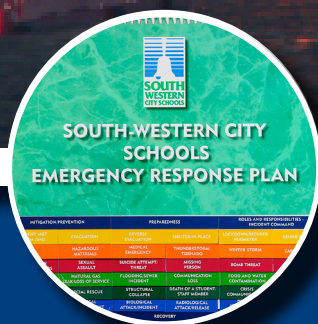




IMPACT AMERICA



Crisis Management, Emergency Response & Business Continuity

- Fortune 1 company in the world and their 360 sites and 360,000 employees worldwide
- Largest transportation system in the world headquartered in Hong Kong, with operations in China, London, Stockholm and Melbourne
- Largest Residential Loan Company in the US
- 200+ K-12 school districts, colleges/universities
- Tallest high-rise in Hong Kong and 35 other iconic, high-rise buildings in the world
- Designed new ERP for Metrolink after '08 crash took the lives of 25 passengers
- Re-engineered 69 West Washington building ERP after fire took the lives of six Cook County employees



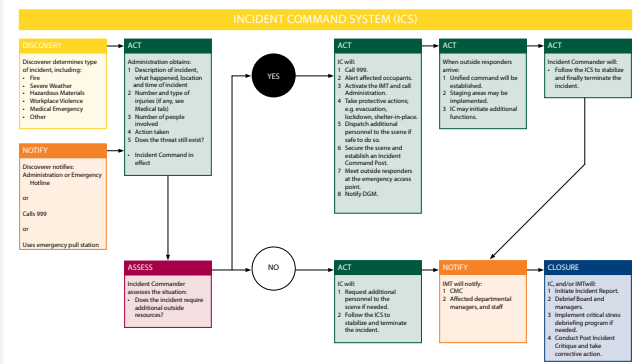
Innovative Design

Our innovative crisis management, emergency response and business continuity design provides organizations with vital information in an organized, concise format to effectively manage any crisis, emergency or disaster recovery. Our plans have set the standard and are the benchmark many organizations strive to achieve. Organizations admire the simplicity and ease-of-use, combined with the comprehensive material contained within the plans. Our plans are specially designed for your organization and include:

- **National Incident Management System (NIMS) compliant**
- **Incident Command System (ICS) structured**
- **Meets local, state, federal and international guidelines**
- **Popular large flipchart format or 3D-ring binder**
- **Color-coded tabs to easily locate information**
- **Contingency procedures for all hazards/threats (35+)**
- **Protective actions including evacuation, reverse evacuation, sheltering, lockdown and reunification**
- **Custom flowcharts provide effective road maps from time of discovery, notifications, assessing the situation, actions taken and closure of the incident**
- **Event aides/checklists assist the Incident Commander (IC) and Crisis and Emergency Response Teams (CERT)**
- **Crisis Management and Emergency Response Teams roles and responsibility checklists for every type of hazard**
- **Evacuation routes, evacuation assembly areas, sheltering locations, Emergency Operations Centers (EOCs)**
- **Supplemental information including emergency shut off locations, extinguisher locations, standpipes and fire pump locations, bomb threat checklist, team rosters, assembly area diagrams, evacuation diagrams, area and building maps, etc.**

BOMB THREAT EVENT AID	
<p>This is an abbreviated guide for assessing and responding to a bomb threat incident. This information is not a complete list of all factors required to be considered.</p> <p>Decide to Evacuate - Consider the following:</p> <ul style="list-style-type: none"> How specific is the information regarding time, description of the device, its location and other details that may be unique to the building? Are there any controversial issues that could impact the facility? Are there unusual team member situations at the facility? What is the current history/experience in the local community relative to bomb threats? What is the input from local law enforcement agency? What was the general tone and behavior of the caller? <p>Telephone Threat</p> <ul style="list-style-type: none"> Record every word spoken by the caller. Keep the caller on the line as long as possible. Ask where the bomb is located. Ask when the bomb will detonate. Note if caller is male or female. Note the age of the caller. Note accents or patterns of speech. Note background noises (music, road noise, motors). <p>Mail Threat</p> <ul style="list-style-type: none"> Save all materials (envelopes, packaging, labels). Avoid touching or moving the materials. Is the letter or package lopsided? <p>Is the letter or package bulky?</p> <ul style="list-style-type: none"> Is the letter or package addressed to an team leader in handwriting? Is the letter or package missing any noise? Personnel familiar with the facility should quickly identify items that appear to be out of place. <p>Email Threat</p> <ul style="list-style-type: none"> Email threats should be saved and Backup Property Management Office should be notified. <p>General Guidelines:</p> <ul style="list-style-type: none"> Do not touch or pick up any suspicious or out of place items. Report these to the police as soon as possible. Two-way radios and cell phones should not be used; therefore, "runners" designated by the Incident Commander must be used to communicate within the facility. <p>Search Techniques:</p> <ul style="list-style-type: none"> Use two person search teams. Search common areas first. Search rooms by entering room and looting for any unusual noises. First search: all objects from top to bottom. Second search: all objects from left to right. Third search: all objects from ceiling to floor. <p>USE BOMB THREAT CHECKLIST</p>	<p>Incident Commander</p> <ul style="list-style-type: none"> Determine if the bomb threat is valid. Determine if the building should be evacuated. Activate alarm and initiate the evacuation. Effectively communicate the emergency evacuation message. Ensure that all building occupants reach the assembly area. Announce an "All Clear" when it is safe to do so. <p>Building Engineer</p> <ul style="list-style-type: none"> Assist in the evacuation of the building. Assist in the bomb search team if possible. Report to the IC for further instructions. Assist Fire Wardens with taking attendance. <p>Security Officers</p> <ul style="list-style-type: none"> Lead and manage the bomb search team. Assist in the evacuation of the building if needed. Establish and maintain contact with police agency and other emergency response agencies. <p>Fire Wardens</p> <ul style="list-style-type: none"> Direct occupants to the evacuation assembly area. Assist in the evacuation of the building if needed. Missing occupants should be reported to the IC. Prepare the occupants for reunification or re-entry into the building.

