



# PIAI QUARTERLY NEWSLETTER

Volume XV. Number 3. Summer 2025 (July-September)



**P.I.A.I.**  
Private  
Investigators  
Association of Idaho

## ***Dear Members, Sponsors and Contributors,***

The PIAI is thrilled to feature Tana Goertz as our special guest interview in **AT THE PODIUM** this quarter. Best known as the runner-up on NBC's *The Apprentice* and *Fear Factor: Reality Stars*, Tana Goertz is a trusted name and face in careers that span business, television, and politics. Tana has mastered the art of reinvention and resilience and now empowers professionals around the world, especially those in high-stress, high-stakes roles, to rise, lead, and be unforgettable. Tana reminds all of us that "Setbacks don't define us, but our decisions do". **IN FOCUS** highlights our very own Jim Laverty. Jim is a fellow PIAI member and newly elected PIAI board member. We asked Jim to share perspectives on his career in the DEA and in law enforcement. Jim was responsible for managing all aspects of DEA Offices and operations in the countries of Brazil, Argentina, Paraguay, and Uruguay. He targeted some of the world's most powerful and prolific drug trafficking and money laundering organizations based in various parts of South America. Jim devised and implemented strategies for counter efforts in the Southern Cone of South America in partnership with the United

States Department of State, as well as law enforcement and security executives from foreign nations working with the Drug Enforcement Administration. You can learn more about Jim Laverty and his contributions in the **PRESIDENT'S POST** as well as important updates and PIAI news. In 2022, friend and FOX investigative reporter, Mike Tobin was interviewed for the 2022 Fall edition of the PIAI Newsletter. Well, last month Mike summited Mount Everest! **This photo is of Mike taken from the top just as Mike initiated his decent.**



Amazing! When asked what he was thinking as he stood on top of the highest mountain in the world, Mike told me he pumped out 22 pushups to bring awareness to veteran suicides and the 22 veterans we lose every day to suicide. Then he immediately turned his entire focus and adherence to the safety protocols vital to a climber's survival on Mount Everest because most fatalities occur on the decent. Mike said there are no second chances and mistakes are not forgiven up there. Kudos to Mike Tobin! In addition to our regular library of PIAI **TRAINING & EDUCATION** webinars, this edition offers three new PIAI Webinars. The webinars include valuable and informative topics on surveillance, OSINT, and the advantages and disadvantages of data search practices, all thanks Webinar Wednesdays, the PIAI Educational Series. Check out the PIAI **LIBRARY** for a new selection of specially chosen books. Everything from surveillance techniques to a historical recount of private investigator Allen Pinkerton.

**HAPPY 4TH OF JULY!!!**

---

## PRESIDENT'S POST ON BEHALF OF THE BOARD OF DIRECTORS,



I am proud to announce the election of **Jim Lavery** to the Board of the Private Investigators Association of Idaho. With extensive experience leading complex, international investigations, Jim brings a wealth of knowledge and leadership to the Board. His expertise spans budgeting, training, policy development, and risk management. Known for his collaborative leadership and mentorship, Jim is also fluent in Spanish and Portuguese. A special thanks to Board Member **Claire Roise** for introducing Jim to the PIAI!

**Hear ye, hear ye!** The [PIAI Facebook Group Chat](#) is now live and open to all PIAI members! This new communication channel complements our existing Listserv and provides another way for members to connect and collaborate. The same rules and code of conduct apply. Big thanks to Board Member **Matt Schultz** for spearheading this initiative!

The PIAI family keeps growing! Please join us in welcoming our newest members:

**Ruben Del Portillo**, based in Tehachapi, California.

**John Hasso**, owner of Burden of Proof Investigations in Post Falls, Idaho.

**Jim Lavery**, PIAI board member from the Commonwealth of Virginia

Thank you to Membership Chair **Chris Swan** for helping to expand our vibrant PIAI community. I would be remiss if I didn't give a big shout out to our PIAI Secretary, **R. Jeremy Barnes** for keeping the board dialed in. Treasurer, **Carolyn Ward** for managing the budget and books. And past President **Ben Pearson** for his valued perspective. Your PIAI board is a great group of PIAI members who volunteer their time and are truly dedicated to promoting the PIAI membership and advancing the Private Investigation industry in Idaho and across the country.

July 24th is National Private Investigators Day, a time to celebrate the professionalism, dedication, and service of investigators. Whether working independently or alongside attorney's businesses, and law enforcement, PI's play a vital role. Bravo!

Very Sincerely,

**PAT BRUDER**

President, PIAI

[president@piai.us](mailto:president@piai.us)

---

# **CALL FOR VOLUNTEERS:**

## **It's the perfect match for you and the PIAI.**



The Private Investigators Association of Idaho is currently seeking passionate and dedicated individuals to volunteer. If you are interested, your contributions will be pivotal in shaping the future of the Association. You will play a key role in advocating for the profession, supporting initiatives that promote growth, ethics, and professionalism within the Idaho private investigation community.

If you would like more information about the perfect volunteer position for you, please contact a Board member directly or email Pat Bruder at [president@piai.us](mailto:president@piai.us). We will provide additional details and discuss the next steps.

***Thank you for your commitment to the profession,  
and we eagerly anticipate your response.***



## AT THE PODIUM

TANA GOERTZ

**Tana Goertz** is an international keynote speaker, award-winning author, and high-performance life and business coach known for helping professionals lead with confidence, communicate with impact, and trust their intuition under pressure. Her mission is helping people become the person they were born to be.

Best known as the runner-up on ***NBC's The Apprentice and Fear Factor: Reality Stars***, Tana's fearless personality brings a powerful blend of mental toughness and fearless authenticity to everything she does. Behind the spotlight is a woman who has overcome adversity, defied expectations, and turned life's roadblocks into stepping stones. Tana and I sat down together to talk about finding true purpose and then incorporating that true purpose in our career, our family and our community.

**PAT BRUDER: What does it take to be a success in life?**

**TANA GOERTZ:** Success isn't about luck or titles it's about alignment. You want the truth? Most people either settle... or they sit on the sidelines watching life pass them by because someone or something convinced them they weren't worthy of the win.

But I believe the opposite.

