

[Table of Contents](#)

- [What's New at IRBsearch](#)
- [Up Close & Personal](#)
- [Did You Know?](#)
- [In the News](#)
- [Conferences and Seminars](#)
- [Newsletter Archives](#)

What's New at IRBsearch

**Additional Criminal Records**



We have added more data to our Criminal Records search. In addition to those already online, you can now search for Criminal Court records in Santa Clara County, California; Denver County, Colorado; Trumbull, Hamilton, Lake, Medina, Sandusky, and Tuscarawas Counties in Ohio; and Adair, Canadian, Cleveland, Comanche, Ellis, Garfield, Logan,

Oklahoma, Payne, Pushmataha, Roger Mills, Rogers and Tulsa Counties in Oklahoma.

**New Civil Court Records**

We have added an additional Civil Court county to our Civil Court Search. In addition to those already online, you can now search Civil Court records for Harris County, Texas.

**More Professional Licenses**

Our coverage of professional licenses has expanded with additional professional license types in Alabama, Delaware, Kansas, Kentucky, Louisiana, Maine, Minnesota, Nevada, New Hampshire, New Mexico, North Carolina, Oregon, Pennsylvania, South Dakota, West Virginia, and Wyoming.



**New Death Records**

Our coverage of Death Records has expanded. You can now access supplemental reports for death records in Minnesota.

Click [here](#) to login or for more information, email us at [marketing@irbsearch.com](mailto:marketing@irbsearch.com).

Up Close & Personal

Norma Tillman is a twenty-year veteran private investigator who specializes in locating and reuniting separated families and friends, and finding missing heirs.



"Finding a missing loved one and reuniting a family is both challenging and rewarding. It is an awesome responsibility and is one of my most fulfilling experiences. I receive the same rewarding feeling when I find a missing heir. These people have done nothing wrong and are not deliberately hiding; they just do not know anyone is looking for them. Sometimes I feel that my mission in life is to help other people. I believe God blessed me with this talent of finding a missing person, and it is a gift I want to share."

Her background includes working with law enforcement for eleven years. It was there that she discovered her gift for finding criminals that no one else could find. She has worked on tracking one of the FBI's 10 Most Wanted, and found one of Nashville's Most Wanted, a serial rapist.

She has a proven track record for receiving high ratings on television shows such as Oprah, The View, The Vicki Lawrence Show, The Leeza Gibbons Show, Sally Jessy Raphael, Rolanda, Jenny Jones, Mike & Maty, Carol & Marilyn, Jim J & Tammy Faye, and numerous other television talk shows. She has been featured on CNN and NBC as well as in Good Housekeeping, Cosmopolitan, EMMY, and many other publications.

She is the author of several books and often speaks at professional conferences, sharing her knowledge and experience with others. Her books include Private Investigation 101: How to Become a Private Investigator; How to Find Almost Anyone, Anywhere; and The Man with the Turquoise Eyes and Other True Stories of a Private Eye's Search for Missing Persons.

As a speaker, guest on a television or radio show, or being interviewed for a story for a newspaper or magazine, Norma is never at a loss for an interesting case based on her true experiences.

To learn more about Norma, visit her website at [www.NormaTillman.com](http://www.NormaTillman.com)

## Did You Know?

### People At Work

Search over 250 million records of people connected with businesses to locate your subject in the People at Work search. Officers, directors, small business owners and possible employees are just some of the types of records you will find in the People at Work search. Using the search results, along with the date range and our confidence level "thermometer" you may be able to locate where your subject is working.

You can search in People at Work using the following search criteria: Company Name, Last Name, First Name, Middle Name, SSN, Street Address, City, State, and Zip.



Results include: Name, Title, SSN, Company, Address, Phone Number, a date range and confidence level.



First, try to find your subject using one or more of the following search techniques:

1. Search by an individual's Name and State. If too many records are returned, try adding a City.
2. Search by an individual's SSN.
3. Search by Company Name and State. If too many records are returned, try adding a City.
4. Search using an Address or partial Address, City, and State. This may reveal other people connected to the business.

Choose your result output by marking the appropriate radio button next to Output Type. Formatted HTML provides an interactive web page including hyperlinks to generate reports. Cut and Paste/Printer Friendly Text (No Reports) provides a web page with plain text, making it easier to copy and paste into a document.

For more information about this search, call us toll-free at 1-800-447-2112, or email [customerservice@irbsearch.com](mailto:customerservice@irbsearch.com).

## In the News

### **Legislation Affecting Process Servers Signed Into Law**

*Article from the Process Server Institute Newsletter*

*Author: Tony Klein*

*Reprinted with permission*

California Governor Schwarzenegger has signed into law AB 859, making a change that went into effect January 1, 2008. The bill was proposed and supported by CALSPRO (CAPPs) that addressed the issue of timely return of a proof of service to the sheriff after commencing an attachment or levy.

CCP sections 488.080 and 699.080 govern a registered process server's duties when serving writs of attachments and executions, respectively. One of the



requirements in those sections requires a proof of service return to the sheriff within five days. Otherwise, the attachment or execution may be released by the sheriff.

Calculating the five days has been inconsistent among sheriff offices, especially when the fifth day falls on a weekend or holiday when the sheriff offices are closed. Sheriffs in most counties would deem a returned proof of service timely when filed by the following business day. Some sheriffs in a handful of counties have rejected them and released attachments and levies.

The new law amends CCP sections 488.080 and 699.080 to further specify that the five days are "court" days and should eliminate the ambiguity that has occurred.

One exception to this could be the US Marshal in the Central District of California (Los Angeles) who calculates the five days from the date the file is opened, not the date the levy commences.

