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The International Councilor

President's Message

BY Brian D. King, CII, CFE

Dear Members,



This is the final issue before the October 2012 AGM in South Africa. As the summer in the western hemisphere winds down and the days grow shorter, it enables us to reflect upon the work that remains in order to rejuvenate our association. We have lost some dear friends, and welcomed new ones. Those before us have set the stage for a new generation of investigators who can build on the strong foundation that was laid for us. In 2012 we welcomed several new members from around the world including: the Caribbean, Africa, and North America. Please take time to introduce yourself to our new colleagues and welcome them into our organization. Membership is the lifeblood of our organization and we need to cultivate a cooperative working environment, and enable the next generation of investigators to realize the strength of our association rests in our relationships with one another. As always if you know someone that would be a good candidate for membership please encourage them to submit an application.

We also had a lot of noteworthy programming, the mid-year meetings in Geneva, Switzerland in May,

and the event in India drew members from all over the world to reaffirm relationships and foster professional development. These mid-year programs are not only an opportunity to re-connect with our colleagues in a new locale, but they allow us to reach some of the members who are unable to attend the AGM and give prospective new members a preview of the organization.

This year's Annual General Meeting is shaping up to be one of the greatest events the organization has seen in a long time. It has been years since an AGM was held in Africa and we are happy to be back! The Kwa Maritane Bush Lodge, in Pilanesberg National Park, South Africa is located near a 572 sq. kilometer nature preserve offering a lodge, full-service restaurant and bar, two swimming pools, and much more! With over 40 confirmed registrants from all over the world, it is sure to be a great program in an exciting locale.

As my time as president comes to a close and Eddie Sigrest moves forward leading the organization, I am very proud of all that we have accomplished and look forward to the upcoming year. It is always a pleasure leading this organization and I look forward to seeing all that is in store for the future come to fruition. ☐

An Investigator's Account of "Running with the Bulls" in Pamplona

By John Sexton



I have been told that my "bucket list" is much more adventurous and dangerous than most. While this may be true, it does not cause me much concern, as I have been involved in a fair degree of danger throughout most of my entire working life. You could say, "it's all I know."

I cannot say exactly when I was first bitten by the bull-running bug, but Ernest Hemingway was most definitely responsible. I found something dangerously romantic with the idea of heading off to a village in Northern Spain and running along narrow cobble-stoned streets as a hoard of snorting bulls pounded mercilessly behind, hell-bent on charging forward at all costs—refusing to be inconvenienced by those who would stand in their way.

That is the point at which I have lost many inquisitive souls, trying to fathom why one would voluntarily elect to put themselves in the way of stampeding bulls. "That is very dangerous, you know," some would advise me, in a manner akin to telling a young child that placing their

hand on a boiling kettle was not a good idea. "Yes, I know", I would politely inform them, "but that is the best part – the challenge is to survive the ordeal and be one with the beast."



Thinking that I did not fully grasp the danger (despite the fact that I had been planning on doing this for at least 25 years), they would add, "people actually get gored to death running in front of the bulls." "Some do," I agreed, "but it wouldn't be half as much fun unless there was the risk of getting run through by their horns or trampled to death." That was

always the exact spot where I lost them. I could see it in their eyes. Undeterred by those who did not comprehend the challenge of it all, I set off for Spain in early July, a couple days after the opening of the San Fermin festivities in Pamplona.

The train took me from Madrid to Pamplona and the first thing which I noticed after arriving at the train station was that just about every male was dressed in white attire

When it is your first time running, you have no idea what to expect. Seeing it on television or the internet does not afford you the opportunity of feeling the adrenaline and anxiety in the air.

and had a red bandanna around their neck. Every single taxi driver was dressed this way. I saw pensioners dressed in this manner and even toddlers. Going out to dinner that first evening, I wore what I considered to be “regular” street clothes—the kind which would normally allow one to blend in around Europe. As it turned out, I was just about the only one out of thousands on the streets not totally decked out in white.

