

January 2009 | Vol 4.1



What's New at IRBsearch

Business Search Now Includes "We Also Found"

"We Also Found" is a new time-saving feature that is now part of the Business Search. Simply conduct a Business Search and select from the following options, when available: business contacts, motor vehicle registrations, property records, UCC filings, corporation filings.



This new functionality provides you with quick and easy access to additional content, saving time by automatically performing additional searches and readily making additional data available for your information gathering needs.

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

Individual Training Always Available!

The IRBsearch Training Department is better than ever! In addition to weekly group webinars, IRBsearch offers a full team of experts available for individual personalized training via phone or online. Training representatives can now assist you on your computer screen to show you the best ways of running searches and launching reports. Contact us toll-free at 866.946.9951 or email training@irbsearch.com to schedule a session. Training is available between the hours of 8:30 a.m. - 5:30 p.m. Eastern Standard Time Monday through Friday. During your tutorial, you will be given a complete overview of the versatility and flexibility of our Search Platform and reports. We also customize training tutorials to meet specific client needs.

For for more information, email training@irbsearch.com.

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Webinar Schedule

Group Webinars

Register for classes today! As always, all group training sessions are complimentary. Live experts demonstrate how you can locate people, businesses, and assets with only partial information. You can also participate in special Q & A and chat sessions to ask your own questions and get advice. Our classes cover running reports, popular searches, the comprehensive report, advanced search techniques, and the best practices for using IRBsearch. See our schedule below.

Date	Time	Topic
January 28	4:00 PM EST	Best Practices
February 11	4:00 PM EST	Best Practices
February 26	4:00 PM EST	Best Practices

All times are Eastern Standard Time.

Go to irbsearch.webex.com to sign up today!

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Up Close & Personal

Paul Jaeb Heartland Companies, CEO | NALI National Secretary

Nothing like a bridge collapse to test your skills. As one of the first retained private investigators at the Interstate 35W bridge disaster, Heartland's CEO, Paul Jaeb, realized how years heading Minnesota's premier investigative firm made it possible for him to gather the facts under the most chaotic of conditions.

Paul founded Heartland Investigative Group in 1991. His leadership is guided by his wide-ranging experience in legal investigations, background profiling, corporate fraud investigations and security consulting. He has solved dozens of complex corporate fraud cases, conducted dozens of high-level security audits and advised the region's leading executives on issues related to corporate security.

Paul attended the University of Minnesota with a political science major. He's a Chartered Fraud Investigator™ and is currently serving his fifth term as National Secretary of the [National Association of Legal Investigators](#). He's an active member of the [Association of Certified Fraud Examiners](#), the [National Council of Investigative and Security Services](#), the Society of Competitive Intelligence Professionals, and the [American Society for Industrial Security](#). Paul founded the [Minnesota Association of Private Investigators](#) and is a former president of the association.



To learn more about Paul and Heartland Companies, visit www.heartlandinfo.com.

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Did You Know?

Canadian Phones

Search over 12 million Canadian records under the "Canadian Phones" tab. Coverage includes all 10 provinces and 3 territories.

You can search for records using the following search criteria: first name, last name, middle name, street address, city, province, postal code, or phone number. Results will include subject's name, address, and phone number.

Try to find your subject using one or more of the following search techniques:

1. Search by an individual's name and province. If too many records are returned, try adding a city.
2. Type just the address, city, and province in the appropriate fields. If more records are returned than are practical to review, refine your search by adding a last name.
3. Adding criteria, such as middle initial, city, or province refines a search. The more criteria you provide the more precise (narrow) the results will be.
4. If too few or no results are returned, loosen the criteria by removing the most precise or uncertain criteria.

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 feature, call us toll-free at 800.447.2112, or email customerservice@irbsearch.com.

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In the News

10 Ways To Pick Up Business in a Down Economy

Author: **Tim Hayes**

Source: EzineArticles.com

Remember the bumper stickers back in the 90's that said "Kill Your Television?"



Well, based on all the over simplified economic news coming from the major networks, the financial networks and radio too, it's something to consider again. No doubt, when the challenges of the current economy are studied in history, a major factor driving the psychology of the event will be the media.

