

# The PICA Investigative Reporter

The Official Publication of Professional Investigators of California, Inc.

## NCISS 34TH ANNUAL CONFERENCE SPECIAL COMMEMORATIVE ISSUE

### Are You Making History... or Just Watching It?

Nestled amongst the “new era” of lofts and apartments that have sprinkled the downtown area, and just over the right field fence from Petco Park, the history of the professional investigator comes to life when you step into the world of the P.I. Museum. There’s no ticket booth or gift shop, but the beginning of an adventure unlike any other.

Step into the early 1800’s and learn about Eugene Francois Vidocq, the world’s First Private Investigator. He is honored even today by the continuing work done by “*The Vidocq Society*.” The journey continues to Allan Pinkerton, who saved President-Elect Abraham Lincoln from a murder plot in Baltimore, MD. Pinkerton was the First Detective with the Chicago Police.

1775 - 1857



VIDOCQ



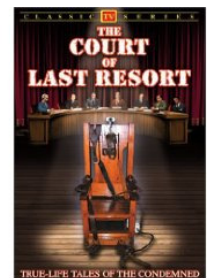
“The only detective of genius this country has produced,” the N.Y. Times wrote of William J. Burns, the former director (1921-1924) of the Bureau of Investigations, who’s life story and biography was published in the 1968 novel



*Incredible Detective*. From the man many rated as THE best to America’s Sherlock Holmes, Ellis H. Parker, many believed, figured out who the real kidnapper and murderer was in the infamous Charles Lindbergh Baby case that once shocked America.



Determined to free innocent men who were sitting on death row, Raymond C. Schindler (1882-1959) involved a television audience on *The Court of Last Resort*.



(...continued to page 3)

## PICA Welcomes You to San Diego!

As Editor of the PICA Investigative Reporter, I would like to welcome all attendees to the NCISS 34th Annual Conference at the Paradise Point Resort & Spa in beautiful San Diego, California.

Professional Investigators of California, Inc. (PICA) is a statewide private investigator association with a focus on two fronts - education and legislation. The next time you are online, feel free to click on [www.PICAnow.com](http://www.PICAnow.com) to learn



## Marketing for New and Better Business in 2009

By Susie Wright - Wright's Typing Company

Whether you offer your services to business entities such as insurance carriers, law firms, corporations or to consumers, you will have more meetings with better prospects when you understand and implement the concept of **Stand Alone Value**.

Even if you have a great website, no one is likely to use your services without meeting with you first. **NOTE:** While face-to-face meetings are best, telephonic meetings run a close second, if your prospect is not local.

So why would anyone in need of quality investigative services want to meet with you?

The reason I am asking this question is because your prospect is asking themselves the same question every time you ask for, or suggest, an initial meeting.

**I firmly believe** that whenever a good investigator meets with a prospect, the prospect benefits. However, investigators sometimes have difficulty articulating how the prospect benefits with no strings attached. As an example, when an investigator states that once they meet with a prospect, the prospect will gain a better understanding of the quality of work you can do for them. The prospect will understand how they will benefit from the quality of your services after they sign an Agreement and/or write you a check. This example articulates value with strings attached ... **NOT Stand Alone Value**.

A better way is to articulate the benefits of meeting with you even if you never do business with your prospect. Now re-read the first sentence of paragraph 5 (I firmly believe...). You deliver benefits that have **Stand Alone Value**, and you will benefit from learning to articulate them.

As an example of how to articulate Stand Alone Value, in a letter or phone call you might say, "When we meet, I will explain which new technology will add value to your investigation, and

which new technology to avoid because it will only add cost. You will also learn how every report can be structured to present a better perspective (and more value) in litigation."

Invest a few minutes to write a few sentences about how a prospect benefits from meeting with you. It will be time well spent.

In addition, whether or not we do business together, I hope you found this valuable.

*Susie Wright can be reached through her website at [www.susiewright.com](http://www.susiewright.com) Susie is a member of PICA, CALI & NCISS and is a published author.*

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The P.I. Museum was founded in 1978 and operates on the generosity of other Private Investigators, Interested Parties and Ben Harroll's personal interest and financing. Charter Founder's Circle Memberships are: Individual, Pinkerton, Vidocq and Sponsor. Founder and Curator (Ben) Benjamin R. Harroll, PI #7085

[www.pimuseum.com](http://www.pimuseum.com) (619) 239-6991



## Are You Making History... or Just Watching It?

(...continued from page 1)

A black P.I. Pioneer, Sheridan A. Bruseaux founded the *Keystone National Detective Agency* on October 3rd, 1919. "*Keystone National Detective Agency is the pioneer and only Colored Licensed & Bonded Detective Agency in the World,*" according to the Simms' Blue Book National Negro and Business Directory, first published in 1923.



