In/Set Up
6:00 PM - 8:00 PM	Welcome Reception

Friday, October 18th

7:00 AM - 5:00 PM	Registration Open
7:00 AM - 8:00 AM	Networking Breakfast with Exhibitors
8:00 AM - 9:00 AM	Annual Business Meeting & Legislative Update
9:00 AM - 10:00 AM	Keynote: Covering a Con Artist: The Story of Dirty John with Christopher Goffard
10:15 AM - 11:00 AM	Behind the Curtain in the Database World – <i>Neil Caddell</i>
11:00 AM - 11:30 AM	Break with Exhibitors
11:30 AM - 12:45 PM	<u>Breakout Sessions</u> <ul style="list-style-type: none">◦ Promoting Your Business on Social Media – <i>Rosie Okumura</i>◦ Workplaces and Campuses - the New(ish) Field of Neutral Investigations – <i>Keith Rohman</i>
12:45 PM - 2:00 PM	Lunch with Exhibitors
2:00 PM - 3:15 PM	<u>Breakout Sessions</u> <ul style="list-style-type: none">◦ Threat & Violence Assessment and the Workplace Investigator – <i>Dr. Jim Cawood</i>◦ Maintaining & Expanding Your PI Business – <i>Cameron Jackson and Shannon Tulloss</i>
3:15 PM - 3:30 PM	Break with Exhibitors
3:30 PM - 4:45 PM	<u>Breakout Sessions</u> <ul style="list-style-type: none">◦ Leveraging Digital Evidence: Maximizing Impact in Legal Investigations – <i>Jason Hawks</i>◦ Solving Your Cases Using DNA & Genealogy – <i>Misty Gillis</i>
4:45 PM - 6:00 PM	Take a Break!
4:45 PM - 6:00 PM	Certified Professional Investigator (CPI) Exam
6:00 PM - 7:00 PM	Exhibitor & Sponsor Cocktail Reception
7:00 PM - 10:00 PM	President's Banquet & Awards

Saturday, October 19th

8:00 AM - 4:00 PM	Registration Open
8:30 AM - 9:30 AM	Networking Breakfast with Exhibitors
9:30 AM - 10:45 AM	<u>Breakout Sessions</u> <ul style="list-style-type: none">◦ Criminal Defense Investigation: Approaching Every Case As If It's Going to the Highest Court In The Land, Because You Never Know... – <i>Anthony Hopkins, CPI</i>◦ Surveillance Unveiled: Behind the Tinted Windows – <i>Mark JaCobson</i>◦ TransUnion Presentation
10:45 AM - 11:00 AM	Break with Exhibitors
11:00 AM - 12:15 PM	<u>Breakout Sessions</u> <ul style="list-style-type: none">◦ Mastering the Art of Testifying – <i>Lisa Rosenthal, Esq.</i>◦ Crime Scene Investigations – <i>Gabrielle Wimer</i>◦ Limiting Liability and Protecting Yourself as a Private Investigator – <i>Isaac Peck</i>
12:15 PM - 1:15 PM	Lunch & Awards
1:15 PM - 1:30 PM	Break with Exhibitors
1:30 PM - 3:00 PM	Keynote: Polly Klass Kidnapping Case with Kim Cross
3:00 PM - 3:30 PM	Final Networking Break with Exhibitors
3:30 PM - 4:30 PM	Exhibitor Move Out/Tear Down
5:00 PM - 6:00 PM	Cocktail Hour & Cigar Night