The morning of my first “run,” I got up at 4:30am and caught a taxi to what would be the heart of the action. Pamplona is a fortress city, built on a height and surrounded by huge stone walls. The driver took me to the bottom of the city and pointed out a penned area where the bulls were kept, and from where they would be released on to the streets in about three-hours time. I got out and walked the route which the runners would face later in the morning. As I walked up the steep hill towards the centre of the city, I began to realize that I was probably the only sober person in the whole city at that hour of the morning. The streets were thronged with revellers. Judging by the state of their once-white clothes, many of which were now doused in red wine, they had continued to party on long after the previous morning’s run (which had concluded some twenty hours earlier). The term “falling down drunk” may very well have been coined by someone attending this yearly festival in the past.

After finding strong coffee, I continued to survey the route along which the bulls would stampede, much in the same way as an investigator would conduct a surveillance “dry run” in order to find the best vantage point from which to begin. I noticed that about 75% of the run was uphill. This did not bring me a lot of joy, since I did not get in as much training as I had hoped in the months leading up to the event. The more I studied the run path though, the more I realized that being in a downhill position was probably even more dangerous. The streets of Pamplona are cobble-stoned. From about 5am onwards, street cleaning machines appear out of nowhere and pulverize the streets with high powered hoses and sweepers. Mind you, this does not stop the party in the street—it continues to forge ahead, with late night/early morning revellers jumping out of the way of the high-power water hoses. After experiencing the gusto with which the city workers attacked the streets, it dawned on me that wet cobble stones make for an additional challenge when trying to steer clear of charging bulls.

Over the next two hours, more and more men (there were some women, but the ratio of male to female runners was about 95:5) appeared in the streets. By 6am, city workers with large planks of wood started to appear. In a matter of minutes they were erecting strong wooden fences in the middle of the city to separate the runners from the general public. Seeing this frenzied partitioning was the first time that it dawned on me that it would soon be just “us and the bulls.” As the fences began going up, Spanish Police Officers started showing up in force. They occupied a buffer area behind the fence, and I later realized that they observed the runners from that position and when they saw someone who was obviously inebriated, they pulled them out of the line-up. By 7am the city centre and the surrounding side streets were packed full of bodies in white and red.

Around this time, the Police formed a human chain at one of the street. They did this when they decided that no additional runners would be let join the running. For a little less than an hour, we stood shoulder to shoulder with each other, waiting for the first canon blast which signalled that the event was underway. Every now and again, someone would start a pre-run chant and others would join in until we were all chanting intensely and clapping hands. The next sound was the one that struck fear into all of our hearts—a double blast that meant the bulls had been let out onto the streets and would be visible within minutes. When it is your first time running, you have no idea what to expect. Seeing it on television or the internet does not afford you the opportunity of feeling the adrenaline and anxiety in the air. Once you catch the first glimpse of the charging bulls, your instinct tells you to do exactly as everybody is doing—turn and run as fast as your legs will carry you!

The bulls thunder past you to a cacophony of sounds; snorting, pounding of hooves, runners shouting, spectators cheering and whistling. Runners are fixated on moving forward and in so doing, they stampede toward and through bodies in front of them in much the same way as the bulls do. It seemed as if people were constantly getting knocked to the ground. I didn’t expect to have to jump over as many fallen bodies as I did. The custom of helping up a fallen runner does not really exist, since runners are warned to stay down if they fall as it could be deadly to try and stand up and thereby face a bull head-on. There is so much commotion and confusion, that in

the midst of it all, it is quite impossible to know if the bulls have all passed. Once running, you continue to run forward and toward the bull ring, into which the bulls must enter.

The bull ring at the end of the run was not something I was expecting either. I figured that it was something of a grand finale and that runners would turn around and exit the ring after all had entered. Once the runners had all made it into the ring, the exit/entrance was closed off, so that nobody else can enter or leave. The ring was filled with hundreds of runners who had made it that far and the stadium stands were packed with thousands of cheering spectators. When you join the other runners, you almost feel like a gladiator from ancient times. This feeling was heightened after a few minutes of being hailed by the spectators. Without any word of warning, a bull was let loose into the ring with us. I did not realize at first why the others were running away from the opposite side of the ring, but as they scattered, the sight of the oncoming bull was self-explanatory!