The bill also quietly retired the seemingly duplicate reference to "an affidavit of the manner of levy performed," and a "proof of service." Some sheriff offices require both "an affidavit" and a proof of service because of this double reference in the law. Only a proof of service will be required after January 1, 2008.

Another amendment removes the ambiguity of the manner of service of a notice of hearing for a writ of possession on a defendant who has not yet appeared in the action. The clarification requires that an unnamed defendant be served in the same manner of service of a summons.

There are several bills pending that deal with pretexting (SB 328), redacting Social Security numbers from court records (SB 644), school and university records (AB 1168), and trespassing on tribal lands (SB 331).

Update: The Alameda County Sheriff's Office has made a distinction between court and calendar days. For example, they cite five court days for returning proof of service after serving a writ of attachment and execution and five calendar days for returning a proof of service for a wage garnishment. There may be other county sheriffs and US Marshal Service offices making similar distinctions.

For more information about the Process Server Institute, please visit [www.psinstitute.com](http://www.psinstitute.com).

### **When The Going Gets Tough, the P.I.s Get Tougher!**

*Article from the Michigan Council of Private Investigators newsletter, Newslines*

*Author: Paul Dank, MCPI Vice President*

*Reprinted with permission*

The more I thought about P.I. Marketing, the more I have come to realize what a diverse group we really are. We have members that are generalists, taking whatever challenge that comes their way, and we have members providing very unique and specialized services ranging from finger printing to computer forensics. With the spirit of our diversity in mind, I came up with the following ideas for those of you who feel that they may need to spend more energy on generating business. My big disclaimer is that none of these ideas are mine; they are just things that we have adopted that really work consistently.



- **Be visible.** You need to stay in touch with your clients (current and past) as well as your prospects. No one can buy from someone they have no knowledge of or have forgotten. Send out email announcements, do a newsletter, send birthday cards, call to follow up on the outcome of an old case, place some ads, invite a client to lunch. Get your name out there.

- **Network where your clients are.** If you do criminal defense work, attend the local bar association's criminal law section meeting or social functions, same for insurance associations, civil plaintiff lawyers, human resource managers, security managers, etc. Shake lots of hands, tell fun stories, and pass out many business cards. People are naturally drawn to what we do and always want to know more. Take advantage.
- **Ask for referrals.** Yes, actually ask your satisfied clients for a recommendation to someone else in their industry who they respect. Don't worry, your client understands that you are a business professional trying to make a living. They will not be offended and almost always want to help. (This is the single best and easiest way to get to new clients that I have found. The exception may be with infidelity clients who usually are focusing on their now destroyed marriage and do not know anyone else who has a spouse cheating on them at this exact moment!)
- **Talk about your client's needs, not what you do.** Way too many of us drone on about our "experience, technology, commitment to excellence, training, etc" when our clients really want to hear about your understanding of their situation and your ability to solve problem X in a way that makes them look good and feel safe. Hiring us is a risk, at a minimum the risk is that they lose the money they pay us. Even worse, they look bad to the boss, lose the case, get grieved by their client, etc. Clients want to hear about how you can address their needs and that is truly all they care about.
- **Avoid overloading your message.** Your message to clients and prospects is vital to getting the work. If you try and explain that you are an expert at providing one hundred and five different services in thirty-two countries, the message is lost. Odds are that they only need one or two of your services and the rest just gets in the way.
- **80/20.** Being on my third career, I have found that the 80/20 Rule (80% of your profit comes from 20% of your clients) is pretty darn accurate. Keep your focus on clients and prospects that can deliver the most and best types of work. The other 80% will eat up your time and leave you no better off.
- **Never stop when things are good.** If you have a great client that keeps you busy, revel in the moment and keep marketing and promoting to others. I learned the lesson of too many eggs in one basket early in my P.I. career. Not fun.

For more information on MCPI, visit their website at [www.mcpihome.com](http://www.mcpihome.com).

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## Conferences and Seminars

### UPCOMING EVENTS IRBSEARCH IS ATTENDING

# February 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15 TALI Mid-Winter San Antonio, TX Omni Colonnade Hotel	16
17	18 PBUS Conference • Las Vegas, NV • Luxor	19	20 Associations One Seminar • Elizabeth, IN	21 Caesar's Resort	22	23
24	25	26	27	28	29	

# March 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7 TPIA Seminar Gatlinburg, TN Park Vista Hotel	8
9	10	11	12	13 FAPPS Annual Convention Orlando, FL Rosen Plaza Hotel	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# April 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3 PAWLI Annual Conference Baraboo, WI Ho-Chunk Casino Resort	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30 NCISS / ALDONYS • New York City Hilton New York			

Please continue to visit our website to keep up to date with all the upcoming conferences and seminars that IRBsearch sponsors and attends.

## Newsletter Archives

[Vol. 1 No. 4 - December 2006](#)

[Vol. 2 No. 1 - Winter 2007](#)

[Vol. 2 No. 2 - Spring 2007](#)

[Vol. 2 No. 3 - Summer 2007](#)

[Vol. 2 No. 4 - Fall 2007](#)

[Vol. 3 No. 1 - Winter 2008](#)

## CLOSING COMMENTS

IRBsearch continues to develop more products and services that benefit our customers. Whether you are a private investigator, process server, repossession or bail agent, or in the judgment recovery business, we strive to find new ways to support you and your business. As we continue to fulfill the needs within these professional industries, we welcome all comments and suggestions.

IRBsearch values all the relationships we have with both our individual clients and the various state associations within the industries we serve. We have a huge range of promotions, giveaways, and door prizes at conferences. We love to see our customers face-to-face so be sure to stop by our booth and say hello!

We value your feedback! If you have any comments or concerns about the contents of this newsletter, please share them by emailing us at [marketing@irbsearch.com](mailto:marketing@irbsearch.com).

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