



**MICHIGAN COUNCIL OF
PROFESSIONAL INVESTIGATORS**

Up-Close

SEPTEMBER, 2022 EDITION

MICHIGAN COUNCIL OF PROFESSIONAL INVESTIGATORS: 37637 FIVE MILE ROAD, #236, LIVONIA, MI 48154

www.mcpihome.com

MCPI MISSION STATEMENT: The Michigan Council of Professional Investigators (MCPI) is an organizational network of investigators from across the State of Michigan founded on integrity, professionalism, and high industry standards. Our organization will strive to provide investigators with education, legislative support, business opportunities, and synergistic forums to gather and exchange ideas. The MCPI members maintain the highest standard of this and confidentiality to promote trust and support amongst our clients and colleagues.

INSIDE THIS ISSUE

- | | |
|----------|--------------------------------------|
| PAGE 2 | President's Message, Save the Dates |
| PAGE 3 | 2022 Fall Conference |
| PAGE 4 | Board of Directors, Committees |
| PAGE 5 | Featured Sleuth: Brian Bastianelli |
| PAGE 6-7 | Social Media's Role in Due Diligence |

PRESIDENT'S MESSAGE

Jim Schoenherr

Dear Members,

I am happy to announce that many of the goals set by Board of Directors have been accomplished:

MCPI has "given back" through our Scholarship: The qualified and worthy College Student has been awarded a helpful sum of money and has been extended an invitation to meet the membership during our fast approaching fall conference.

We held a "Fellowship" golf outing: While it was not attended as strongly as hoped, it was a success. I was able to meet a new member and play a friendly round of golf. We didn't talk about work, we just had a good time getting to know one another.

MCPI has made a Friend in Attorney Greg Neidle: Mr. Neidle has been contacted by several members for legal advise and it appears that those members have taken Mr. Neidle's advise and made good use of it.

We have several new sponsors showing interest in participating in our Fall Conference.

One of our members has offered training at a discounted rate to our membership.

I am excited about what we have done over the last year and I hope that all of you are as well.

We have seen some departures however: we have lost our previous Secretary and our Legislative Chair Board Members.

Jim Kelly has taken over the Secretary position, and we are lucky to have him. But we still have 2 open Board Positions (Member at Large and Legislative Chair).

Who among you is willing and able to step up for the Membership and help us become the organization that our Past President, Jerry Hardesty put us on the path to become?

I stated at the beginning of my term as President that I am all about accountability. We are all accountable to our membership.

I hope to hear from some of you soon regarding the open positions. We would like to fill them before the New Year.

Be good, Be safe!

James Dean Schoenherr

SAVE THE DATE:

Thursday, October 27, 2022

MCPI 2022 Fall Conference

Early Registration ends September 30th

Register Now



**Michigan Council of Professional Investigators
(MCPI)**

**MCPI will be hosting a
2022 Fall Conference at
The Inn at St. John's in Plymouth, MI**

**Thursday, October 27, 2022
8:30am – 5:00pm**

**Save \$15
when you
Register by
September 30th
www.mcpihome.com**

MCPI will extend member pricing to all PI associations and organizations including: INspi, APII, PAWLI, OHOASIS, ADSAI, MASIP, NCISS, & NALI

The Inn at St. John's

44045 Five Mile Rd
Plymouth, MI 48170

www.saintjohnsresort.com

www.mcpihome.com

2021 - 2023 MCPI BOARD OF DIRECTORS

PRESIDENT

Jim Schoenherr
Recon Management Group, LLC
248-540-0160
jim@reconmgmt.com

TREASURER

Sue Hardesty
Hardesty Investigations
248-379-5741
sue@Hardestypi.com

SARGEANT AT ARMS

Michael Cook
Signature Investigations Group
616-466-4274
mcook@signatureinvestigations.com

VICE PRESIDENT

Cheri Gelnak
CG Miller Investigations, LLC
734-812-9055
cgelnak@twmi.rr.com

SECRETARY

Jim Kelly
Subrosa Investigations
734-777-1288
jkelly@subrosapi.com

PAST PRESIDENT

Jerry Hardesty
Hardesty Investigations
800-595-0830
hardesty@HardestyPI.com

BOARD MEMBERS AT LARGE

Eugene Butler Eugene
Butler Investigations
810-531-1579
Eugenebutlerpi@Eugenebutler.com

LEGISLATIVE CHAIR

VACANT

MCPI COMMITTEES

Unlicensed Activity (UAC):

Chair: Mike Cook, Sgt-at-Arms

Program and Events:

Co-Chairs: Cheri Gelnak
Sue Hardesty

Newsletter:

Chair: Jim Kelly
Cheri Gelnak

Legislative:

Chair: Jerry Hardesty
Eugene Butler

Technical/Website:

Chair: Sue Hardesty

Finance:

Chair: Sue Hardesty
Cheri Gelnak

Finance:

Chair: Sue Hardesty
Cheri Gelnak

Membership:

