

*Co-Founder &  
Chairperson Emeritus*  
**HOWIE LONG**

*9-1-1 for Kids is an  
international educational  
program of Athletes &  
Entertainers for Kids  
founded in 1986 by  
Howie and Elise Kim*

# Section Title Page

*About*  
**9-1-1 FOR KIDS**



## Quick Fact Sheet

### ABOUT 9-1-1 FOR KIDS

**9-1-1 for Kids** is an international public safety educational program under **Athletes & Entertainers for Kids**, (AEFK) a 30 year old national non-profit organization headquartered in Southern California. **9-1-1 for Kids** was established by the 9-1-1 public and private sectors in 1990 and launched its public education curriculum in 1994. since its inception over 5 million students, adults and seniors had learned the critical three message points of using 9-1-1: (1) When and When NOT to call 9-1-1; (2) How to Dial 9-1-1; and (3) What to say to the 9-1-1 Dispatcher. **9-1-1 for Kids** launched its **9-1-1 Local Heroes Awards** program in 1999. The **9-1-1 Local Heroes Awards** have been held in virtually every major city in the United States with media coverage from all major network, cable electronic and print media outlets as well as national morning and sports shows.

### ESTABLISHED

July 14, 1994  
Los Angeles, California

### FOUNDING COMMITTEE:

- Von Beals (*Los Angeles County Fire Department*)
- Mary Boyd (*Texas Safety Commission*)
- Joan Dalton (*Pacific Bell 9-1-1*)
- Leah Senite (*California State 9-1-1 Emergency Communications Office Director*)
- Nancy Swanson Warner (*GTE, 9-1-1*)
- APCO
- GTE
- NASNA
- NENA
- Pacific Bell

### INTERNATIONAL SPOKESPEOPLE

TIM BROWN (*NFL Hall of Fame Inductee, 9 Tim Pro-Bowl Selections, retired LA & Oakland Raiders, 1987 Heisman trophy Recipient*)  
KATHY IRELAND (*entrepreneur, author, life-style designer, former supermodel-turned-mogul; Forbes' first ever ranking of America's top 50 most successful women; licensing queen; appeared in 13 back to back Sports Illustrated swimsuit issues; chief designer and chief executive officer of 'Kathy Ireland Worldwide'*)

### PUBLIC SAFETY & COMMUNICATION PARTNERS

- APCO (*Assoc. of Public Safety Communications Officials*)
- FCC (*Federal Communications Commission*)
- IACP (*International Assoc. of Chiefs of Police*)
- NASNA (*National Assoc. of State 9-1-1 Administrators*)
- CTIA (*Cellular Telecommunications Industry Assoc.*)
- IAFC (*International Assoc. of Fire Chiefs*)
- National Sheriffs Assoc.
- NENA (*National Emergency Number Assoc.*)

### TAX INFORMATION

9-1-1 for Kids is a program of Athletes & Entertainers for Kids (AEFK) a 501(c)3 tax-exempt Calif. non-profit corporation. Federal Tax Identification Number 95-4075524

### TRADEMARK & LICENSING

#### "911 for Kids" products

Copyright © 1997, 2009 9-1-1 for Kids® All rights reserved. Red E. Fox, Whirley, Buttons, Jennifer, Linda, Jeffrey Bud and Wally Weasel, Abby, Gabby, DJ Digital are trademarks of Athletes & Entertainers for Kids®, Inc. (800) 933-5437

#### "Local, National & International 911 Heroes" products

Copyright © 2000 Local 9-1-1 Heroes®, National 9-1-1 Heroes®, International 9-1-1 Heroes®. All Rights Reserved. (800) 933-5437

### SERVICE INFORMATION

- Since 1994 9-1-1 for Kids has instructed and trained over five million students and adults on the correct use of 9-1-1
- Since 1999 9-1-1 for Kids has recognized over 2,000 dispatchers and consumer heroes through its "Local 9-1-1 Heroes" program



---

## ABOUT ATHLETES & ENTERTAINERS for KIDS

Athletes & Entertainers for Kids® ("AEFK") is a 30-year old national educational and mentoring non-profit organization. AEFK brokers strategic cause-driven relationship between corporate America and celebrities (*athletes and entertainers*) to address critical educational needs of our society while presenting effective sustainable solutions.

### ESTABLISHED

January 31, 1986

Los Angeles, California

### CO-FOUNDERS

Elise Kim (*University of Southern California Athletic Dept. Media Director*)

Howie Long (*NFL Hall of Fame inductee/ Fox NFL Studio Analyst/ LA Raiders*)

### TAX INFORMATION

AEFK is a 501(c) 3 tax-exempt Calif. State non-profit corporation.

Federal Tax Identification Number 95-4075524

### ETHNIC BREAKDOWN YOUTH SERVED

- 28% African-American
- 14% Asian-Pacific Islanders
- 26% Latino/Hispanic
- 4% Native Americans
- 25% Caucasian
- 3% Other

### FINANCIAL INFORMATION

#### Breakdown of Fund Distribution

90% - Youth Programs and Services

4% - Fund Development

6% - General Administration

### WHO WE SERVE

- Students (*age 4-20 years old*)
- Adults (*21-64 years old*)
- Seniors (*65 and older*)

### CONTROLLER/ACCOUNTING SERVICE

Debbie Ramirez (*Davidson Deily Accounting*)

### GENERAL COUNSEL

David Quinto, Esquire (*Quinn Emanuel Urquhart Oliver*)

### BOARD of DIRECTORS

Charles Cullen (*Director of Technology, City of Palo Alto PD*)

Jack Flanigan, Esq. (*Founding partner, California Strategies*)

Carlito Jocson (*Founding managing partner & executive chef of the Yard House Restaurants*)

Mark Johnson (*Senior Exec. Vice President, Grace Management*)

Elise Kim (*former USC Assistant Athletic Director/Volunteer Exec. Director of 911 for Kids & AEFK/Board Chair Better Care Inc.*)

Steve Mauldin (*President, KCBS-TV and KCAL-TV*)

Kit Miyamoto (*CEO, Miyamoto International Engineering*)

Paul Troxel (*Placer County Sheriff's Department*)

Patricia Williams (*Chairwoman & CEO, NKP Management – MacDonald's owner-operator*)

Billy Zaggar (*CEO, B-Train Films*)

Mark Zaverl (*CEO, U.S. Best Repairs*)

# ABOUT THE CAUSE: 9-1-1 FOR KIDS

## THE CRITICAL NEED FOR 9-1-1 EDUCATION

Close to 50% of every call made to 9-1-1 is NOT an emergency. These non-emergency calls are made by people from all age groups. The consequences of 9-1-1 misuse are costly to budgets, cause property damage, crimes and most importantly, personal injury and loss of lives. Individuals with real emergencies encounter a busy signal when lines are impacted by too many calls, causing a potential tragedy.

**Types of Non-Emergency Calls & 9-1-1 Misuse**  
People call 9-1-1 for a multitude of non-emergency reasons such as:

- **Asking for information** (road conditions, weather issues, natural disasters when emergency services are not required, community event information, etc.);
- **Reporting non-emergency situations** (animal related issues such as injuries, barking dog, cat in tree, etc.);
- **Inadvertent calls** (i.e. sitting on cell phone or tossing cell phone in a purse or bag, accidentally activating 9-1-1 preset button);
- **Redundant calls** (reporting an accident when emergency help is on scene / en route, testing 911 function on phone, prank calls, curious / lonely calls).