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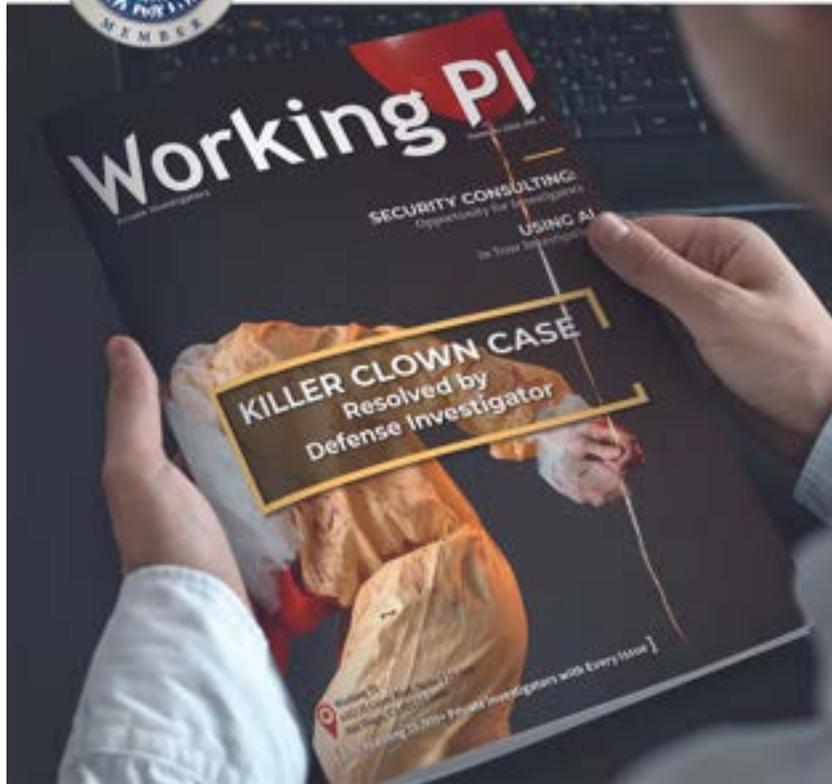
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Congratulations on your Retirement, Bob Jakucs!



The California Association of Licensed Investigators wishes Bob Jakucs a happy retirement!

Bob Jakucs is a retired LAPD Detective (22 years), a retired US Marine Corps Colonel and a veteran of the Vietnam, Gulf War and Iraq War, and retired from his PI business Jakucs Investigations, Inc PI 26868 after 33 years as a licensed PI (original PI Lic #14391).

Bob, thank you for being a valued member of CALI and your contributions to the PI Industry.



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Private Investigator Ethics: Navigating Common Ethical Challenges



By **Justin Hodson, CPI**
Hodson P.I., LLC



As professional private investigators, the influx of new talent in our profession inspired me to address the critical role of ethics in our work. It's not just about uncovering the truth; it's about doing it the right way. Established investigators have a responsibility to pass down their wisdom and uphold the integrity of our craft, ensuring the next generation is prepared to handle challenges ethically.

The Current Landscape of Private Investigation in California

In California, the private investigation profession is regulated by the Bureau of Security and Investigative Services (BSIS) and governed by various laws that make running an investigative business both challenging and complex. Ethical considerations are paramount, as private investigators must balance thorough investigations with respect for privacy laws and individual rights. The legal landscape, influenced by court rulings and legislation, significantly impacts surveillance methods and privacy concerns. Additionally, heightened social awareness around data privacy shapes industry practices.

Defining Ethics in Private Investigation

In the private investigation business, “ethics” refers to a set of moral principles and standards guiding investigators to ensure their actions are legal, professional, and respectful of individual rights and societal norms. Key components include:

- **Integrity and Honesty:** Providing truthful and accurate information to clients, avoiding deceptive practices, and presenting findings without alteration or bias.
- **Confidentiality:** Maintaining the privacy of client information and sensitive case details, disclosing information only to authorized parties.
- **Legality:** Adhering to all relevant laws and regulations, including obtaining necessary licenses and respecting privacy laws.
- **Objectivity:** Conducting investigations impartially, without personal biases.
- **Professionalism:** Upholding high standards of behavior, including timely communication and respectful interactions.
- **Accountability:** Being responsible for one's actions and decisions.
- **Respect for Rights:** Ensuring the investigation respects the rights and dignity of all individuals involved.

