



FROM THE OBA PRESIDENT'S DESK

This PBUS Mid-Year meeting was held in Chicago. It was the least attended one in the last twenty years. No doubt the economy played a part but most bail agents objected to having a conference in a non bail state. Illinois outlawed bail along with private sector fugitive recovery in the sixties. PBUS invited Illinois Senator Mike Jacobs to speak at the conference. Senator Jacobs is a good friend of Brad Williams of Williams National Surety and understands commercial bail and it's accountability it offers that government pre trial release programs do not. Efforts have been underway for sometime to restore commercial bail to Illinois and Senator Jacobs offer to introduce legislation to this end was welcome news. Work has been underway for sometime to restore commercial bail in Oregon. To quote Mike Whitlock of the American Surety Company, "Billion dollar budget shortfalls in both Oregon and Illinois have opened the door for the private sector to offer services and guarantees in areas these states have

controlled for decades. Restoring the right to write commercial bail in the non-bail states would be a victory for all bail agents."

The Americans for the Preservation of Bail (APOB) was the subject of a lot of conversations in the halls of the Chicago Fairmont. If the person they sent to the Council of Presidents was any indication of their personnel and methods used we certainly don't need them in Oklahoma. In other news, Washington State is considering a move to no credit bonding as a result of the shooting deaths of several policemen last year by defendant released on a bail bond without collecting the full premium. There is an article in "Texas Bondsman", the official publication of the Professional Bondsman of Texas, by Jerry Watson of Allegheny telling bail writers to "Do credit or perish". I know that we have to write credit bail in Oklahoma to survive.



FLU SHOTS GIVEN AT OBA: Association President Dudley Goolsby exercises his right to "bare arms" and get his flu shot for this coming flu season. About 20 people took advantage of the Flu Vaccination Day on Friday, September 24, at the association's headquarters in Oklahoma City.

Dudley Goolsby, OBA President

OBA CALENDAR

Please mark your calendars NOW for the following upcoming events:

Tuesday	10/26/10	11:00 a.m. ABAT Meeting in Tulsa (Tour Jail)
Thursday	10/28/10	10:00 a.m. OBA Monthly Board Meeting at OBA
Tuesday	11/23/10	11:00 a.m. ABAT Meeting in Tulsa
Thur. & Fri.	12/2&3/10	PLE#4 at OBA
12/??/10	Date Not Yet Confirmed - Annual ABAT Christmas Dinner & OBA Monthly Board Meeting @ Tulsa County Courthouse	

Watch OBA website www.okbondsman.com for date to be announced!

2011 CE DATES & DUES SCHEDULE

DUES PAID BEFORE NOVEMBER 1, 2010

Pay \$350.00

Remember – Dues must be hand-delivered or postmarked on or before October 31st!

Dues paid November 1 or later, but by December 31, 2010

Pay \$450.00

Remember – Dues must be hand-delivered or postmarked on or before December 31st!

Dues paid January 1, 2011 or later, NO DISCOUNT ALLOWED

Pay \$550.00

PLEASE NOTE: Dues not paid by March 31st shall result in suspension from membership and have no accidental death & dismemberment insurance coverage and no voting rights until dues paid in full!

NOT ALL OKLAHOMA JAILS DOING POORLY



According to a September 20 story in the Tulsa World, the Tulsa county jail has been doing very well under the leadership of Sheriff Stanley Glanze. Written by Kevin Canfield of the World staff and based on information supplied by the Sheriff's Information Officer, Sgt. Shannon Clark, the information was confirmed by Undersheriff Brian Edwards. OBA members will remember Officer Clark as a presenter during the 2009 and 2010 continuing education programs in Oklahoma City and Tulsa (Catoosa).

Following are some excerpts from Canfield's article:

Since it took over the operation of the Tulsa Jail on July 1, 2005, the Tulsa County Sheriff's Office has consistently spent

less than it was appropriated despite rising inmate counts, soaring increases in the cost of employee benefits and often modest increases in sales tax collections, records indicate.