I believe you were *born* with a purpose and that success happens when you combine your passion with your purpose and turn it into your profession. That's the equation of life.

In my book ***The Power of the Platform***, I wrote a chapter called *Do What You Were Born to Do*—because that's what I'm here to help people do. Whether you've been through heartbreak, divorce, rejection, loss, or failure, those are not stop signs. They're proof you're still in the game. You're not here by accident so make it count. *You are meant to matter.*

**PB: "You are not here by accident, so MATTER." That line is a rally cry. It speaks directly to those who doubt their worth.**

**TG:** It *is* a rally cry and I mean every word. You are not a mistake. You were put here with a calling, and your life matters. But here's the problem: too many people spend their lives doubting their worth, waiting for permission, or being a victim by letting hardship write their story for them.

What I teach and what I live is this: when you combine your *passion* with your *purpose*, and take bold *action*, you become unstoppable. That's how you become the person you were born to be.

And yes sometimes you have to kick your own butt to get that process started. Because life will absolutely try to convince you to quit. You'll face loss, betrayal, divorce, failure, trauma... but none of those are stop signs. They're *tests*. And when you push through, you build grit. You get stronger. And you start stacking wins.

That's how transformation happens not from playing it safe, but from showing up fully even when it's hard.

---

**PB: How does one get started kicking themselves in the butt?**

**TG:** You don't need a lightning bolt you need a *move*. Action creates clarity. Too many people sit around waiting to feel "ready," but that feeling rarely shows up. You don't think your way into confidence you act your way into it.

Start with one aligned action just one. Make the call. Register for the class. Have the hard conversation. Clean up the mess. Whatever it is, do the thing you've been avoiding.

That single step builds momentum. It gets your blood moving. And that's when the fog starts to lift and the path reveals itself.

You don't need to see the whole staircase, just take the first step. Then take another. That's how you kick your own butt *by doing what future-you will thank you for*.

**PB: Your blueprint for success appears to blend inspiration with actionable wisdom centered on meaning, authenticity, and intentional living. How can we be certain we're on the right path?**

**TG:** Oh you'll know you're on the right path when **you feel fulfilled not just impressed with yourself**. Titles, money, attention... those can feel good for a moment. But real success is when your *soul exhales*. It's when your inner drive matches your outward actions, and you wake up excited to do it again the next day.

Fulfillment isn't a luxury it's non-negotiable.

It's not selfish to want it, it's *smart*. Because when you're fulfilled, you're more energized, more creative, more giving, and more powerful.

Here's my simple equation:

**Passion + Purpose = Profession.**

When your work (or your life) reflects what you believe in and what you're naturally good at, you stop chasing validation and start living with intention.

And here's the best part: *you don't have to wait for a perfect moment to get on the right path*. You just need to stop ignoring what you already know deep down and start moving toward it.

**PB: How much does our intuition play in developing our purpose, passion, and profession?**

**TG:** Intuition is a professional superpower and a personal one, too. In fact, some of the boldest, most successful decisions I've ever made didn't come from logic. They came from a gut feeling.

I didn't have data. I didn't have guarantees. What I *did* have was a strong inner pull telling me: **go for it** or leave it! And when I listened, everything changed, my life, my career, my confidence.

Most people want proof before they act, but intuition works the other way around. It asks you to *move first*. It's quiet, but it's always there. The more you listen to it, the louder it gets and the more aligned your life becomes.

I teach this to my clients all the time: your head will talk you out of things, but your gut will guide you toward what's meant for you. Purpose isn't discovered by overthinking it's uncovered by trusting your instincts and taking action.

**PB: That is insightful—it clearly underscores the role intuition plays not just in personal transformation, but as a true professional asset, especially for the Private Investigator.**

**TG:** Intuition is internal intelligence. It's not magic, it's *subconscious pattern recognition*. It's the mind's ability to connect dots faster than logic can explain. And when you've seen those patterns play out enough times and they prove accurate you start to trust them. That trust, that's intuition.

As a life coach, I use it daily: reading energy, sensing deception, scanning for what's not being said. And private investigators do the same thing. You walk into a room, hear one sentence, or watch someone blink and you *know* something's off. That's not luck. That's lived experience showing up as instinct.

The goal is to strengthen that instinct until it becomes second nature. Intuition is a muscle and like any muscle, it needs consistent reps. The more you use it, the sharper it gets.

So pay attention. Tune in. And trust that your gut has been training for this your whole life. Now it's time to let it lead.

**PB: Our readers hail from many different professional backgrounds. Private Investigators, attorneys, law enforcement, and security professionals—but the majority are Private Investigators. Have you coached any Private Investigators?**

**TG:** Yes, I've coached several Private Investigators two in particular really stand out.



One was a man retired law enforcement, whose entire presence told me he was a *seeker of truth*. His passion for this work came from a deep injustice in his past that he never fully recovered from. But after working with me, he changed his mindset and instead of staying bitter, he turned it into his purpose. That purpose became his profession and his healing.

The other was a woman who I immediately recognized as an *avenger*. Her drive wasn't just about solving cases it was about protecting others. She had been hurt and betrayed, and now she used her pain as fuel to keep others safe. She didn't just want justice she *embodied* it.

These two were wildly different, but they were united by something powerful: they were both driven by **purpose**. And that's what I see across disciplines whether I'm coaching investigators, entrepreneurs, or executives those who lead with purpose are always fueled by service, healing, and the pursuit of truth.

**PB: What is your parting shot of wisdom as we reach the end of our time together today?**

**TG:** Learn to build inner authority especially under pressure. That means knowing yourself, trusting yourself, and listening to yourself. In high-stakes careers like private investigations, your gut isn't just a feeling it's your greatest competitive edge.

Here's how you sharpen that *inner* authority:

Take care of your vessel: **Sleep well. Eat clean. Cut out toxic people and situations.**

Reflect daily. **Journal your intuitive wins** train your mind to see what it got right.