Importance of Ethical Standards

Ethical standards are crucial for private investigators for several reasons:

- **Legal Compliance:** Ensures operations are within the law, preventing legal issues and penalties.
- **Credibility and Trust:** Builds trust with clients, colleagues, and the public, enhancing reputation and future business opportunities.
- **Client Protection:** Safeguards sensitive client information through confidentiality and respect.
- **Professional Integrity:** Upholds the profession's integrity, distinguishing reputable investigators from unethical operators.
- **Quality of Work:** Ensures thorough, accurate, and fair investigations, leading to reliable results.
- **Avoiding Conflicts of Interest:** Maintains objectivity and impartiality.
- **Public Perception:** Promotes a positive industry image, countering negative stereotypes.
- **Professional Accountability:** Provides a framework for accountability, encouraging responsibility and continuous improvement.

Common Ethical Challenges

Private investigators often face ethical dilemmas, such as:

- **Direct Contact with Legally Represented Parties:** Navigating communications without breaching legal protocols.
- **Surveillance Privacy:** Balancing investigative needs with subjects' reasonable expectations of privacy.
- **Social Media Practices:** Deciding whether to "friend" or "follow" profiles to access private information.
- **Gaining Cooperation:** Using ethical methods to encourage cooperation without misrepresentation.
- **Investigation Termination:** Recognizing when to end an investigation if it involves unethical client motives.

Examples of ethical considerations include managing conflicts of interest and avoiding certain types of pretexting, which can be illegal and unethical, especially if it involves deceit to gather information. Pretexting can include things like saying pizza delivery to serve someone a subpoena, etc.

Ethical Guidelines and Standards

Private investigators in California are expected to follow guidelines set by the BSIS and professional associations like the California Association of Licensed Investigators (CALI). These guidelines promote integrity, professionalism, and legal compliance, helping maintain the profession's credibility and public trust. Adhering to these standards ensures that investigations are conducted thoroughly, accurately, and fairly, fostering a professional environment where respect for privacy and legal compliance is prioritized.

Impact of Unethical Behavior

Unethical behavior can lead to legal repercussions, including lawsuits and penalties, damage to reputation and trust, loss of business, and professional sanctions. It can also harm clients and negatively affect the public's perception of the industry.

In conclusion, maintaining ethical standards is essential for private investigators to ensure legal compliance, build trust, protect clients, and uphold the integrity and quality of investigative work. By adhering to these principles, private investigators can provide valuable services while fostering a positive image of the profession.