There's one problem with "mass media" sweeping generalizations. The broad brush--the it's everywhere approach--lacks specifics for each of our own backyards.

The result is that a lot of business owners experiencing a slowdown just say it's the economy. Newsflash, there are companies that make millions of dollars in bad times. So, it can be done. Here's how:

1. Focus on Your World

The news is a sweeping generalization and has no problem letting us think this is the way of the world. Take a hard look at the reality of your situation:

- Are you still in business?
- Are you in foreclosure or in danger of getting there?
- Do you work in a failed bank or investment firm?
- Is your industry of field lined up for a bailout?

If not, pay attention to what's affecting you--not what the media says is affecting us. Do your work. Reposition your products and services to meet your customers changing needs. Don't sit on your hands and blame the economy.

2. Protect Existing Customers/Clients

When was the last time you communicated with them without trying to sell them something? Bad idea if it's been longer than a few weeks. Get a newsletter or ezine going now with a minimum monthly delivery. Figure out ways you can start right now to show them how you appreciate them. Show them you solve their problems and don't be a source of their worries or fears. Even better, start making them some great offers that boosts value so they continue to spend money with your business.

3. Install or Crank Up Referral Programs

New marketing is expensive and referrals are far easier and cheaper to get. Your customers are like seeds in an apple. You can focus on how many seeds are in the apple. Getting referrals is focusing on how many apples are in a seed. If your clients like you, then you're good for the people they like. Make that point clear and get referrals--now!

4. Know Who Buys What

Not all of your customers or clients buy everything you have to offer. Start breaking down your list to who buys what. Now you can sell what they want easier. Then create campaigns to cross sell to your client base. No time? List companies can do it for you. Does it work? Well, there has to be a reason Head & Shoulders has 9 different shampoos.



5. Fix Your Customer Service

When business was for the taking, customer service wasn't very important. Now, a lax customer service is the room where your competitors will drive a wedge between you and your profits (or survival). Conduct a top to bottom review of all the points anyone in your company comes in contact with a customer. Are complaints resolved quickly? Do people show up on time for appointments? Are things ready when a client wants them? Better be 100% sure.

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Article Source: EzineArticles.com

Computer Forensics -- Don't Let the Tape Evidence Escape You

Author: **Mark Sear**

Source: EzineArticles.com

So much of computer forensic work is associated with data recovery from hard disk drives, USB pens and other common data storage media. Even on the television, data is generally seen only to be stored on a limited range of media. So what about tape? Probably the largest volume of data stored in the world is on tape, so is it of any value in forensic investigations and litigation work?

The hard disk drive in a computer system contains the most up-to-date information along with other forensically valuable information such as internet history and local temporary files.

So why bother looking at the backup tapes?



Ease of Access

Access to the data from a tape archive is often achieved with far less disruption as the tapes can be handed over without systems being seized and imaged. In some instances it is vital that there is not widespread knowledge that an investigation or system audit is underway so taking the backups from an off-site store might be preferable to locking down the active systems for investigation.

The disruption caused by an audit often spreads further than is ideal. People not under any suspicion end up feeling suspected, so being able to make an assessment of the situation without widespread loss of staff morale can be a very good move. Of course care has to be taken that no action in browsing through data contravenes about other rules and that it does not result in widespread knee-jerk actions. With the exception of clearly illegal activities, it is often better to use any semi-covert system audit to develop policy and to draw a line after which contravention will result in action.

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Upcoming Conferences

Upcoming Events IRBsearch is Attending

- PBUS Mid-Winter Conference | February 16 - 19 | Flamingo Hotel | Las Vegas, NV | www.pbus.com*
- TPIA CPE Seminar | March 13 - 14 | Glenstone Lodge | Gatlingburg, TN | www.tpia.com
- PAWLI Annual Conference | April 2 - 4 | Country Springs Hotel - Water Park & Convention Center | Waukesha, WI | www.pawli.com*
- NAPPS Annual Conference | April 30 - May 2 | Rio Hotel & Casino | Las Vegas, NV | www.napps.org

* Indicates IRBsearch training session

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

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Comments? Suggestions?

We welcome 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.

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