Why Research Individuals

- Identification
- Verification
- Reputation
- Experience
- Solicitation
  - Ability to buy or make a gift
Prospect Research

Gifts

Connection to org
Ability to give
Philanthropic tendency

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What Can Not Be Found

- Absolute Net Worth
- Stock Holdings of Non-officers
- Bank Account Information and Status
- Non-published Phone Numbers and Cell Phone Numbers
- Most Personal Information

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Developing a Search Strategy

- **What** do I want to know?
- **Why** do I want to know it?
- **Where** might I find the information?
- What **time frame**, if any, is relevant?
Information Trends

- Information rapidly moving to fee-based
  - Telephone numbers
  - Addresses
  - Newspapers
  - Magazines
SEARCH ENGINES
Internet Search Engines

- Bing (12.2%)
- Yahoo! (8.5%)
- Google (77.4%)

Reported by StatsCounter, as of June 2014 for U.S. users only.
Location, Location, Location

- Search Engines are noting our locations
- From Google: “The customization of search results based on location is an important component of a consistent, high-quality search experience. Therefore, we haven't provided a way to turn off location customization, although we've made it easy for you to set your own location or to customize using a general location as broad as the country that matches your local domain.”
Change your location on Google

When your location is up to date, you’ll see relevant results for the location you’re in. For example, if your location is in Seattle, when you search for coffee shops, you’ll see ones that are nearby.

Change your location

- Computer

1. Do a search on Google.
2. Scroll down to the bottom of the search results page where you can find the current location that Google has for you. The location may be coming from your IP address, your Location History, your Wi-Fi connection, or any locations you’ve set at www.google.com/preferences.
3. To update your location, click Use current location or Update location.

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Searches related to "margaret King"

margaret king library  margaret king morningside
margaret king artist  margaret king cuny
margaret king stanley margaret king obgyn
margaret king microsoft margaret king henry viii sister

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We believe in better search and real privacy at the same time. That's why:

- We have tons of goodies.
- We don't track you.
- We drop the clutter.
- We don’t filter bubble you.
Biographical

- Company website
- Marquis Who’s Who
- Alumnifinder
- Internet
  - Use more than one search engine
- Data.com
- ZoomInfo

https://www.g2crowd.com/products/zoominfo/competitors/alternatives

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Biographical

- LinkedIn
- Social Media
  - Facebook, Twitter, Instagram, Google+, Pinterest, Flickr
- Biznar
- Yanzi
- Pipl
- Spokeo

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Social Media search

- SocialMention
- WhosTalkin
- Twitter Advanced Search
- Google Inside Search
- Bing Social
- Topsy (topic focused)

Biographical Internet Search

- Use advanced features
- Exact phrase:
  - Margaret I. King
  - Margaret King
  - Marge King
- With at least one word
  - Bio, biographical, resume, biography
Example

- **Margaret I. King**
  - Google: 265,000 results
  - Bing: 6,020 results
  - Yahoo!: 6,020 results

- **Margaret King**
  - Google: 357,000 results
  - Bing: 84,000 results
  - Yahoo!: 84,000 results

- **Marge King**
  - Google: 22,300 results
  - Bing: 7,050 results
  - Yahoo!: 7,050 results

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Example

- Margaret I. King
  - Biznar: 14,180 results (500 top results)
  - Yasni: 542 results

- Margaret King
  - Biznar: 53,632 results (663 top results)
  - Yasni: 1,258 results

- Marge King
  - Biznar: 6,297 results (462 top results)
  - Yasni: 267 results

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Example—Biznar
Example—Yasni
Example—Yasni

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Example—pipl

Results For
- Margaret King
- Drexel Hill, Pennsylvania
- Philadelphia, Pennsylvania
- "Tutor/Trainer at Avenue College"

Sponsored Links
- Lookup 484-461-8100
  - View Owner's Name & Current Address Now,
  - Spokes.com
- Who Called? 484-461-8100
  - View Names, Addresses, And More Instantly,
  - PeopleFinders.com
- 484-461-8100: Owner?
  - Name, Address, Age, Background Information

Margaret M King
58 years old

CAREER:
- "Tutor/Trainer at Avenue College"
  - President at InfoRich Group, Inc., Adjunct Professor at Delaware County Community C.
  - Professor, Adjunct at Eastern University
  - President at Association of Independent Information Professionals

EDUCATION:
- Harvard University
- Saint Joseph's University
- Cabrini College

USERNAME:
- margeking

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Data Protection In The Cloud Era

(Network Computing) September 18, 2013

Growing deployments of private and hybrid clouds, coupled with increasing enterprise trust in public clouds, begins the question, how can IT management assure data protection and security in the era of cloud computing and cloud storage?