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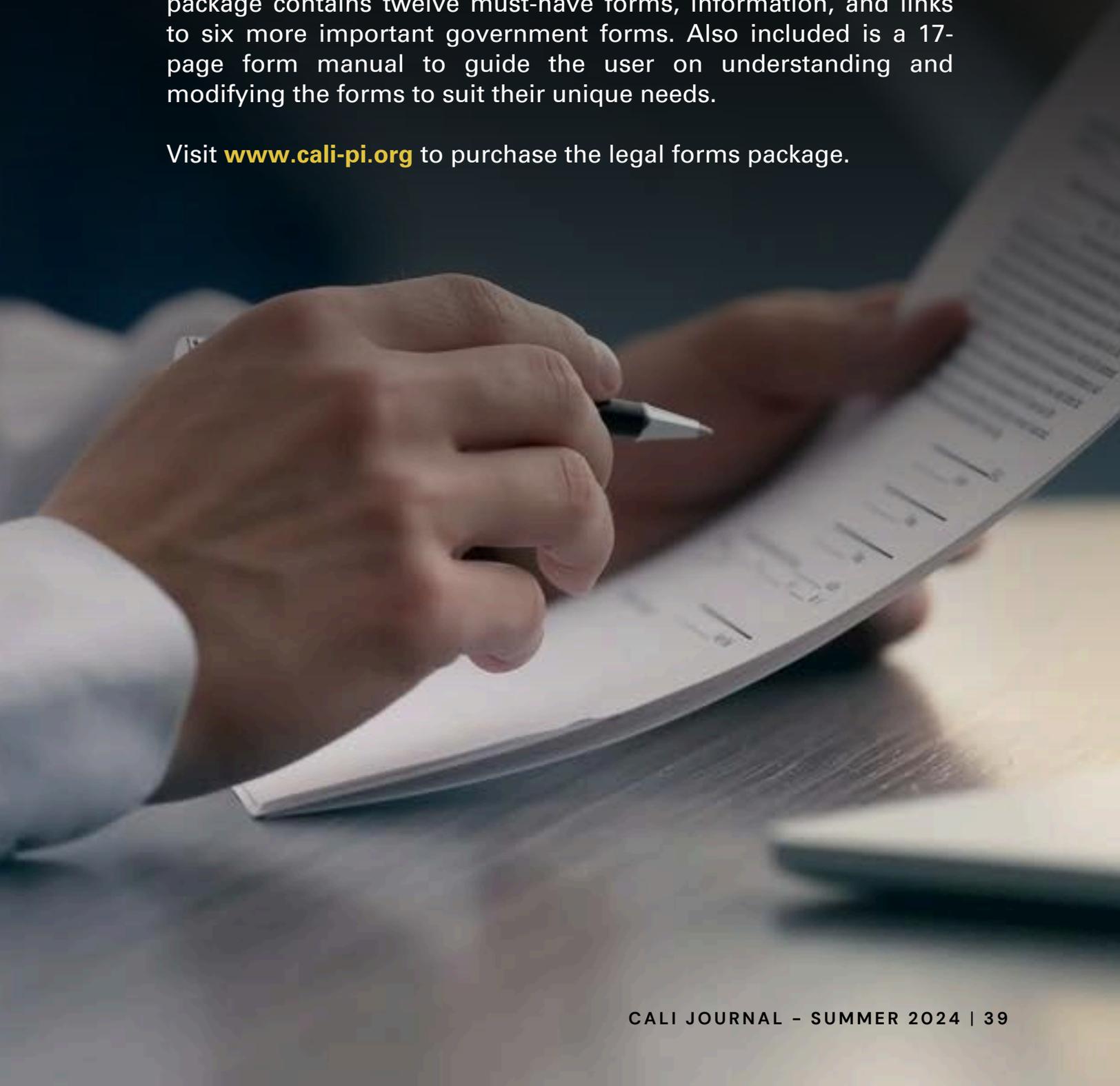
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COMMITTEE MEMBER SPOTLIGHT



The California Association of Licensed Investigators (CALI) is proud to recognize the outstanding contributions of our [committee members](#). We are launching a new “Committee Member Spotlight” program to celebrate and acknowledge their hard work, dedication, and impact on our professional organization.

Shannon Tulloss, CCII

Shannon Tulloss, CCII (Tuh-lis), is the owner and chief investigator of Shannon Tulloss Investigations, a full-service private investigations agency based in Ventura County since 1997. With over 35 years of experience, Shannon is a board-certified Cyber Intelligence Investigator specializing in corporate, civil, and personal injury investigations, as well as protective operations. Her expertise encompasses a wide range of investigative pursuits, and she has earned multiple awards for her exceptional work, including being recognized as the #1 Private Investigator by the Signal Newspaper for the Santa Clarita Valley for over a decade, including 2024, Best Private Investigator by the Daily News, and the Dave Thomas Foundation for Adoption as an Adoption Advocate for three years.



Shannon is not only dedicated to her profession but also to her family. She is a wife of over 30 years and a proud mother of two grown men, one of whom is a United States Marine Corps Veteran.

In addition to her investigative work, Shannon serves on many professional committees and plays an active role in professional development within the investigative community. She was appointed the Chair of the Newly Licensed Investigator training program for the California Association of Licensed Investigators, the largest Private Investigator association in the world.

Shannon holds a bachelor's degree in Biblical Studies with a focus on Psychology from The Master's University. She has continued her education throughout her career through various multidisciplinary training programs within the legal and investigative communities. Notable achievements include her involvement in high-profile cold cases featured on CBS News and her recognition by the Dave Thomas Foundation for Adoption.

