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W.A.D. beyond GLOBAL

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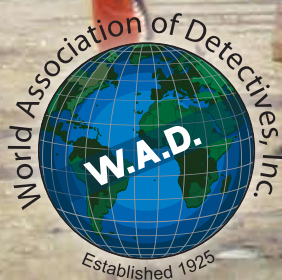
AROUND THE WORLD WITH ROCK AND BOB

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ONCE BITTEN, TWICE SHY?**

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Editor's Pen

Beyond - Corporate Social Responsibilities

Whether we are a small business or a large company we are subject to ethical and responsible business conduct. Today's buzz word - corporate social responsibilities!

Just as we experience climate changes, the business landscape has equally changed - both in opportunities and threats. Many companies in keeping with development, progress and in pursuit of profits, end up doing the wrong things for various reasons but believing that they are protected from social consequences.

The logic, the fact that everyone is doing the same implies that it is a remedy for companies to slip into irresponsible business mindset. Businesses are motivated by the things they see and not by what they are inspired to achieve.

Producing a concise, reliable and sustainable reporting enhances your services and client relationship, indirectly communicating ethical values of your company in a way they will notice and appreciate.

While there are increasing laws to govern ethical practices, we are ethically obligated to do things that the law doesn't require.

Corporate Social Responsibility is everyone's business.

Siti Naidu
Editor

We welcome readers' comments. You may email to the Editor your contributions.

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Jason Brown (ASIS APAC-Chairman-2011) Siti Naidu (WAD President-2012) Dato' Sri Khalid Abu Bakar (Deputy Inspector-General of Police, Royal Malaysia Police), Raymond T. O'Hara (ASIS President-2011), Eduard Emde (ASIS President-2012) and Dato Som Sulaiman (WAD Area Governor-Asia) at the ASIS Asia-Pacific Conference in Kuala Lumpur in December 2011).

We are in the first quarter of the year 2012 and W.A.D. continues to grow in numbers towards our target of 1000 members by end 2012. We are progressively embarking on new initiatives to help expand our global presences and exploring areas of affiliations with related organizations to stimulate our growth and create definition for work opportunities for our members within the international community.

This is a challenge we have to work together as an Organisation, however, the absolute possibility is, for one member to propose one qualified member. Every W.A.D. member is an Ambassador of W.A.D. We are as strong as our membership.

One of the membership drive initiative we are embarking is our participation in major events. This year we have year-marked our presence at the West Coast Super Conference in San Diego hosted by the California Association of Licensed Investigators (CALI) from June 28 – July 1st, 2012, the second at the ASIS International 58th Annual Seminar and Exhibits, September 10-13, 2012 in Philadelphia, Pennsylvania, USA and the third at the East Coast Super Conference in Atlantic City October 10 – 12, presented by PI Magazine, in New Jersey, Pennsylvania, USA. W.A.D. was also represented at the Global Security Leadership Summit in Chennai, India in December 2011.

I am pleased to welcome Eduard Emde, ASIS President 2012 who joined W.A.D. in February 2012. WAD's presence in ASIS this year marks a milestone in our efforts to stimulate affiliations and build strategic partnerships. Our 2nd Vice President Christine Vinson leads in co-ordinating WAD's booth at ASIS with our main focus on branding W.A.D, and its international platform for business reference.

Another milestone is our joint-annual conference with National Council of Investigators and Security Services (NCISS) this year in Boston in collaboration with Boston University. It was 10 years ago in 2002 when members of both the Associations met in Washington DC during

our Mid-term Meeting. Poised to be a "super-event", our Boston 2012 Annual Conference hosted by our 3rd Vice President Chuck McLaughlin is well in place and expected to be a huge success. There are many WAD-ASIS members and perhaps an opportunity to plan a trip to include Boston and Philadelphia, to attend both the events.

Our annual dues cycle this year saw a drop in non-renewals compared to previous years, thanks to the diligence of our Administrative Manager, Carolyn Ward for maintaining proper member records. With the recent introduction of PayPal, we hope to facilitate membership renewal process in a seamless manner in the future.

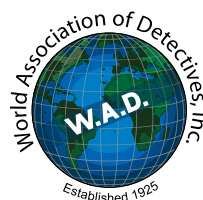
The member's e-group has been an effective source of communication and business reference among members. Whilst there have been regular posting of enquiries, it is incumbent upon members to be aware of possible consequences should their posting indirectly or directly reflect any compliance issues. We operate on an international platform and members could be subject to regulatory and legal requirements in the course.

My dear friends, I encourage you to become active in the many opportunities W.A.D. offers as we continue to lay down the framework from which this Organisation will grow.

Respectfully yours

Siti Naidu

President



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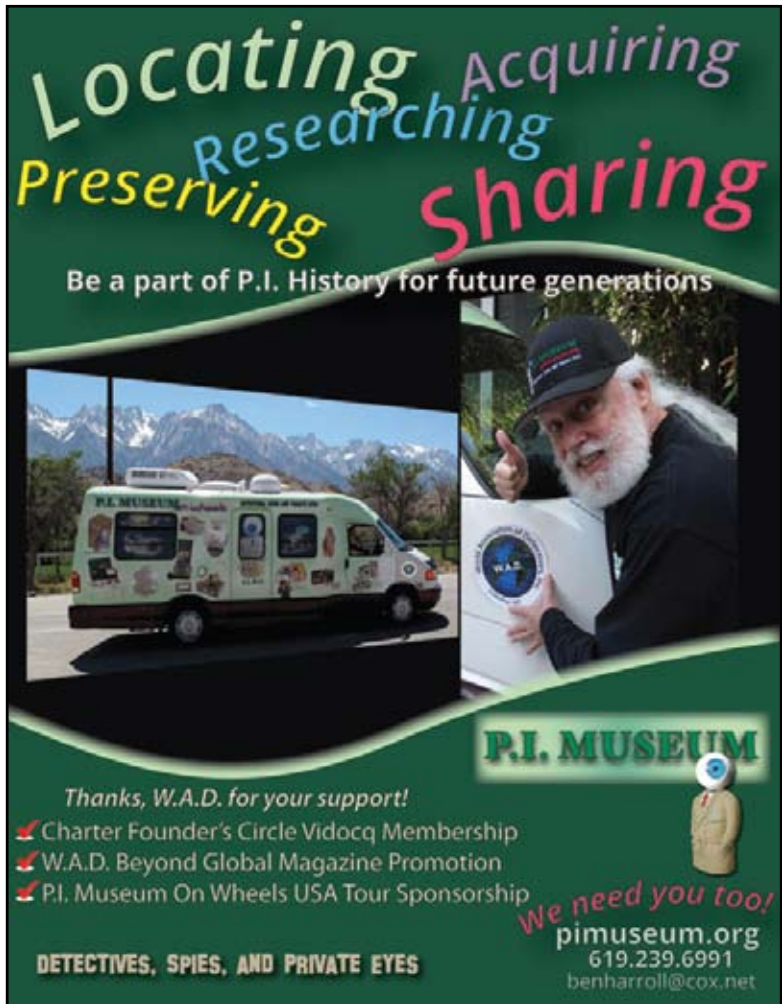
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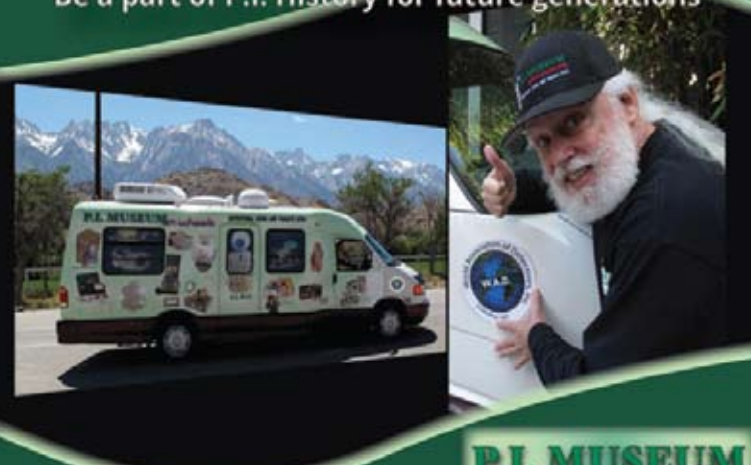
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EXECUTIVE DIRECTOR'S BRIEF