Many agree that encrypting data at rest or in transit is extremely helpful in assuring data protection within a cloud-based data center. However, newly created data and data frequently used by applications has many points of vulnerability and is in flight to and from application servers.

The challenge is that data protection and security concerns are always with us as we switch to newer IT technologies and as long as there are those who try to break through security measures and access data. Some in IT management claim technology fault, however, other elements, including out-of-date corporate security protocols, contribute to data exposure.

Organizations often implement virtualization and cloud deployments without reviewing their data protection and security policies. Significant infrastructure changes can put a business at risk. Failing to review data protection and security measures before changes are implemented may leave you at risk of an attack on your data and missing out on key new technologies that can help you.

Recently, spoke with Zane Grammichia, president of East Coast Computer and a Cisco partner. Zane has been addressing data protection and overall business IT security concerns for decades. I asked Zane what his firm typically recommends as they work with clients on implementing infrastructure changes. In addition to recommending clients use updated tools for better data security planning, his company advises they not install business critical applications on devices that are in the hands of employees.

"They [users] can still run these applications from their devices, but through a centrally managed server or in the cloud. Users can still run these applications offline or offline from their various devices," he said. "If for any reason an employee moves the company or a device is lost or stolen, data security can be at great risk. However, the proper tools these risks can be minimized since devices can be deactivated and the data wiped should these risks arise."

There is an industry effort to automate security in conjunction with virtual machines, but, "In India, president of VastEdge, a supplier of IT services to major corporations, said this can be a tricky undertaking.

"Automation in a virtual machine environment (i.e. VMware, RHV) is good as, but it can be scary as well, because the security policy must be absolutely correct when the virtual machine is created," he said. "Clearly, preparing security policies and testing them thoroughly before implementing them in an automated environment is a must.

As virtual and cloud deployments continue to grow, common human access concerns all need to be addressed. For example, consider extranets. Extramal access is typically provided to partners, vendors, and suppliers. Information in-flight over multiple networks can be exposed to theft, and the extranet can create a hole for hackers to enter an organization's IT infrastructure.

"Extranets can increase data security risks. Network virtualization, firewall, wireless, and some storage virtualization use cases can be attacked and customer order data (sales, purchase price information and shipping information) can be compromised," Mehta said. "Security is a big gap and needs to be addressed. It needs to be extranets."

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Real Estate—Free / Inexpensive

- Most states consider RE records public record (Maine, New Hampshire, Vermont do not)
- Local County Assessors
  - [http://www.denvergov.org/property](http://www.denvergov.org/property)
- [www.pulawski.net](http://www.pulawski.net)
Real Estate—Free / Inexpensive

- Other real estate look-ups
  http://indorgs.virginia.edu/portico/personalproperty.html
  - or http://tinyurl.com/r3y3y
Contributions to this project are strongly encouraged. Please feel free to email the following information whenever you call a tax assessor's office:

- The name of the county, city or township office
- The number by which you must multiply the assessed value to come up with the market value
- Phone number of the office
- Tax assessor's web address

You may also wish to access the Geographic Name Server [here](http://example.com) to determine what county a particular city is in. The name server provides other information about cities as well.

Updates to: pulwski@comcast.net

Disclaimer: This table is intended to be a repository of information supplied by prospect researchers around the world. Although you and your calculator may seem to arrive at a very precise estimate using these numbers, please remember that it is simply a "ballpark" figure (probably on the low side, for many reasons including time lag). Accuracy is not guaranteed, and no entities implied by this image are responsible for any errors or omissions herein.
The state has set the **assessment rate** for residential properties for 2004 (including mobile homes, condominiums and apartments) at 7.96% of their value (multiplier = 12.56) All other property has an assessment percentage of 29% (multiplier = 3.45). Per state statute, all real property is reassessed every two years.