Outside of her professional endeavors, Shannon volunteers for the Santa Clara Valley Hospice, focusing on elder fraud and abuse investigations. She is an active member of numerous professional organizations.

WHAT PRIVATE INVESTIGATORS SHOULD KNOW ABOUT SEO



By Terri Dornfeld, PI
Investigreat, LLC

In the past, we found our customers (or rather, they found us) through ads in newspapers or the good old Yellow Pages. We spent a lot of money each month in the hopes that someone would come across our advertisement and call us. I also remember literally going door-to-door to visit lawyers, insurance companies and other businesses.

With the rise of the online world, the game has changed dramatically. Our website is the “gate” to our company and keeping that website at the top of the almighty Google search is key. The higher up our website lands, the better the odds of getting the best cases. Search engine optimization (SEO) is essential to that.

SEO businesses are usually small operations, just like us. Our marketing money now goes into that one pocket instead of many. Since we started with dealing with SEO providers (we are currently on our third), we have learned a few things along the way. Here are a few pieces of advice:

- Don't go with a “one-man-show.” While they are usually cheaper, they often have “one trick” that works in the beginning, then they are limited. A company with more than one team member equals more than one perspective and more than one idea.
- Are they open to suggestions? You know your business best and your SEO provider should listen to your input.
- Don't stay with a provider that's not a good fit. If you have given a them plenty of time to improve your ranking on Google and it still isn't working out, move on to another company.
- Make sure you will be charged monthly, not every four weeks. Otherwise, you could end up paying twice in the same month. Avoid that trap.
- Finally, before you choose an SEO provider, see what their ranking is on Google. If you can't find them on the top of the first page, how do you expect them to be able to get you on the top of the first page?

Everyone wants to become the “king of the page,” but it's not easy. A good SEO provider will design certain components into your website. Here are a few basic “must haves”:

- Reviews count. Make sure that whenever a customer is happy with your work, you ask for a five-star review. Those hold a lot of weight with Google. Plus, people are naturally drawn to companies with a high number of five-star reviews. But do not go with a company that promises to magically obtain these. That is “black hat” SEO and if Google finds out about it, your website will be dropped from the first (and sometimes second) page. You will have to prove that you can be trusted to slowly move up again.
- Blogs keep people on your website longer. Google likes that. Your SEO provider should put your blogs on a dedicated page so that when someone searches for, say, “What to do if my spouse is cheating?” they will see your blog “What To Do If My Spouse Is Cheating” with a link to your website.
- Be sure your SEO company hooks you up with a hosting company that boosts your loading speed. Nobody wants to sit on a page waiting for it to load. Google doesn't like it either.
- Don't duplicate content on your site. As tempting as it is to cut and paste content onto multiple pages, Google will give you “points off” for doing this.
- Backlinks! What are backlinks? Here's an example. This article you are reading is published online by CALI and has an embedded link to our company's website here [[\[\[www.myinvestigreat.com\]\]](http://www.myinvestigreat.com)]. That “link” brings you “back” to our site and, therefore, brings us more traffic. Google loves these backlinks because they show we are recognized by other entities as having authority in our area of expertise.

It all comes down to this: Without a good ranking on Google searches, we don't get calls. Without calls, we have no clients or cases coming in. The SEO company you choose is your marketing team. Choose wisely and you'll live to spy another day.



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RED FLAGS WHILE INVESTIGATING WORKPLACE SEXUAL ASSAULT

By Carol Mona, CMI Resources



After gathering 26 years in law enforcement and seven years as a private investigator, working hundreds of sexual assault investigations, interviewing thousands of victims, witnesses, and suspects, I have come to the realization that...wait for it...not everyone is truthful when being interviewed. People have different motivations for not being truthful and the reasons are many. Don't get me wrong, I initially believe everyone, until their stories begin to unravel. These five red flags are from a cumulation of real case scenarios, where I could infer the complainant made a false allegation against the accused.