The Sheriff's Office also has been able to make good on one important promise made by Undersheriff Brian Edwards in March 2005 when he presented the sheriff's bid to operate the jail to the Tulsa County Criminal Justice Authority - that the sheriff would bring in millions of dollars through grants and new contracts to house inmates. (NOTE: The sheriff's office took control of the jail on July 1, 2005.)

Balancing the jail's books has never been simple because of the many variables in the equation. Inmate counts change daily. Sales tax collections, which provide most of the funding for the jail, change monthly. And the cost of salaries and benefits more often than not increases from year to year. Throw in grants and contracts that come and go, and the math is never easy.

The bid Edwards presented to the authority called for the sheriff to spend \$19.7 million to operate the jail in fiscal year 2006. The Sheriff's Office ended up spending just \$18.7 million to operate the jail that year, but costs have increased steadily since.

In fiscal year 2010, it cost \$23.1 million to operate the jail - a 23 percent increase from 2006 but a decrease from the peak expenditure of \$25.8 million in 2008. The jail appropriation for the 2011 fiscal year totals \$26.5 million, which would represent a 41 percent increase from 2006.

Some of the increase is due to the rising cost of utilities, food and medical care. But the overwhelming factor has been the increase in benefits and salaries, in that order.

In fiscal year 2006, the first full year that the Sheriff's Office ran the jail, it spent \$9.3 million on salary and benefits to the jail's 309 full-time employees. That amount increased in the last fiscal year to \$14.9 million for roughly 360 employees. That is about a 17 percent increase in full-time employees and a 60 percent increase in salary and benefits.

The primary source of revenue for jail operations is a quarter-cent county sales tax. Revenues from the tax rose steadily from 2006 to 2009 before dipping in 2010. However, in two of the five years the sales tax was not enough to cover jail costs.

The Sheriff's Office has found new sources of revenue and cut costs where possible.

The Sheriff's Office has received \$6.4 million since 2008 to house and transport inmates for the federal Immigration and Customs Enforcement agency.

A renegotiated contract to hold inmates for the U.S. Marshals Service has brought in nearly \$8 million.

Cost savings have come from both simple acts, such as turning off lights not in use, and more involved ones, such as farming out state Department of Corrections inmates to other county jails ...

The Department of Corrections pays the Sheriff's Office \$27 a day to hold a state inmate. The cost to the jail, however, is \$54.13 a day. By farming the Corrections Department inmates out to smaller counties, where jail costs are lower, the Sheriff's Office is not out the money it would have spent to house the inmate, and the smaller county jail makes a little money. The program saved the jail \$570,652 in the last year, county officials say.

(The entire story was published September 20 in the Tulsa World under the headline "FINANCES IMPROVE UNDER SHERIFF'S HAND".)

PHONE ETIQUETTE FOR YOUR BAIL BUSINESS

Editor's Note: In this modern day of very rapid communications via the internet, we often forget that the vast majority of business communications is still over the telephone. Studies for years have shown that the way a company or individual answers their telephone is often the most important part of the communications process and the creation of a business relationship.

(This article was taken from a longer article in AboutBail, the email newsletter from Collateral Magazine.)

Use these tips on phone etiquette to give your business a professional edge on the competition:

Why Phone Etiquette Matters

Your telephone is one of the most important pieces of equipment in your office. You often make your first contact with new clients on the phone. Therefore, it is the place you must make a good first impression. Much more personal than email, the telephone also allows you to infuse far more care into your relationship with your clients.

The way you answer your phone reflects on your company and affects the ways that others view you. When you answer a phone in a professional, warm manner, you place your clients at ease and express a genuine concern. Your customer is scared, embarrassed and maybe confused. When you are professional and friendly on the phone, your clients – who may be facing a very difficult time in their lives – feel better about having phoned you. And that is precisely what you want.

Having good phone etiquette effects both new and repeat business. When you are consistent, it sends a professional message. People want to go back to businesses that have earned their trust and presented a professional image.

Answering the Phone

Answering the phone may seem like a basic task, but it is a skill overlooked by most businesses. Many customers are surprised when they call a company and get to speak with a real person. Unfortunately, in many cases, companies drop the ball when it comes to something as basic as answering the phone properly.