Bulls running towards you in the streets of Pamplona is to be expected, but bulls being let loose in the ring with you was definitely not. The bull kept charging into bodies in the ring — sometimes catching a victim with their horns and tossing him into the air. All the while, the spectators collectively chanted: “Torro, Torro.” This is what they had come to see; bulls being victorious over the runners. Every time a runner would unsuccessfully dodge the bull and get tossed in the air or get trampled by the bull, a large cheer would go up from the stands. Fortunately, these were not the same bulls as the ones which had been running through the streets. The stadium bulls were younger and while very aggressive — not as ferocious or as deadly as the fully grown versions.

After the bull had had his way with us for about ten minutes, a man would enter the ring, accompanied by a large cow. The cow’s job was to lure the young bull away from the action and out of the ring. Most of the young

bulls responded fairly immediately to the cow’s presence and trotted off with her out of the ring. There were a few however, who continued to hunt for human prey, or who had become so engrossed with finding victims that they ignored the cow and the bull herder had to bring the cow to the bull and coax him out of the ring.

Having survived the first day with the bulls, I decided that a second day was needed to see if the first day’s survivability was just a fluke. Thankfully, I also managed to survive the second day. My strategy for day 2 was to try and push the envelope a little further. After all, I was now a veteran and could afford to take more chances. The morning of the second day, I scoped out the streets once again. This time I decided to stay around “dead man’s corner,” as this was one of the more dangerous areas. With adrenaline pumping, I counted down the minutes until the beasts would turn the corner in full charge. I didn’t have to wait long.



Once again, as soon as the bulls turned the corner, runners turned on their heels and scattered to the four winds. As they ran towards me, I too turned and bolted forward. Unfortunately, the runners closest to the bulls were so intent on making good their escape that they moved en masse to their right and as a result, threw everyone who was already on the right side of the street into the shop fronts. About a dozen to eighteen people collapsed on the street causing a major road

block of bodies. Fortunately, I was able to clear the fallen and join the pack moving forward. Not knowing how many bulls still remained behind me, I forged ahead and did not stop until I had entered the arena. This time, I not only took close-up shots of the arena action, but stood my ground to take unforgettable video! Now the question remains; was it a once-in-a-lifetime experience, or will it become an annual event? ☐

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Can you have happy and uncomplaining clients, get paid in time *AND* make a profit? | BY Anne Styren, Profile Intelligence (Sweden)

YES YOU CAN! Our suggestion is that you involve the client in defining the project and setting the price—an unorthodox method that I find very successful.

It all started when I realised that it is quite easy to estimate your hourly rate based on fixed costs (rent, annual fees, insurance, and electricity for example). But this hourly rate does not take into account the years of education, not years of expertise—or the fact I'm a pro.

Also, the fixed cost base does not take into account that the work we do have a very special value for the client. For example; information about a bad debt, a property sale or a bankruptcy filing can, at the right time, be worth large amounts to the one client that avoids making the wrong decision. But the facts in themselves might only have a value of a couple of hundred without the context of a client in need.

Thus I needed to find a way to compare and measure the actual costs and my added value with the perceived value seen by the client and to find a balance therein which would make both us and the client happy.

So I decided to put faith in my clients and involve them in the procedure. I was repeatedly told that the clients would try to cheat me but it rarely happened. We're all creature of

business and a client knows and understands, as well as I do, the following ground rules:

- quality cost
- if you pay peanuts an elephant will be a perfect assistant, not me

If the discussion about the project is based upon trust one has a very good start. This means this whole idea works best with long-term clients as you over time increase the mutual trust. So trust is the first stepping stone.

Then you yourself must have a good idea both on the fixed costs to be covered, and the value you want to add to your fee and the level of profit you aim for.

The third and most important stepping stone: what is the client's idea of project value—what is he/she willing to pay for the investigation at hand?

And this is where stepping stone four helps along—do not negotiate a fixed rate, build up the project in phases. This way the client will be involved along the way, he/she can even pull a stop to the case, or more phases can be added perhaps even building the project larger than you could have imagined from the start.

(The client that desperately wants a fixed rate is usually



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What is the client's idea of project value — what is he/she willing to pay for the investigation at hand?
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turned around to my “budget-method” by this simple example: If I am to guess the total cost for this project I will aim as high as I possibly can in order to avoid loss. Thus the possibility is that you (the client) will be paying quite a lot more than if we use the budget method. And which client wants to pay more than needed?)