Dear Members,

By the time you receive this, many of you are probably packed for our Annual Mid-Term Meeting in Cannes, France. Of course the famous International Film Festival starts just days after our meeting and it is an interesting time on the French Riviera or Cote d'Azur. If you can't make it to France, be sure to join us in Boston September 3-8 for the 87th Annual Conference. The Boston 2012 International Investigation and Security Professional Conference will also include the National Council of Investigation and Security Professionals 37th Annual Conference. NCISS was founded 37 years ago by a group of WAD leaders.

London will be the host city for our Annual Mid-Term Meeting April 25-28, 2013 when we join the Association of British Investigators for their Centenary Celebration. IKD and CII will also be joining everyone for the big event. In late August 2013 we will be moving on to Rome, Italy for the 88th Annual Conference. Plans are already underway and we will be announcing the host hotel and confirming the exact dates soon.

I continue to be pleased and amazed at the progress we have made as an association over the past two years with a dedicated team of officers and managers in place. I am sure that our enthusiasm is rubbing off on our members as we continue to retain a high percentage of members and watch new applications come in at a recordpace.

At a time when many other associations are struggling with membership numbers and finances, WAD seems to buck the trend and set an example for all to try and follow. Being successful doesn't come easy, and managing this association the way it needs to be managed takes many more hours than anyone anticipated or most are aware of.

Thank you for your continued support.



Sincerely,

Bob Heales

WAD Executive Director

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Around the World with Rock and Bob

By Rockne Cooke and Bob Heales



If you didn't see the announcement, then this may be the first you are aware we are reinstating the "Around the World" column first made so popular by Jack Henebry between March 1989 and May 1996. The success of this column of course depends on submissions from you, our members. We would like to hear from members about the births of their children and grandchildren, member weddings or anniversary celebrations, deaths in the immediate family, serious health issues, awards or accolades you may have received, interesting vacations, new homes, maybe a collector car you acquired, a mountain you climbed, a ship you sailed, and so forth. You are welcome to submit photos.

Past President Phil Stuto of California is recovering well from his hip surgery and thanks all members for their messages of support. Ambassador Gary Kuty of Ohio has been on the mend since his serious auto accident several weeks ago and is planning on joining all of us in Cannes along with wife Liz. Nothing like a little French wine to ease those aches and pains.

Miriam Ettisch-Enchelmaier of Germany has been a busy lady. She was recently certified as a certified translator and interpreter of the English language. She also recently received a Certificate of Appreciation for her outstanding support and assistance to the Fluor Government Group of Afghanistan's Crisis Management Action Team. As if that wasn't enough she was also recognized by Rose Mary Cyr of Seer Investigations in Portland, Maine for her assistance in receiving two expensive Siberian cats from a breeder in Germany who apparently intended to keep the money and the cats. Miriam to the rescue, and the cats eventually found their way to their new home in Maine.

No charge from Miriam by the way.



The WAD Fire Truck made its first appearance in the Crosslake, Minnesota's Annual St. Patrick's Day Parade. The truck sports a large WAD logo on the doors and banners supporting www.DrusVoice.com, "Safety and Awareness for Women and Children". Watch for the 1957 Ford Big Job Fire Truck at a parade near you!

Our deepest sympathy to Past President Greg Scott for the passing of his beloved mother Ms. Betty Williams Meyer, 81, on April 6, 2012 at White Oak Manor in Burlington. Ms. Meyer was a past president of The North Carolina Dental Assistants Association and then worked as a secretary at John Umstead Hospital in Butner before she retired. Betty is survived by her three children, Greg Scott and wife, Diane of Kernersville; Sandra Jennings of Emerald Isle; and Eric Scott and wife, Judy of Durham; a half-brother, Rodney Williams of Florida; a half-sister, Shirley Williams of Florida; three grandchildren; and two great grandchildren.

WAD will be out and about this year attending some conferences with our booth and introducing ourselves to potential new members and clients. We will be at the ASIS Conference in Philadelphia during the week following our Annual Conference in Boston. We will also be at the 2012 West Coast Super Conference hosted by CALI in San Diego June 28-July 1 and at the 2012 East Coast Super Conference hosted by several state associations in Atlantic City October 10-12. Both conferences are being organized by Jimmie Mesis of PI Magazine.



Keith Schafferius of Australia has announced he is a Grandfather for the first time after the arrival of Oliver David Schafferius to son Kamball and his wife Kylie on December 6, 2011. He proudly added that daughter Timiko and her husband Mark Cranwell are expecting a son in May. Congratulations to the growing family!

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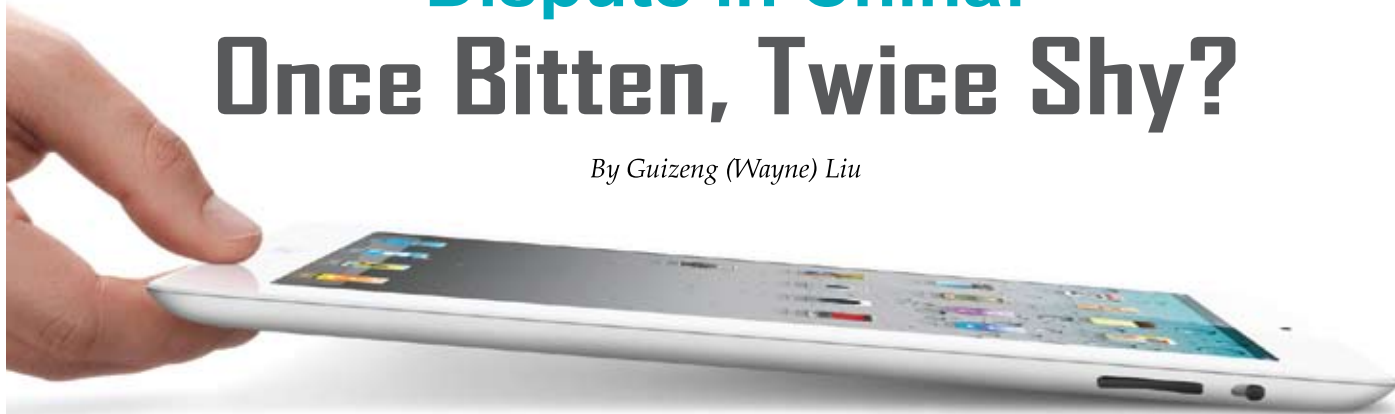
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iPad

Dispute in China:

Once Bitten, Twice Shy?

By Guizeng (Wayne) Liu



Historical Points of Progress concerning the Trademark iPad Disputes

On February 29, 2012, the Guangdong Higher People's Court held the trial for a whole day, but did not make the judgment right after the trial. The court declared to choose another day to announce the judgment.