## U.S. 9-1-1 FACTS

The United States received 250 million calls to 9-1-1 in 2011. The 200,000+ dispatchers from the nation's 6,100+ 9-1-1 communication centers (PSAP – public safety answering point) answered those calls. In some cities, non-emergency calls were as high as 70%. Additionally, approximately 70% of calls made to 9-1-1 are from cell phones, with the remaining 30% made primarily from landlines. 9-1-1 is for immediate people emergencies when law enforcement, firefighters, or emergency medical treatment is required, and should never be used for information.

## A LIFE AND DEATH MATTER

9-1-1 is a life and death matter. 9-1-1 caller training is the most effective way to reduce the millions of inappropriate calls compromising 9-1-1 services and the public's ability to receive immediate and appropriate emergency response. 9-1-1 public education is not an elective activity, it's an essential and critical act of due diligence needed in all schools and communities. 9-1-1 public education and caller training has been the missing link in public safety since 1968 when it was initiated in this country.

## WHAT IS 9-1-1 AND WHY IS IT SO IMPORTANT?

9-1-1 is the number called in the United States when there is an immediate emergency requiring services from the fire department, law enforcement, or emergency medical responders. 9-1-1 is also the universal emergency response phone number for Canada and the Cayman Islands. Other countries use different numbers, such as 112 for the European Union and 112 in the UK. Regardless of economic, ethnic, or gender orientation, 9-1-1 affects everyone, and will touch all our lives at one time or another. When it's needed we want it to work quickly and seamlessly. Unfortunately, that's not always the case due to wide spread misuse of the 9-1-1 emergency system.



# Critical & Essential Consumer Education and Training for All Ages



## WHEN DID 9-1-1 BEGIN?

9-1-1 was established in the United States in 1968, beginning in Halleyville, Alabama. All 50 U.S. states are mandated by law and governed by the FCC (Federal Communications Commission) to provide 9-1-1 to its population. However, since its inception, 9-1-1 has continued to run a never-ending race to catch up with evolving phone technology. Movies and television inaccurately portray the ease of 9-1-1 location detection, and there is great need to inform the public of the real situation.

Until the early 1990's, focus was primarily placed on operations and equipment, with very little accomplished to train the public which 9-1-1 was created for. In 1991, the collaborative efforts of 9-1-1 public and private organizations and businesses were charged with the task of creating a solution to address the dangerously large volume of non-emergency 9-1-1 calls. Their efforts introduced the concept of 9-1-1 for Kids: Public Education®. 9-1-1 for Kids® launched in 1994, promising a dedicated public education program focused on training the population on how to use 9-1-1 correctly, beginning with school children.

## WHY WAS 9-1-1 FOR KIDS CREATED?

9-1-1 for Kids® is a non-profit program whose mission is to educate and empower youth with the systematic knowledge to make critical decisions when faced with an emergency or disaster situation. The goal is to educate students on how to avoid dangerous, inappropriate, or unlawful behavior when calling 9-1-1, which is not only financially costly, but causes destruction of property, delays response to criminal activity and even loss of life. 9-1-1 for Kids® accomplishes caller education through its effective age appropriate curriculum and community outreach programs for young and old alike - student, educators, parents, adults, seniors and community leaders, endorsed by APCO International (Assn. of Public Safety Communications Officials), NG-911 Institute, NENA (National Emergency Numbers Assn.), and NASNA (National Assn. of Nine-one-one Administrators), in addition to the California Department of Education.

9-1-1 for Kids curriculum is student-tested and teacher designed. It is easily used and the content remains relevant indefinitely. Critical information has been summarized in engaging and digestible DVD lessons produced by some of Hollywood's leading puppeteers, animators, and songwriters.

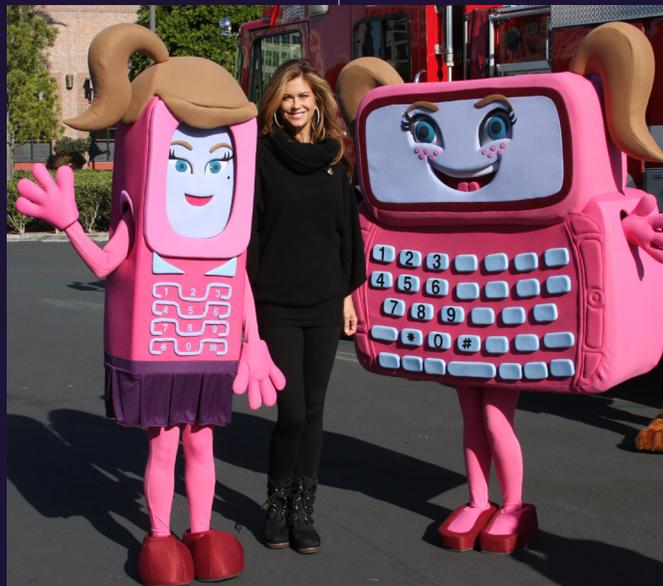
ATHLETES & ENTERTAINERS  
★ FOR KIDS ★

# 9-1-1 ★ FOR KIDS ★

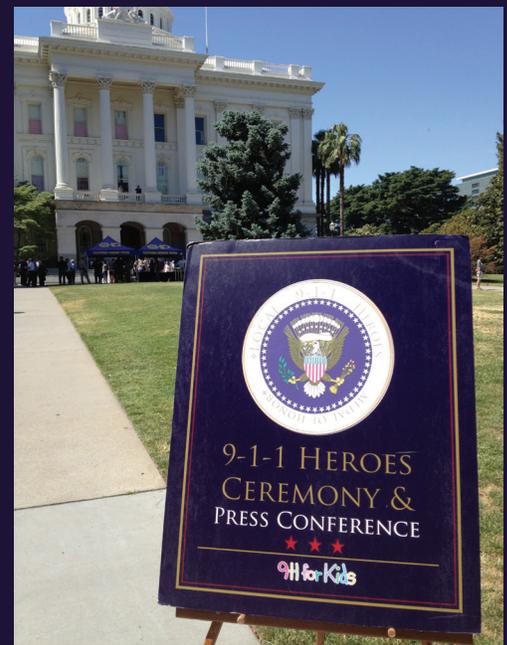
PUBLIC EDUCATION  
9-1-1 CALLER TRAINING



★ 9-1-1 LOCAL  
HERES AWARDS ★



# THE LOCAL 9-1-1 HEROES® AWARDS



The 9-1-1 for Kids® - Local 9-1-1Heroes® program was established in 1999. The purpose of the award is to recognize heroic youngsters who called 9-1-1 to save a life or property or to report a crime. The heroes are nominated by public safety answering points (PSAP or 911 dispatch centers). These children methodically and calmly called 9-1-1 and provided the dispatcher with the necessary information to route emergency personnel (police, fire department or medical emergency response) quickly.

Since 1999, 9-1- for Kids has recognized hundreds of children and adults throughout the nation for their 9-1-1 heroism. It is our hope that every state in the U.S. and every province in Canada will declare the month of May (*before children begin summer vacation*) and also September (*as children return back to school*) as "911 for Kids Education Month." The purpose of this program is not only to recognize heroic acts of youngsters and dispatchers, but more importantly to drive home important information concerning critical emergency preparedness and response procedures.

The 9-1-1 Heroes Ceremonies are consistently a favorite story for the media to cover both lo-

cally and across the nation. The media always provides a wonderful opportunity to inform the community, and prepare children to be "emergency ready." The 9-1-1 Heroes Awards Ceremony features:

- The 9-1-1 Heroes (*youth, adults and seniors*)
- The 9-1-1 dispatcher who processed the call
- Government & public safety dignitaries

Each day hundreds of thousands of calls are placed to 911 dispatch centers across the country. Many of these calls are made by young children. Whether it is a medical emergency, a fire or a crime to report it is essential to teach children when it's OK to call 911; how to dial and what to say to the dispatchers. Lastly, in light of the natural and man-made disasters today, it is absolutely critical to teach youth and adults alike when NOT to call 911 and inadvertently tie up lines out of fear.