Does it seem complicated? Yes, it can be and there is a lot of “feeling” instead of pure mathematics. But the end result is a client that has agreed to a price-range he or she has been part in setting up. And this means that when all is said and done, the price can hardly be questioned by the client. Similar with the phases and the research/investigation contained in each – the client is involved and expectations are discussed beforehand, not after.

Can this be managed by anyone in your firm? No, perhaps not. The price negotiator must have a good sense of research costs; both company fixed costs but more importantly cost for research and time needed to do it all and also a sense of needed profit rate. It’s the negotiator that must give the client a fair idea, based on expertise so this must probably be handled by a senior person in the business.

So how do we go about it? The client calls in with a research project. He knows fairly well what he wants done, but is a bit unsure if it’s possible.

So the first step in the procedure is to do the regular pre-investigative talk:

- what does he want in general
- how will he use it – what is it for
- what does he already know, what has been done
- what would be the most important piece of information for him to get
- what is his timeframe

We discuss expectations of results, about possibilities depending on country or culture in question, about the timeframe (reasonable or crazy) about desired information. In this phase of proceedings I find that the word “professional” is of great use. If the client wants to get a LOT, within a day and for very little money, I do not argue. I simply say that this is not possible to do in a professional way. And I am a professional. Basically he

must trust me to know what can be done or not (or do it all himself). Or we can create a small start-up phase with the expectation to reach a small bit of what he wants, within his timeframe and budget. Flexibility is a key word, but with professionalism held high.

My next step is to try and divide his project into phases. The aim with this is to be able to verify that the overall aim of the project is still valid after initial research has been made. This is important I think, as you might find trends or facts that changes the initial picture for the client. He might be interested in pursuing new additional angles or you might actually find something that makes him want to stop. So instead of negotiating a huge budget for a large project without knowing where it may go – or end, you will negotiate a start-up research phase with a flexible continue.

Having established the overall goal with the project and also having defined a start-up research phase and suggestions for phase 2 and 3, we start talking timeframe and budget. Usually I present an idea about the total budget (“All in all this investigation might end up costing around 50 “money” if we decide to do it all”) and then I say that it is reasonable to start with a budget of 10 “money” for the start-up phase. And I ask the client: is this in the monetary area that you had in mind?

Now we can negotiate the content of the start-phase in order to find a budget level and aimed research content that all parties are happy with.

The flexibility is the main point. By setting a budget (not more than x, possibly less) the client knows that it will not cost more than that. By using budgets and phases together, I will not work “more” than the phase and budget allows. Instead I might give suggestions for more research/investigations in a step 2 phase for budget Y keeping the client involved in the decisions all the way.

I’m aware that the reason why this method works for us is due both to personality and culture. It may not work for you, or in another culture. But to reconsider the client, perhaps getting them a bit more involved than you usually do, might be worth a try. Good luck! ☐

Emerging technology report: Behavioral Recognition Software?

Whatever you do, don't look surprised... | BY Lois Colley

If you support the scientific belief that emotions are hardwired into our brains through years of evolution, you will love one of the latest video tools being tested at the GOP (Republican) convention in the United States this month.

Behavioral Recognition Systems, Inc. (BRS Labs) has introduced AISight® software, a “behavioral recognition” software and installed the software on thousands of cameras being deployed for the “GOP” (Republican) convention taking place in Florida (U.S.) this month.

According to the BRS Labs website, the AISight® software combines “computer vision with machine learning to provide actionable intelligence through real-time, relevant alerting of anomalous behavior observed by cameras.” Now that is a mouthful. In layman’s terms, it sounds as though the camera learns behavior patterns through observation and then reacts to deviations from those patterns by alerting security personnel of an abnormality.

The GOP convention involves an assembly of the “who’s who” from one of the two major political parties in the United States. All of the top conservatives wishing to be seen will be there including statesmen and political contenders, conservative celebrities, and other VIP’s who

congregate to nominate a presidential candidate. They will be accompanied by an estimated 50,000 police officers and federal security personnel utilizing a variety of mediums to secure the venue and conventioners. That’s a lot of people to watch.