On February 23, 2012, the Shanghai Pudong New Area People's Court suspended the trial of the lawsuit of trademark infringement upon iPad filed by Proview Shenzhen against Apple, pending the outcome of the trial of second instance by the Guangdong Higher People Court on the right to the trademark iPad, appealed by Apple as the appellant and Proview Shenzhen as appellee.

In February 17, 2012, the Huizhou Intermediate People's Court made a judgment on the lawsuit of trademark infringement upon iPad filed by Proview Shenzhen against Apple's Chinese distributors.

In January 2012, Applied filed an appeal against the Shenzhen court's judgment before the Guangdong Higher People's Court.

In December 2011, after three hearings, the Shenzhen court made a judgment to reject Apple's claim on damage and the right to the trademark iPad.

In February 2011, Apple Inc. (hereinafter Apple) filed a lawsuit over the right to the Chinese trademark registration for iPad in China before the Shenzhen First Intermediate People's Court, which first started the dispute.

In the year 2009, Applied acquired the right to trademark iPad in overseas countries at price of 35,000 pounds. However, as declared by Proview Shenzhen, the trademark right to iPad in China mainland belongs to Proview Shenzhen.

In the year 2001, Proview Shenzhen Technology Co. Ltd. (hereinafter Proview Shenzhen) obtained registration of two trademarks for iPad for computers.

In the year 2000, Proview Taipei Inc. (hereinafter Proview Taipei) registered iPad as trademarks in respect of computer and other electronic goods in Europe and other countries.

Current Status of the Case of the Dispute over Right to Trademark iPad

Apple has lost the case to Proview Shenzhen before the Shenzhen Intermediate People's Court on the contractual dispute over the right to trademark iPad. However, Apple has appealed before the Guangdong Higher People's Court for trial of second instance, which was held on February 29, 2012. The court has not yet declared the judgment but will choose another day to announce it.

Is Proview Shenzhen a Bad-faith Doer?

In the center of the dispute between Apple and Proview Shenzhen is the trademark iPad for computers. Proview Shenzhen registered their trademark iPad in 2001, when Apple had not created the idea of iPad. Obviously, Proview Shenzhen has registered the mark much earlier than Apple started to use it. Therefore, Proview Shenzhen did not register the mark in bad-faith.

Does Apple infringe upon Proview Shenzhen's Trademark iPad?

As provided by Article 52 of the Chinese Trademark Law, to use a trademark that is identical with or similar to a registered trademark in respect of the identical or similar goods without the authorization from the trademark registrant shall constitute an act of infringement of the exclusive right to use a registered trademark. This regulation does not need to satisfy "confusion" as a prerequisite, and as long as the use of the registered is unauthorized on the identical or similar goods, claim of infringement is justified.

In this case, even if consumers will associate the iPad-tablet computers with Apple rather than Proview Shenzhen when they look at the iPad branded tablet computers, the association or mental association shall bring harm to Proview Shenzhen in that the Proview Shenzhen's computer products bearing iPad shall lose their distinctiveness and identity. The Trademark Law is aimed at not only preventing consumers from confusion, but also protecting the right and interest of a prior registrant of a trademark. Definitely, by using of iPad for tablet computers, Apple has committed an act of trademark infringement, since it knowingly started to use the mark without authorization from Proview Shenzhen as the lawful registrant of the trademark iPad.

Issues of Dispute before the Guangdong Higher People's Court

As it has been well observed, the core issues of dispute are focused on two agreements. One is the trademark assignment deed signed between Proview Taiwan and the British IP Application Development Company, and another one is the trademark assignment deed signed between said IP Company and Apple. In the first assignment deed, Proview Shenzhen is not a signing party, so it has no contractual obligation to implement the assignment deed between Proview Taipei and IP Company. Proview Shenzhen and Proview Taipei are

two separate and independent civil legal entities, even if there is relationship between them since both of them are under Proview International. In addition, Proview Shenzhen was not given any money in amount of 35,000 pounds the IP Company paid for the deal of assignment between Proview Taipei and the IP Company. Also the interest of all the creditors of the insolvent Proview Shenzhen shall be harmed if the mark is assigned to Apple without compensation.

In the process of the second assignment deed, Apple made and used a common strategic method by setting up an agent company in the UK, which is IP Application Development Company, in order to negotiate with Proview Taiwan for assignment of iPad at a lower price. It is well perceived that the value of intellectual property such as a trademark is difficult to appraise in the business transaction. In the trademark assignment, if the assignee is a small company, its low profiling position may help it bargain for a lower price. Apple purchased trademark iPad from Proview Taipei via the IP Company and this operation of transaction is definitely lawful.

However, regardless of legality of Apple's tactic method in buying the trademark iPad from Proview Taipei, the question is why Apple has committed infringement upon Proview Shenzhen's iPad? Has apple made a mistake?

What Unthinkable Rookie Mistakes Has Apple Made?

First, Apple failed to conduct due diligence, in that it did not conduct a preliminary availability search for the mark iPad before it decided to purchase the trademark right to iPad in China, especially before it launched the iPad branded tablet computers in 2009 in China since use of iPad is definitely an act of



Mr. Guizeng (Wayne) Liu is a senior Chinese trademark specialist and practitioner ever since 1992. He is noted for his expertise in advising on prosecution and enforcement strategies, including representing clients at trial. He holds an LLM degree in Intellectual Property Law from Benjamin N. Cardozo School of Law. He also completed internship in a few law firms in the United States. Liu has published tens of articles in Chinese and English on a variety of trademark-related issues of Chinese Trademark Law and Regulations, legal practice, and corporate strategy and tactics in acquisition and enforcements of trademark right, etc.. Liu is also a frequent speaker at international intellectual property conference, Chinese domestic intellectual property conference, universities. Liu is a guest professor of the Law School of Beijing Foreign Studies University. HANHOW INTELLECTUAL PROPERTY PARTNERS is an IP firm that provides both domestic and overseas clients with full spectrum of services in all fields of intellectual property rights (IPR) in China.

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infringement upon Proview Shenzhen's trademark iPad. Secondly, Apple did not understand the basic knowledge of the Chinese Trademark Law. As provided by the Chinese Trademark Law, assignment of a registered trademark should be examined, approved and published by the Trademark Office, and the date of effective assignment of the trademark right is the date of the publication of the approval of assignment in the official Trademark Gazette.

In this sense, before the official publication of assignment against a registered trademark in China, the mark is still registered in the name of the original registrant who still has the freedom to assign the mark to a third party, and if the assignment with the third party is approved and published, the mark will be legally assigned to the third party.

Third, Apple has pulled itself into a passive situation since it has adopted a strategy to first commit an act of infringement and this will not be favorable to a settlement with Proview Shenzhen. Apple has launched the iPad tablet computers in a massive manner in 2009 in China before it legally acquired the trademark right to iPad, and its use of iPad has constituted an act of trademark infringement. As a result, Apple will face with billions of administrative fines that shall be imposed by AIC, huge damages awarded by the people's court, stop using iPad, if it eventually loses the dispute to Proview Shenzhen.

Forth, Apple should pay more attention to legal culture and practice difference. In this dispute, the difference between the Eastern and Western legal culture is one reason leading to Apple's legal flaw, and insufficient respect to Chinese intellectual property counterpart is another reason. Apple should hire and rely on a local professional Chinese intellectual property firm, who understands its business, Chinese trademark practice and administrative procedures to deal with its trademark matters.