Communicate like a pro. **Speak with intention, confidence, and clarity.**

Interact powerfully. **Whether you're networking, interviewing, or reporting, lead every interaction.**

Use your gut. **Let your intuition guide your questioning, your tone, and your timing.**

Remember: **Your voice carries more power when it aligns with your instincts.**

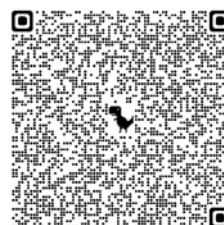
You were built for pressure. You were born to lead. So show up with fire, stay grounded in your truth, and above all, **Stay FIRED UP! END**

*Want to take your intuition, confidence, and leadership to the next level?  
Consider booking Tana Goertz for a 1:1 coaching session or to speak at your next training or event.  
Visit [heyTana.com](http://heyTana.com) to learn more about how she can inspire and empower your team.  
Stay connected with Tana for daily motivation and tools to build your inner authority. Follow her on Instagram and Facebook at @heyTana*

  
**Stay FIRED Up!**  
The Hey Tana Team

**TANA GOERTZ**

Inspirational Speaker, Business Consultant, Life Coach, Author  
515-991-3440 | [www.heyTana.com](http://www.heyTana.com)





# BLACKSMITH CPA

FORGING YOUR MISSION FORWARD

TAX COMPLIANCE SERVICES  
FOR THE NOT-FOR-PROFIT INDUSTRY

BRYCE MORRISON, CPA

[brycemorrison@blacksmith-cpa.com](mailto:brycemorrison@blacksmith-cpa.com)

(512) 825-6667

[blacksmith-cpa.com](http://blacksmith-cpa.com)



Bryce Morrison & Blacksmith Certified Public Accountants  
The PIAI thanks you for your support & guidance



## IN FOCUS

JIM LAVERTY

### PIAI SPEED ROUND WITH JIM LAVERTY

**What do you collect?**

**Books on the Cold War**

**What is your favorite thing to do in the summertime?**

**Hiking the Appalachian Trail, followed by visiting wineries**

**Finish the phrase "the way to my heart is....."**

**A good, heavy, authentic German dinner with German Beer**

**If you were to write a book, what would it be about?**

**Corruption in the global war on drugs. I'm currently writing a book on this topic**

**Would your 12-year-old self think you were cool?**

**No. I was a science and aviation geek**

**Do you think you would make a good spy?**

**No. I have too many tells if I'm not being completely open and transparent**

**Learn by watching or learn by doing?**

**Doing**

**Surveillance or watching paint dry?**

**Surveillance**

### What would be your most memorable moment in your career?

In 2007, while working for DEA in Chicago, I was the case agent for a months-long wiretap investigation of the Vice Lords street gang on the west side of Chicago. My group in Chicago was dedicated to working the case and collectively, we spent thousands of hours monitoring phones and conducting surveillance. The gang's leader was surveillance conscious and burned us on surveillance. In addition, he had the help of a corrupt police officer who ran our plates on our government surveillance vehicles, which had a return that appeared suspicious to the corrupt officer, confirming to the gang's leader that we were conducting surveillance of him and the drug activities of the Vice Lords on the west side. To make matters worse, the Colombian heroin supplier who sold kilos of heroin to the gang, was arrested by another jurisdiction. All of this caused the Vice Lords to become more cautious and change their cell phones. We lacked the evidence to indict the gang members and it looked like all the work we had done was going to end up without positive results. In order to salvage the case, we devised a bold plan. I used a Colombian informant to cold call the gang leader, explaining that he was calling on behalf of his old source of supply, who was in jail. The informant explained

that he was calling to collect some of the drug debt from the old source of supply, and offered to sell the gang more heroin so they could keep their drug corners operating and earn money to pay the old debt and buy more heroin. The gang leader was leery but agreed to meet at a shopping center and purchase a kilo of heroin. Using the informant, we set up a reverse buy/bust operation, and monitored the meeting between the informant and the gang leader. We gave the informant a kilogram of sham heroin to deliver to the gang leader. Once the delivery was made, the informant gave the bust signal and my team and I converged on the gang leader. As soon as he learned something was wrong, he took off running, resulting in a lengthy foot chase through clothing stores and ultimately into an alley. The gang leader hid under a garbage dumpster but he had been spotted running there by air surveillance. My most memorable moment was ordering him out from underneath the dumpster, while he was surrendering. Ultimately, conspiracy charges against the gang were approved leading to convictions. The case was saved.

**Describe a difficult decision that was needed in your previous career whether as a police officer or as a DEA agent.**



---

In 2018, my time at DEA Headquarters was coming to an end and I needed to return to the field. An opening and opportunity came up in Brazil and we had to weigh the impact on our 3 kids. Our two oldest were in college and our daughter was a freshman in high school. We ended up taking the assignment and moving our daughter to Brazil, where she finished high school. We lived in Brazil during Covid and it was difficult to be apart from family, including our sons who were in college in Virginia. It ended up being a positive experience.

**What are the key elements of a successful drug investigation?**

Proving that drug traffickers have specific knowledge of the drug shipments they send. They seldom talk about details over the phone. They use apps and communication methods that are not in their names. Surveillance is necessary to place their phones in their hands. It's labor intensive. It's necessary to do the surveillance, keep track of their movements, and compare the locations to the movement of their cell phones, to marry up the records.

It's important to get recorded conversations with the traffickers when they discuss the deals, through wiretaps, recorded conversations with informants or undercover agents. When everything goes smoothly for the traffickers, with their deliveries and

collections of cash, their conversations are minimal. A successful investigative technique is to try to force something to go wrong to prompt the traffickers to engage in conversations about the drug deliveries. For example, an interdiction drug seizure from a courier, usually prompts conversations, and if they're recorded, the recordings become great evidence for conspiracy.

Major drug traffickers accumulate a lot of cash. A good drug investigation includes a money laundering side that proverbially -- follows the money. Money laundering activities usually provide good supportive evidence of a drug conspiracy. Assets can be targeted for forfeiture as well.

After the arrest phase of the case, the investigation continues by convincing co-conspirators to testify and cooperate with the prosecution. This adds to the evidence against the leaders of the organizations, and sometimes leads to opening new, spin-off investigations.