The 9-1-1 Local Heroes® Medal of Honor, is bestowed on an individual who distinguishes himself/herself by gallantry and intrepidity calling 9-1-1 to help save a life or property, or to report a crime. Equally as important, this award is presented to the 9-1-1 dispatcher/call taker who processed the call, and dispatched the appropriate emergency response help.



OES Direcot Mark Ghirdarlucci, State Fire Marshal Tonya Hoover, Tim, Santa Cruz EMT CYJ Boyer

*Values of the 9-1-1 Local Heroes® Medal of Honor:*

- We embrace the indomitable courage demonstrated by the recipients of the 9-1-1 Local Heroes Medal® of Honor,
- We support sacrifice and service above self
- We believe that the effectiveness of 9-1-1 lies in the consumer and are committed to helping them become informed and trained on the proper use of 9-1-1.
- We believe that the mark of a true hero is to have the moral courage to do what needs to be done because it is the right thing to do.
- We steadfastly support the valiant dispatchers who serve their communities.

Nominees are submitted by 9-1-1 organizations, public safety agencies, and schools.



# 9-1-1 FOR KIDS PROUDLY COLLABORATES WITH THESE 9-1-1 & EMERGENCY RESPONSE ORGANIZATIONS



APCO International serves the needs of public safety communications practitioners worldwide - and the welfare of the general public as a whole - by providing complete expertise, professional development, technical assistance, advocacy and outreach.



Promote information sharing amongst those states with programs dedicated to implementing 9-1-1 emergency telephone systems. Assist other states with resolving issues necessary to accomplish statewide implementation and maintenance. Encourage the establishment of a coordination person within each state or province.



The National Sheriffs' Assn. preserves and protects the Office of Sheriff, so that the Sheriffs of this country can provide quality service to their constituents. The 3080 US Sheriffs are diverse and have different jurisdictional sizes and challenges of their offices. All Sheriffs share the common goal of protecting the citizens that elected us, and making the quality of life of those citizens the best it can be.



CalOES' mission is to protect lives and property, build capabilities, and support our communities for a resilient California.

CalOES achieves its mission by serving the public through effective collaboration in preparing for, protecting against, responding to, recovering from, and mitigating the impacts of all hazards and threats.



CTIA-The Wireless Association® advocates on behalf of its members at all levels of government. CTIA also coordinates the industry's voluntary efforts to provide consumers with a variety of choices and information regarding their wireless products and services (voluntary industry guidelines; programs that promote mobile device recycling and reusing; and wireless accessibility for individuals with disabilities).



The mission of the NG9-1-1 Institute is to assist the Congressional NextGen 9-1-1 Caucus by serving as a national information clearinghouse and policy forum on NG9-1-1 issues. We work to educate a diverse group of stakeholders about issues important to the 9-1-1 community.



EENA, the European Emergency Number Assn, is dedicated to promoting high-quality emergency services reached by the number 112 throughout the European Union. Memberships include 991 emergency services representatives from 70 countries world-wide, 68 solution providers, 15 international associations/organisations, 150 Members of the European Parliament and 57 researchers.



CALNENA continuously works on improved emergency telephone number network through research, planning, training and education; represent its members before communications regulatory agencies and policy making bodies; and strive toward citizens having immediate access to emergency public safety services so that safety of human life, protection of property and civic welfare are benefited to the utmost degree.



The Federal Communications Commission regulates interstate and international communications by radio, television, wire, satellite and cable in all 50 states, the District of Columbia and U.S. territories. An independent U.S. government agency overseen by Congress, the commission is the United States' primary authority for communications law, regulation and technological innovation.



The IACP advances professional police services; promotes enhanced administrative, technical, and operational police practices; fosters cooperation and the exchange of information and experience among police leaders and police organizations of recognized professional and technical standing throughout the world.



The association promotes and advances the science and art of police administration and crime prevention; and to develop and disseminate professional administrative practices, and to promote their use in the police profession; to foster police cooperation and the exchange of information and experience throughout the State.



The Association of Public-Safety Communications Officials - International is the world's oldest and largest organization dedicated to the enhancement of public safety communications. With more than 15,000 members globally, APCO serves those who manage, operate, maintain, and supply the communications systems used to safeguard the lives and property of citizens everywhere.



NENA fosters the technological advancement, availability and implementation of a universal emergency telephone number system (9-1-1). In carrying out its mission, NENA promotes research, planning, training and education. The protection of human life, the preservation of property, and the maintenance of general community security are among NENA's objectives.



The International Association of Fire Chiefs represents the leadership of firefighters and emergency responders worldwide; our members are the world's leading experts in firefighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search and rescue, and public safety policy.



California State Sheriffs' Association (CSSA) was formed for the purpose of sharing information and providing assistance to sheriffs and departmental personnel, thus enabling them to improve the delivery of law enforcement services to the citizens of this State.



CAL FIRE is responsible for protecting natural resources from fire on land designated by the State Board of Forestry as State Responsibility Area (SRA). CAL FIRE also manages the State Forest system and has responsibility to enforce the forest practice regulations, which govern forestry practices on private and other non-federal lands.

# TIM BROWN

## 9-1-1 for Kids® International Chairman

Tim Brown, National Chairman of Athletes & Entertainers for Kids and International Spokesman for 9-1-1 For Kids, has helped over five million children and teens to date through mentoring and educational programs. Brown's phenomenal NFL career can only be shadowed by his dedication to youth and under served communities throughout the nation.

In 1987, Brown attended his first AEFK community outreach program by invitation from former teammate and Hall of Famer, Howie Long. Long had helped to establish AEFK with Elise Kim in 1986 and was the active National Chairman for the foundation at that time (Long now serves as Chairman Emeritus of AEFK).

"AEFK is a unique mentoring organization that continues to be community oriented and community driven," comments Brown. "I continue to be impressed by the scope of children AEFK serves on a daily basis. From the critically ill to those suffering from poverty and parental neglect, AEFK reaches out to empower a wide spectrum of hurting children



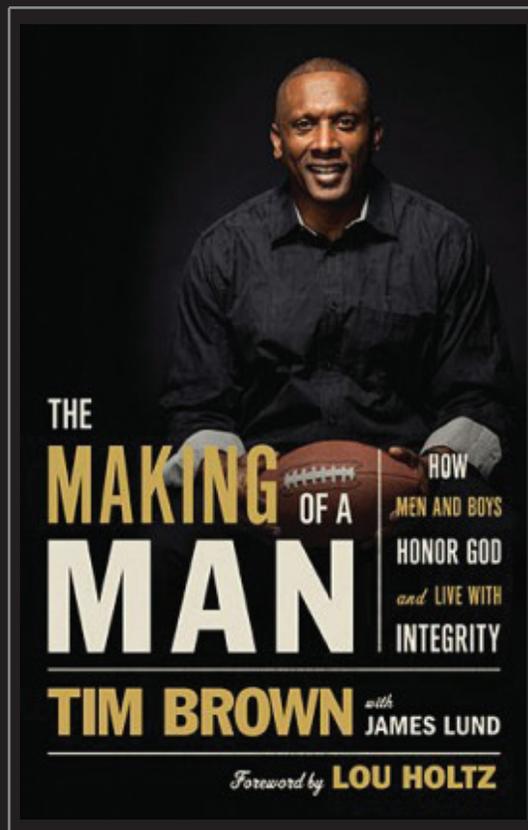
through really great innovative programs that are both educational and fun. What's most important is that AEFK's services are on-going throughout the year, not just holiday times or for a media opportunity. Often

our celebrities want to spend private time with the kids, not the media."

