

## 2025 Board of Directors



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## WHEN NOT TO TAKE A CASE

Mike Jenkins

INSPI Board Vice-President

Hi everyone!! Hope you are all doing well as we head into the Fall and Winter season!!

Recently, I faced the dilemma of not taking a case. Well, it might not really have been a dilemma, but it made me stop and think about it. I soon realized that knowing when not to take a case is just as important as knowing when to. Taking the wrong case can waste time, damage your reputation, or even cause legal issues. Here are some red flags and guidelines to consider:

- **Legal and Ethical Boundaries** – does the potential client ask you to break the law, hack into accounts, conduct illegal wiretaps, or trespass?
- **Ethical conflicts** – for example, being asked to follow someone in a way that constitutes harassment, or obtaining information meant for blackmail?
- **Confidentiality risks** – does the potential client want information for improper purposes such as revenge, discrimination, or stalking?
- **Conflict of Interest** – Is the potential client connected to someone you know, or have worked with in the past?
- **Unrealistic expectations** – demanding guaranteed results, overly emotional or aggressive behavior?
- **Safety concerns** – does the case involve surveillance in dangerous areas, organized crime, or extremely hostile individuals?
- **Personal safety** – you and your team's safety is a priority!!

Here are a few concerns you should consider if you feel taking on a potential client raises questions. A little due diligence beforehand can save you big problems later. I learned a long time ago to go with your gut feeling!! A short time ago, a colleague and I were approached by a potential client with very unrealistic demands. It raised some red flags immediately, and I investigated why she needed a private investigator. Upon speaking with the potential client, she wanted to sue governmental agencies — and that was just the tip of the iceberg! I reached out to her attorney, checked court records, and discussed the case with my colleague. Even though the potential client had adequate funds to pay, the result was not realistically achievable. The potential client was informed of my decision not to accept her case and given the reasons. To my surprise, she accepted my decision and thanked me!

To wrap things up, if you feel that a case might not be right for you, decline it!! Having peace of mind is more valuable than you can imagine. Please take the time to do a little investigating if you feel a case could be more of a problem than what it's worth!!

Take care!!

### Tech Tip

**3-second tech genius: In Gmail, you can see every email from one sender fast. Right-click any message and choose Find emails from "Kim Komando."**

# New Members & More

Please welcome our newest members, joining in August and September.

**Melvin Folsie**  
ALLA Security Consulting  
Westfield, Indiana

**Dylan Mazurek**  
Maz Intelligence Bureau LLC  
Hebron, Indiana

**JC Cheshire**  
Cheshire Investigations Agency  
Greenville, Indiana

**Karyn Green**  
KG Investigations, LLC  
Indianapolis, Indiana

## INspi Pro Academy

Available Now!

**DATING APP, SOCIALS, FINANCIAL APPS**  
**E-Chat**  
<https://vimeo.com/1076412194/f1f1a77511>

**NUANCES OF INDIVIDUAL DUE DILIGENCE**  
**LOCATES, BACKGROUNDS, AND ASSETS &**  
**LIABILITIES**  
**Associates in Forensic Investigations**  
<https://vimeo.com/1080532369/c79adf7c20>

Remember, it's not too early to mark your calendars for the **Holiday Dinner Celebration** coming in December.

**December 6, 2025**  
**6-10pm**  
**Four Winds Casino South Bend**

Would you like to be part of the “**Member Spotlight**” series? Many of you may not be aware of the wide range of skills that are represented by our members. In order for us to learn more about our colleagues, the newsletter has featured INspi members in the last several issues and we would like to add more to our library of “interviews.” If you would like to be a part of this series, please contact Jan Fye, INspi Executive Administrator, at [admin@Indiana-investigators.com](mailto:admin@Indiana-investigators.com) to discuss this opportunity.

### Tech Tip

**Convert YouTube videos to text:** If you'd rather read a tutorial than watch it, YouTube makes it easy. **Open the video**, expand the **description** and tap **Show transcript**. In the new sidebar, hit the **three-dot menu** and select **Toggle timestamps** to clean it up. Then highlight, copy and paste the text wherever you need it. Amazing.

# Marketing Your Business Through Quality Service

By George Gergis, CLI, Investigative Support Unit

In the private investigation profession, many typically find that the most powerful marketing strategy isn't flashy advertising or trendy social media. It's the consistent delivery of quality service.