This software is touted as having the ability to distinguish deviations from “normal” behavior and a “normal” environment, thereby freeing security personnel from the antiquated practice of constantly watching a security camera and allowing them to only respond to cell phone alerts of irregular activity. For instance, when deployed on a transit system, AISight® was able to detect the presence of a person driving his car on the railway behind a commuter train. The software and cameras were not pre-programmed to be alert for cars on the railway, but rather an alert was sent due to the size, shape, and time of day when such an abnormality was detected.

The effectiveness of AISight® will continue to be tested and debated

as it becomes more widely used, but the emergence of this self-learning behavioral recognition software to the security tool market is supposed to increase operational efficiency and eliminate continuous costly programming maintenance. ☐

UAV aka “Drones”

By Ryan and Lois Colley



How will civilians react to seeing a military tool applied to police duties?

Perhaps the most talked-about, controversial re-deployment practice in the United States military has been the resale of “UAV’s” (Unmanned-Aerial-Vehicles, aka drones) to federal, state, and local law enforcement around the world. While I don’t foresee any of our members running out to purchase a DRONE, it still is worth considering what sort of impact this technology will ultimately have upon private surveillance investigations.

In addition to a host of FMS contracts, there has been an uptick in the use of UAV’s in places like New York City, Los Angeles, Miami, Toronto, Tokyo, London, and Quebec. Police Departments. Law enforcement agencies and their unions argue that DRONES could be a key policing tool in assisting with scene safety, surveillance, and other still-to-be-determined applications that could revolutionize policing around the world. How will civilians react to seeing a military tool applied to police duties?

The “pro-DRONE” supporters say they would be only be used for search, rescue and surveillance operations pre-cleared with a warrant. But those opposed point to cases such as the Montgomery County, Texas Sheriff’s Office which obtained a drone vehicle and is openly seeking to equip it with flares, smoke grenades and rubber bullets.



The public’s concerns have not fallen on deaf ears either. Last week a United States Congressman Edward Markey (D-MA), introduced a bill to curb drone usage by government and private companies. The “Drone Aircraft Privacy and Transparency Act of 2012” would require law enforcement to obtain a warrant prior to engaging in certain types of surveillance with the equipment, and prevents private companies from obtaining data for the purpose of profit. Moreover, Senator Rand Paul (R-KY) has introduced the “Preserving Freedom from Unwanted

Surveillance Act,” which would require a warrant to be obtained prior to any surveillance activity being conducted involving a drone. Government representatives around the world have registered concerns about privacy of citizens and the application of this emerging technology.

All of this debate comes at the heels of a ruling last week by a judge in the U.S. State of North

Dakota who ruled that a man’s civil liberties were not violated when the SWAT team that was trying to arrest him in the midst of an armed stand-off at a rural farmhouse used a DRONE to confirm the target had not fled the area.

While there is quite a passionate debate ensuing on both sides of the issue, one thing is for certain – the discussion is here to stay and so is the litigation. We are almost assured of seeing a similar case featured in a U.S. Supreme Court session in the next few years. ☐



A July wedding for daughter of long time CII member

By Lois Colley



Here is Bill Sullivan, walking his daughter Christina down the aisle, or, well, garden path at her wedding last month. Bill and Lisa Sullivan's daughter, Lisa married John Kitchura on the Fourth of July. Bill Sullivan is a long time member of CII, founder of Forensic Consulting Specialties based in Syracuse, New York (<http://www.f-c-s.com>). Some of the CII members may recall that Bill Sullivan was one of the speakers at the Super Conference in New Orleans where he presented a well attended session regarding death investigations. Bill is a former coroner and death investigations are one of his business's specialties. Now that Bill has survived his daughter's wedding, he is scheduled for surgery on this month and we wish him a speedy recovery. Well wishers may contact him at wbs@f-c-s.com. ☐

AGM Meeting planned for Ireland

Joan Beach left for Ireland in late August for a joint training and reconnaissance mission with the POD's. For our newer members, the term "POD" stands for "Pals of Derek" as in long standing member, Derek Nally who is the leader of the pack consisting of agents Tony, Jimmy and Mick. The 2012 training agenda was reviewed and noted to involve areas of concern such as "topping off a Guinness," kissing the Blarney stone, and use of the term "Paddy." We look forward to an update concerning the latest Irish antics. ☐

Editor's Message >

The Councilor needs you!