In 1995, Brown became AEFK's National chairman. That same year, he accepted a distinguished appointment as spokesperson for 9-1-1 for Kids, the nation's official educational program teaching the proper use of 9-1-1.

Brown's signature mentoring program is his "Mentor Mini Camp," held each fall at Raider headquarters for 100 fatherless boys. "Children, especially boys, need positive male role models," comments Brown. "This program, as with all our AEFK mentor matching programs, is the beginning point for many important friendships that will help boys to hopefully become responsible adults.

Tim Brown a retired wide receiver played in the National Football League for sixteen years with the Oakland Raiders. During his time with this team, he established himself as one of the League's best receivers, earning the title of Mr. Raider. Even with all of his successes, the 13 year NFL veteran knows he has taken hold of something much more valuable than any award or accomplishment -- a relationship



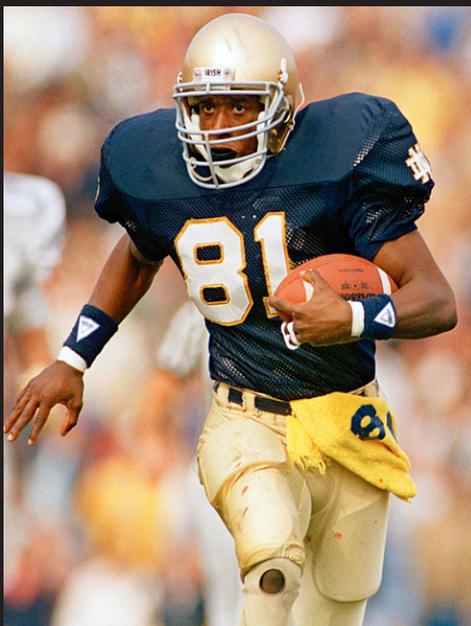


with Jesus Christ. "When it's all said and done it's not this game that counts," said Brown. "It's the game of life and if you're living your life for Christ."

Brown, who is one of only three players in NFL history to gain more than 1,000 receiving yards in a season for seven consecutive years (1993-1999), makes Christ a constant focus in his life. "God's been good to me all my life," said the Raiders 1988 first round draft choice, the sixth pick overall. "Sometimes I marvel at what He's done for me and I try to figure out how I can pay Him back. The only way I can do that is to keep living for Him." While some players opt to bring Bible scriptures with them onto the field, Brown says knowing God is always with him (Hebrews 13:5) is all the inspiration he needs.

"I'm constantly reminded every time I catch a pass and am able to get up and go back to the huddle I've been blessed," Brown said. Brown holds a handful of Raider team records and led the AFC in receiving yards three straight years (1993-1995). One of the toughest and most durable receivers in the NFL, Brown has earned the respect of his peers. Some believe that Christian athletes are not as tough as others and Brown has

made sure that misconception is squashed. "Anybody who plays against me knows, you're going to get a dogfight the whole game," said Brown, who also holds the NFL rookie-season record for the most combined yards gained with 2,317 in 1988. "I don't take any mess out there. I have to play a very physical game and make sure people know just because I'm a man of God I'm not going to let you walk on over me."



# KATHY IRELAND

## 9-1-1 for Kids® Global Ambassador

Kathy Ireland serves as Global Ambassador of 9-1-1 for Kids and National Chair of Family Services/ Parenting for Athletes & Entertainers for Kids. She has worked with the organization since 1997.

She is the CEO of Kathy Ireland Worldwide, a Forbes 500 company. Kathy was an entrepreneur long before she was a model. As a child in Santa Barbara, she painted stones, and rather than place them on her shelf to admire, she peddled them door-to-door (*her grandmother carried one in her purse for protection*) and eventually sold other art projects at weekly crafts fairs. At 11 Kathy noticed an ad beckoning newspaper deliverers: “Are you the boy for the job?” Kathy wrote a note to the editor saying she was the girl for the job, and she got it.

Kathy was earning \$60 a month when she decided it was time to get her own bedroom. She rang up a contractor for an estimate on what it would cost to add a room to the modest house she shared with her parents and two sisters. “My mom found me in the driveway showing him where I wanted my room to be,” recalls Ireland. “I knew exactly what it was going to look like, what the furnishing would be. Then he gave me his bid, and it was something like \$20,000.”

In 1980, at the age of 16, Ireland was discovered at a finishing school (*where her parents were trying to clean up their tomboy daughter*) by the Elite Modeling Agency. Within four years she was featured in the Sports Illustrated swimsuit issue, and in 1989, when she graced the cover for the first time, it became SI’s best seller ever. Internationally famous, she was one of the group, which included Christie Brinkley and Cindy Crawford, that spawned the term “supermodel.” During her modeling period her entrepreneurial side ventures were whiffs, such as the time she became entranced with making beer with a bunch of graduate students. In 1993 John Moretz, a marketer who later bought Gold Toe socks, approached Kathy with the kind of gig that signals a model’s best years are behind her: Did she want to model pedestrian socks? I wanted to make it clear that I didn’t want to just put my name on it,” says Ireland. “An endorsement wasn’t interesting to me.”

Moretz agreed. He bought the rights to use her name on a line of socks, and he agreed to pay for manufacturing and distributing the socks that Kathy would design and promote. In return she would receive a royalty on every pair sold. She took out a \$50,000 personal loan to launch Kathy Ireland Worldwide.

Kathy established the Providence Educational Foundation which supports the development of innovative, high-quality, Christian education that facilitates intellectual, social, and spiritual growth





In 1998, Kathy decided to expand into furniture. Warren Buffett, who appreciated their shared experience as newspaper deliverers, once told her that fashion changes but the home remains far more secure. In apparel every celebrity with a Q rating above zero either had a line or was pitching one. But precious few celebrity licensors dabbled in home furnishings, even though the dynamics of buying a dresser are no different from buying a dress. In 1999 Ireland went to the biannual furniture convention in High Point, N.C. with a line of sofas, chairs and end tables. "She had a passion and she was very smart," says Irv Blumkin, head of Berkshire Hathaway's Nebraska Furniture Mart, a 450,000-square-foot megastore that helps drive the direction of the industry.

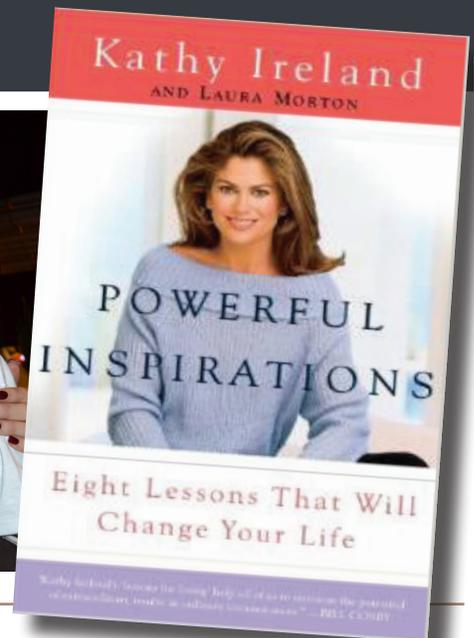
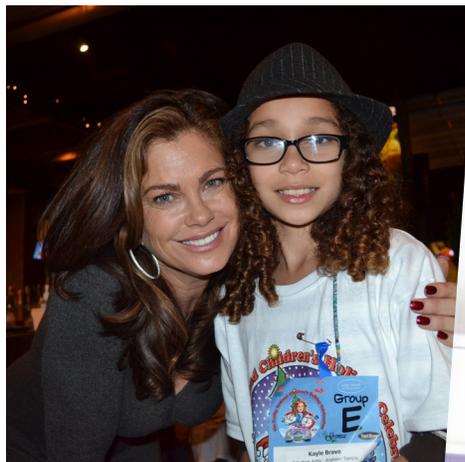
The bulk of her success comes instead from the kind of stuff that has likely never seen a celebrity's name adorning it: ceiling fans, flooring, mattresses. And above all there's furniture: desks, end tables, media centers, beds, ottomans and bookcases. There are area rugs, carpets and headboards. And lots and lots of windows. One of the biggest pieces of the Kathy Ireland empire is her namesake vinyl and plastic replacement windows, which purportedly insulate heat inexpensively; a retail outfit called

Window World moves \$400 million of them a year.