Many may spend considerable time educating themselves with the latest marketing tricks, whether constant email contact, website SEO's or other marketing trends, but forget the key to repeat business is Quality.

Clients rarely choose an investigator based on a catchy slogan—they choose someone they can trust. Building that trust begins with performance. Every case, report, and interaction presents an opportunity to demonstrate reliability, professionalism, and discretion—qualities that define successful investigators and naturally attract new business.

## **Building a Reputation for Professional Excellence**

Professional investigation work relies on reputation. Whether a client is a law firm, insurance company, or private individual, they look for investigators who produce accurate, well-documented, and timely results. Delivering top-quality work every time builds a foundation of credibility. Reports that are clear, factual, and properly formatted speak volumes about the investigator's attention to detail. Even when marketing budgets are limited, consistent professionalism generates powerful word-of-mouth referrals—still the most trusted form of advertising in this field.

Maintaining professionalism means more than completing assignments; it also means respecting confidentiality, meeting deadlines, and communicating clearly. An investigator who answers calls promptly, keeps clients informed, and provides transparent billing builds long-term partnerships that naturally expand their client base.

## **Integrating Quality with Marketing Materials**

A well-designed website and professional case summaries should reflect the same level of precision seen in your investigative work. Use your site to showcase your expertise, licensing credentials, and areas of specialization. High-quality content demonstrates competence and builds trust before the first call ever occurs.

Additionally, active professional networking—through investigator associations, community organizations, or continuing education events—extends your reputation beyond digital marketing. When peers and industry partners recognize your consistency and professionalism, referrals follow naturally.

## **Continuous Improvement as a Marketing Tool**

Quality service requires ongoing refinement. Continuing professional education, upgrading technology, and staying informed on evolving laws all enhance your effectiveness and credibility.

Clients recognize investigators who stay ahead of trends and adapt to changing needs. Promoting these proactive investments publicly emphasizes that your firm isn't static—it's committed to excellence.

Continuing education has consistently been the most sustainable competitive advantage for professionals. In an industry built on evidence and credibility, marketing through quality service produces the most growth. Every report, photograph, and email serves as indirect advertising. By treating each assignment as a marketing opportunity and each satisfied client as a spokesperson, a private investigation business can build lasting visibility, expand referrals, and establish a name synonymous with trust and precision.

Quality service starts with knowledge. Joining professional associations offers ongoing education, ethical guidance, and industry connections that strengthen credibility. Investing in education through these organizations not only refines your skills but also markets your commitment to excellence.

# Member Spotlight—Dylan Mazurek



## **Introduction—Tell us a little about you and your company.**

My name is Dylan Mazurek, and I am the founder and lead investigator of Maz Intelligence Bureau LLC, based in Hebron, Indiana. With a background in law enforcement and a passion for uncovering the truth, I established my firm to provide professional investigative services rooted in integrity, precision, and reliability. We proudly serve all of Northwest and North Central Indiana, delivering results that attorneys, insurers, businesses, and families can trust.

## **When did you become a member of INspi? What inspired you to join?**

I became a member of INspi in 2025 after earning my Indiana PI license. I was inspired to join because I believe in surrounding myself with other respected professionals in this industry — for networking, credibility, and continued growth as an investigator.

## **How has INspi been helpful to you so far?**

INspi has already proven valuable by offering access to resources, legislative updates, and the ability to connect with fellow investigators who understand the unique challenges of this field. The organization helps me stay plugged into a community that raises the standards of our profession.

## **What inspired you to become a private investigator?**

I've always been driven to uncover the truth and provide answers for people who need them. As my time in law enforcement, I wanted to continue using my skills for surveillance, investigations, and problem-solving — but in a way that gives me the freedom to build my own agency and help clients directly.

## **What are your firm's specialties?**

Our core specialties are Surveillance, Fraud Investigations, and Process Serving. These are the three pillars of our work, and we also offer skip tracing, asset checks, and other add-on services to support attorneys, insurance companies, and private clients.

## **What is the most interesting case you have worked on?**

Since Maz Intelligence Bureau is newly licensed, I haven't yet taken on a client case under my agency. However, my law enforcement background has given me experience with surveillance, investigations, and report writing that directly translate into PI work. I look forward to building new case stories through Maz Intelligence Bureau.

