







IMPACT AMERICA



City of Dayton
EMERGENCY PROCEDURES
GUIDE



For all emergencies remain calm and call:

911

...other for your home, which makes
...free or an expected emergency situa-
...state of your home. Have you kept out of every-
...all family members, including children, can unlock and re-
...to be outside sleeping place in a variety of ways.
...fire escape ladders, or call for assistance for your ho-
...ACTICE YOUR FLAME Make the drills realistic by pretending some exc-
...are blocked by smoke.

LOCAL AUTHORITIES ORDER AN EVACUATION

Local authorities ask you to leave your home. They have a good reason to
make this request and you should heed the advice immediately. Listen to your
radio or television and follow the instructions of local emergency officials and
keep these things in mind:




- Wear long-sleeved shirts, long pants, and sturdy shoes so you can be
protected as much as possible.
- Take your Evacuation Supply Kit "Go Kit" with you.
- Take your pets with you, do not leave them behind. Pets are not permitted
in public facilities, so follow your plan to go to a relative's or friend's home,
or find a "pet-friendly" home.
- Lock your home.
- Use the travel routes specified by local authorities. Do not use shortcuts
because certain areas may be hazardous or dangerous.
- Stay away from downed power lines.

EMERGENCY RESPONSE

- Remain calm.
- If you are told to shelter in place, take your children and pets indoors
immediately.
- Close and lock all windows and exterior doors to your home.
- Listen to the emergency situation.
- Get your disaster supplies kit and make sure the radio is working.
- Have an interior escape for a "safe room." Ideally, the room with the most
doors. In the case of a chemical threat, an above ground location is
viable because some chemicals are heavier than air and may seep
down. If you have a safe room, it should be a room that is not
likely to hold the number of people you have and will also need a
bedroom with an adjoining bathroom in a great place.

EVACUATION AND SHELTER

EMERGENCY
PROCEDURES GUIDE

For all emergencies remain calm and call:

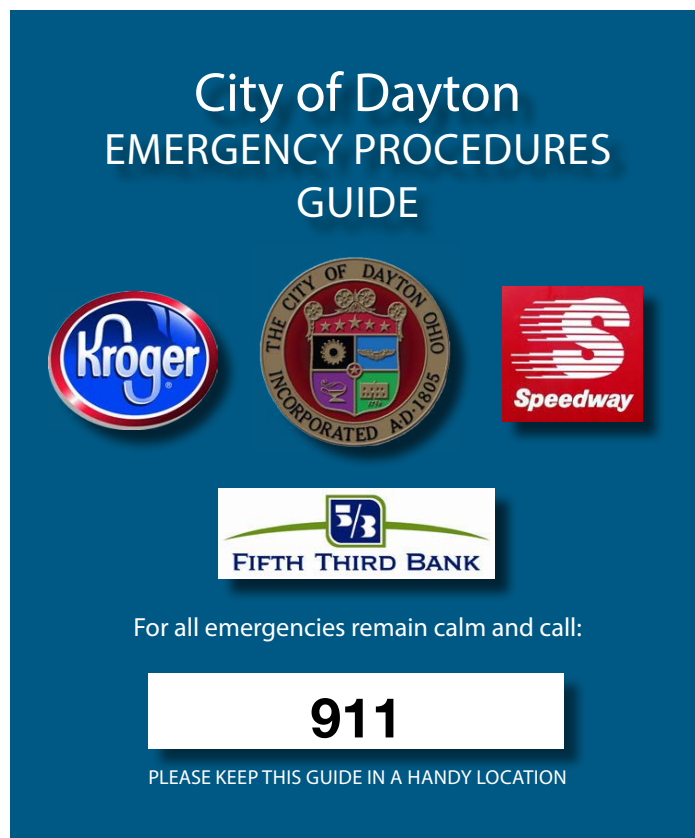
911

Community Partnerships

Now more than ever, citizens need to know what to do if they are confronted with an emergency. This is the main reason why Impact America has designed the community emergency preparedness guides - to provide critical information that will help citizens prepare for and quickly respond to emergencies. Our easy-to-read community emergency preparedness guides contain vital emergency, fire/life safety, and crime prevention information in a handy, concise format.

Impact America knows that city, county and township governments alone cannot do all the work. Governments rely on community partners to assist them in driving key emergency preparedness initiatives. This is why Impact American is reaching out to organizations across the U.S. to team up with area governments in a proactive effort to place valuable, life-saving information into the hands of area citizens and the customers who support their area stores.

This program allows local organizations to pay for the cost of designing and printing the guides. Then the community as a whole, through local schools, scouts, non-profits, public safety agencies and the sponsor organizations distribute the guides throughout the community. The end result provides the community with a world-class guide that gives the citizens vital emergency preparedness information. The government agencies and the sponsor organizations get their logo and additional information into the homes of local residents and at the same time illustrate their commitment to enhancing the quality of life for the area community.