Kathy is also the Ambassador of Hope for the City of Hope and was named by UCLA as one of the top 10 women's healthy advocates in America. In addition, Kathy was named the Entertainment Industry Foundation's (EIF) Ambassador for Women's Health Issues and EIF's Ambassador for the National Women's Cancer Research Alliance. Kathy partners with Feed the Children and underwrites the distribution of 170,000 pounds of food, clothing, and toys to children in need across the nation.

She endowed the Floyd Hall Fellowship Grant Program, which is awarded annually by the American Paralysis Association to the leading scientist in the field of spinal cord regeneration. The fellowship grants major funding to researchers making strides in the search for a cure for paralysis.

Kathy lives in Southern California with her husband Greg, an emergency room physician, and their three children, Erik, Lily, and Chloe.



# HOWIE LONG

*Athletes & Entertainers for Kids Founding Chairman, Emeritus*



Howie Long, Athletes & Entertainers For Kids' Founding National Chairperson, is a man who has always considered children to be a very special part of his life. He has devoted his time, support, and love towards encouraging and building self-esteem in the youth of America.

Drafted in the second round of the 1981 NFL Draft by the Oakland Raiders, Long would play 13 seasons for the club wearing the number 75. His very rare combination of size, strength and quickness made him a fearsome force on the Raiders defensive line, earning eight Pro Bowl selections.

Along the way, Long was selected by John Madden to the All-Madden teams in 1984 and 1985 and was named to the 10th Anniversary All-Madden team in 1994. He was voted both the NFL Alumni Defensive Lineman of the Year and the NFLPA AFC Defensive Lineman of the Year in 1985. He capped off a stellar 1985 season earning the George S. Halas Trophy for having been voted the NEA's co-NFL Defensive Player of the Year.

Most currently, Long worked as a studio analyst for the FOX Network's NFL coverage, where he often played the "straight man" to the comic antics of co-host Terry Bradshaw as well as penning a column for Foxsports.com. In addition, he hosted an annual award show on FOX, Howie Long's Tough Guys, which honored the NFL players whom he deems the toughest, and gives the toughest of them a Chevrolet truck. Long won an Emmy Award in 1997 as "Outstanding Sports Personality/Analyst."

Howie was a second-round pick of the Oakland Raiders in the 1981 NFL Draft and the 48th player selected overall. A four-year letterman at Villanova, Long was the MVP in the 1980 Blue-Gray Game. An all-around athlete, he was a basketball and track star in high school as well as the Northern Collegiate boxing champion.

Howie joined the Raiders one year after the team won Super Bowl XV. Three years later, in 1983, the 6-5, 268-pound defensive end helped the team capture another Super Bowl title with a 38-9 win over the Washington Redskins in Super Bowl XVIII. His five-tackle performance in that game capped off a season that saw him record a career-high 13 sacks, including five in one game against the Redskins.

The following season he recorded 58 tackles, 12 sacks, and nine passes defended and was named the NFL Defensive Lineman of the Year by the NFL Alumni Association. Long moved into a starting role with the Raiders beginning in the fifth game of the strike-shortened 1982 season.

He went on to be selected to eight Pro Bowls, the first following the 1983 season. Fast, strong, and explosive off the ball, he was just the second Raider defensive lineman to make a Pro Bowl. A first- or second-team All-Pro choice in 1983, 1984, 1985, 1986, and 1989, he was also named All-AFC four times. In 1985, the hard-playing defensive end accounted for 10 quarterback sacks, with at least one in eight games. As a result, he was selected as Raider Lineman's Club Defensive Lineman of the Year by his teammates.

Although he missed much of the 1988 season due to injury, he still managed to record three sacks and intercept the first pass of his career, which he returned 73 yards in a game against the Houston Oilers. During his 13-year career, Long, a member of the NFL's All-Decade team of the 1980s, recorded 84 career sacks, not including 7.5 sacks in 1981 before the sack was an official NFL statistic.



# TIM BROWN *Mentor Mini Camp For Fatherless Boys*



The annual Tim Brown Mentor Mini Camp is held in cooperation with CHP at the Training Academy in Sacramento during the summer months each year. The program has been serving hundreds of fatherless/disadvantaged boys from Northern and Southern California areas since 1999.

Former Oakland Raiders Team Captain Tim Brown, along with other active and retired NFL players and local college football players, devote their time to make a difference in the lives of fatherless boys ages 10-18. The annual event hosted by Tim Brown (9-time All Pro Bowl, 1987 Heisman, Oakland & LA Raiders '87-'04, Tampa Bay 2004; retired in '05 as an Oakland Raider) and his charity, 9-1-1 for Kids, gives disadvantaged boys, the opportunity to team up with a mentor father and participate in a football training camp just like the pros.

The event assists young men absent of a father in their homes and urban children who can benefit from encouragement and guidance from a caring adult. Brown's football buddies and coaches join California community leaders, law enforcement, and businessmen to give local youth the once-in-a-lifetime opportunity to play with the pros & college stars for a day.

**About the TIM BROWN MENTOR MINI CAMP**  
TBMMC is free of charge to fatherless young men. Young must be sponsored by an approved social service-welfare agencies, community organizations or schools.

## WHEN WAS the PROGRAM STARTED

Tim Brown (Retired 15 year NFL veteran and International Chairman of 911 for Kids) and Elise Kim (Executive Director of 911 for Kids) created the Mentor Mini Camp Program for fatherless young men ("TBMMC") in 1999. Since its inception, over 1,500 fatherless young men have been served through the TBMMC.

## WHERE do the FATHERLESS YOUNG MEN COME FROM?

The mentees come from social service agencies, group homes, schools, community-based organizations and faith-based organizations who provide services for at-risk fatherless young men.

## WHERE do the MENTORS COME FROM?

The mentors are a magnificent group of exemplary male community leaders. Most are from public safety (law enforcement, firefighters, emergency medical response, 9-1-1 centers). Other are business owners, executives and managers coming from: corporations and businesses; colleges and trade schools; faith-based organizations; service clubs and community service groups.

## DESCRIPTION of ACTIVITIES

Tim Brown leads the program with the assistance of Coach Greg Roszler of Playmakers Football camp. Playmakers' also shares in the national effort of addressing the problem of fatherless youth in our country. Playmakers athletes are taught to become uncommon men by serving others in the community, by committing to no tolerance of bullying, and appropriate treatment of girls on campus.



# KATHY IRELAND

## *Mentor Bootcamp Program for Single Teen Mothers*



The 9-1-1 for Kids Kathy Ireland's Mentor Bootcamp Program provides economically and educationally challenged abandoned single-teen mothers, ages 12-19 years of age, the companionship, guidance and support of caring mentors and others, without the social stigma and isolation associated with out-of-wedlock teen pregnancy and its related complications.