If you are spending money and putting effort into marketing your company, it is likely that the goal of your efforts is to get the phone ringing with new leads and clients.

If you want your phone calls to become actual clients, you need to ensure that there is someone there to answer the phone. Many clients dealing with sensitive or time-pressing issues will simply hang up and try a competitor if they get a busy signal, voice mail, or even what they consider to be an excessive number of rings before an answer.

Answering the phone is especially tricky if your business cards advertise "Open 24/7." Business cards that state this are advertising access to a real person around the clock. If you make this claim, you need to make sure that no one gets voice mail or busy signals when they call you. You may want to hire an answering service to ensure that all calls are answered professionally and promptly by a live person.

Phone Etiquette

Answering the phone is not enough – you also need to answer your phone in a professional, yet friendly way, so your potential client feels supported right from the start. Shouting "Bail Bonds!" into the receiver can literally drive away clients. Unfortunately, many people do not even know what they sound like. Call your own home voice mail system and say whatever you say when you answer your business phone. Really analyze your voice and message. How does it sound? Ideally, you want to use a pleasant and well-modulated voice and say something such as "Hello, Acme Bonds... how can I help?" This identifies your business and emphasizes that your role is to make the client's life easier. This will motivate the client to do business with you.

Some people think that using a busy-sounding voice or an assertive tone is important for establishing credibility, but a polite, professional manner can convey the same thing – only in a way that makes your clients much happier and much more willing to work with you.

Call Waiting

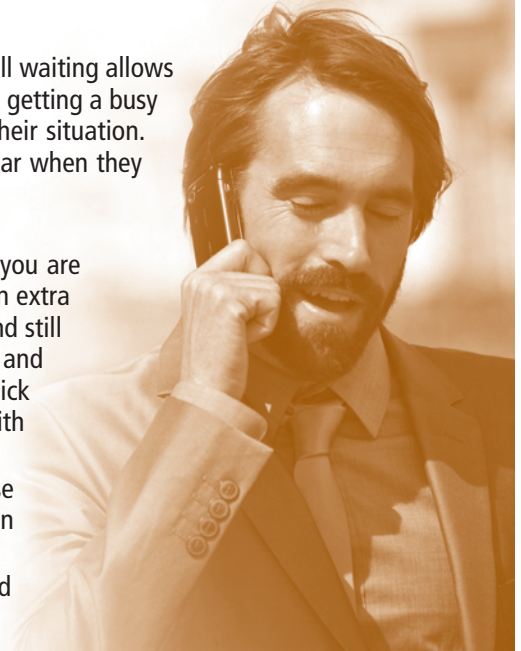
Today call waiting is so inexpensive and simple to use that there is no reason not to have it. Call waiting allows your voice mail to pick up calls when you are on the phone and it prevents potential clients from getting a busy signal. When your clients call you, they may be a little confused, scared, and embarrassed by their situation. Nothing is more frustrating for them than a busy signal, so make sure that is not what they hear when they contact your business.

Forward Calls to Your Cell Phone

If you are on the go quite often, you may be missing calls and opportunities simply because you are not at your desk to pick up the phone. One simple solution that saves you the money spent on an extra office assistant is to simply have calls forwarded to your cell phone. You can be out and about and still pick up calls from clients. Just make sure that your cell phone is consistently on and you have pen and paper to take down customer information. While cell phones have Caller ID, make sure that you pick up any unknown numbers on your cell phone with the same professionalism you would use with your office phone. Forwarded calls mean that you never pick up with a "yeah?"

Make sure you are giving off a first impression that will make potential customers want to use your business. Using these tips on phone etiquette will give your business a professional edge on the competition.

If you would like more information on phone etiquette, or if you are interested in getting listed on the AboutBail.com directory, please call us at (866) 411-2245.