Skilled interviewing in a calm, professional manner could be the saving grace when your investigations are a one-on-one with no witnesses or evidentiary corroboration.

Please note, these are only red flags to be aware of. One of these red flags individually, or even all five together, does not mean someone is lying.

Red Flag #1: Their story just doesn't make sense. Sometimes a complainant or accused will leave out important details and/or portions of their version of events, emails or statements. I like the saying the devil is in the details, meaning a story given may seem straightforward at first, but hidden details of that story can give question to the overall feasibility of the story in question. Sometimes, it is the small details that put you over in substantiating your investigation or not.

Red Flag #2: The complainant sensationalizes and exaggerates. Some victims watch too much T.V. and believe a crime occurs the same way as they see it on T.V. Be aware of verbiage like, "He threw me against the wall" or "He pushed me to the ground." However, the complainant admits to going back to work and finish a shift as normal.

Red Flag #3: Inconsistencies and details change. It is not unusual for distances, times, facial features and other details to be distorted during a legitimate sexual assault or any traumatic event. However, keep in mind that people forget their lies. It is not unusual to interview a complainant or accused multiple times. The truth does not change. It is important to get details of what the complainant and accused were doing before, during, and after the allegation. If you can get a written statement from both the accused and the complainant, from what they were doing for a full day before, during, and after the allegation. You can get some nuggets of information from what is written and what is left out. Look for time frames that are not accounted for.

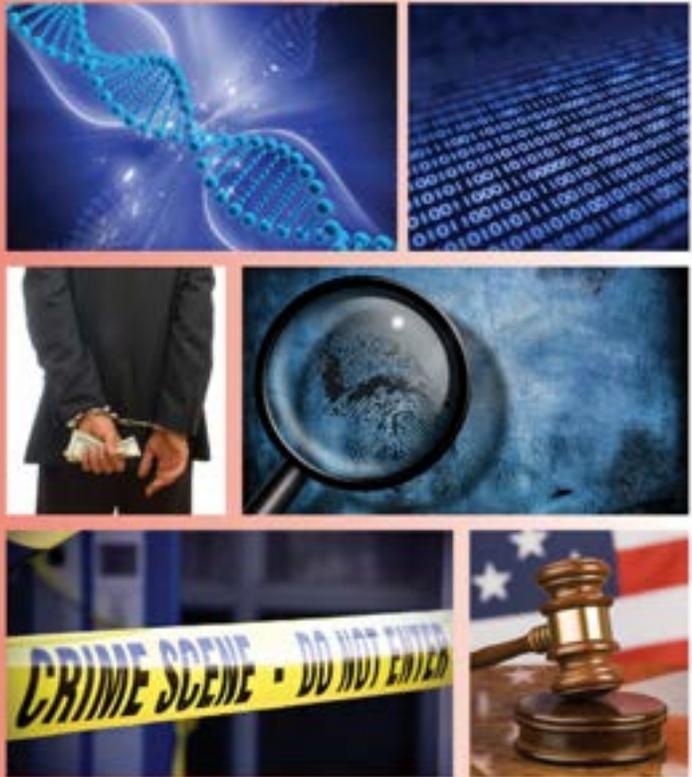
Red Flag #4: Tears from either the complainant or the accused. Others can even cry on command. Not just cry but wail and shed tears. Do not give extra weight just because a complainant is crying. I have seen other investigators get sucked in from a complainant crying and giving the statement more weight than if they were not crying. I cannot cry on command, but I have seen and witnessed others do it. On more than one occasion, the complainant initially cried over their complaint, but as the investigation proceeded, they later admitted to being untruthful.

Red Flag #5: The complainant or accused attempts to hijack the interview. This distraction is sometimes done when the interviewee doesn't like the direction you are going or the questions you are asking. Remember you are in control; it's your investigation. Do not let the interviewee, their union rep, or attorney intimidate you.

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