**Describe how the role of the DEA agent has evolved from the time you started your career and now?**

When I first started with DEA, investigative information about drug organizations was mainly obtained through surveillance, trash rips, informant debriefings and undercover meetings. All of those methods are still employed, however, today, many more

hours are spent investigating targets through their online activities, such as purchasing cryptocurrency. Analyzing data from smartphones is a time consuming investigative method that agents do today, vs years ago. I started out doing pager intercepts to intercept pager messages back in the 90s

**Changing gears Jim, and now wearing your PIAI board hat.....**

**How do you see your expertise and business experiences contributing to the PIAI?**

Once I'm fully retired from Loudoun County I will be in a better position to take on more PIAI responsibilities. I am looking forward to that. In the interim, I am taking this time to observe, learn and strategize ways in which the PIAI goals and objectives can best serve the PIAI membership and the industry at large. I have a pretty decent sized network on LinkedIn and I intend to utilize that network to make important connections for the PIAI. Additionally, the World Association of Detectives and the National Council of Investigation and Security Services have organized a joint networking opportunity this year at their combined annual conferences this September in Chicago. The PIAI is proud to be a sponsor of the event and I plan on attending and will represent the PIAI. **END**

# TRAINING & EDUCATION



**ATTENTION**  
**UNDERCOVER**  
**SURVEILLANCE**  
**OPERATION**  
**IN PROGRESS**

**Private Investigators Association of Idaho**  
Training and Education Series presents:  
**SURVEILLANCE SLEUTHING**  
Creating a believable undercover story for Surveillance purposes

Please join us for this informative PIAI webinar  
Wednesday, June 11th, 2025 @ 12:00 pm MST

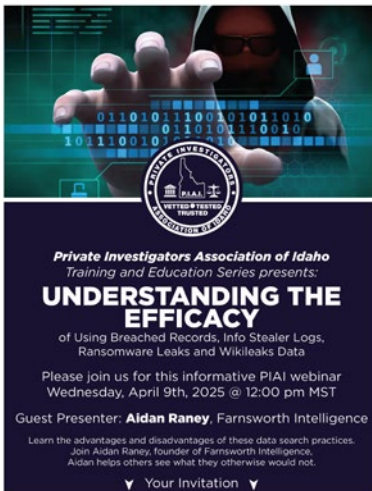
Guest Presenter: **James (Jim) Nanos** VSM, LPI, BS

Join us for a comprehensive look into creating a believable persona for your next undercover surveillance case. Who you are, what you look like, and how you can blend in.

▼ Your Invitation ▼

[CLICK HERE](#)

to watch on



**Private Investigators Association of Idaho**  
Training and Education Series presents:  
**UNDERSTANDING THE EFFICACY**  
of Using Breached Records, Info Stealer Logs, Ransomware Leaks and Wikileaks Data

Please join us for this informative PIAI webinar  
Wednesday, April 9th, 2025 @ 12:00 pm MST

Guest Presenter: **Aidan Raney**, Farnsworth Intelligence

Learn the advantages and disadvantages of these data search practices. Join Aidan Raney, founder of Farnsworth Intelligence. Aidan helps others see what they otherwise would not.

▼ Your Invitation ▼

[CLICK HERE](#)

to watch on



**Private Investigators Association of Idaho**  
Training and Education Series presents:  
**BUILDING YOUR OSINT TOOLBOX**  
Our Favorite Online Tools  
Better Tools = Better Results

Please join us for this informative PIAI webinar  
Wednesday, May 7th, 2025 @ 12:00 pm MST

Guest Presenter: **Griffin Glynn** and **Micah Hoffman**

Learn techniques for digital investigations, cybersecurity and data analysis. Griffin Glynn and Micah Hoffman share a commitment to knowledge sharing that transcends global stages and digital platforms.

▼ Your Invitation ▼

[CLICK HERE](#)

to watch on



**Private Investigators Association of Idaho**  
Training and Education Series presents:  
**MICHELLE MONDO**  
**AND THE STORY OF THE SAN ANTONIO FOUR**

Please join us for this informative PIAI webinar  
Wednesday January 8th @ 12:00 pm MST

Guest Presenter: **Michelle Mondo**  
Mondo Investigations, LLC

Four women wrongly accused of assaulting two young girls in the wake of national hysteria and claims of satanic ritual abuse of children. Michelle Mondo shares the story of wrongful conviction and her efforts to exonerate the innocent.

▼ Your Invitation ▼

[CLICK HERE](#)

to watch on



**Private Investigators Association of Idaho**  
Training and Education Series presents:  
**NAVIGATING DATING WEBSITE INVESTIGATIONS**

Please join us for this informative PIAI webinar  
Wednesday February 5th @ 12:00 pm MST

Guest Presenter: **Kelsey Hodge & Amanda Brown**  
E-Chat

Learn from these experts the ins and outs of the most popular dating apps and what you can find to help your investigation. Kelsey and Amanda show us the landmines where the investigator usually gets stuck.

▼ Your Invitation ▼

[CLICK HERE](#)

to watch on



**Private Investigators Association of Idaho**  
Training and Education Series presents:  
**TIPS + TRICKS**  
**OPEN SOURCE INTELLIGENCE**  
**FOR EMPLOYMENT LOCATES**

Please join us for this informative PIAI webinar  
Wednesday September 4th @ 12:00 pm MST

Guest Presenter: **Emmanuelle Welch**, LPI, CFE  
French Connection Research

▼ Your Invitation ▼

[CLICK HERE](#)

to watch on



**NOTICE:** This message, including attachments, and work product is the property of the Private Investigators Association of Idaho (PIAI). Any disclosure, copying, distribution, or use of the contents are prohibited without expressed written consent of the Private Investigators Association of Idaho.

# TRAINING & EDUCATION



*Private Investigators Association of Idaho*  
Training and Education Series presents:

## PERSONAL INJURY CASES THE LAW & THE INVESTIGATION

Please join us for this informative PIAI webinar  
Wednesday August 7th @ 12:00 pm MST

Guest Presenter: **Norm Leopold**  
Biographies attached

▼ Your Zoom Invitation ▼

[CLICK HERE](#)

to watch on



What's the difference between confidentiality, attorney-client privilege, and attorney work product?  
How is it that an investigator's work may be introduced in court if it's all basically hearsay?  
What is an investigator's duty to preserve evidence?