"The community emergency preparedness guides are a win-win-win proposition. The community wins. The public safety agencies and governments wins and the sponsor organizations win as well. We will continue to work with Impact America on this great endeavor to assist communities across the U.S. to prepare for emergencies"

- Company Vice President for a Fortune 100 organization.

Best Practices

The community emergency preparedness guides are customized for each community using benchmarked best practices from Ready.gov, FEMA, best-in-class utility companies, OSHA, the American Red Cross and local police and fire departments. These guides provide proactive emergency response practices, and practical emergency preparedness information as well. We have printed over 500,000 emergency preparedness guides for over 175 cities, townships, businesses and schools.

Community Emergency Procedures Guides (EPGs)

- All EPGs are customized from front to back and are tailored to fit the needs of each community.
- The EPGs are bold, colorful and stand out when placed on a countertop, desk or refrigerator. The color tabs are user-friendly and allow the reader to locate the exact information very quickly.
- The EPGs are made of heavy-duty glossy coverstock paper and are specially coated with a clear veneer to ensure extended durability. We use extra-strength plastic binding and our EPGs have been used in some communities for well over eight years.
- We also offer 100% recycled paper.

"Impact America's community emergency preparedness guides are the most important tool for every citizen. The emergency procedures guide employs common sense for uncommon times."

- Glen Hendricks, Former Director of Emergency Management for the City of Detroit and Director of the American Red Cross

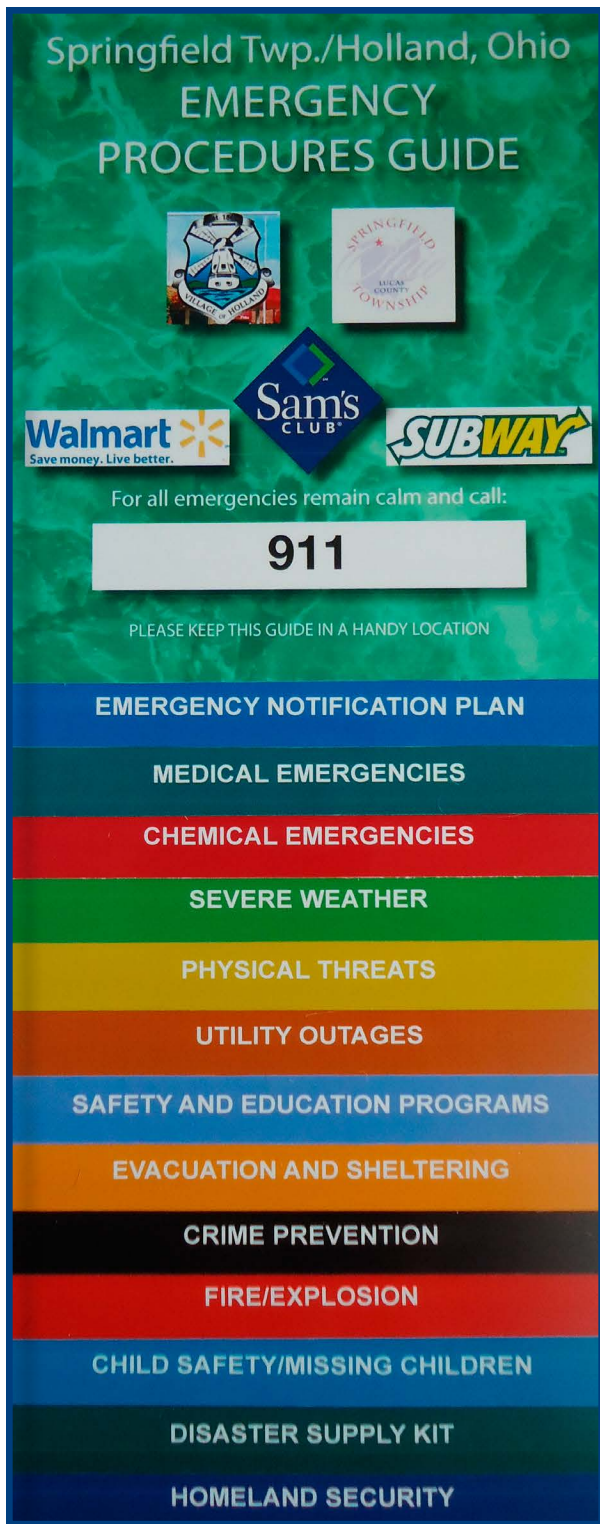
Emergency Procedures Guide Features

The community emergency procedures guides will include:

- Name of community, emergency phone numbers and sponsor organization's logos on the cover.
- A custom cover photo of local public safety agencies, the government building, historical city landmark, or a photo that represents the community
- Non-emergency phone numbers and contacts specific to the community.
- Information on local, city, and county agencies.
- Color-code tabs with vital fire/life safety and crim prevention procedures.