Event Aide



Incident Flowchart

Electronic Apps and EPlans

Impact America has created crisis management, emergency response and business continuity electronic apps, eplans, and ebooks for organizations globally. Our apps/eplans provide crisis leaders and emergency response teams with the entire plan in the palm of their hand. Now they can always have their plans nearby, no matter what issues arise. Plus the plans are fully customized and can be updated within seconds.

Other benefits of our apps and eplans include:

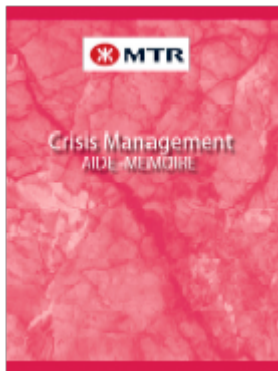
- Inexpensive way to put plans in an electronic format
- Easy-to-read format that allows reader to quickly search for information
- Plans can be password protected and include encryption
- Plans can be stored on a cell phone, tablet or computer
- Plans can be updated in minutes
- User can print by the page or the entire document



Crisis Management Plans

Since 1999 we have developed crisis management and communications programs/plans for Fortune 1000 companies, major league sports teams, large transportation companies, financial institutions, hospitals and healthcare organizations, manufacturing, high-rise structures and gaming and entertainment venues.

- Crisis plans follow the National Incident Management and Incident Command Systems
- Meet PAS 200 standards
- Color-coded tabs to easily locate information
- Contingency procedures for every type of crisis
- Custom flowcharts provide effective roadmaps to assist leaders effectively manage the organization through the crisis
- Event aides/checklist assist Crisis Management Teams
- Crisis Management Team's roles and responsibility checklists



Crisis Management Aide-Memoire

- Crisis Management Aide-Memoire is a short-version of the full Crisis Management Plan
- Includes roles, responsibilities, flowcharts and contact numbers
- Vital information to get through the initial hours of the crisis
- Can be stored in wallet guide, small brochure or electronically

Business Continuity

- Our BC plans focus on the effect an incident has on a facility, its assets, operations and services including personnel, infrastructure and processes. Our BC plans include:
- Business Continuity Maturity Model Assessment (BCMMA)
- Critical emergency and non-emergency phone numbers
- Flowcharts, event aides and checklists to provide critical information in a concise format
- Business Resumption Team (BRT) roles and responsibilities
- Vital Maximum Time Outages (MTOs), Recovery Time Objectives (RTOs), and Recovery Point Objectives (RPOs)
- Risk Assessments (RA) and Business Impact Analysis (BIA)
- Comprehensive Training, Testing and Exercise Programs

Our consultants design business continuity/resiliency programs following best practices including:

- Disaster Recovery International (DRII) Professional Practices
- National Fire Protection Association (NFPA) 1600 Standards
- FEMA's Federal Preparedness Circular-65
- British Standard 25999
- ISO 22301