## Principles of Investigative Documentation



*Private Investigators Association of Idaho*  
Training and Education Series presents:

## WHY WE DOCUMENT & HOW

Please join us for this informative PIAI webinar  
Wednesday July 10th @ 12:00 pm MST

Guest Presenter: **Philip A. Becnel**  
Managing Partner of Dinolt Becnel & Wells  
Investigative Group LLC  
Author, *Principles of Investigative Documentation*

▼ Your Zoom Invitation ▼

[CLICK HERE](#)

to watch on



*Private Investigators Association of Idaho*  
Training and Education Series presents:

## RETAINER AGREEMENTS FOR THE PRIVATE INVESTIGATOR

### HOW THEY WORK & WHY YOU NEED ONE!

Please join us for this informative PIAI webinar  
Thursday April 4th @ 11:00 am MST

Guest Presenter: **Matthew Schultz, CPI**  
MS Recoveries & Investigations

▼ Your Zoom invitation ▼

[CLICK HERE](#)

to watch on



*Private Investigators Association of Idaho*  
Training and Education Series presents:

## SALES & BUSINESS BUILDING FOR THE PRIVATE INVESTIGATOR

Please join us for this informative PIAI webinar  
Wednesday May 1st @ 2:00 pm MST

Guest Presenter: **Chris Gutierrez**  
CEO Stryke Investigations

▼ Your Zoom invitation ▼

[CLICK HERE](#)

to watch on



*Private Investigators Association of Idaho*  
Training and Education Series presents:

## THE CANCER OF ILLICIT DRUGS IN AMERICA

### HOW & WHERE DRUGS ARE MADE HOW DRUGS CROSS THE BORDER EFFECTS & CONSEQUENCES


Please join us for this informative PIAI webinar  
Wednesday June 5th @ 2:00 pm MST

Guest Presenter: **James F. Lavery**  
Assistant Regional Director,  
Federal Drug Enforcement Administration, Ret.

▼ Your Zoom invitation ▼

[CLICK HERE](#)

to watch on



*Education and Training Series*

## ETHICS AND THE PRIVATE INVESTIGATOR

Please join us for this informative PIAI webinar  
Thursday May 25th @ 1:00 pm MST

▼ Your Zoom invitation ▼

[CLICK HERE](#)

to watch on



**NOTICE:** This message, including attachments, and work product is the property of the Private Investigators Association of Idaho (PIAI). Any disclosure, copying, distribution, or use of the contents are prohibited without expressed written consent of the Private Investigators Association of Idaho.





**NITA**  
SECURITY &  
INVESTIGATIVE  
ACADEMY

800-730-6482



# State Approved Online Investigative Training

Whenever you want. Wherever you are.

Online  
Courses.

Expert  
Instruction.

Exceptional  
Support.

NITA offers state approved continuing education training for Private Investigators in North Carolina. Our training is 100% on demand and written by industry experts.

**ENROLL today at**  
**[investigativeacademy.com](https://investigativeacademy.com)**



The Certified Private Investigator Exam is more comprehensive than ever and is now available ONLINE! Approved applicants may take the CPI exam online via the PIAI website. To qualify, complete the CPI application process. Upon approval you will be assigned an exam code which enables you to take the CPI exam online.

The Certified Private Investigator program is a nationwide certification that provides objective proof and verification of outstanding knowledge, experience and proficiency in the private investigation field. Administered by the PIAI, the CPI certification grants the use of the professional designation Certified Private Investigator, it's post nominals CPI (i.e. John Davis CPI), and the CPI logo.

Certified Private Investigator Application Requirements:

- **EXPERIENCE.** Applicants must have a minimum of 500 verifiable investigative hours. Military & law enforcement: 50% reduction to 250 hours verifiable hours of professional work experience. Private Investigation Education: 25% reduction to 375 verifiable hours of professional work experience..
- **INSURANCE.** Applicants must provide proof of and maintain general liability insurance including errors & omissions with a minimum \$500,000 coverage.
- **LICENSING.** Applicants must possess and maintain a private investigator license issued by their city and/or state of practice where licensing is required. CPI certification does not substitute license requirements by local authorities.
- **AGE.** Applicants must be at least 21 years old.

**Application:** Submit a completed application with any applicable background check fees and accompanied by three professional, industry-related references who have known the applicant for at least three years.

**Interview:** Upon application approval and successful background check, applicant must complete an oral interview by the certification board.

**Exam:** Applicant must pass a certification exam comprised of approximately 175 questions with at least an 80% score. The timed exam must be completed within 6 hours.

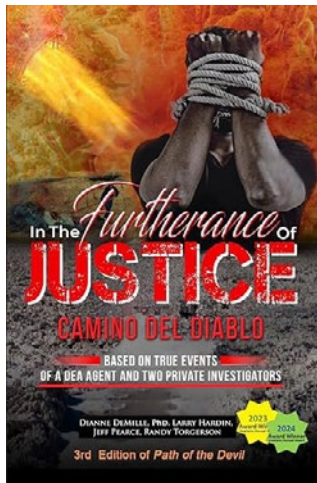
## **DEMONSTRATE YOUR CPI CREDENTIALS & PROUDLY DISPLAY THE CPI LOGO**

CONTACT [MEMBERSHIP@PIAI.US](mailto:MEMBERSHIP@PIAI.US) FOR MORE INFORMATION  
ON BECOMING A CERTIFIED PRIVATE INVESTIGATOR



# LIBRARY

Publications, authors, and books that you may find helpful in investigative methodologies, skill sets, and case profile / information reconnaissance. If you have any books or publications you would like to share please let us know.



## ***In the Furtherance of Justice: Based on True Events of a DEA Agent and Two Private Investigators***

**Dianne DeMille, Larry Hardin, Jeff Pearce & Randy Torgerson** (Authors)

In the Furtherance of Justice is the 3rd edition of Path of the Devil: Camino del Diablo is a story of true events that occurred 1991-1996. DEA Agent Larry Hardin and two private investigators, Jeff Pearce and Randy Torgerson, were determined to bring down the Meraz organization along the southwestern border. For five years the three men spearheaded two separate, and simultaneous investigations in different locations that eventually merged.