What is the Most Likely Solution?

When looking at the crazy fans of iPad tablet computers in China, nobody shall say Apple will easily change the name of iPad, let alone give up and leave the Chinese market.

It is obviously difficult for the Guangdong Higher People's Court to render the final judgment, considering the trial and judgment has a regard to the dignity of Chinese law, but settlement does not. So, the court shall do the utmost effort to

mediate for a settlement. On the Apple side, it still has the room to negotiate for a reasonable price to be paid for its mistake before the court makes the final judgment.

On the Proview Shenzhen side, it has been deeply trapped into insolvency, and why not take the easy money and find a way out? There may be another solution, that is the Proview Shenzhen can go through the judicial bankruptcy liquidation procedure. As a result, the iPad trademark will be sold at auction, and Apple has an opportunity to buy the mark at auction price. Well, the price will be distributed among Proview Shenzhen's creditors in line with the Chinese bankruptcy law.



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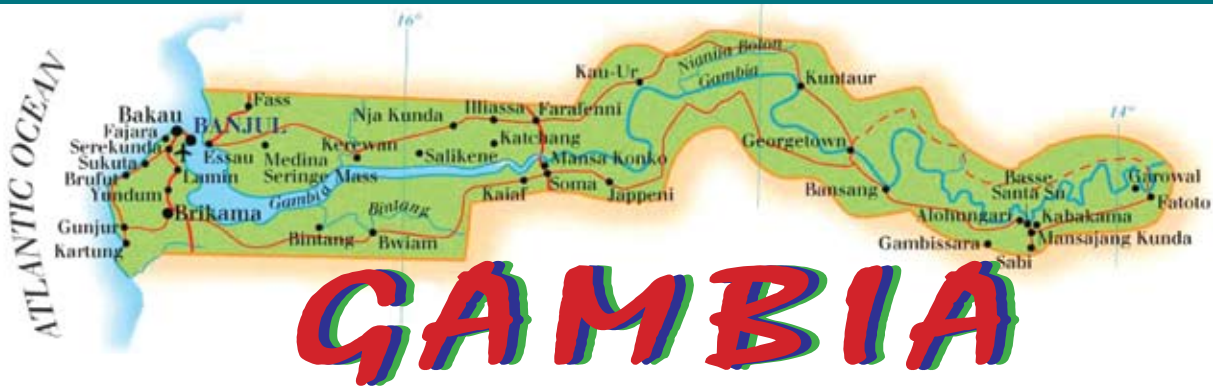
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By Gerd Hoffmann

“In May 2006, the founder of 2BaB, WAD Member, Gerd Hoffmann and his family visited a number of projects in The Gambia he had supported in the past on a small scale. Their guide, Omar Mammeh, invited them to visit the island Jinack, which is situated in the delta of the Gambia River. Gerd shares his involvement in this humanitarian project he undertook, taking leave from his business.

Omar, who had become lightly handicapped by polio as a child, came directly to the point: he was looking for help, mainly to obtain medical facilities in the village where he was born.

After a marvellous ride covering about 20 km of dirt road through the mainland, we crossed a branch of the river by canoe to the village of Kayateh. This was quite an adventure for us. We realized the less attractive aspects of it when Omar told us the story about his birth, which took place next to the dirt road. His mother -heavily pregnant- as on her way on foot to the hospital near the capital when she gave birth to Omar there; a situation many pregnant women are still facing if there are complications.

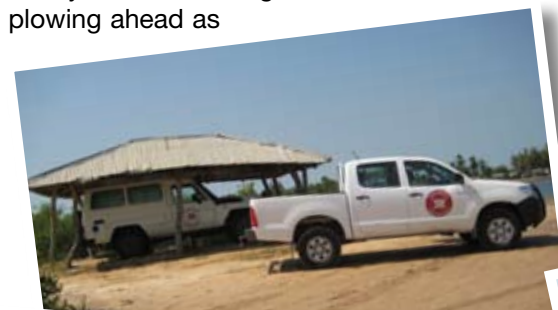
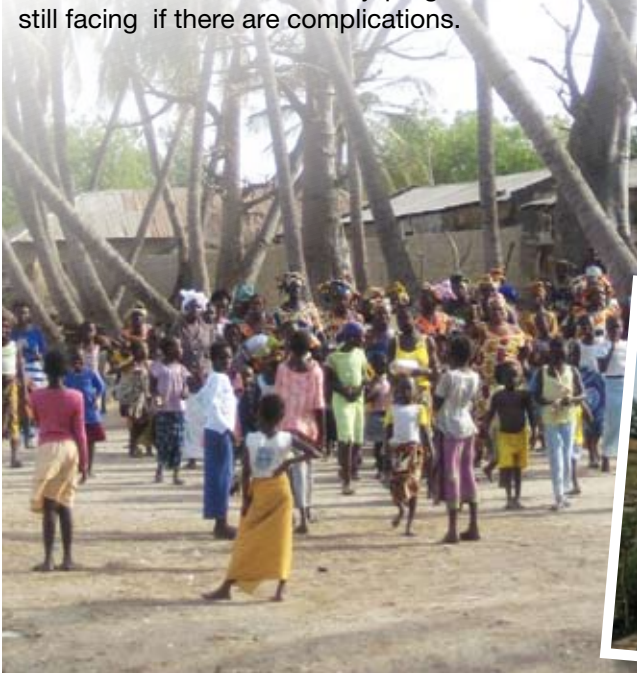
Upon our arrival in the village, Omar introduced us to his family. Then they showed us the small building on the village square that is visited by a nurse from the mainland once a month. The building looked very colourful from the outside. It had two small and unpaved rooms and it was very hot inside. The equipment consisted of a ramshackle massage table and some very old cast-iron enameled baby scales that were lying in the sand. There is no staff on Jinack; a government healthworker pays a monthly visit to the island.

This was all healthcare had to offer for the 1700 inhabitants of the island, nothing more. Hard to imagine for us as citizens from the Western World; or 2BaBs, as we call ourselves nowadays.

With the spirit of true 2BaBs we immediately decided to do something about this. Back home, we talked over our plans with two friends: one is active in healthcare and the other, suitably, in development aid. The 2BaB Foundation was born.....”

As you can see in enclosed pictures and on our site, we work in healthcare (building a 10 bed clinic, including my own little apartment, supplied a brand new ambulance, a pickup and a complete 17.5 hectare farm including three buildings and a poultry house and full machinery, with two storage containers.... Not always easy but just plowing ahead as you all know me to be!
haha

Greetings and take care
Gerd Hoffmann
Chairman
2BaB Foundation



FARM PROJECT BAKINDIKI KOTO APRIL 2012

Farm Project Bakindiki Koto

West-Africa has had a bad rainy season this year, resulting in both problems on our farm, concerning the maisfields and on Jinack's local rice activities.

Although we planted a double area of mais this year, we have harvested less due to this situation. Although we have less kilo's, we hope at least due to a somewhat higher price, to equal the amount received last year. To conquer the situation on Jinack, an emergency fund was made available by our foundation for the women to produce union to make up, somewhat, their losses.

The growth of onions on the farm has been successful and satisfying. Around this time we will harvest and sell this produce. The farm project further has produced this year over 3.000 kilos of tomatoes, cucumbers, courgettes and cabbage. Furthermore, we had pilots in peppers and eggplants, both successful. Specifically peppers might be a good choice for the next season, due to the high price for this product.