Chair: Jim Schoenherr
Cheri Gelnak
Sue Hardesty

Education:

Chair: Mike Cook
Jerry Hardesty
Eugene Butler
Yada Phillips

By-Laws:

Chair: Sue Hardesty



FEATURED SLEUTH: Brian Bastianelli

By: Russ Rheume



Brian T. Bastianelli of Fortis Group, LLC is our current Featured Sleuth. Brian has led a life dedicated to serving others. In 1989 he entered the public safety field, first serving in the capacities of a firefighter and paramedic. He also served six concurrent years in the Michigan Army National Guard. Presently, Brian is a full-time law enforcement officer with 27 years of experience and currently leads a narcotics enforcement task force for the Drug Enforcement Administration in Detroit. He possesses a Bachelor of Arts in Criminal Justice Administration from Concordia University, is a graduate of the FBI Leadership Development Course and Northwestern University School of Police Staff & Command.

In 2010, Brian co-founded Fortis Group, LLC and with a small team began delivering an array of specialized training and consulting services tailored to the needs of government, corporate and private clientele. For the next nine years, the company flourished gaining an excellent reputation throughout the Metro-Detroit area. During the pandemic shutdown, Brian turned hardship into growth by using the “downtime” to expand the company’s capabilities.

In 2019, with the help of his brothers who are also law enforcement officers, he created a private investigations and protective services division to answer a growing demand in the industry. Moving its corporate office to Brighton, Michigan in 2020, Fortis Group positioned itself strategically to deliver its newly formed capabilities to both new and existing clients throughout Michigan. Now multifaceted and vertically integrated, Fortis Group increased its diversity and credentialing by recruiting and hiring military and law enforcement veterans to employ their specialized skills and experience to service Fortis Group’s expanding client demographic. Through this team, Brian continues his life-long dedication toward making the world a safer and more secure place. With retirement from law enforcement on the horizon, Brian pursues synergistic business relationships through networking, strategic partnerships and business acquisition.

On a personal note, when not working Brian spends time volunteering as coach in the Brighton Youth Football and Lacrosse programs. He enjoys spending time with his son, Brayden, a 9th grade football quarterback at Brighton High School and with him participates in philanthropic opportunities. He enjoys physical fitness, camping, fishing, scuba diving and visiting exotic places with the love of his life, Jennifer, and a quality glass of fine bourbon in hand.

Fortis Group is located at 4023 South Old US-23, Suite 108, Brighton, MI 48114. To learn more about Fortis Group you can go to: www.fortisgroupllc.us. Brian invites you to connect with him on LinkedIn. He can also be reached by e-mail at brian@fortisgroupllc.us.

I recommend searching all major social media platforms and provide an opinion-free overview of the types of content in the profiles. Also check posts and images against specific risk categories, including hate speech, insults/bullying/obscene language, drug use, violence, and terrorism/extremism, to name some.

Social media checks may also factor in the number of followers of a specific account, as well as the person's position within a company. As stated above, social media platforms have led to the creation of social media "influencers" or users who harness their large follower bases to market specific content, products and/or services. According to traditional media, the influencer industry has seen incredible growth in the past several years – going from a \$1.7 billion market in 2016 to an almost \$10 billion market in 2020, and to a nearly \$14 billion dollar market in 2021. Influencers can range from Fortune 500 executives (i.e. Elon Musk) to celebrities (i.e. Selena Gomez and Justin Bieber) to companies (i.e. Nike) to everyday people (i.e. Khaby Lame and Kayla Itsines).

So, is it noteworthy if your subject is a social media Influencer?

The challenge with Influencers, especially if they are company executives with positions of power, is how to separate your personal brand and views from that of your company. And as influencers need a large following to influence, how do you communicate to your audience that these opinions are your own in an effective way? Also, what if the influencer has opinions and beliefs that differ from that of the mainstream or even from their own companies?

A prime example of this issue is the story of Jennifer Sey, the former president of Levi Strauss & Co. who was on the path to becoming CEO of the company. However, during the COVID-19 lockdowns, Sey, who has about 70,000 followers on Twitter, used social media and traditional media outlets to post against the school lockdowns. Sey claimed in a self-authored essay that the company used her personal opinions on social media to oust her, even though Levi's stock price had doubled under her leadership and revenue had returned to pre-pandemic levels. Sey further claims that she was the subject of social media attacks calling for her firing or calling for boycotts of Levi's products. Sey also claimed that the company monitored her tweets and other social media posts daily and they were reported to the CEO by the head of corporate communications. Sey eventually resigned and turned down a \$1 million severance package.

In closing, social media platforms are here for the foreseeable future. How social media fits into the Due Diligence process is a complex topic and what one person may deem a controversial post, someone else could see no issue.

Thank you to our Vendor Sponsors!!



EL DORADO
INSURANCE AGENCY, INC.
+ INNOVATIVE INSURANCE SOLUTIONS SINCE 1968 +