**ORDER ON AMAZON:** [CLICK HERE](#)



## ***From the Basement to the White House*** **Tana Goertz**

“From the Basement to the White House” I can’t wait to share my story.

In my memoir, you’ll read what it took for me to go from the lowest point in my life to what the world thinks would be the pinnacle of success.

Your entire life can change in a year. You have to love yourself enough to know you deserve more, be brave enough to demand more and be disciplined enough to work for more. I am living proof it can be done!

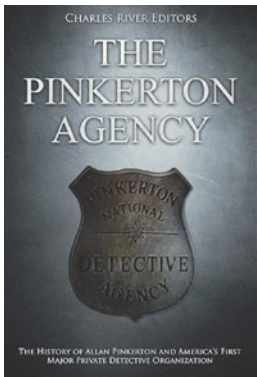
**ORDER ON HEYTANA.COM:** [CLICK HERE](#)



## ***The Power of the Platform*** **Tana Goertz**

Includes the chapter “I Was Born to Sell – What Were You Born to Do”

**ORDER ON HEYTANA.COM:** [CLICK HERE](#)

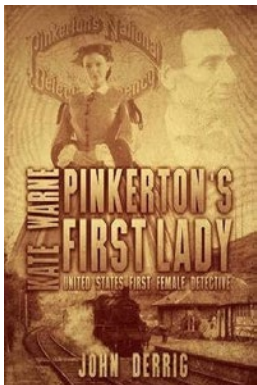


## ***The Pinkerton Agency: The History of Allan Pinkerton and America's First Major Private Detective Organization***

**Charles River Editors** (Author)

“By the mid-1850s a few businessmen saw the need for greater control over their employees; their solution was to sponsor a private detective system. In February 1855, Allan Pinkerton, after consulting with six midwestern railroads, created such an agency in Chicago.” - Frank Morn, historian

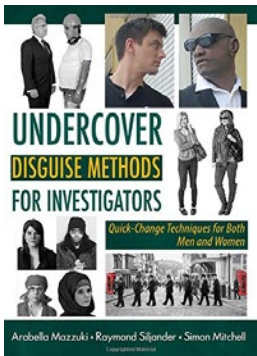
**ORDER ON AMAZON:** [CLICK HERE](#)



## ***Pinkerton's First Lady: Kate Warne - United States First Female Detective*** **Det. John Derrig**

In this HISTORICAL-FICTION, Kate Warne was the first female detective in the United States, hired by Allen Pinkerton in 1856. Kate did not flaunt her beliefs of women rights; however she went about it the right way by speaking about and visualizing how women would be very useful as undercover detectives. She was very capable of speaking to the fact, and did so often, that women have the physical and mental natural abilities to fit in, mingle, and investigate, and during the year 1856 no one would have suspected her as being a detective employed by a law enforcement agency.

**ORDER ON AMAZON:** [CLICK HERE](#)

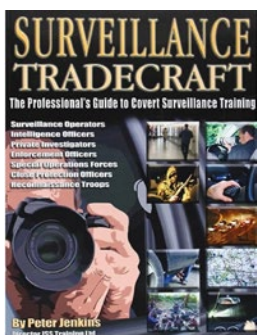


## ***Undercover Disguise Methods for Investigators: Quick-change Techniques for Both Men and Women***

**Arabella Mazzuki, Raymond Siljander & Simon Mitchell** (Authors)

The road to master of disguise is a difficult and exciting one, fraught with equal parts danger and intrigue, but fortunately you don't have to go it alone. The book you now hold in your hands will serve as a roadmap through the disguise terrain; novices and masters alike will find in these pages invaluable wisdom, advice and guidance previously unavailable in such a concise format. Recent years have seen unprecedented technology advancements.

**ORDER ON AMAZON:** [CLICK HERE](#)



## ***Surveillance Tradecraft: The Professional's Guide to Covert Surveillance Training*** **Peter Jenkins**

**ORDER ON AMAZON:** [CLICK HERE](#)



The U.S. Consumer Financial Protection Bureau (CFPB) announced that it is withdrawing its proposed rule, “Protecting Americans from Harmful Data Broker Practices,” which would further regulate data brokers and treat them as “consumer reporting agencies” under the Fair Credit Reporting Act (FCRA), subjecting them to additional requirements.

In December, the CFPB [proposed the new rule](#) to further regulate data brokers that sell personal information. The proposed rule would limit the sale of personal identifiers like Social Security Numbers and phone numbers collected by certain companies. The proposal would require that when data brokers sell certain consumer information, they would be considered a “consumer reporting agency” under the FCRA, requiring them to comply with accuracy requirements, provide consumers access to their information, and maintain safeguards against misuse.

In February, during the CFPB’s open public comment period for the proposed new rule, NCISS President Edward Ajaeb, on behalf of NCISS, [submitted a comment](#) to the CFPB in response to the proposed new rule. In his letter, President Ajaeb noted that the proposed rule would “severely inhibit the capability of private investigators and security professionals to conduct their business effectively and protect society.” Ajaeb explained that the proposed rule would have an adverse effect on professionals who frequently rely on data to collect information for background checks, locate missing persons, find heirs and assets, and for other legitimate investigative purposes.

In withdrawing the CFPB’s proposed rule, Russell Vought, Acting Director for the CFPB, [noted](#) that “commenters raised numerous concerns related to this proposed rule that the Bureau believes require careful consideration before proceeding with a final rule.” Acting Director Vought specifically referenced public comments which raised “concerns related to the proposed rule’s propriety under the plain text of the FCRA,” as argued by NCISS in its public comment.

In response to the withdrawal of the CFPB proposed rule, NCISS President Edward Ajaeb stated, “we firmly believe in protecting consumers’ data and ensuring that individuals’ sensitive personal information is only obtained and handled by qualified professionals.” Ajaeb added, “the rule would have been detrimental to professional investigators and security professionals – who are specially trained and uniquely qualified to handle sensitive data – from being able to perform their duties to protect the public and ensure justice in our society.”