The coming third year of this project will be crucial, because problems also occurred. First of all, it appears to be very difficult to motivate the young men of the island to work on the farm, or rather, to stay working once when they have been trained. A steady round the week job is very hard to maintain for this untrained, unschooled, youngsters. Still, we want the workers on the farm to be locals from Jinack. It is in their interest to create and maintain a situation, whereby they themselves provide the money to maintain the clinic, the ambulance service and the school on Jinack, for the far, far, future.

Also, we had problems on the field of technical maintenance. Although we were warned for this problem in Africa, we thought we had this tackled well and under control with our local Board Members. Much to our regret, they have forgotten to keep track of the motoroil use of our tractor, resulting in a critical breakdown. We are now waiting for spare parts from China.

The Clinic

About the Clinic we can only report good news. Healthcare on Jinack is taken well care off and everybody on the island is now used to the fact that healthcare is available at all times and very close.

The Government

Due to the many contacts we had over the years, with numerous ministries and other government institutions and articles in the press and programmes on TV, the Jinack project of Kutejumbulu/2BaB Foundation has won the interest of the Government of The Gambia. This resulted in a visit the beginning of February to the Vice President's office with our Chairman and a delegation from Jinack and our Foundation.

On the initiative of the Vice President a delegation comprising many line ministries, ie. Agriculture, Agriculture Research Unit, Horticulture, Fisheries, Water resources, Women's Bureau and NGO's, and the Head of Mission representing the departments Works, Education and Health, visited Jinack to get an impression of the situation and discussed the situation of the people. It is clear that this earlier unmapped part of The Gambia, is now in the picture with the Government.

One remark made during this visit is worth mentioning: They considered our Clinic the cleanest of The Gambia!

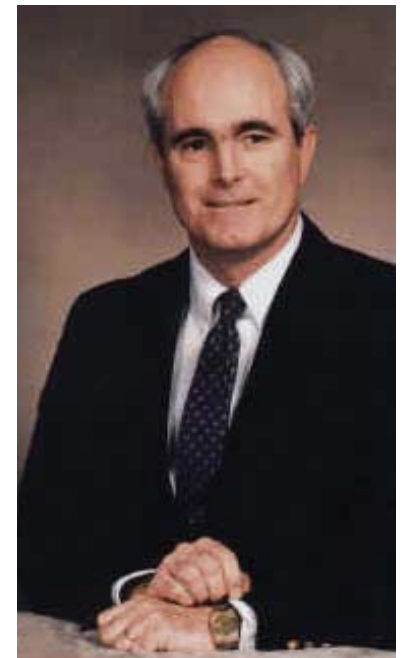
"This project is conducted in cooperation with the National Committee for International Cooperation and Sustainable Development."

2BaB Foundation is more than willing to draw your attention to the website www.ncdo.nl, which includes information about the United Nation' millennium development goals. 2BaB Foundation does not just commit itself to the United Nation' Millennium Development Goals (<http://mdgs.un.org/>), we want to be active in the realization of all eight goals. Only the realization of the Millennium Goals will significantly improve the living standards on Jinack.



Accolades to Florida Agent

By Keith Schafferius



THE World Association of Detectives is a global family of professionals. I have been a member for almost 40 years based in Brisbane, Australia and I can say from experience that my brothers and sister detectives have always been willing to lend a helping hand in all parts of the world.

I'd like to tell you about one of the best detectives I've worked with and the outstanding assistance that Steven Stansbury and his firm in Jacksonville, Florida provided on a recent case.

Steve has a BA in History from Dartmouth College and an MA in Urban Studies/Criminal Justice from William Patterson College. He served as an infantry officer with the US Marine Corps in Vietnam (1st Marine Division) and was an FBI special agent between 1973 and 1981 in Seattle, New York City and San Juan.

He was also a repo man for two years in Texas and has been a private investigator in sunny Florida for 24 years.

I called Steve to help with a case after I was approached by the parents of a 19-year-old Indian girl who ran away from her home in Brisbane. The parents are both Indian doctors.

Their daughter left home during the night leaving a note that she would be OK and not to worry. But they did worry. And with good reason they came to me for help..

I commenced inquiries through the family's neighbours and found one who had seen a Yellow Cab picking up the girl at 4am at a point up the street from her parents' house.

Through contact with Yellow Cabs I was able to ascertain that she was taken to Brisbane International Airport. Further discreet inquiries at the airport revealed that she had boarded an aircraft to Los Angeles. Her cellphone account showed that while at the airport she had spent an hour and a half on the phone to a number in Florida.

Steve linked the number to a rented house in Ocala, Florida where two women were living. They were 43-year-old Patricia and 37-year-old Michelle.

Patricia, 5ft 2in and 180 pounds, had a criminal felony arrest for grand theft in Marion County, where Ocala is located and was on probation with the Florida Department of Corrections.

Michelle also known under at least three other names, 5ft 5in and 105 pounds, had an extensive criminal history including arrests and convictions for felony grand theft on more than one occasion, felony petit theft, fraudulent use of a credit card, forging bank bills, uttering forged bills, and obtaining property with false personation. She has also been arrested and convicted of theft to deprive, possession of stolen credit cards, cashing or depositing an item with intent to defraud, probation violation, possession of cocaine, etc. She has spent a considerable amount of time in county jails and the Florida Department of Corrections.

Video surveillance commenced on November 28, 2011 and the Australian/Indian girl was observed at the home. It is believed she got to know the women through the internet. There was great concern for the runaway girl as she had a substantial amount of cash in her Debit Card account. Being made aware of the prior history of the two women at the Ocala address, one can only assume what their ulterior motive could have been.

Two days later Steve and Investigator Hilary Holtzee met Patricia in the driveway of the Ocala home and were

invited inside. Patricia went into a bedroom and the Australian/Indian girl came out to meet with the investigators. They spoke for a short time and the girl agreed to come with the investigators to Gainesville, Florida to have dinner with her parents who had arrived from Australia.

They met at Amelia's Italian Restaurant, had dinner and talked. The investigators then returned the girl to the residence in Ocala to pick up her luggage, the investigators were instrumental in counselling the girl in relation to her wellbeing and the two women she was staying with. Although the girl was 19 years of age and could decide for herself where she wanted to be, she agreed with her parents to accompany them back to Australia and sort things out with the family. She is now residing happily with her family back in Australia. Mission accomplished. All in all it was a pleasure to work with such a professional team and member of WAD.

Identify Your Target Market in 10 Steps

By Diana L. Garren



One of the keys to business success is identifying the target and niche markets with a need for your services. Many entrepreneurs are afraid to market to just one target or niche market. They are afraid of “missing business”. What they do not realize is that real, sustainable success is rooted in speaking directly to the needs of the right target and niche markets. One of the greatest mistakes any entrepreneur can make is thinking that everyone is in their target market. They cast their marketing message out like a fishing line into a vast ocean hoping the right people will bite. Sure, they get a few clients, but not enough to really make money, and likely not the kind of client they really need. It’s a hit or miss approach, and whoever they did catch was by luck or accident.

Your sales and marketing efforts are too important to be hit or miss. You need to deliver the right message to the right market with the right frequency. How can you do that? With skillful market research you can find out what markets your competitors are currently serving, where market opportunities exist, and which markets will be most profitable for your business.

The saying is “the riches are in the niches.” If you are serious about making real money you must spend the time and resources to find your niche market and serve it well. If you do this, the financial payoff is great! So, the choice is yours. Do you want to make a little money or a lot of money for the time you spend? It takes some time to find the right market, but the payoff is worth it!

Here are ten steps to identify your target and niche markets.