Emergencies covered include:

Flood and Water Damage
Utility Outages
Medical Emergencies
Severe Weather (Tornado, Hurricane)
Chemical Spills
Suspicious Packages and Envelopes
Physical Threats
Fire and Explosions
Family Emergency Plan
Evacuation and Evacuation Kit
Safety Procedures
Crime Prevention



Example: Actual size is approx 5.25 x 11.5 inches

- ### VEHICLE DISASTER SUPPLY KIT
- Cellular phone.
 - Battery powered radio and extra batteries.
 - Flashlight and extra batteries.
 - Blanket.
 - Booster cables.
 - Fire extinguisher (5 lb., A-B-C type).
 - First aid kit and manual.
 - Bottled water and non-perishable, high-energy foods such as raisins and peanut butter.
 - Extra set of car keys.
 - Matches in a waterproof container.
 - Shovel.
 - Tire repair kit and fix-a-flat foam tire sealer.
 - Signal flare and vehicle distress flag.
 - Maps of the area and phone numbers of places you could seek assistance.
- ### HOME DISASTER SUPPLY KIT
- Keep enough supplies in your home to meet your family needs for at least 72 hours.
 - Store one gallon of water per person and pet per day (2 quarts for drinking and 1 quart for food preparation/sanitation).
 - Store at least a 3-day supply of non-perishable food.
 - Select foods that require no refrigeration, preparation or cooking, and little or no water such as:
 - Ready-to-eat canned meats, fruits and vegetables.
 - Staples (salt, sugar, pepper, spices).
 - Vitamins, high-energy foods such as granola bars, raisins and peanut butter.
 - Remember family members with special requirements, such as infants and elderly or disabled persons.
 - For babies: Formula, diapers, bottles, powdered milk and medications.
 - For adults: Prescription drugs (insulin, asthma, etc.), denture needs, contact lenses and an extra set of eye glasses and extra hearing aid batteries.
 - Non-Prescription Drugs: Aspirin or non-aspirin pain reliever, anti-diarrhea medication, antacid (for upset stomach), syrup of Ipecac (used to induce vomiting if advised by Poison Control Center), and activated charcoal (if advised by the Poison Control Center).
 - Battery-powered radio or TV and extra batteries.
 - Change of clothing and durable footwear per person, and one blanket or sleeping bag per person.
 - Accessories: manual can opener; mess kits or paper cups, plates and utensils; utility knife; household liquid bleach to treat drinking water; pepper; aluminum foil; plastic re-sealable bags and containers.
 - Tools such as a wrench to turn off household gas and water. Keep tools shut-off valves.
 - Supplies: paper, pencils; needles and thread; tape; medicine dropper; first aid manual.
 - Family documents in a waterproof container.
 - First aid manual.

What a great tool to put into the hands of our citizens!! The community emergency procedures guide is a very effective tool that will provide our residents with the knowledge they need to prevent and respond to emergencies.

- Asst Fire Chief Rick Helminski
Springfield Twp., Ohio Fire Department

High Value

Delivering Value for Public Safety Agencies and the Community

- Provides residents with valuable fire/life safety, security, and crime prevention guide that gives citizens vital information at their fingertips.
- Can reduce the number of non-emergency calls.
- Assists in saving lives and reduces bodily injury.
- Instills confidence in citizens so they know what actions to take during an emergency.
- Provides an effective public relations tool for public safety agencies and the community.
- Assists in preparing the community for emergencies and disasters

Delivering Value for Sponsor Organisations

- Illustrates that area organizations care about the safety and security of the community and their customers.
- Has a 7 to 10 year shelf life.
- Places sponsor organization's logo in the homes of area citizens/customers in their primary customer area.
- Guides will be placed by the phone, on the refrigerator or in a prominent area in the homes of sponsor organization's customer area.
- The guides place key information about each sponsor organization into the hands of the citizens and customers.
- Low-cost/High-impact marketing endeavor.





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Comparison Chart: Value of the Community Guides

Ad	Shelf Life	Cost	Reach	Value
Community Guides	5-10 years	\$3K to \$10K depending on size of community	All residents in your selling area	Tremendous high value. 15,000 residents at \$4K is \$0.26 per resident for 5-10 years
Billboard	30 days	\$1,500 to \$30,000 depending on location	Those who drive/pass by the billboard	Good value. Many drivers passing the billboard live or may pass near your business
Television	30 seconds	\$900 for half minute on a cable channel	People watching a particular show	Low value as you are sending a message to broad area and many are beyond your customer base
Radio	60 seconds	Average \$107 each minute in Columbus	People listening to a certain station	Low value. Only capturing customers listening to that station at a certain time
Newspaper	1 week	\$2,500 one-time 1/4 page add in large Ohio city newspaper	Those who purchase or read the paper	Low value. Paper is thrown out on same day or within one week
Postcard	2 weeks	\$4,500 for 10,000 postcard mailed	Residents in your selling area	Low value. Cards are thrown out or used once
Valuepaks	1-120 days	\$10,000 or \$2,500/month for 4 months	Residents in your selling area	Low Value. Cards are thrown out or used once
Internet	1 month	Rates vary from \$25.00 to thousands of \$\$ a month	People who visit the site	Very low value as you must pinpoint local customers



For more information on our community emergency preparedness guides please contact us at:

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