---

# DID YOU KNOW.....

***A Man on the Inside*** is based on a true story!

The new movie stars Ted Danson as Charles, a charming retiree hired to go undercover as an investigator in a nursing home to gather evidence in a mysterious jewelry theft. In this witty and heartfelt comedy, Charles must blend in with the residents while uncovering clues—and maybe making some unexpected friendships along the way.

The story bears a striking resemblance to the original 2020 Spanish documentary ***The Mole Agent***, in which Sergio Chamy plays himself, an elderly man recruited to be an investigator and move into a nursing home and discreetly observe the quality of care. Sergio, like Charles, responds to a newspaper ad looking for a man in his 70s or 80s, setting the stage for a surprisingly touching and humorous investigation.

Both films are warm, clever, and full of heart. ***The Mole Agent***—though in Spanish with subtitles—delivers laughs and smiles just as effortlessly as *A Man on the Inside*. Whether you're drawn to scripted comedy or real-life charm, both are well worth your time.



Ted Danson as Charles in  
***A Man on the Inside***



Sergio Chamy plays himself in  
***The Mole Agent***



# PRIVATE INVESTIGATORS ASSOCIATION OF IDAHO **2025 GOALS AND OBJECTIVES**

- Strengthen the overall public perception and reputation of the Private Investigator and the Private Investigation Industry at large.
- Identify and reach wider audiences to grow the PIAI membership, increase benefits and enhanced services.
- Establish strategic partnerships with the state of Idaho and with like Associations in neighboring states
- Identify 2 potential board members to serve on the PIAI board.

## **YOU CAN HELP THE PIAI NOW!**

### **VOLUNTEER FOR A PIAI COMMITTEE**

Marketing, Community Outreach, Member Benefits & Services  
Data Research, Strategic Planning

### **THANK YOU!**

## **MAXIMIZE YOUR DIGITAL FOOTPRINT**

Website Development | Graphic Design | Google Advertising  
Social Media Management | Search Engine Optimization  
Social Media Advertising



## **MAYHEM**

DIGITAL MARKETING

Idaho Owned & Operated  
[info@mayhembegins.com](mailto:info@mayhembegins.com)  
[mayhembegins.com](http://mayhembegins.com)

**Contact Us For A Free Digital Audit!**



---

# PODCASTS



## BATES INVESTIGATES

**Season One:** The most in-depth serialized look into the case of the State of Oklahoma vs. Daniel Holtzclaw, as told from the perspective of the prosecution, but with the scrutiny of the defense. On his 29th birthday, Oklahoma City police officer Daniel Holtzclaw was convicted of sexually assaulting multiple women he came into contact with while on patrol. But the story doesn't end there. 36 alleged crimes, 13 alleged victims and 17 alleged crime scenes. Not a single piece of direct forensic evidence and not a single independent witness.

Was Holtzclaw's 263 year prison sentence "Justice Served" or "Justice Denied"?

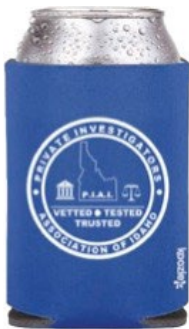


11 EPISODES

[Play Season One](#)

---

# SHOP PIAI MERCHANDISE!



**KOOZIE** \$4.00 | **NAVY BASEBALL CAP** \$20 | **NAVY STRETCH BEANIE** \$20  
**BLACK DUFFLE BAG** \$50 | **MUG** \$10 | **WHITE T-SHIRT** \$20 (M, L, XL, XXL)

[contact@piai.us](mailto:contact@piai.us)

**PIAI.US**

---

---

# RESOURCES

Website development for Private Investigators. PIAI Member Discount:

**LINK:** <https://www.mayhembegins.com>

Private Investigator Case Management Software. PIAI Member Discount:

**LINK:** <https://mypi.us/>

---



President: **Pat Bruder, PI**

Vice President: **Matthew Schultz, CPI**

Treasurer: **Carolyn Ward, CPI**

Secretary: **R. Jeremy Barnes, PI**

Sergeant at Arms: **Matthew Schultz, CPI**

Membership Chair: **Chris Swan, PI**

Training & Education Chair: **Claire Roise, PI**

Social Media Committee Chair: **Chris Swan, PI**

Directors At Large: **Ben Pearson, CPI**  
**James F. Lavery**

PIAI Member Email Directory

Member to Member Email: [Listserv@piai.us](mailto:Listserv@piai.us)

[President@piai.us](mailto:President@piai.us)

[Secretary@piai.us](mailto:Secretary@piai.us)

[Membership@piai.us](mailto:Membership@piai.us)

[Contact@piai.us](mailto:Contact@piai.us)

## PIAI - Private Investigators Association of Idaho

P.O. BOX 4032, BOISE, IDAHO 83711 • <https://www.piai.us>

CLICK ICONS TO ACCESS LINKS



**The National Council of  
Investigation & Security Services**

The National Voice of the Private Investigation & Security Professions

**PI Education**

STORYBOARD EMP

**PUR2UIT**  
MAGAZINE

**TAKE 15% OFF**  
**including our bundles.**

Ethics, Death Investigations, Effective Communications, Identity Theft, Insurance Investigations, Nursing Home Abuse, Deception Detection, Criminal Defense, Open Source Intelligence, Surveillance Strategies, and many more....

<https://pieducation.com>

Contact: [secretary@piai.us](mailto:secretary@piai.us)

*for your member only PIAI discount code*



**TAKE 20% OFF**  
**ALL COURSES**

Special Marketing, Making your Vehicle Covert, Differences in Databases, Ethics & the PI, Criminal & Civil Laws for PIs, TSCM Bugsweeps, 18 Wheeler Investigations, Surveillance Mistakes, Interview Techniques, Transitioning from Cop to PI

<https://piinstitute.com>

Contact: [secretary@piai.us](mailto:secretary@piai.us)

*for your member only*

*PIAI discount code*

 **THE | SYSTEM**  
HEALTH CARE REDEFINED  
CUT COST, NOT CARE

**PIAI PERKS**  
TAILORED SOLUTIONS  
DESIGNED FOR YOU

PIAI is excited to announce exclusive partnership with The System providing great options for Healthcare, Life Insurance & More!