<table>
<thead>
<tr>
<th>County</th>
<th>Multiplier</th>
<th>Phone Number</th>
<th>Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams*</td>
<td>12.56 or 3.45</td>
<td>303-654-6160</td>
<td>Adams County GIS</td>
</tr>
<tr>
<td>Alamosa</td>
<td>12.56 or 3.45</td>
<td>719-589-6265</td>
<td></td>
</tr>
<tr>
<td>Arapahoe* County</td>
<td>12.56 or 3.45</td>
<td>303-795-4600</td>
<td>Arapahoe</td>
</tr>
<tr>
<td>Archuleta</td>
<td>12.56 or 3.45</td>
<td>970-264-8310</td>
<td>Archuleta County Assessor</td>
</tr>
<tr>
<td>Baca</td>
<td>12.56 or 3.45</td>
<td>719-523-4332</td>
<td>Baca County</td>
</tr>
<tr>
<td>Boulder*</td>
<td>12.56 or 3.45</td>
<td>303-441-3530</td>
<td>Boulder County</td>
</tr>
<tr>
<td>Broomfield</td>
<td>12.56 or 3.45</td>
<td>303-464-5819</td>
<td>Broomfield County/City</td>
</tr>
<tr>
<td>Chaffee</td>
<td>12.56 or 3.45</td>
<td>719-539-4016</td>
<td>Chaffee County</td>
</tr>
<tr>
<td>Clear Creek</td>
<td>12.56 or 3.45</td>
<td>303-679-2322</td>
<td>Clear Creek Assessor</td>
</tr>
<tr>
<td>Conejos</td>
<td>12.56 or 3.45</td>
<td>719-276-5585</td>
<td>Conejos Assessor</td>
</tr>
<tr>
<td>Crowley</td>
<td>12.56 or 3.45</td>
<td>719-267-4421</td>
<td></td>
</tr>
<tr>
<td>Custer</td>
<td>12.56 or 3.45</td>
<td>719-783-2218</td>
<td>Custer County</td>
</tr>
<tr>
<td>Dolores</td>
<td>12.56 or 3.45</td>
<td>970-677-2385</td>
<td></td>
</tr>
</tbody>
</table>
Real Estate—Subscription

- Alumnifinder (Accurint/LexisNexis)
  - Transactional
- DataQuick
  - Subscription
- LexisNexis Real Estate
  - Transactional
- CoreLogic
  - Subscription
Philanthropy Databases

- Individuals
  - NOZA
    - www.nozasearch.com
    - Canadian and U.S. gifts
  - iWave Information System’s PRO
  - Wealthengine’s FindWealth
  - Blackbaud’s ResearchPoint
  - DonorSearch.net

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Philanthropy Databases

- Private Foundations
  - Foundation Center (fee-based)
    - www.foundationcenter.org
    - Dialog
  - GuideStar (free and fee-based)
    - www.guidestar.org
    - Part of WealthEngine, iWave, ResearchPoint subscription
  - National Center for Charitable Statistics (free)
    - http://tinyurl.com/3m3x8uk
    - 990 search
  - CitizenAudit.org (free and fee-based)
Federal Election Contributions

- Candidates required to disclose campaign contributors
  - http://tinyurl.com/fgdcj
Individual Contributions Arranged By Type

Contributions to Political Committees

CERKOVNIK, EDWARD
ENGLEWOOD, CO 80111
BRECKENRIDGE BREWERY

MORRISON, JOHN
VIA MORRISON FOR MONTANA INC
12/02/2005 250.00 26020521014
05/10/2006 250.00 26020520632

CERKOVNIK, EDWARD A
ENGLEWOOD, CO 80111

STRICKLAND, THOMAS LEE
VIA STRICKLAND FOR COLORADO INC
06/27/2002 250.00 22020390055

CERKOVNIK, EDWARD A
ENGLEWOOD, CO 80111
BRACKENRIDGE HOLDING

UDALL, MARK E
VIA UDALL FOR COLORADO
07/14/2008 250.00 28020562695

CERKOVNIK, EDWARD A JR
ENGLEWOOD, CO 80111
BRECKENRIDGE BREWERY

BENNET, MICHAEL F
VIA BENNET FOR COLORADO
06/24/2009 500.00 29020250263

Total Contributions: 1500.00

TRY A NEW QUERY
RETURN TO HOME PAGE
Company Databases

- Corporate registration
  - State level
  - Generally Secretary of State
  - Google: State corporation search
- Yahoo!Finance
  - finance.yahoo.com
- Hoover’s (free version)
  - www.hoovers.com
Private Companies