In this supportive and therapeutically designed community, teen mothers are able to leave behind their worlds of secrecy and despair. Through acceptance and trust, teens, their mentors, workshop leaders, speakers and volunteers can freely talk about out-of-wedlock pregnancy and single-parenting and openly express feelings, however angry, hopeless and depressed in a non-judgmental atmosphere.

### **RATIONALE for PROGRAM**

The United States has the highest teen pregnancy rate among developed countries. Close to 1 million teens become pregnant each year. Ninety-five percent of those pregnancies are unintended. About one-third will end in abortion; one-third will end in spontaneous miscarriage; and one-third will continue their pregnancy to term and keep their baby.

- Less than 40 percent of teen mothers finish high school.
- 1 in 4 teen mothers will have their second child within 2 years of the first one.
- Almost half of all teen mothers end up on welfare.

### **DESCRIPTION of PROGRAM**

BOOTCAMP matches professional businesswomen as mentors and role models to teen mothers. Many of the teens who participate in the BOOTCAMP successfully transition into responsible adults, gain new hope and aspirations, and learn responsible parenting. Many receive high school diplomas, have gone on to trade school and/or 2 and 4 year colleges, and some have completed professional and post-graduate degrees.

### **WHEN WAS the PROGRAM STARTED**

Kathy Ireland (CEO, Kathy Ireland Worldwide and International Ambassador of 911 for Kids) and Elise Kim (Executive Director of 911 for Kids) created the Kathy Ireland Mentor Program for single teen mothers in 1990 in collaboration with non-profit public safety education organization 9-1-1 for Kids. The Mentor Program received the Governor's Crystal Star Award in 1996. Since its inception, over 1,000 teen mothers have been served through this program.

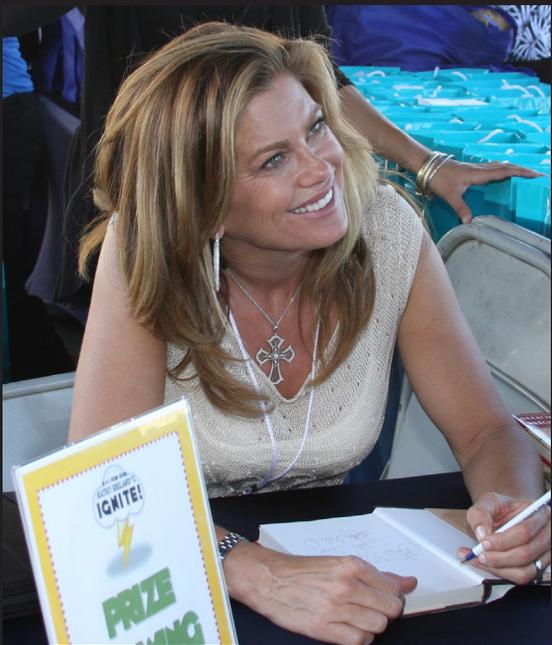
### **WHERE do the TEEN MOTHERS COME FROM?**

Southern California state, county and city agencies and schools as well as faith-based organizations and other community-base programs that serve and house teen mothers.

### **WHERE do the MENTORS COME FROM?**

Mentors are exemplary women community leaders. Many are business owners, executives and managers coming from: corporations and businesses; colleges and trade schools; faith-based organizations; service clubs and other community groups.





# KATHY IRELAND'S *Children's Christmas Celebration*



Since 1986, Athletes & Entertainers for Kids has hosted its **Christmas Celebration** for thousands of children with absent parents. This annual event provides abandoned and neglected children with the opportunity to celebrate the holidays in a warm and loving family setting.

More than 300 youngsters (*ages 4-10 years*) savor this holiday wonderland of entertainment, games, arts & crafts, storybook readings, old-fashion Christmas carols sing-a-long, celebrities meet & greet, and a visit from Santa with gifts for every child. Positive childhood experiences have immeasurable value and impact; often inspiring new hope and aspirations.

## **WHEN WAS the PROGRAM STARTED?**

The first **Children's Christmas Celebration** ("Celebration") was held at White Memorial Medical Center in East Los Angeles for 400 youngsters in 1986. Elise Kim rallied support from members of the L.A. Raiders, Lakers and Kings, along with USC and UCLA athletes & students who all joined together to help brighten the lives of children at the inaugural year. Legendary sports journalist Roy Firestone emceed.

From 1987-1998 the Century Plaza Hotel and Tower served as the home for the Celebration. In 1995 Kathy Ireland began her service as the event chairperson. Six Flags Magic Mou

Valencia hosted in 1999. Then from 2000 to 2002 the Nestle Ice Cream Company in City of Industry created an incredible Celebration carnival. The Queen Mary hosted the event in 2003. From 2004-2014 The Yard House restaurants hosted the Celebration at its Irvine Spectrum location, enlisting the help of The Improv Club, Emilio Viscomi (Gems Oils), and an army of enthusiastic business owners. In 2015 the Celebration is excitedly be held at North Orange Christian Church's amazing campus thanks to AEFK/911 board member and Yard House's executive chef Carlito Jocson,

## **WHERE do the CHILDREN COME FROM?**

Southern California - state, county and city agencies & homes, foster care, faith-based organizations and other community-base programs serving disenfranchised children who are orphaned, abandoned or removed from their parents.

## **WHERE do the VOLUNTEERS COME FROM?**

Law enforcement agencies, fire departments, 9-1-1 communication centers, businesses & corporations, colleges and trade schools; faith-based organizations; service clubs and other community groups.





# ABOUT THE 911 CLASSIC

The Tim Brown and Kathy Ireland 9-1-1 Celebrity Golf Classic presented by AT&T and U.S. Best Repairs celebrates its 22nd anniversary in 2016. It is the premier celebrity 9-1-1 golf event in the nation and uniquely brings critical awareness to the appropriate use of 9-1-1 - the universal emergency response phone number for the United States, Canada and Grand Cayman.

The tournament's roots go back to 1992 with a 'gathering of friends' in southern California led by John "Jay" Eagan, Vice President, Financial Advisor of The RJC Group at Morgan Stanley. Jay was committed to create a signature golf tournament fundraiser for Athletes & Entertainers for Kids (AEFK), he



initially came up with the name, "G.O.L.F. Kids" (Giving Our Love For Kids). Jay brought together friends from his home club Los Angeles Country Club and golf buddies from the Jonathan Club to rally behind him. His tireless and enthusiastic efforts established the foundation for the 9-1-1 Celebrity Golf Classic. The event quickly evolved into a full fledged charity tournament beginning in 1995 when

Tim Brown took the helm. Tim and fellow Raider Bob Golic recruited peers and friends from both the sports and entertainment worlds to play in the tournament and host corporate leaders and public safety officials.

The 9-1-1 Classic is based in southern California however while Tim was playing for the Raiders, AEFK ad-



# ABOUT THE 911 CLASSIC



Photo by Lee Phillips



tionally hosted a complimenting northern California tournament from 1998 to 2003 at Wente Vineyard, Livermore and Oakhurst Country Club, Clayton. Always committed to keeping the tournament fresh, exciting, and fun, Tim and AEFK executive director Elise Kim have strategically collaborated with venues lending to his vision. The 9-1-1 Classic has been held at: Mountain Gate Coun-

try Club (*Bel Air*), Spanish Hills Country Club (*Camarillo*), Pelican Hill Golf Club (*Newport Coast*), Oakhurst Country Club (*Clayton*), Dove Canyon Country Club (*Dove Canyon*), The Course at Wente Vineyards (*Livermore*), Industry Hills Golf Club at Pacific Palms Resort (*Industry Hills*) and Monarch Beach Golf Links (*Dana Point*) and now at Trump National in Rancho Palos Verdes, CA.