1. Make a list of your services and what is unique about them.
2. Identify the problems your services solve or the needs they fulfill.
3. Identify the markets you believe have a viable need for your services.
4. Match the market to the problems your services solve.
5. Determine if the market you have identified has enough potential clients to support the growth of your company.
6. Eliminate those markets that are not a good fit, and then prioritize from the most profitable to least the markets that match your services. While going through your list of prospective markets ask yourself the following questions:
 - a. Do I like this market and the people in it? If not, cross them off your list.
 - b. Do I want to work with this market? If not, cross them off your list.
 - c. Does this market spend money to solve their problem? If not, cross them off your list.
 - d. Is this a market that I or someone on staff has knowledge about? If so, put a star by it.
 - e. Can I gain access to this market? If so, put a star by it.
7. Once you have completed this list, pick the top three markets.
8. Research each market to be sure it is a good fit for your business and that is definitely has a problem that your service can solve.
 - a. Look on line for competitors already marketing to each of your potential markets.
Ask yourself:
 - What products or services are my competitors not offering that I could offer profitably?
 - What competitive advantages do I possess that my competitors can't offer clients even if they wanted to?
 - What do my competitors offer that I could improve on?
 - b. Make phone calls to companies in each market group and ask them questions about their problems and what they need.
 - c. Use both primary and secondary sources. (a business consultant, directories, obtain statistics, newspaper articles, surveys, focus groups, online searches)
 - d. Research to see if there is growth or decline in that market.
9. To niche market, chose only one target market and serve it well.
10. Develop your client profile before you develop your marketing plan or materials. Just as a mission statement guides the operation of your company, a client profile will guide your sales and marketing effort. Describe your potential clients as fully as you can. What do you know about them? Where are they situated geographically? What are their problems? How can you solve those problems? What do they spend on services such as yours?

Your goal is to become a big fish in a small, accessible pond - not a small fish in a big, crowded pond.



Diana L. Garren is one of the leading business and branding experts in the United States. She is the Founder and CEO of True Perceptions, Inc®, an Atlanta based business consulting firm. Diana has over 27 years of success in helping companies achieve their goals, improve their image, increase productivity and significantly increase their bottom line. For almost a decade Diana has consulted investigative agencies, security companies, process serving companies, and attorneys in the areas of business development, sales, marketing, branding, and perception management. Diana and her team work across industries and surveyed over 700 attorneys and businesses. This has provided them inside information about your market, what they look for and how to penetrate it effectively. Diana has built a sterling reputation for saving her clients money and making them profitable! For more information you may visit www.TruePerceptions.com.

Case File Closed Fact Stranger Than Fiction?

By Eric Shelmerdine

A call from an existing commercial client who I do tracing work for, advises me that I had been summoned to see the company's MD at his home address that evening. What could he want?

Well guess what? The families boxer dog "Tyson" had disappeared 4 weeks earlier, and despite reporting the "missing dog" to the RSPCA, the police, the local radio station and anyone else who was prepared to listen (probably even Crime Watch). Plus putting "missing posters" with a photo of Tyson on every lamppost and tree within a two mile radius of the house they had heard absolutely nothing. The MD (Mr. D for Director) had therefore decided he should call in a "professional", yes me! Mr.D's wife and two daughters were keen to tell me what happened on the day Tyson went AWOL. After one last futile attempt to explain to Mr. D that I had never traced a dog before I left his rather stately looking house wondering where the heck do I start.

Remembering what Mrs. D and the two Ms.D's told me, I finally decided on a starting point. It seems that on a fateful day, the Gas Board was repairing a pipe around 50 yards down the unmade lane from the house. They had seemingly dug a hole and then spent the necessary time tested few hours looking down it with mugs of tea in their hands. They were two of them and apparently Tyson had bounded up and down inquisitively

wondering what they were up to before joining them looking down the hole. I was lucky that the local British Gas Maintenance Depot was only a few miles from the D's house. Even luckier, the manager was really quite sociable (wonder how he managed to get a job there?). He looked up his work sheets and gave me the names of the two tea drinking hole diggers.

Early next morning I returned to the Depot before the days real work had begun. The two workmen in question were present (drinking tea).

I was permitted to have a word with them. Both remembered the day and the boxer dog Tyson in particular, as both admitted being a little fearful when they first saw the mutt bounding towards them, almost knocking one into the hole. Anyway they were both absolutely certain that the dog was still in the lane when they left. I took advantage of their keenness to prolong the interview (thus delaying them starting work for the day I suspect) "What do you do exactly when repairing a pipe then" I asked. "Well we locate the spot, dig down to it (then have a tea break I thought) then repair the pipe, it's a very skilful job "was the answer". "And the dog was definitely still in the lane when you left?" "Absolutely" they both nodded. "Tough work digging holes and filling them in" I said almost sarcastically. "Oh we don't fill the hole in" said one, "once we have done the repair we have finished " " what happened to the gaping hole left in the middle of the lane then" I asked. "Contractors come and finish it off, fill the hole in and lay a tarmac surface". A lead out of just being sarcastic I thought.

Back to the helpful manager. He was able to give me details of the contracting company who do the whole filling and tarmacing.

The next day I paid the contracting firm a visit. There were a group of overalled workmen in a yard at the side of the building. After an initial uncomfortable few minutes when approaching

them, they were actually quite receptive. "Not the Old Bill are you" one asked. I explained who I was (showed my ABUD card) and explained the purpose of my call. "I think I know who was on that job" one said. I left my card, thanked them and left.

Later that same night I got a call. "you haven't got this from me " the caller said, " but the guy you're looking for is xxxxxxxx . He is a little xxxx, and I know he has a boxer dog that is on heat, he is just the type that would steal the dog". "Do you know where he lives" I said. "yes, but you haven't got this from me either". I scribbled down the name and address and thanked the anonymous informant. I couldnt believe that I was actually getting somewhere and the assignment I was actually dreading suddenly felt good. The suspect lived in a semi rural village around 35 miles away.

The following evening I recruited a member of staff from the security company next door to my offices. I knew the owner well and had assisted them with investigation work in the past. "I want one of your bouncers for a few hours tonight", I told the boss . "Make sure he is big, but is smartly dressed in shirt, tie and jacket. I will pick him up at 6.30 pm. We arrived in the village at around 7.15 pm. We could've guessed which terraced house our suspect lived in straight away, as it was the only one where the pathway to the front door and the small front garden had been tarmaced. Before making a direct call I left my heavy in my car outside the front and walked around the back, down an alleyway running the whole row of terrace. I located the rear of our target address and climbed up to peep over the wooden door into the back yard (also tarmaced). Sure enough there was a large wooden kennel, although no sign of any dogs.