**SHERIDAN A. BRUSEAUX**  
Born April 26, 1890, Little Rock, Ark. Finished public schools Little Rock, 1906. Finished University of Minnesota, 1913. Engaged in Secret Service in U. S. and Europe in 1914 to 1919. Founded Keystone National Detective Agency, October 3rd, 1919. The Keystone National Detective Agency is the pioneer and only Colored Licensed and Bonded Detective Agency in the World.

As we continue to highlight Ten Private Detectives from P.I. History, we are reminded of Leslie T. White, a Los Angeles D.A. Detective in the late 1920's and early 1930's. He became a self-taught fingerprint expert, electronic bugging expert, "shadow man," and top camera guy. He wrote "*Me, Detective,*" of which the P.I. Museum has a signed copy on display.

He had a successful life as a husband, father, writer, sailor and "Master Model Builder-Structures" after his life as a private investigator.



Private Investigator John Kenneth Ek collected the raw intelligence and took many pictures of the Russian ships he saw loaded with missiles along docks in Cuba during the "*Cuban Missile Crisis.*" Operated *Metropolitan Crime Investigators*, a Licensed P.I. in Miami, FL in the 1960's and 1970's. He was the creator of the EK Commando Knife.



*San Francisco Call Newspaper* (Jan. 5, 1900) read "*The journals of San Francisco Police Detective Edward Byram, covering in great detail his daily activities from 1876 to 1908, provide many examples of private detective work performed by on-duty officers, including Pinkerton cases.*" A personally owned watch of Ed Byram is on display in the museum for you to see and is engraved "DETECTIVE S.F. POLICE EDWARD BYRAM."

**Diane Penfield** (date unknown) - **Was she the 1st female licensed Private Eye in CA?** On display for viewing is Ms. Penfield's personal gold-filled badge-legal back then. "CALIFORNIA STATE LICENSED 862 DETECTIVE" are the words that appear on it. She began her work in 1940's LA and finished in SF with a nice office on Post Street. The P.I. Museum has visited her former LA home and will one day visit the S.F. office. It's important to do research and learn details about this woman, her work and her life. We recently learned that "*Wyatt Earp-Lawman*" had once lived at her LA address!

Will you be enshrined in the P.I. Museum one day? Make your own history as an investigator, so others in your future can share the dream.

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## PICA's 2008 Annual Conference



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The Academy is fully licensed by the State of California. Our instructors hold state credentials and are licensed Private Investigators.

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**[Don't Miss the LocatePLUS Old Town Trolley to the P.I. Museum - Tuesday, March 10th at 6pm](#)**

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## PICA's 2008 Annual Conference



**Larry Smith Expert Witness**, was recognized as an expert witness on February 13, 2007 in San Bernardino Superior Court Division S27A in front of Honorable Judge Ronald Christianson. That case involved a Security Guard shooting his assailant who was armed with a screwdriver.

Mr. Smith was recognized as an expert in Law Enforcement Use of Force issues. Mr. Smith has 30 years of law enforcement experience and extensive background in law enforcement training.

During his Law Enforcement career he experienced first hand several critical incidents in which deadly force had to be applied. He was also shot in the line of duty during his career.

Mr. Smith has more than 15 years in training law enforcement personnel in use of force issues. Mr. Smith received his Life Time Vocational Teaching Credential in the State of California. He has trained personnel on local, state, and national level.

[www.AccreditedInvestigations.com](http://www.AccreditedInvestigations.com)



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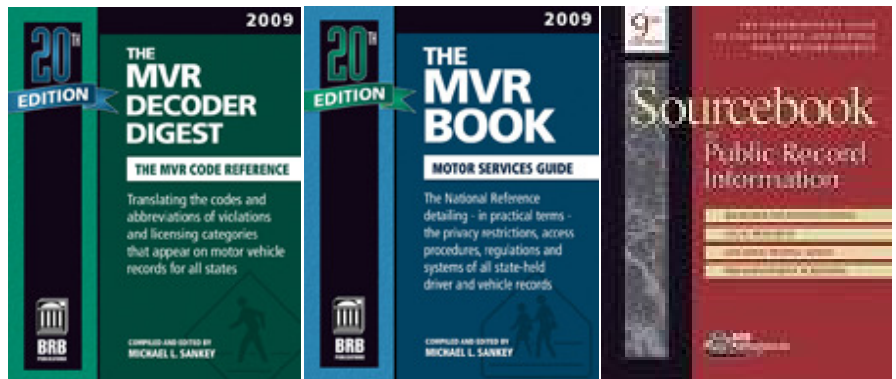
Eric Vennes and Vicki Boser, Brokers for Insurance-Tek, Inc., are offering to PICA members, numerous insurance packages at a discounted rate. Vicki Boser, one of PICA's newest members, has been helping Private Investigators and related professions with their insurance needs for over twelve years.

If you are currently insured by one of the other "Big Boys", you owe it to yourself to look into this important membership benefit and see if Insurance-Tek can increase your bottom line. **PICA and Insurance-Tek - in partnership to benefit YOU!** Protect your Agency, your assets, your employees and yourself.