# ATHLETES & ENTERTAINERS FOR KIDS/



Board Chair

## Patricia Williams

**NKP MANAGEMENT**  
Chairperson & CEO

Patricia Williams, of Inglewood, Calif., is a successful entrepreneur who owns and operates 14 McDonald's restaurants in the Los Angeles area with her daughter, Nicole Enearu. Williams cites not being afraid to work hard among factors contributing to her success. "I believe in working," Williams said during a telephone interview. "I saw something the other day that said a lot of times people miss opportunities because they come dressed in overalls." Williams, who has a bachelor's degree in recreational therapy from California State University and a master's degree in counseling from the same school, first became an owner/operator of a McDonald's restaurant in 1984. Indirectly, the seed for Williams to own/operate a McDonald's restaurant was planted while she attended California State University. For 27 years, Patricia has been an outstanding McDonald's owner/operator in Southern California.



Treasurer

## Carlito Jocson

**YARD HOUSE**  
Executive Chef & Managing Partner

"Steele (Platt), Harald (Herrmann) and Carlito (Jocson) have created one of the most differentiated and exciting restaurant brands in America today, with average unit volumes and returns on capital that are among the highest in the industry," said Clarence Otis, Darden CEO. "Guests in a number of different markets are responding to Yard House's unique combination of handcrafted food, premium beers and other beverages, thoughtful soundtracks and elegantly designed restaurants. This combination has established Yard House as a great place for a wide range of occasions." At the helm of the creative dishes served at almost 30 Yard House restaurants nationwide is a Pilipino chef who credits his culture for his success. The lively group of restaurants featuring diverse American fare and a wide selection of draft beer continues to grow and reach more and more customers every day.



Secretary

## Elise Kim

**BETTER CARE INC.**  
Chairperson, Board of Directors

Elise Kim is the co-founder of Athletes & Entertainers for Kids (AEFK) and serves as volunteer executive director to both AEFK and 9-1-1 for Kids since their respective inceptions. Elise was headed down a championship path in her sports and entertainment career when her life was abruptly halted by the discovery of her mother, Helen Kim's breast cancer. Elise and her family fought a 14 year battle against the catastrophic illness which eventually took her mother's life in 1993. Helen was both the inspiration and founding patron of the charity. Elise served as an Assistant Athletic Director (marketing, promotions and media relations) for the University of Southern California from 1980 to 1986.

Elise serves as a corporate officer for Better Care Inc. a health care conglomerate specializing in long-term care facilities and health care services, established by her mother in 1970.



Strategic Planning

## Jack Flanigan, Esq.

**CALIFORNIA STRATEGIES**  
Founding Partner

Jack Flanigan is one of the patriarchs in the world of California's public affairs and political strategists. During the last three decades, he has been a key political advisor in numerous statewide campaigns at the presidential, gubernatorial and US senate levels. As a founder of California Strategies and a member of the Flanigan Law Firm, he has been an advisor to some of the largest and most influential companies in the country. Over the course of his career, Jack has developed a special expertise in the management of real estate issues impacted by the public process.

Jack is a former Executive Director and subsequently a board member of the California Housing Council, a coalition of the state's largest owners and operators of multi-family housing. In the early 1980s, while working for R&B Development Company in Los Angeles he was responsible for the development of industrial office parks in Texas. And from 1985 to 1992, he was Vice President of Public Affairs and Government Relations of the Irvine Company, one of the nation's largest land developers and community planners.

# 9-1-1 FOR KIDS: BOARD OF DIRECTORS



## Charlie Cullen, ENP

### **PALO ALTO POLICE DEPT. Technical Services Director**

Charles Cullen is the Director of the Technical Services Division of the Palo Alto Police Department. The division includes 9-1-1, Records, Crime Analysis and public safety technology for Police and Fire. He was the Bay Area Wireless Coordinator for wireless 9-1-1 implementation from 2003-2008. He served on the board of the California Chapter of the National Emergency Number Association (CALNENA) from 2006-2012 and as President of the association in 2008. Charles currently chairs the Association of Public Safety Communications Officers (APCO's) ProCHRT Committee. He has chaired the Homeland Security and Preparedness Committee and the Telematics Committee for APCO as well. He was appointed to the Communications Security Reliability and Interoperability Council (CSRIC) working group on 9-1-1 Prioritization 2012 and contributed to the final report. Charles was elected a member of the Silicon Valley Interoperability Authority's (SVRIA) working committee in 2010. The committee oversees collaborative projects between Santa Clara County Public Safety Agencies.



## Michael Gleason

### **NEYBORTALK Founder & CEO**

Michael Gleason is the founder and CEO of NeyborTalk, a hyper-local social network smartphone app focused on connecting micro communities. NeyborTalk empowers people to connect to others around them by using geo-location and geo-fencing technology to create online bulletin boards for users of the app to communicate on. Michael created NeyborTalk to help build engagement among micro communities by connecting individuals to each other through a "virtual village." This innovative approach to building communities is rooted in Michael's organizational leadership background. As a member of UCI's organizational effectiveness team, Michael helped create the enterprise-wide team building workshop based off of Gallup StrengthsFinder program, which has skyrocketed employee engagement at UCI. Michael actively participates in AEFK/9-1-1 for Kids programs and has helped streamline operations while maximizing the charity's effectiveness to reach key results.



## Mark Johnson

### **VOTIVO GRACE MANAGEMENT GROUP Executive Vice President**

Mark is the Executive Vice President of Grace Management Group. Grace manages a portfolio of companies comprised of home fragrance Brands in varying market segments. Some of the Brands include VOTIVO, Greenleaf, Bridgewater Candle Co. and The Willowbrook Company. Mark's primary role at Grace Management is overseeing the U.S. Key Accounts, the International Sales Division (represented in over 90 countries), Strategic Brand Partnerships and Business Development. He originally joined Grace Management in their laboratory utilizing his formal science education background. Prior to his role as EVP, Mark spent 4 years in Product Development and 4 years in the Manufacturing Division. Before joining Grace Management, Mark worked in the medical field of Organ & Tissue Donation for a division of Baptist Hospital/Wake Forest. Specific areas that Mark personally handled were surgically removing human tissue for transplant, consulting families about donation options and educating medical professionals on the donation process.

ZZ



## Steve Mauldin

### **KCBS/KCAL TV President & General Manager**

Steve Mauldin was named President and General Manager of CBS 2 and KCAL 9 in Los Angeles, the largest local television duopoly in the country, in December 2009. Under Mauldin's leadership, CBS 2 News at 11 p.m. has become the fastest growing late newscast in the Los Angeles market with viewership increasing by 37 percent during the past two years. In February 2012, CBS 2 won the highly competitive 11 p.m. news competition in the key adults 25-54 demographic, giving the station its first February late news victory in 17 years. Mauldin is a Stage IV cancer survivor and has long been involved in fundraising for the American Cancer Society. He is also deeply committed to building awareness of autism, as his daughter Stephanie has autism. His devotion to this cause inspired him to create a series of annual events, named for Stephanie. "Stephanie's Day," which began in Miami and Dallas-Fort Worth and made its Los Angeles debut in August 2011, is a resource fair that brings special needs children and their families together with numerous non-profit organizations that can provide the specialized services those families need.

# BOARD OF DIRECTORS (CONTINUED)



**Richard McCarthy**  
**CALIFORNIA SEISMIC  
SAFETY COMMISSION**  
**Executive Director**

Richard McCarthy has served as the Executive Director for the California Seismic Safety Commission since 1995. The Commission was established by legislation in January 1975 to set goals and priorities for earthquake safety and advises the Governor and the State Legislature on earthquake risk reduction issues.