The 'DOG' Man
WAD Past President Eric Shelmerdine

Back to the front, and I knock on the door, my suited heavy standing head and shoulders above and behind me. The door opened and there stood who I assumed was the "little xxxx", a small tough guy. Very short ginger hair, stripped to the waist, nothing on his feet. "Mr. xxxxxxxx?" I said. "Yeh, who are you?" his eyes nervously looking at my minder. "I am here about the dog" I said. "What dog?" said he. "You know which dog, the boxer from xxxxxxxx". "Don't know what you're talking about" he said. "Look. We can do this one of two ways" I said, I have got a signed statement from a neighbour who saw a person fitting your description take the boxer dog and put it into your works van. The van had the name of your employer on" (I had my own fingers crossed whilst telling this little white lie). We can either call the Police now and you will be arrested and charged with the theft of a dog, in which case you will lose your job, your mate will probably also lose his job. Your employers may also be interested to know how you have managed to tarmac the front and back of your house." I'll tell you what, lets see what your wife thinks." I leaned to one side as if to call on Mrs xxxx inside. It had been a pure bluff up until that point, then all of a sudden, the little xxxx started to visibly shake, starting in his legs and quickly spreading

upwards until even his face was twitching. "Wait" he said glancing over his shoulder to have a quick look inside the house. He closed the door halfway, "what is the other way?" he said lowering his voice (blimey I got him I thought). I hadn't really anticipated all this so had to keep bluffing. "OK, we take the dog back now, and I will sign an agreement that I will not report the theft to the Police and won't inform your employers". "Right" he said "sign the agreement". "Dog first" I said. "Err its not here, my mates now got it". "Better get your shoes on then, and we will go pay your mate a visit".

As the little xxxx went inside to get dressed, I reflected that I had been told earlier there was no such offence as the theft of a dog, only the theft of a dog collar!.

We spent 10 minutes driving around the village looking for the mate before spotting a group of 4 to 5 men standing on a corner. They had three dogs with them. "That's him" he said pointing out of the window of the back seat (where I had sat him closely snuggled next to my minder) We stopped the car and I started to get out. "No, I better see them on my own said "ginger nut", there might be trouble. You stay here. "I watched him walk over to the group of men and could see there was an exchange of words, with the men periodically looking over to my car. I thought it was time to get out and open the back door. I then got a blanket out of the boot and laid it on the back seat, all under the glaze of the group. There was sort of staring match from a distance then (High Noon)

I then memo'd to my minder to get out and stand alongside the car with me. After further distant mutterings, ginger nut got hold of one of the dogs and led it over to me. "Here he is" he said as the group of men dispersed and disappeared. It certainly was a boxer. I shouted "Tyson, get in" and to my amazement the dog jumped onto the back seat and lay down.

"Now what about this agreement?", he said. "I lied", I said. "What are you going to do about it, Report me to the Police?". "Tell you what", I continued, "I promise I won't report the theft to the Police or your employer, and even more important for you I won't tell the dogs owner who you are and where you live". If you knew who Tyson's owner was you would probably emigrate tomorrow (just another little white lie) I noticed his legs starting to shake again, and knew that I had said enough. We drove off, leaving the ginger nut looking depressed. I got the feeling that his so called mates may be waiting around the corner for him. Not so tough

looking when we left him. After I dropped my heavy off (got as much conversation out of Tyson as I did from him) I proceeded to Mr.D's house. It was a Wednesday evening and there were 3 cars parked in the lane outside the house which meant I had to park 3 car lengths away from the front door.

I left Tyson in the back seat. He had suddenly sprung upright as I turned into the drive as if he could sense he was home. As I approached the house I noticed there were greeting cards on the window sill. Mr.D answered. Ah, he said, and actually used my first name," thought you had Tyson with you then, it's my eldest daughter's birthday today, and it would've been a great surprise"

"No he is not with me "(I was beginning to enjoy the moment) he's in the car"! I wish I had my brownie camera with me to record the look on his face. We quickly got Tyson and let him run into the house before us. You dog lovers out there can imagine the reaction.

Mr. D invited me inside where Mrs. D and the two D daughters were crying and hugging dishevelled Tyson. The other boxer dog George appeared looked at Tyson and turned away and left the room. I guess he knew his days of getting all the attention were over.

The girls took in turns ringing their friends and relatives to say "you'll never guess what, the private detective has found Tyson ". I must admit just for that short time, I felt like a celebrity.

Mr. D took me into the kitchen and I arranged to send him a note of my "dog expert locating" fees the next day. "One last thing "he said, I want the name and address of the xxxxxxxx who stole my dog. "Can't do" I said. (had to keep that promise, or I may have become party to something nasty.)
The End.



A TRIBUTE TO OUR LIFE MEMBERS



AUSTRALIA

Craig R. Douglas
Ian B. Fairbrother
Keith D. Schafferius
Neil A. Wood



AUSTRIA

Arthur A. Haefele
Heinz Rambousek
Georg Ramsauer



BELGIUM

Jean-Pierre De Cuyper



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Alfred Hermes
Bernard H. Major
Kal Wiseman



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FRENCH POLYNESIA

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Ernesto Z. Medina
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Wilfred D. Anthony
Ponnosamy Kalastree



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Enzo H. Muehlemann



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Berne K. Barvefjord



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W.A.D AREA GOVERNORS

Area Governors shall act in an advisory capacity and assist the Board of Directors in all matters pertaining to the welfare of the Association, the attainment of its objectives, the solicitation of memberships and such other duties as are fixed by the Board and may not serve in the same or like capacity for any other International Association. Area Governors represent multiple countries including the country in which they reside.



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Contact your Area Governors. They will be at hand to assist you.



Greetings from Boston!

On behalf of Boston University, we are delighted to welcome members of the World Association of Detectives and the National Council of Investigation and Security Services and their guests to the Boston 2012 International Investigation and Security Symposium beginning September 3rd. In addition to the WAD, NCISS, and BU sponsored programs and events, we invite you to take a look at the many attractions the city has to offer. Boston is often referred to as the "Athens of America," "The Hub," and the "Cradle of Liberty." With the City's world class museums, institutions of higher learning, performing arts, shopping, harbor excursions and more, these names are all well-earned. In addition, Boston's small footprint allows for easy navigation, even by foot. All of us at Boston University Metropolitan College look forward to greeting you and welcoming you in September, one of the most pleasant weather months of the year.



Thomas P. Shamshak
 Program Director & Lead Instructor
 Program in Professional Investigation
 Boston University Metropolitan College

Ruth Ann Murray
 Assistant Dean, Business Development &
 Director, Center for Professional Education
 Boston University Metropolitan College



WAD 87th Annual Conference this year in Boston is organized with a difference – a joint event with NCISS - Boston 2012 International Investigation and Security Professionals Symposium, from September 3rd – 8th, 2012. We are honored to partner Boston University, who have graciously accepted to host the Seminar at the University grounds.

WAD and NCISS, who will be conducting their 37th Annual Conference, will have separate association-business meetings but there are joint social events other than on the one-day Seminar for networking and fellowship. We will be extending invitations to other national associations and business groups to our Seminar.

Host, Chuck McLaughlin together with Thomas P Shamshak have a lined-up of distinguished speakers for the seminar who will share the expertise. A snapshot on some of the speakers...

Dr. Mary Ann Boyle, PhD, CG- Dr. Boyle is a certified genealogist, private investigator and the founder of American Genealogical Research. She will be discussing how to harvest clues from internet genealogy databases, find family secrets in public records and create a birth-to-death paper trail.

Bob Ward- Mr. Ward is an investigative reporter for MyFox Boston News and he will be discussing the Craigslist Killer case. This is a story of a Boston University medical student who allegedly used Craigslist to lure escorts to a hotel room where he would rob them, and one of the robberies lead to the death of one his victims. Philip Markoff was indicted for First Degree Murder but committed suicide while in jail awaiting trial.

Antho Amore- Director of Security, Isabella Stewart Gardner Museum- Mr. Amore is the author of Stealing Rembrandts: The Untold Stories of Notorious Art Heists. He is also in charge of the Gardner Museum investigation into its own art theft in 1990 that is considered to be the

largest art theft in history. A pair of thieves disguised as Boston Police officers made off with artworks valued over 500 million dollars. There is a 5 million dollar award for information leading to the recovery of the stolen art work. Our members will get a firsthand look at the museum when we have our outing at the museum.