YOU COULD WIN A TRIP TO MAUI, HAWAII

A fund raising raffle with a trip to Maui as the grand prize is being conducted by the PBUS. Raffle chances are \$20 each and all proceeds are going towards improving the national association's presence on Capitol Hill in Washington, DC. Five tickets have been mailed to each member with a request that they either buy them or sell them to friends and colleagues. Grand prize includes 7 days and 6 nights for two at the luxurious Hyatt Regency Maui Resort and Spa during the spring of 2011. The grand prize drawing will take place at the PBUS 2011 Winter Conference and Expo in Las Vegas on Tuesday, February 22. Tickets are \$20 each and must be returned with payment to the PBUS to be entered in the drawing. In addition to the hotel stay, the prize also includes round trip tickets for two on American Airlines from Los Angeles International Airport, and a six day car rental. The room includes a beautiful ocean view and breakfast for two each morning. The winner need not be present to win and you need not be a PBUS member to purchase a ticket. Tickets are available for purchase through the OBA office in Oklahoma City.

Learn more about this exciting trip by visiting the PBUS website, www.PBUS.com.

OBA REGISTERS ITS TRADEMARK

The OBA's logo, full name, and motto are now registered as trademarks with the Oklahoma Secretary of State. General Counsel Larry Tedder filed the trademark registration documents with the Secretary of State's office on September 22.

The trademark is described as follows: Oklahoma Bondsman Association logo wreath with "OBA", then "Oklahoma Bondsman Association" and "Serving the bail bonding industry of Oklahoma" underneath.

The logo, a wreath with the initials "OBA" in the middle, appears on the front and back of this newsletter. Under Oklahoma law, neither the logo or motto may be used by anyone without the permission of the Association.

Title 78, section 31, of the Oklahoma statutes says that any person who shall "... use, without the consent of the registrant, any reproduction, counterfeit, copy, or colorable imitation of a

trademark registered under this act in connection with the sale, offering for sale, or advertising of any goods (or services) on or in connection with which such use is likely to cause confusion or mistake or to deceive as to the source of origin of such goods;

... shall be liable to a civil action by the owner of such registered trademark for any or all of the remedies provided (by law)." The law then goes on to state that the owner of the trademark may proceed by lawsuit to enjoin the use of the trademark and a court of competent jurisdiction may grant injunctions to restrain any further use.

Earlier this year the PBUS® received approval for eight trademarks from the United States Patent and Trademark Office: Professional Bail Agents of the United States®, PBUS®, Certified Bail Agent®, CBA®, Master Certified Bail Agent®, MBCA®, National Board Certified Agency®, and NBCA®.



OBA CONSIDERING VOTE CHANGE

After receiving several comments about the officer and board election voting procedure, the OBA Board of Directors instructed General Counsel Larry Tedder and OBA Treasurer Dennis Wharton to study the Association's bylaws and develop a new membership voting method for electing officers and Board members.

One recommendation under consideration is to conduct the elections during the two continuing education programs given each June. All current members of the OBA are required to attend in order to complete the required number of continuing education hours for renewal of licensure each year. (NOTE: Newly licensed bondsmen are not required to attend during their first year of license so they would have to make a special effort to attend one of the programs in order to vote. This also includes grandfathered members that do not have to attend CE programs.) Holding the elections during these programs would give the maximum number of members a convenient place and time to participate in the annual election process. The votes cast during the first program in early June would be held until the voting is completed during the second program and then all would be counted and reported at the same time.

Another possibility would be to go to a mail-in ballot election process. Because of security concerns and timing problems, this would be a much more complex procedure, but a system might be possible.

Since the OBA's bylaws can only be changed at an annual membership meeting, any change in the voting and election process could only be made next June, 2011, and not take effect until the 2012 elections.

Tedder should have some recommendations for the Board to consider before the end of this year. The Board could then develop bylaws changes to recommend to the membership at the next annual meeting. The proposed changes will be published to the entire membership in a special edition of the newsletter and will be posted on the Associations website. This will give all members an opportunity to study the changes before the membership meeting in June, 2011. (NOTE: Only fully dues paid members may vote in OBA elections.)