## **What is the most challenging case you have worked on?**

As a new agency, I haven't yet had a case through Maz Intelligence Bureau that I would call "challenging," but my time in law enforcement exposed me to high-stakes investigations that required focus, discretion, and patience. I know those same skills will be critical when I begin taking on PI cases.

## **What is your favorite/least part of being a private investigator?**

My favorite part is the chase — putting pieces together, conducting surveillance, and handing over clear, solid results to a client who needs closure. My least favorite part would be the administrative red tape, but I know it's necessary to keep everything compliant and professional.

# Member Spotlight—Dylan Mazurek (cont.)

## **What are some common misconceptions about private investigators?**

A lot of people assume PIs are like Hollywood movies — trench coats, breaking into places, or operating in the shadows. In reality, we are licensed professionals who follow strict laws and ethics to gather evidence legally and effectively.

## **How do you stay up to date with the latest techniques and technologies?**

I continually research new investigative tools, attend professional trainings, and stay connected with INspi and other networks to make sure I'm always ahead of the curve on techniques, technology, and best practices.

## **What didn't you know about being a private investigator before you started that you wish you had known?**

I didn't realize how much running your own PI firm is about business as well as investigations. Marketing, networking, and building credibility are just as critical as the fieldwork itself.

## **What is the most important thing you have learned as you have moved through your career as a private investigator?**

The most important thing I've learned is that trust is everything. Clients — whether attorneys, insurers, or families — put sensitive matters in our hands. Delivering results with integrity builds relationships that last and creates long-term success.

## **What are some of the biggest challenges facing private investigators today?**

Competition with unlicensed or unethical operators is a challenge, as it can hurt the credibility of the profession. Another major challenge is the rapid pace of technology — balancing the need for cutting-edge tools with staying compliant with ever-changing laws.

## **What else would you like to share?**

I want to emphasize that Maz Intelligence Bureau is built on professionalism, confidentiality, and results. My goal is to grow this agency, bring on additional investigators in the future, and continue to raise the standard of investigative services in Indiana.

### **Tech Tips**

**Add a signature in Gmail:** Go to Settings > See all settings > General > Signature. Click Create new, give it a name and type in details like your contact info and job title. You can also insert an image of your real signature. Then choose whether it appears on new emails, replies or both. Scroll down and hit Save Changes

**3-second tech genius:** On Windows, you can hide your desktop icons for privacy. Just right-click the desktop, go to View and uncheck Show desktop icons.  
On Mac, click Finder > Settings > General, and uncheck what you don't want on the desktop.

# Member Spotlight—Dean Gluth



**Tell us a little about you and your company.** My name is Dean Gluth, and I am a licensed private detective and the agency owner of InfoMAX Investigations serving Illinois, Indiana and Wisconsin. I am a Western Illinois University (WIU) Law Enforcement Administration (LEA) major, and my dream was always to become a cop. So, while taking many municipal police department tests (and getting put on various hiring lists), I began working retail security (loss prevention) for several department store chains (Montgomery Ward, Madigans, and Neiman Marcus). I was making \$48K as a member of upper management when I finally landed my first police officer position. But there was a catch--I was only offered \$22K to start as a police officer in Waukegan, Illinois and there was no possible way I could financially survive, considering I had just started a new family, was the "proud owner" of a new mortgage, and both my wife and I had student loans from college. So, I never became a cop despite it being my lifelong dream.

Unfortunately, I hated retail security management, and even though I did it for 10 years, I spent the last six years trying to figure out how to get out of it. That was when I took my first job working as an investigator for a detective agency in suburban Chicago, and that eventually inspired me to then take the Illinois Private Detective exam, which I passed in 1995. I immediately started InfoMAX Investigations, a company specializing in Workers' Compensation surveillance.

## **How long have you been a member of INspi and how has INspi been helpful to you?**

I became a member of INspi in 1999 and immediately enjoyed becoming active in association functions, and more importantly, in networking. The success of my business was always dependent upon having fellow investigators and friends all over the state who were willing to share their knowledge, and I would say that is just as true today! InfoMAX would not have grown to 10 employees (including 5 full-time investigators, an office manager, a marketing manager, and a director of investigations) without networking with my friends at INspi (and NCISS). I think it is important to emphasize that you can't just join an association and expect to increase your casework (and cash flow) unless you get involved and meet your fellow investigators, know what they do, and, in turn, benefit from them doing the same for you.