Tom Mauriello- Mr. Mauriello recently retired from NSA and is a sought after speaker. He has a fascinating 60 minute seminar on "Critical Thinking" that he will be sharing with us.

Dr. Clem Pellett- Dr. Pellett is a dentist who tells a fascinating story about how he used private investigators to help catch the fugitive killer of his grandfather who was on the run for 38 years. He has also helped NCISS lobbying efforts in Washington DC.

Rashid Ali Malik- Last but certainly not least- Rashid does not need any introduction. He will be sharing his thoughts and observations on southern Asia and how it affects all of us around the globe.

Stay tuned, more details and frequent updates will be available on the Conference Website at www.wad-conference.com. Various sponsorship opportunities are available in support of the event.

Boston promised to be another interesting location, don't miss it. Register and make your reservations early at the beautiful Boston Park Plaza Hotel where all the business meetings will be held. See you in Boston in September!

The Founding of NCISS



By C.E. Bert Hinds, Past President, Founding Member

In September 1975, the World Association of Detectives (W.A.D.) held its annual conference at the Netherlands Plaza Hotel in Cincinnati, Ohio. Representatives from twenty-one nations began arriving, and on the first evening a get-acquainted cocktail party was held to kick off what ultimately became a most historic meeting.

As private investigators and contract security operators relaxed before the start of a busy weeks program, Joe Duncan of Nashville, Tennessee remarked that there were a number of officers of national associations representing England, Italy, Israel, Germany and India present in the room. He went on to ask a question that many of us had, for years, asked ourselves -- "Why don't we have a national association here in the United States?" Having raised the question, Joe decided to explore the issue further. He approached Norman Sloan and myself, who were co-hosting the W.A.D. Conference, and asked if there be an objection to his initiating some discussion on the formation of a United States national association. After being assured that there would be no problem, it quickly became evident that no less than eight or nine state associations were represented in the room by either present or past officers. In addition, a number of officers and prominent U.S. members of the Council of International Investigators were also in attendance.

As Joe began circulating among the guests, it was clear there was considerable interest in the project. After a good deal of cocktail conversation, it was agreed that those who were interested would meet over a working breakfast the following morning to further explore the idea.

The following morning, eighteen people attended what turned out to be the founding meeting. To everyone's surprise, there was such total agreement that committees were formed and Joe was elected temporary Chairman of the Committee of Concerned Guard and Investigation Companies. It was further agreed that an organizational meeting would be held in Nashville in the very near future.

Over a three-day weekend, December 12, 13, and 14, 1975, the C.C.G. & I.C. met at the Hyatt Regency Hotel in Nashville, Tennessee. Thirty-five individuals were in attendance at this meeting. There was such general agreement regarding the need for the organization that petty differences were set aside in order to get the organization up and running.

It was agreed that the name of the new association would be the National Council of Investigation & Security Services, Inc. It was further agreed that the Council would retain the services of Smith, Bucklin & Associates, Inc., a Washington, D.C. management firm, who at the time managed the National Burglar and Fire Alarm Association. A tentative set of by-laws were adopted and a slate of officers elected. John J. Duffy of Per-Mar Security & Research Company in Davenport, Iowa, was elected President, and Joe Duncan agreed to serve as Chairman of the Board of Directors. Others elected were Charles E. Dennis, Jr., V.P.

for Legislation; C.E. Bert Hinds, V.P. for Finance & Administration; Elliott Wolfe, V.P. for Investigations; Joseph D. Vinson, Sr., for Security Services; James Six, Secretary; and Merrill Roy, Treasurer. The Board of Directors was made up of Vincent Ruffolo, Reese I. Singleton, Louis Bommattel, Thomas E. Hannon, Harold James, John B. Dillon, Vance I. Morris, Jr., and Larry A. Webb. The first annual conference was scheduled for February 22, 23 and 24 1976, in New Orleans, Louisiana.

The Council immediately made its presence felt in Washington by taking a position on several pieces of pending legislation, particularly H.R. 10130, a bill that would have substantially increased the minimum wage and adversely affected the security services industry. Restrictive Occupational Safety and Health Act rulings were also addressed, State legislation watch committees were established to monitor various state legislative bodies.

The First Annual Conference of NCISS was highlighted by educational programs which included speakers such as Glen King, Executive Director of the International Association of Chiefs of Police; William Cunningham, President of Hallcrest Systems; and Dr. Richard Post, author and educator. The membership 43 individual company members, and seven state association members, with four more pending. A truly remarkable growth in just a few short months.

President John Duffy and the same officer corps were elected to serve along with a 24-member Board of Directors with geographic representation from all corners of the nation.

Looking back on my notes of this five-month period, I am amazed at the cooperative effort that was expended to lay the foundation for the Council, which has grown to be accepted as the "National Voice of Private Investigation and Security".

Today the National Council of Investigation and Security Services, Inc., remains a cooperative effort of those companies and associations responsible for providing private security and investigation services to the legal profession, business community, government and the public. Each day we find an increasing number of problems confronting the orderly growth of our profession. These problems include, among others: overly restrictive legislation regarding training and standards, proliferation of legislation requiring local licensing, public misunderstanding and misinformation on the role and contribution of private investigators and security services, and an uninformed media. It is the role of NCISS to meet and solve these problems while seeking to uncover and recommend action on any hidden potential problems which may have an effect on our profession.

We thank those W.A.D. members for their foresight in 1975, and we thank W.A.D. for their constant support of NCISS ever since.

CONFERENCE REGISTRATION FORM

BOSTON



BOSTON 2012 INTERNATIONAL INVESTIGATION AND SECURITY PROFESSIONALS SYMPOSIUM
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THE BOSTON PARK PLAZA HOTEL & TOWERS | SEPTEMBER 3 - 8, 2012 | BOSTON, USA

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**Registration Fee includes Welcoming Reception, General Meeting, Seminar, Tour (optional for NCISS), Scheduled Meals & Gala Banquet*
**Delegate registering for WAD & NCISS Meeting is entitled to a rebate*

<input type="checkbox"/> WAD Member	US\$ 395.00 x _____	US\$ _____
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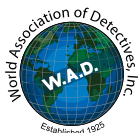
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World Association of Detectives, Inc
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Please contact hotel directly when making reservation under your respective Association. It is important that WAD/NCISS receive credit for your reservation toward our block of reserved rooms. Our block will be released on August 1st, 2012. After that date rooms are subject to availability.



World Association of Detectives, Inc. and
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September 3rd through September 8th, 2012

Boston 2012 International Investigation and Security Professionals Symposium

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EMAIL: reservations@bostonparkplaza.com

Be certain to include name, address, phone number, email address, date of arrival, date of departure, single/double, room rate requested, credit card number, expiration, and security code. Request "WAD Group" or "NCISS Group" clearly in your message. \$149 rooms are limited.

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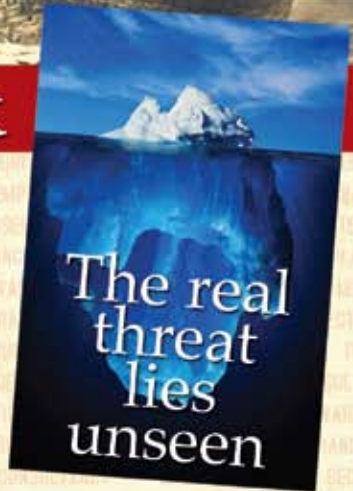
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