PBUS ANNOUNCES TWO NEW INSURANCE PROGRAMS

Shortly after October 1st, PBUS is making two new insurance programs available to its members: Health Insurance and Professional Liability Insurance. Full information on the two programs was to be mailed to all members as soon as the details of coverage were finalized.

The two programs are presented as member benefits and are only available to PBUS members in good standing to subscribe to. Announcement of the programs was made in early September by PBUS Executive Director Stephen Kreimer through a letter mailed to all current members.

The health insurance is an individual policy, not a group policy, and is tailored to the individual members needs and requirements. There is no "one size fits all". The coverage is set by the amount of premium an individual is willing to pay.

Professional liability insurance will give the bondsman protection for his or her business and personal assets. PBUS is negotiating for as broad a coverage as possible at a reasonable and affordable premium.

Information on both new insurance programs will be emailed to all PBUS members, posted on the PBUS website, and covered in an upcoming PBUS newsletter.

TOPICS AND SPEAKERS NEEDED FOR 2011 EDUCATION PROGRAMS

Planning has started on next year's continuing education conferences set for June 7 in Oklahoma City and June 28 in Tulsa (Catoosa). Ed Kelsay, OBA's Director of Continuing Education, is seeking suggestions for new topics of specific interest to bondsmen and good speakers that can participate in the two programs.

"We know" Kelsay said, "that not every topic presented will be of interest to everyone, but we are seeking topics with the broadest possible interest. We need suggestions for topics and speakers from our membership."

Any OBA member with a recommendation should forward it to Kelsay by calling AC 405 720-9800, emailing ekelsay@cox.net, or mailing or faxing directly to the OBA headquarters.

The Oklahoma City program, scheduled for Tuesday, June 7, will be held in the Clarion Hotel's Meridian Conference Center, where it has been for the last several years.

June 28's program will be in the Hardrock Hotel and Casino in Catoosa, OK, north east of Tulsa.



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PAC CONTRIBUTIONS NEEDED

OBA's political action committee needs your contribution if it is to have any impact on this year's election campaigns. While the usual rule is that "early money" is the most important, sometimes it is the last minute money that makes the big difference in an election. With elections coming up the first Tuesday in November, the bondsman PAC needs contributions as soon as possible.

Barry Tucker, the OBA's Legislative chairman, works closely with Gary Huddleston, the Association's lobbyist, to pick candidates for PAC contributions. Candidates are chosen for their past help on legislation and for their future positions of authority where they can support the bail bond industry.

Contributions should be made by check made out to the "OBA PAC" and mailed to the OBA headquarters at 222 Northeast 27th Street, Oklahoma City, OK 73105.

IMPORTANT DATES

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|-------------------------------|--|
| Monday, June 6, 2011 | Annual Membership Meeting & Elections
OBA Building/ OKC |
| Tuesday, June 7, 2011 | CE#1 – Clarion Meridian Convention Center
737 South Meridian
Oklahoma City, Oklahoma
405/942-8511
OBA Room Rate \$67.00 + tax
Room Rate Cut-Off Date 05/06/11 |
| Tuesday, June 28, 2011 | CE#2 – Hard Rock Hotel & Casino
I-44E & Exit 240-A
Catoosa, Oklahoma
1-800-760-6700
OBA Room Rate \$99.00 + tax
Room Rate Cut-Off Date 05/27/11 |

NEW BONDSMAN LICENSES

Steven Arrington Stephens County
Melissa Blair Custer County
Joshua Davis Tulsa County
Donald Duncan Rogers County
David Jackson Tulsa County
Farrell Matlock, Jr. ... Tulsa County
Tonya Morgan Pontotoc County
Deborah Osage..... Okmulgee County
Thomas David Smith.. Choctaw County
Jason Still..... Tulsa County
Cody Sturgess Osage County
Marciano Villarruel ... Kay County

In Memoriam

Louis Perry (07/10)
Dave Sirmon (08/10)
Theresa White (08/10)

Winners of "Sizzling Sixteen" novel by Janet Evanovich donated by PBUS were drawn at the August 19th OBA Board Meeting. Congratulations to Shanterrial Adams and Fred Green!