In addition, the Commission is responsible for developing and maintaining the California Earthquake Loss Reduction Plan. This document is a comprehensive strategic plan that sets forth state-wide policy and direction in pursuit of the vision for a safer California.

Prior to joining the Commission, Dick worked as the senior engineering geologist for the California Coastal Commission from 1979 to 1990. This Commission regulates development within the California Coastal Zone.



**Paul Troxel**  
**PLACER COUNTY  
SHERIFF'S OFFICE**  
**Dispatch Services Manager**

Paul E. Troxel is the Placer County Sheriff's Office, Dispatch Services Manager. Paul started his dispatch career at the Sacramento Police Department in 1994. After promoting through the ranks Paul joined the Placer County Sheriff's Office in June 2015 as the Manager. Paul has recently been elected as the 2nd Vice President, California Chapter of the National Emergency Number Association (CALNENA). Paul is a passionate leader in his industry focused on mentoring 9-1-1 professionals to continue to develop and be involved in their community and organization. Over the past ten years Paul has taught 9-1-1 education, not just in schools but also in communities reaching out to adults. This outreach has helped to build relationships within the community and bridge communication gaps between the community and dispatchers. The 9-1-1 industry is evolving and Paul believes that industry professionals and vendors must work together to continue education and development. As a Manager, Paul also supports education and recognition in our community.



General Counsel  
**David Quinto, Esquire**  
**KUPERSTEIN, MANUEL & QUINTO**  
**Partner**

David W. Quinto's practice focuses on intellectual property matters, with an emphasis on copyright, trademark, trade secret and Internet-related claims. He is principally responsible for protecting the rights of the Academy of Motion Picture Arts and Sciences in the OSCAR and ACADEMY AWARDS marks. He has also protected intellectual properties owned by Lockheed Martin, Mattel, Avery Dennison, the World Wrestling Federation, the Academy of Television Arts and Sciences, the Producers Guild of America, and the America's Cup Organizing Committee. Dave's most recent book, *Trade Secrets: Law and Practice* was published by Oxford University Press in 2009, second edition 2012, third edition expected in 2014. He is annually voted a Southern Calif. Super Lawyer, serves on the Super Lawyer Intellectual Property Litigation selection committee, was voted a Hollywood Reporter "Power 100" lawyer. In 2013 he was selected as a "2013 Top Rated Lawyer in Intellectual Property" by American Lawyer Media and Martindale-Hubbell™, which also designated him as an AV Preeminent® Rated Lawyer. David graduated from Amherst College and Harvard Law School. David has represented AEFK since 1992.



**Kit Miyamoto**  
**MIYAMOTO INTERNATIONAL**  
**Chairman & CEO**

Dr. H. Kit Miyamoto, CEO of Miyamoto International, president of nonprofit Miyamoto Global Disaster Relief, a director of the World Trade Center, Northern California, and a California Seismic Safety Commissioner, built a global earthquake engineering firm with one simple mission: make the world a better place. From signature high-performance engineering projects such as the iconic Theme Building at LAX to helping developing countries mitigate disaster risk, more than 15,000 projects have been successfully completed under his leadership worldwide. Industry recognition includes the National Council of Structural Engineers Associations' "Excellence in Structural Engineering Award," the California State University "Distinguished Alumni Award" and ZweigWhite's "Jerry Allen Courage in Leadership Award." Dr. Miyamoto has published more than 100 technical papers and is a frequent international speaker. He has been featured by many media organizations, including CNN, NBC, the Discovery Channel, The New York Times and Rolling Stone and is featured in a current exhibit at the National Building Museum.



**Mark Zaverl**  
**U.S. BEST REPAIRS**  
**President & CEO**

Mark Zaverl and US Best Repair Service, Inc. have been at the forefront of community issues since its 2006 inception, beginning as a small default mortgage field services business focused on preserving the values of local neighborhoods by remedying residential blight.

Mark established the benchmark of excellence in his industry by expediting quality services for hundreds of thousands of properties throughout communities in all 50 states with the U.S. Best proprietary methodology.

As the head of U.S. Best, and a general contractor who serves as community rebuilder and neighborhood caretaker, Mark knows the significance that community has. He has always supported local school programs and sports teams even in his days as a handyman. "Giving back whether it be of your time or finances is and has been an important part of my life."



**Billy Zagger**  
**B-TRAINFILMS**  
**President & CEO**

William "Billy" Zagger is the founder and CEO of B-Train Films, an Emmy Award-winning production company, that creates original, compelling and visually stimulating programming that connects audiences with stories that resonate. B-Train's narrator-free documentary-style is the truest form of reality television: untainted by viewpoints, preferences or prejudices.

Billy's storytelling methods were the backbone of such programs as ESPN's SportsCentury and the revolutionary 24/7 series featuring the New York Jets, Cleveland Browns and Oakland Raiders. One look at NFL Network's Six Days to Sunday or HBO Boxing's 24/7 series and the impact of Billy's work is clear. Billy's mother was always a driving force in his life. After a battle with lung cancer that his mother so valiantly fought, She passed away on November 2nd, 2010 & had lived together for the last few years of her life while she was getting treatment at Sloan-Kettering. Although she is no longer by Billy's side, his mother continues to guide him everyday.

# National Educational Advisory Council



**Dr. Nacer Chahat, Ph.D.**  
**NASA JET PROPULSION LABORATORY**  
 Satellite Communications Antennas



**Lisa Hoffman, ENP**  
**NENA**  
 retired Deputy Dir. San Francisco Division of Emergency Communication (9-1-1)



**Dr. Jim Lindberg M.D.**  
**Hoag PERSONAL CARE PHYSICIANS**  
 Medical Director



**Charlie Cullen, ENP**  
**CITY of PALO ALTO P.D.**  
 Director of Technical Services



**Kerri Harper-Howie Esquire**  
**KIDDIE CITY**  
 CEO & President



**Dr. Vesna Radojevic Ph.D.**  
**SOUTHCOST PSYCHOLOGICAL ASSOCIATES**  
 Licensed Psychologist

# 9-1-1 Public Education Training Materials (Approved by the California Department of Education)

## 9-1-1 CALLER TRAINING for CELL PHONES Presentation Pack

(3rd to 5th grades)

- DVD
- Lesson Plan/Presenter's Guide



## BASIC 9-1-1 CALLER TRAINING Presentation Pack

(Pre-K to 2nd grade)

- DVD
- Lesson Plan/Presenter's Guide





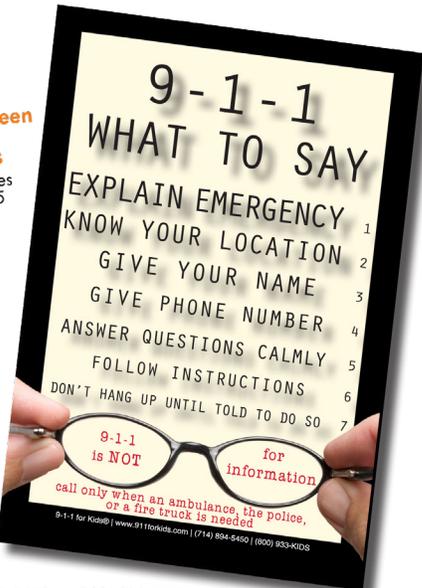


**Pre-K to 4th Grade Magnets**

Red E. Fox and the new Abby & Gabby cell phone sisters magnets at 3 inches x 5 inches. Comes in pack of 25



**New Tween & Teen Magnets**  
3 x 5 inches  
Pack of 25



**NEW Adults & Seniors Magnet**  
5 x 7 inches/Pack of 25