- Additional sites
  - www.thomasnet.com
  - www.manta.com
  - www.yelp.com
  - www.anywho.com/yp
  - www.infousa.com
  - www.linkedin.com
  - www.zoominfo.com

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Manta

- Private Companies
- Free
- Based on Dun & Bradstreet data
- Limited info
Yahoo!

- Public Companies
- Profile
- Insiders
- Compensation
- SEC filings
- Recent news
Stock Holdings

- Public Record, *if*
  - Owner
    - more than 10% of outstanding shares
  - Officer
    - CEO, President, Executive VP, Treasurer, Director

- File with Securities and Exchange Commission (SEC)
  - www.sec.gov
Stock Holdings

- Yahoo! finance
- Securities and Exchange Commission
  - www.sec.gov
  - Proxy statements DEF 14A
- Marketwatch
  - http://tinyurl.com/6mc9s3
Example—Marketwatch
## JOHN MCCARVEL

<table>
<thead>
<tr>
<th>Declared Holdings</th>
<th>Reported</th>
<th>Shares</th>
<th>Value as of 11/08/2010</th>
<th>Value as of 03/25/2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship/Company</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chief Executive Officer</td>
<td>11/08/2010</td>
<td>320,949</td>
<td>$4,814,235.00</td>
<td>$3,841,175.53</td>
</tr>
<tr>
<td>Crocs Inc.</td>
<td>* indicates shares held indirectly</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Transactions (All Holdings)

<table>
<thead>
<tr>
<th>Date</th>
<th>Shares</th>
<th>Stock</th>
<th>Transaction Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/08/2010</td>
<td>50,000</td>
<td>CROX</td>
<td>Open Market Sale proceeds of $750,000.00</td>
</tr>
<tr>
<td>09/06/2010</td>
<td>62,546</td>
<td>CROX</td>
<td>Open Market Sale proceeds of $882,509.33</td>
</tr>
<tr>
<td>09/08/2010</td>
<td>62,546</td>
<td>CROX</td>
<td>Exercise of Stock Options at cost of $71,302.44</td>
</tr>
<tr>
<td>09/21/2010</td>
<td>30,000</td>
<td>CROX</td>
<td>Open Market Sale proceeds of $330,000.00</td>
</tr>
<tr>
<td>09/15/2010</td>
<td>70,485</td>
<td>CROX</td>
<td>Award of Stock *** Undefined Type ***</td>
</tr>
</tbody>
</table>
Watercraft

- Watercraft
  - WealthEngine
  - 25 states
  - Coast Guard Registration
    - http://www.boatinfoworld.com
Watercraft
**Search for Boats by Owner's Name**

Enter the Boat Registrant's Name:

Person's Last Name or Company Name:

Last Name

First Name (optional):

First Name

**Search Results**

Download Data

Download this List
To a Spreadsheet or Other File Type

Vessel Count: 21

Download Data

Download this List
To a Spreadsheet or Other File Type

(* Registered Address, Hull ID, and Hailing Port are available with membership or data download)
# BROAD ARROW