Emergency Procedures Guides

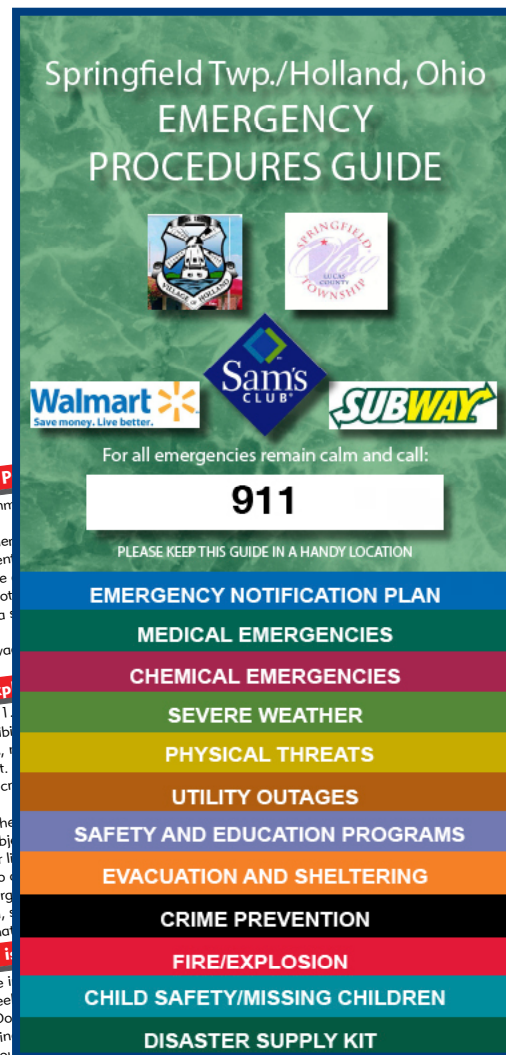
Our Emergency Procedures Guides (EPGs) were designed for General Motors Corporation in 1999. Since then, we have created guides for over 300 clients across the globe. Our customized EPGs provide readers with vital fire & life safety, crime prevention and emergency preparedness information that enhances current emergency response procedures. The user-friendly guides are designed to provide building occupants with the knowledge and awareness they need so that they will follow the proper procedures when confronted with an emergency. We design our EPGs using the client's emergency procedures and best practices developed by Impact America.

Emergency Guide Construction:

- Fully customized from front to back
- Guides are designed in any shape or size
- Company- School- Government logos included
- 4-color printing creating millions of colors
- 100 lb. heavy-duty, cover stock recycled paper
- Aqueous coating that makes colors "pop" and stand out.
- Extra-strength plastic spiral binding
- Wire hangers can be inserted into binding to hang easily
- Hole-punched or magnet added for hanging
- Triangle stand allows guide to sit on desk
- Single and double-sided printing available
- Shelf life of 8-10 years
- Can print in 30+ languages

Topics Include, but not limited to:

- Active Shooter
- Bomb Threat
- Chemical Spills
- Crime Prevention
- Crisis Communications
- Earthquake
- Evacuation
- Fire and Explosions
- Flooding and Water Damage
- Gas Leak
- Hurricane
- Ice Storm/Winter Weather
- Lockdown
- Media Policy
- Medical Emergency
- Missing Person
- Pandemic/Influenza
- Physical Threats
- Safety Procedures
- Sexual Assault
- Shelter-in-Place
- Special Rescue
- Suicide Attempt
- Structural Collapse
- Tornado/Severe Weather
- Tsunami
- Typhoon
- Workplace Violence
- Plus Dozens More



Explosion P

- Keep gasoline and other flammable liquids in approved containers.
- Avoid storing gasoline or other flammable liquids in areas such as basements or garages.
- Do not transfer gasoline or other flammable liquids to an enclosed area, such as a basement.
- If you smell natural gas, evacuate the area and call 911.

If an Exp

- Remain calm and call 911.
- Be prepared for the possibility of an explosion.
- Stay away from windows, doors, and electrical equipment.
- If unable to leave area, crouch and protect yourself.
- If you're able to leave the area, evacuate and watch for falling objects.
- Do not use matches or lighters.
- Only use telephones to call 911.
- Evacuate to your emergency assembly area to utilize that location.

If there is

- Get out of the house immediately.
- If leaving a room, feel the door before opening it. Do not open the door if it is hot.
- Close the door behind you.
- If you must exit through a window, one to two feet above the floor.
- Do not stop for personal belongings.
- Do not stop for a neighbor's house.
- Call 911 from a neighbor's house.
- Meet your family at your pre-planned meeting place. Make sure everyone is present.
- Once you have exited your home, DO NOT RETURN for any reason.

If You Catch On Fire

- Do not run! **STOP** where you are, **DROP** to the ground, **COVER** your face with your hands and **ROLL** over and over to smother flames.

Know How to Use Your Fire Extinguisher

Remember **P.A.S.S.**

- **PULL** the pin from the extinguisher.
- **AIM** the hose or nozzle horn at the base of the fire.
- **SQUEEZE** the handle to discharge entire contents of extinguisher.
- **SWEEP** (from side to side) the extinguisher agent across the base of the fire.

FIRE AND EXPLOSIONS



IMPACT AMERICA

Portfolio of Very Satisfied Clients



For more information on our community emergency preparedness guides please contact us at:
Impact America
6103 Wyandotte Road West • Maumee, Ohio 43537
313.354.3904 cell • 419.865.0357 office
www.impact-america.com