

Some of our National Members



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safeamerica.org

DRILL DOWN FOR SAFETY



9/11
Pledge
To Drill



BECOME A PART OF SAFE AMERICA



When you look at America's ability to survive major catastrophes, you have very little focus on 'before' an incident occurs. Almost all of the effort is on recovery. Safe America believes that helping America 'be prepared, not scared™' is an important agenda worth focusing on.

That's why in 2009 we created 'Drill Down for Safety.' Its purpose: to help bring all Americans into a readiness state – by rehearsing what they would do in any emergency.

This year, we're anticipating more than 500,000 people participating in drills during September. Your firm can be a part of this program – signing up for membership that will give you access to training webinars, regional and national conferences and other online information... leading up to September's launch. What's more, you'll also have ongoing participation in regional programs.

- 10 regional markets, include:** Atlanta • Boston • Chicago
• Dallas/Houston • Kansas City • Miami/Fort Lauderdale • Philadelphia
• San Francisco • Seattle • Washington/Baltimore

MISSION: Safe America is a 501C-3 non-profit, formed in 1994 to address the emerging health and safety issues facing the country. Our forte is building national coalitions that address critical preparedness, emergency management and transportation concerns.

2010 agenda

This year, Safe America will launch the second annual 'Drill Down for Safety' program. There are many benefits to being involved in Safe America... but here are 3 key reasons to participate:

1. Gain first-rate readiness training for your staff
2. Be part of a national 'network' advancing local resiliency
3. Help shape future policy on national preparedness

What we do others don't:

1. Safe America addresses the up-front process of how emergencies are handled, rather than on post-event.
2. We work with all NGOs – helping use their expertise... while building critical mass in grassroots training and resilience
3. Rather than put additional burden on government to deliver preparedness, Safe America uses the Private Sector and NGOs as 'leaders,' blending their talents with the existing government entities
4. We don't re-invent the wheel – we use what's there... and speed delivery via a coalition built just for this purpose!

Testimonials

Here's what others are saying about us:

"Safe America has taken on a role that no one else has focused on. It's not afraid to bring together the best-and-the-brightest minds... so that America handles the next Katrina in the most effective way possible."

—Jack McKlveen, UPS

"I've seen Safe America build its skills over the past 6-7 years here in Chicago... and become a potent force at addressing preparedness. There are others with more years of experience, but Safe America brings a fresh approach and a knack for building coalitions that is rare."

—Bill Phillips, CNA

"Helping make preparedness training and education more relevant isn't easy. Yet, Safe America has the staff – and volunteers – that are creating a new agenda. I think that Drill Down for Safety is a project that will be like Earth Day in a few years – everyone will be participating... and many will be proud to have been 'in' at the beginning. It's not too late to jump in – and earn significant credit!"

—Bob Schurke, Travelers Insurance



Len Pagano of Safe America and Secretary Norman Y. Mineta want every American to drill for safety on 9/11.



Safe America CEO Len Pagano is working in 2010 with New York leaders on a regional emergency readiness campaign. Partners include (L-R) Joe Hernandez, NBC Universal; Dr. David Nabarro, United Nations; and Al Martinez-Fonts, US Chamber of Commerce.

2009 Results

In less than 8 months, Safe America executed its first 'Drill Down for Safety' nationally and:

1. Stimulated 400,000 participants to practice what they'd do in an emergency
2. Generated more than 100 million media impressions worldwide
3. Gained the involvement of Fortune 500 firms such as UPS, CNA Insurance, Motorola, Roche, Liberty Mutual
4. Helped develop a national 'focus' on texting as a major tool during emergencies
5. Tested concept in San Diego – and already working to expand use of texting in 2010



Pricing Options

Help us protect America!

You can join at:

Regional Participation	\$5,000
National Participation	\$7,500
National Program Member/Sponsor	\$10,000 & up

To join, call:
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In Partnership With