**Boat Information**

<table>
<thead>
<tr>
<th>Documented Information</th>
<th>Download Data</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boat Name</strong></td>
<td>Download all the information for BROAD ARROW to a spreadsheet or other file type</td>
</tr>
<tr>
<td><strong>Owner</strong></td>
<td>Download all the information for this Boat to a spreadsheet or other file type</td>
</tr>
<tr>
<td><strong>Boat</strong></td>
<td>Download all the information for the Boat to a spreadsheet or other file type</td>
</tr>
<tr>
<td><strong>Owner (Managing owner of the vessel)</strong></td>
<td>Download all the information for the Owner (Managing owner of the vessel) to a spreadsheet or other file type</td>
</tr>
<tr>
<td><strong>Register Address</strong></td>
<td>Download all the information for the Register Address to a spreadsheet or other file type</td>
</tr>
<tr>
<td><strong>Hull Identification Number</strong></td>
<td>Available with membership or data download</td>
</tr>
<tr>
<td><strong>Shipyard</strong></td>
<td>Available with membership or data download</td>
</tr>
<tr>
<td><strong>Builder</strong></td>
<td>Available with membership or data download</td>
</tr>
<tr>
<td><strong>Model Year</strong></td>
<td>Available with membership or data download</td>
</tr>
<tr>
<td><strong>Construction</strong></td>
<td>Available with membership or data download</td>
</tr>
<tr>
<td><strong>Hull Type</strong></td>
<td>Available with membership or data download</td>
</tr>
<tr>
<td><strong>Hull Material</strong></td>
<td>Available with membership or data download</td>
</tr>
<tr>
<td><strong>Hull Finish</strong></td>
<td>Available with membership or data download</td>
</tr>
</tbody>
</table>

**See Sales & Closeouts**

MarcoPromotionalProducts.com/Sale on Promotional Items. Buy Today and Save Up to 60%!
Aircraft

- Aircraft
  - WealthEngine
  - FAA
  - All 50 states
    - http://tinyurl.com/5f9lnt
### N-number Database Search Result

**Last Database Update:** Tue Mar 26 20:20:46 2013

To print registration information, check the checkbox for each registration to be printed and click on "Retrieve Selected Entries" at the bottom of the list.

<table>
<thead>
<tr>
<th>N-number</th>
<th>N1005K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aircraft Serial Number</td>
<td>3732</td>
</tr>
<tr>
<td>Aircraft Manufacturer</td>
<td>LUSCONE</td>
</tr>
<tr>
<td>Aircraft Model</td>
<td>8A</td>
</tr>
<tr>
<td>Engine Manufacturer</td>
<td>CONN MOTOR</td>
</tr>
<tr>
<td>Engine Model</td>
<td>C465 SERIES</td>
</tr>
<tr>
<td>Aircraft Year</td>
<td>1946</td>
</tr>
<tr>
<td>Owner Name</td>
<td>KING RICHARD J II</td>
</tr>
<tr>
<td>Owner Address</td>
<td>ROSE CREEK, MN, 55970</td>
</tr>
<tr>
<td>Type of Owner</td>
<td>Individual</td>
</tr>
<tr>
<td>Registration Date</td>
<td>25-May-1972</td>
</tr>
<tr>
<td>Airworthiness Certificate Type</td>
<td>Standard</td>
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</table>

<table>
<thead>
<tr>
<th>N-number</th>
<th>N1000CU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aircraft Serial Number</td>
<td>104</td>
</tr>
</tbody>
</table>
News

- Ebsco
- Newspaper Source
- ProQuest newspapers
- America's Obituaries & Death Notices (NewsBank)
- ABI/Inform
- Local business journals
- Highbeam

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Newspapers

Resources

- http://www.newslink.org/
- http://www.usnpl.com/
- http://www.bizjournals.com/
Prospect Research

Gifts

Connection to org

Ability to give

Philanthropic tendency

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Ethics

- Prospects are real people
  - Be respectful
  - Treat information with confidentiality
  - Be accurate
- Follow all aspects of the law
- Develop written policies
  - Access to profiles
  - Storage (electronic and paper)
Ethics

Follow:

- APRA Ethics and Professional Standards
  - [http://www.aprahome.org/p/cm/ld/fid=109](http://www.aprahome.org/p/cm/ld/fid=109)

- Donor Bill of Rights
  - [http://www.aps.org/about/support/upload/bill-rights.pdf](http://www.aps.org/about/support/upload/bill-rights.pdf)

- SLA Professional Ethics Guidelines
  - [https://www.sla.org/about-sla/competencies sla-professional-ethics-guidelines/](https://www.sla.org/about-sla/competencies sla-professional-ethics-guidelines/)
Intellectual Property

- Copyright
- License agreements
- Confidentiality
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http://www.prospectresearchreview.com/products.html
Thank You

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  1005 Pontiac Drive
  Drexel Hill, PA 19026
- 484-461-8100
- mking@inforichgroup.com
- www.inforichgroup.com
  - Sign up for my newsletter