**WE OFFER:**

 <b>HEALTHCARE</b> <ul style="list-style-type: none"><li>A privatized, pooled healthcare group for independent contractors and small business owners. This group has nationwide care. It is a wonderful solution to the rising costs of HealthCare! 40-60% less.</li><li><b>GREAT VALUE &amp; SAVINGS</b></li></ul>	 <b>IDENTITY PROTECTION</b> <ul style="list-style-type: none"><li>Identity Monitoring</li><li>Restoration &amp; \$1 Million coverage</li><li>Device Protection</li><li>Individual Plans and Family Plans</li></ul>
 <b>ESTATE PLANNING</b> <ul style="list-style-type: none"><li>Normally \$3,300 for an Estate Plan &amp; Trust, for members, it's only <b>\$1,695</b> to create a trust for your family and future, <b>that's a 50% savings.</b></li></ul>	 <b>RETIREMENT PLAN</b> <ul style="list-style-type: none"><li>401k Rollovers</li><li>No market Risk, Principle is protected.</li><li>Minimum to <b>start only \$100.</b></li><li>Total control of your future.</li></ul>
 <b>LIFE INSURANCE</b> <ul style="list-style-type: none"><li>With living benefits</li><li>Term &amp; Permanent options available</li></ul>	 <b>COLLEGE FUNDS</b> <ul style="list-style-type: none"><li>Children, Grandchildren &amp; Godchildren</li><li>Minimum to <b>start only \$25</b></li><li>No market Risk, Principle is protected.</li></ul>

\*All Perks are offered to each member and their families.

**RYAN & MEGAN WILLIAMS**  
R: (513) 492 - 2892  
M: (513) 443 - 8485  
INFO@THESYSTEM.COM  
THESYSTEMINC.COM/PIAIPERKS





## TAKE 15% OFF

**Courses for the investigative professional and the investigative curious:**

Foundations of Investigation  
Legal Investigations  
Criminal Investigations  
Background Investigations  
Fraud Investigations

[investigationeducation.com](http://investigationeducation.com)

Contact: [secretary@piai.us](mailto:secretary@piai.us)

*for your member only PIAI discount code*



## TAKE 25% OFF

### **Statement Analysis On-Demand Training Course.**

The Statement Analysis® On-Demand Training will show you what to look for in a verbal and written statement in order to detect deception. The training is designed as a self-guided course so you can proceed at your own pace. After completing the training, you will be able to print a Certificate of Completion.

<https://www.statementanalysis.com/>

Contact: [secretary@piai.us](mailto:secretary@piai.us)

*for your member only PIAI discount code*



The Leader In Private Detective Software

## TAKE 40% OFF

**A Software developed by a Private Investigator and Process Server**

Many of the other software companies were built by programmers with no industry experience. Their programs are a one discipline design, meaning the functionalities are either targeted specifically for private investigation or process service. None of the programs combine both ends of the spectrum. Thus, customers are forced with subscribing to two separate software programs in order to effectuate their jobs as a private investigator and process server.

My Private Eye® has recognized the dual role in the industry and provides a software program encompassing all of the functionalities necessary for the person who wears 'both hats' that of a private investigator and a process server.

<https://mypi.us/>

Contact: [secretary@piai.us](mailto:secretary@piai.us)

*for your member only PIAI discount code*





**RISC**  
Recovery Industry Services Company

## TAKE 15% OFF

**Extensive Skip Tracing  
education for anyone  
needing to track down  
people that have gone  
off the radar.**

This is a unique look at how to locate them using modern tools, effective communication skills, and the methodologies of breaking down the types of skips into categories. The course includes:

- Understanding All Skip-Tracing Methodologies
- Fundamentals of Skip-Tracing Tactics
- How to Communicate Properly
- What is Essential Information and Where to Find it
- Compiled vs. Real Time Data
- Social Networking Techniques
- Understanding the Law and Regulations

<https://riscus.com/>

Contact: [secretary@piai.us](mailto:secretary@piai.us)  
for your member only PIAI discount code



## **ABSOLUTE LOWEST DISCOUNTED RATES FOR PIAI MEMBERS**

**Criminal Defense  
Investigation Training  
Council**

Get the training you need on your time and your schedule.

- **CDI 101 DL**  
Component Method of Criminal Defense Investigation and Case Management
- **CDI 202 DL**  
Forensic Interviewing - FTER Method

[http://www.cditctraining.com/  
distancelearning.html](http://www.cditctraining.com/distancelearning.html)

Contact: [secretary@piai.us](mailto:secretary@piai.us)  
for your member only PIAI discount code





## TAKE 20% OFF

**Bird Dog Investigator is a case logging app that generates your PDF field report on your phone.**

It's a great tool for field investigators.

It's available now to download in the Apple app store, and comes with a 1 week free trial:  
<https://apps.apple.com/us/app/%20bird-dog-investigator/id1467299239>

Once you try Bird Dog Investigator case logging for our 1 week free trial you will want to take advantage of the PIAI member only discount

<https://app.birddoginvestigator.com>

Contact: [secretary@piai.us](mailto:secretary@piai.us)  
for your member only PIAI discount code



## TAKE 25% OFF

### Investigative Courses

Continuing Education Resources for Investigators

- Death Investigations
- Practical Methods for Legal Investigations
- Scene Investigations
- Motor Vehicle Investigations
- Basic Forensic Scene Photography
- And more....

<https://www.investigativecourses.com/>

Contact: [secretary@piai.us](mailto:secretary@piai.us)  
for your member only PIAI discount code



## \$20.00 OFF

### Social Media Liability Training

How To Eliminate Social Media Mistakes That Destroy Your Investigator Business

Developed By Nationally Recognized Social Media Attorney **Mark Fiedelholz**

Course Flyer Link

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

Contact: [secretary@piai.us](mailto:secretary@piai.us)  
for your member only PIAI discount code



# JOIN THE PIAI TODAY

**PRIVATE INVESTIGATORS ASSOCIATION OF IDAHO - PIAI**

P.O. BOX 4032, BOISE, IDAHO 83711

Website: <https://www.piai.us/>

Membership inquiries contact: [membership@piai.us](mailto:membership@piai.us)



<https://www.linkedin.com/company/piai-us>



@thepiassociationinidaho