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A Special Thanks to **BRB Publishing** for donating over \$200 worth of books to the PICA Annual Conference for door and raffle prizes. These are just three titles of the almost dozen sent from their headquarters in Tempe, AZ.

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## PICA's Second Annual Road Trip



**Saturday & Sunday, April 25 & 26**  
**Southern CA Meets Northern CA**  
 PICA Members Welcome to Join the Road Trip  
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Discussion at each Meeting  
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### SATURDAY, APRIL 25TH - Lunch in Fresno



**12:00 Noon to 3:00 PM**  
**Pacific Seafood Restaurant**  
 1055 East Herndon  
 Fresno, CA 93710  
 559-439-2778

**Pay for your own meal choice**

### SATURDAY, APRIL 25TH - Dinner in Salida



**6:00 PM to 9:00 PM**  
**Perko's Café & Grill**  
 4642 Kiernan Ave.  
 Salida, CA 95368  
 209-543-3703

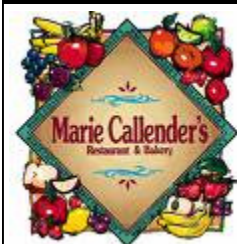
**Pay for your own meal choice**

### SATURDAY, APRIL 25TH - Overnight in Salida



**La Quinta Inn & Suites**  
 4909 Sisk Rd  
 Salida, CA 95368  
 PICA Group Room Rate: \$89  
**Includes Full Hot Breakfast**  
**Reserve a Room: 209-579-8723**

### SUNDAY, APRIL 26TH - Brunch in Milpitas



**11:00 AM to 2:00 PM**  
**Marie Callender's**  
 333 S. Abbott Ave.  
 Milpitas, CA 95035  
 408-263-7437  
**\$15.99 Buffet**

**RSVP: Ann Marie - 800-765-7422**

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## Legislative Committee Report

### CALIFORNIA STATE SENATE

**SB 40 (Correa):** On January 6, 2009, Senator Lou Correa introduced SB 40 entitled Personal Information: Social Security Numbers. The PICA Legislative Committee is currently reviewing this bill.

**SB 202 (Harman):** On February 23, 2009, Senator Tom Harman introduced SB 202 entitled Private Investigators: Continuing Education. The PICA Legislative Committee is currently reviewing this bill.

### CALIFORNIA STATE ASSEMBLY

There are no known bills pending currently affecting our industry.

### CAPITOL HILL—SENATE

**S.139 (Sen. Feinstein):** On January 6, 2009, California Senator Dianne Feinstein introduced S.139 entitled Data Breach Notification Act. This bill has been referred to the **Committee on the Judiciary**.

**S.141 (Sen. Feinstein):** On January 6, 2009, California Senator Dianne Feinstein introduced S.141 entitled Protecting the Privacy of Social Security Numbers Act. This bill has been referred to the **Committee on the Judiciary**.

### CAPITOL HILL—HOUSE OF REPRESENTATIVES

**H.R.122 (Rep. Frelinghuysen):** On January 6, 2009, New Jersey Congressman Rodney Frelinghuysen introduced H.R.122 entitled Protecting the Privacy of Social Security Numbers Act of 2009. This bill has been referred to the **House Judiciary Committee, Subcommittee on Crime, Terrorism and Homeland Security**.

**H.R.220 (Rep. Paul):** On January 6, 2009, Texas Congressman Ronald Paul introduced H.R. 220 entitled Identity Theft Prevention Act of 2009. This bill has been referred to the **House Oversight and Government Reform Committee**.

### NCISS LEGISLATIVE DIRECTOR'S REPORT—BRUCE H. HULME

In a report to the NCISS Board of Directors, ahead of the March 2009 Board Meeting, Mr. Hulme made the following submissions:

In light of the political make-up of the new 111th Congress, a Democratic president, and Democratic control of both the House and Senate, I expect the legislative efforts of NCISS in 2009 and 2010 will have to be directed with even greater effort and with increased legislative costs.

Privacy advocates will aggressively push their agenda in 2009, and there will be continued efforts to close our present sources of information and access to records of personal identifying information. I expect the usual security breach, stalking, pretexting, anti-spoofing, identity theft, and Social Security number ban legislation to be the vehicles for such attempts.

**Credit Headers Still Protected:** I am pleased to write that all federal bills that would have had deleterious effects on the investigative profession failed in the 110th Congress. None of the federal legislation opposed by NCISS was enacted.

In the 111th Congress, Senator Dianne Feinstein (D-CA) has introduced two bills that we will be watching, S-139, the "Data Breach Notification Act" and S-141, the "Protecting the Privacy of Social Security Numbers Act." In addition, there are another dozen bills being monitored by NCISS.

**I CALL UPON EACH OF YOU** to take the time to visit the district offices of your Senate and House representatives where you reside and where you have offices. Establish a rapport with them and tell them the good work that you do as a private investigator. Our profession needs to eliminate the typical stereotype of the "gumshoe" or sleeping guard and in stead depict a professional investigator that plays a key role in the administration of justice.

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