## **What inspired you to become a private investigator?**

Thomas Magnum and Jim Rockford. I wanted to be just like them, and I also eventually got a puppy that I named Magnum. He was a great dog.

## **What is the most interesting case you have worked on?**

The most interesting case in my 35-year career was when my WC insurance client instructed me to check into a nudist colony. I was to obtain a video of the claimant playing volleyball or horseshoes, rowing a boat, or swimming in a pool or lake, so they could defend against his arm injury claim. Long story short... the claimant did not play volleyball or horseshoes, and he did not row a boat or swim in either the lake or the pool. Unfortunately for the claim, the only thing that my subject ever did for an entire 3-day weekend was go to the hot tub and sit in it.

## **What is the most challenging case you have worked on?**

My most challenging investigation involved an injured WC claimant who was working at another job. I was to do this by conducting surveillance on him, simply following him there, and documenting him going inside. But then the case became unusual when the client (and their attorney) wanted me to apply for a job at the same factory warehouse and work alongside him so I could obtain covert video of him working from the inside. It became an undercover assignment, and it resulted in a successful total denial of his workers' comp claim (or in Illinois, a "Zero" ruling) where he not only received no monetary awards for his alleged injuries, but the Illinois State's Attorney agreed to charge him criminally with WC Fraud (which is VERY, VERY RARE). This case also resulted in a criminal conviction, and he was ordered to pay restitution to the employer and the insurance company for all the money he received during his two-year claim.

## **What is your favorite/least favorite part of being a private investigator?**

During my 35-year career as a private detective, I absolutely love that no two days are ever alike, that no two cases are ever worked exactly the same way, and that no two results are ever the same. Day-to-day monotony (or year-to-year) is not a problem with this job.

# Member Spotlight—Dean Gluth (cont.)

My least favorite part about doing surveillance is how so much of it is just totally out of your control. In other words, so much of your final surveillance product (the information developed, the video obtained, or the ability to follow somebody around while engaging in their activities) is dependent upon pure luck (or the absence of bad luck) in the production of a quality product. Often, innocent and uninvolved people just get in the way, or vehicles park right in your line of sight at the crucial moment of beneficial activity, or other vehicles in traffic obstruct your tail. Other people walking through or standing in the area, traffic lights changing while you're following them in a mobile surveillance effort, railroad crossing gates coming down in front of your surveillance vehicle, and/or pedestrians, buses, taxi cabs, police cars, etc., can (and will) ruin your day sooner or later.

## **What are some common misconceptions about private investigators?**

A big misconception about private investigation and private investigators is that EVERYTHING can be found in a database. Or, that ANYTHING (or any piece of information) can be developed by a good private investigator. The truth is that sometimes things just CANNOT be developed, and if people do things in the privacy of their homes, there is usually no way to document that activity.

## **How do you stay up to date with the latest techniques and technologies?**

Staying up to date on laws, techniques, and technologies is done by becoming a member of your state and national private investigation association. INspi & NCISS do a great job with this kind of information and knowledge.

## **What advice would you give to someone considering becoming a private investigator?**

The best advice I have for anyone becoming a private investigator is to become a member of, and remain active in, those associations. That is the best way to get referrals from other members who need your help with their investigations. As Brandy Lord has said a hundred times, "Faces gets Cases." If people don't know who you are or what you look like, they are probably not going to call you just because you're listed in the association directory. Networking is the only way people are going to trust you, and those referrals coming from other association members will absolutely pay for all your upcoming annual association dues.

## **What is the most important thing you have learned as you have moved through your career as a private investigator?**

The most important thing I have learned is that you need to charge an appropriate amount for your investigative services, and that when you give things away, or don't charge enough for your services because you think that you need to do this in order to keep your business in business, you will probably not be in business for long. More importantly, I have learned that raising your prices and charging higher rates does not make you lose clients... it makes you gain clients, makes more money, and therefore allows you to stay in business. Additionally, I have learned that when I gave services away or charged lower rates to someone because I was doing them a favor or felt they would become a long-term, loyal client, I was always disappointed in the long run.

## **What are some of the biggest challenges facing private investigators today?**

I think social media advertising and generating business through search engine optimization (SEO) services are the most challenging aspects of running and building a private investigation business these days. Standing out against the competition and competing for business with them is costly and requires careful execution. That factor is what I believe has changed the most during my 35 years in the business.

