

2012 PBUS Winter Conference, Membership Meeting & Expo Training Session Summaries

Social Networking with Becky Magnuson

Monday, 11:15 – 12:30: Laughlin I

This session is designed to show how your business can take advantage of all realms of social networking to increase your visibility and profitability. Learn to access free advertising, marketing platforms and branding of your product and business. Ms. Magnuson has unique experience in using social networking specifically for the bail industry. The session will cover introductory topics related to social networking and some advanced topics for those individuals already using these techniques.

Utilizing Databases to Find Fugitives with IRB

Monday, 12:15 – 1:15: Reno II

Let IRB be your roadmap to success! During this session, IRBsearch experts will demonstrate how to best utilize databases to find fugitives and check-out potential co-signers. The basics of IRB will be covered – from choosing your permissible purposes, to suggestions on searching and to tips on running and saving reports. Learn why database searches can save money and your valuable time.

Overcoming Obstacles in Skip-Tracing with Alex Price

Monday, 12:15 – 1:15: Virginia City II

Skip-tracing can be compared to a complex jig-saw puzzle. As hunters, we are always seeking the missing piece. In the process we extend enormous time and resources trying to overcome all the obstacles placed in our paths. In this powerful session, you will examine how to profile your skip. Once you establish who and what you are dealing with, your skip profile, you will be on a more direct path to locating the missing piece to your puzzle and ultimately to your success. Among the topics covered during this entertaining and informative session will be, 'The Three Types of Skips,' 'The Magic Three,' and 'Information and Where to Get It.'"

New Secure Electronic Payment Database Technologies with E-Commerce with American Spirit Processing

Monday, 12:15 – 1:15: Laughlin II

In today's strained economy your bail bond customer's weakened financial conditions cause them to choose electronic payments such as credit cards or check ACH more today than any time over the last 20 years. National averages show that 7-out-of-10 bail transactions are completed with an electronic payment, either for one-time transactions or re-occurring payments for bonding services. Savvy Bail Bond Agents are quickly realizing that greater profits are made if they can gain a firm control of this fast-paced payment highway. American Spirit Processing will overview the tools you need to gain this control and earn increased profits. ASP's new electronic payment database technologies with e-commerce solutions allows you to manage electronic payments from your retail agencies, mobile in-field, as well as on-line payments from your websites, all from a single screen. Your sites will go live for payments, fully automate your accounts receivables and reach new markets of customers nationwide all in a PCI secured environment!

New Board Member Orientation with Gene Newman

Tuesday, 8:00 – 9:30: Suite B, 4th Floor on Corporate Convention Center Side

This is a mandatory new Board member orientation session; although members have not been elected to office yet, anyone running for the Board of Directors or the Executive Board who is not an incumbent is required to attend this orientation session. It is highly recommended for all Board members.

Offender Management Technology with ERA

Tuesday, 8:30 – 9:30: Virginia City I

Electronic Resource Associates, LLC is a technological leader and premier service provider for offender management technology. They provide a safe alternative to incarceration and products that are reliable, easy to use and affordable. ERA invites all PBUS conference attendees to join them for a workshop to see a live demonstration on how to use and install a GPS device and how to set-up an offender and user in their web-based Focal Point software. The workshop will include showing actual points from maps in the Focal Point software, what notifications are available and reports that can be generated. ERA's goal is to help you enhance your bonding opportunities and improve risk management.

Getting More Local Business From Google with AboutBail

Tuesday, 8:30 – 9:30: Laughlin III

Have you goggled 'Bail Bonds' in your area and found that your business does not show up in the top local results? Claiming and maintaining a top spot in Google Places is a key element to marketing your bail bond business. Sit in on this presentation to learn why and how you can dominate the top local results in your area.

Immigration Bonds 101 and Bail Kiosks with Mark Holtschneider

Tuesday, 9:00 – 10:00: Virginia City II

This training will provide a basic introduction to immigration bonds: how should they be underwritten; what licensing is required; what are the forfeiture rules; can I make money on immigration bonds? The second part of the training will focus on how bail kiosks work, where they are located, are they legal and how can they be challenged.

Prepare for the Future of the Digital Age with Captira

Tuesday, 2:00 – 3:00: Virginia City I

This training will focus on how Captira is fulfilling its self-stated mission to, “prepare the bail industry for the future of the digital age.” Much of how technology affected the travel industry or security industry is on the horizon for bail. See how Captira’s many new tools like our exclusive cell phone locator or automated defendant phone system can help you capitalize on that reality.

The Value of Association Bylaws and Governance with Armando Roche and Gene Newman

Tuesday, 2:00 – 4:00 – Virginia City II

This training will focus on the importance of having Bylaws for an association. The facilitators will also discuss the work of the PBUS Governance Committee and what the committee is trying to accomplish, as well as its duties and responsibilities under the PBUS Bylaws.

Internet Marketing with Ed Taylor

Wednesday, 9:00 – 10:30 - Virginia City II

“Fun, entertaining and jolly,” are not the words typically used to describe a presentation on internet marketing, but these are always the first words attendees muse to describe Mr. Taylor’s presentations. But don’t judge too quickly! As the conversation deepens and moves past his jovial presence and whiskers, the adjectives change. Attendees start using words like, “insightful, enlightening, strategic, tactical and brilliant.” From there the conversation shifts to an eagerness to apply what has been learned to your own unique website or Internet marketing need. Mr. Taylor will be giving a brief presentation or ‘tease’ on his training session during the feature presentation on Tuesday!

eBONDS with ICE

Wednesday, 9:00 – 11:00 - Laughlin I

Bonds on-line (eBONDS) is a web-based application developed by U.S. Immigration and Customs Enforcement (ICE) to streamline, standardize and automate the immigration bond process by providing on-line access to surety companies and their agents. Administered by the Bond Management Unit (BMU) in the ICE Office of Enforcement and Removal Operations (ERO), eBONDS allows surety companies to initiate and complete immigration bonds on-line, thus allowing eligible aliens in removal proceedings to more quickly gain release on bond. During this training, Carl Albritton will provide a detailed overview of the eBONDS program, to include upcoming program enhancements, and conduct a question and answer session. This is an excellent opportunity for current and future eBONDS users to provide valuable feedback and learn more about this very successful ICE initiative.

Hot Topics with Ed Sheppard

Thursday, 8:30 – 9:30 - Virginia City I

One of the very best reasons to attend the 2012 conference! The Hot Topics session gives members from all over the country an opportunity to network with fellow bail agents and learn what issues all are facing in the bail industry. Share your knowledge and ideas on how to make the industry stronger! This session will allow you to discuss and get answers you need from your peers and colleagues.

THIS TRAINING SESSION SUMMARY HANDOUT IS SPONSORED BY:

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