The upcoming edition of the Councilor needs your input! Please submit photos, anecdotes, hot topics or other member news to editor@ci2.org or directly on our website at www.ci2.org

This is your newsletter and we need your input.

Thank you! ☐

The Mystery — one more time...

This baby has still not been identified! Responses must be submitted with your own baby photo to the editor@ci2.org in order to be accepted. Seriously members, why can't you do it? ☐



AGM in South Africa

CII AGM 2012: October 8-13, Kwa Maritane Bush Lodge Pilanesberg National Park, Pilanesburg, South Africa



The 2012 CII AGM is coming to the Kwa Maritane Bush Lodge, in Pilanesburg, South Africa from October 8-13.

Kwa Maritane Bush Lodge is situated 2 hours from Johannesburg, SA on the crater of a long extinct volcano. At 572 square kilometres (approx. 355 miles), there is more than enough space to explore during your trip. Also the fourth-largest national park in South Africa, Pilanesberg National Park is home to an array of native wildlife for you to see first-hand including lions, rhinos, elephants, and over 360 different species of birds.

The Kwa Maritane lodge has 90 luxury rooms and suites, a full-service restaurant serving breakfast, lunch, and dinner, including a traditional South African meal on Wednesday and Saturday evenings.

Highlights of the agenda include: a presentation of African Marimba music, a golf outing, several tours of native wildlife, and an African drumming workshop.

With over 40 registrants, space is filling quickly. Please join us for this once and a lifetime experience! 📍

General Membership Advertising/Sponsorship Packages

GENERAL MEMBERSHIP ADVERTISING

\$1300 Full Page Advertisement in Conference brochure along with a sign advertising sponsorship of a break and full registration to the conference for two.

\$850 Full Page Advertisement in Conference brochure along with a sign advertising sponsorship of a break.

\$700 Full Page Advertisement in Conference brochure.



\$350 Half-Page Advertisement in Conference brochure.

\$200 Quarter Page Advertisement in Conference brochure.

\$150 Business card size Advertisement in Conference brochure.



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AGM Sponsorship Packages

★ PLATINUM PACKAGE

Cost \$10,000 | Limit to one package

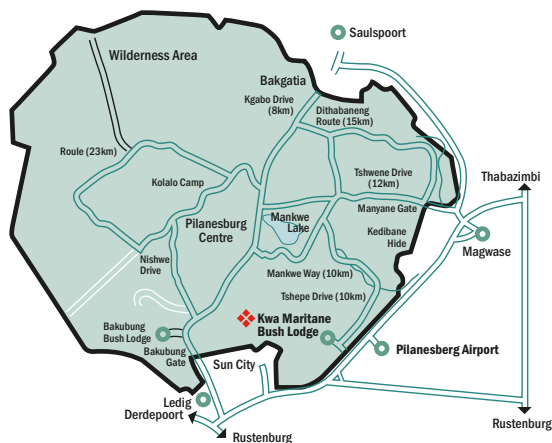
- Full conference registration for five
- Product booth throughout the conference
- Opportunity to make a presentation at the seminars
- Full size banner prominently displayed throughout conference
- Full page Advertisement on outside cover of conference brochure
- Recognition for sponsorship of welcoming reception
- Attendee list/contact information
- Promotional material to be included in attendee handouts



★ GOLD PACKAGE

Cost \$3,000 | Limit to two packages

- Full conference registration for two
- Product booth at seminars
- Full size banner prominently displayed throughout conference
- Full page Advertisement on inside cover of conference brochure
- Recognition for sponsorship of Luncheon/Hospitality suite
- Attendee list/contact information
- Promotional material to be included in attendee handouts



★ SILVER PACKAGE

Cost \$1,500 | Limit to five packages

- Full conference registration for one
- Product booth at seminars
- Full size banner prominently displayed throughout conference
- Full page Advertisement in conference brochure
- Attendee list/contact information
- Promotional material to be included in attendee handouts