## **What else would you like to share?**

The best advice I can give to others in this business is to take care of yourself and your health. Get the appropriate amount of rest, eat properly, stay active, exercise, and enjoy your days off with the people you love and doing the things you enjoy. If you don't take care of the most important part of your business —YOU—you will find that your business will not take care of you, and it will, in fact, ruin your health **and** your success.

# Understanding Your Business (As Shared on LinkedIn)

# 20

BY OANA LABES, MBA, CPA

## MOST CONFUSED FINANCE TOPICS

### PROFIT VS. REVENUE

- Profit: Net earnings after deducting all expenses.
- Revenue: Total income generated from sales or services before deducting expenses.

### ACCRUAL VS. CASH ACCOUNTING

- Accrual Accounting: Recording revenues and expenses when they are incurred, regardless of when cash is exchanged.
- Cash Accounting: Recording revenues and expenses only when cash is exchanged.

### ASSETS VS. LIABILITIES

- Assets: Resources owned by a company (e.g., cash, inventory, property).
- Liabilities: Obligations a company owes (e.g., loans, accounts payable).

### CAPEX VS. OPEX

- CapEx: Funds used by a company to acquire, upgrade, and maintain physical assets (PPE, buildings, or intangibles)
- OpEx: Day-to-day expenses to run the business (e.g., rent, utilities).

### GROSS MARGIN VS. NET MARGIN

- Gross (Profit) Margin: Sales revenue minus cost of goods sold, divided by revenue.
- Net (Profit) Margin: Net profit divided by Sales revenue.

### EBITDA VS. NET INCOME

- EBITDA: Earnings before interest, taxes, depreciation, and amortization.
- Net Income: Total profit after all expenses, including interest, taxes, depreciation, and amortization.

### RETURN ON INVESTMENT VS. EQUITY

- ROI: Measures profitability relative to total investment.
- ROE: Measures profitability relative to shareholders' equity.

### MARKET CAP VS. ENTERPRISE VALUE

- Market Cap: Total value of a company's outstanding shares.
- Enterprise Value: Total value of a company, including debt and excluding cash.

### FIXED COSTS VS. VARIABLE COSTS

- Fixed Costs: Costs that do not change with production or sales volume (e.g., rent).
- Variable Costs: Costs that vary with production or sales volume (e.g., materials, direct labor).

### FINANCIAL VS. OPERATING LEVERAGE

- Financial: The use of debt in capital structure to amplify net income
- Operating Leverage: The use of fixed vs. variable expenses to amplify operating income

### BOOK VALUE VS. MARKET VALUE

- Book Value: Value of an asset according to its balance sheet account balance.
- Market Value: The current market price of an asset or company.

### CASH FLOW VS. PROFIT

- Cash Flow: The net amount of cash being transferred into and out of a business.
- Profit: Net earnings after all expenses are deducted.

### LIQUIDITY VS. SOLVENCY

- Liquidity: Ability to meet short-term obligations using available assets.
- Solvency: Ability to meet long-term obligations.

### DEPRECIATION VS. AMORTIZATION

- Depreciation: Reduction in the value of a tangible asset over time.
- Amortization: Reduction in the value of an intangible asset
- Loan Amortization: Reduction of a loan balance over time.

### INTEREST RATE VS. ANNUAL PERCENTAGE RATE (APR)

- Interest Rate: The cost of borrowing money or the payment for lending money, usually expressed as a percentage.
- APR: The annual rate charged for borrowing, which includes additional fees.

### DIVIDENDS VS. CAPITAL GAINS

- Dividends: Distribution of profits to shareholders.
- Capital Gains: Profit from selling an asset at a higher price than it was purchased.

### INFLATION VS. DEFLATION

- Inflation: General increase in prices and decrease in purchasing power.
- Deflation: General decrease in prices and increase in purchasing power.

### CREDIT RISK VS. MARKET RISK

- Credit Risk: Risk of loss from a borrower's failure to repay a loan or meet contractual obligations.
- Market Risk: Risk of losses due to fluctuations in market prices.

### LEVERAGE RATIO VS. COVERAGE RATIO

- Leverage Ratio: Measure of the degree to which a company is financing its operations through debt.
- Coverage Ratio: Measure of a company's ability to meet its financial obligations.

### BUDGETING VS. FORECASTING

- Budgeting: Process of creating a plan for generating income and incurring expenses for a specific period.
- Forecasting: Estimate of future financial results based on analysis of historical data, and current and future events.



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