



EXECUTIVE OVERVIEW...

"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."

Vince Lombardi

As communities nation-wide continue to battle the effects of poverty, high crime, failing infrastructure and loss of investment initiatives, it's time to take a new approach. We must all commit to being part of a positive transformation. We will only succeed when WE STAND TOGETHER.



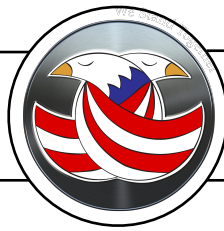
COMMUNITY DEVELOPMENT...

We provide Community Leaders with the Master Plan, training and programs necessary to build a positive infrastructure for significant social improvements. Benefits include (but are not limited to):

- Revitalization of Distressed Communities
- Improved Community Spirit
- Improved Delivery of Government Services
- Significant Reduction of Civil Liability Costs
- Reimagined, Positive and Effective Police Tactics
- Improved Law Enforcement/Community Relations
- Reduction in Crime (especially serious crime)
- Greater Opportunity for Economic Growth
- Increased Opportunity for all Community Members

"We must learn to live together as brothers or perish as fools."

Dr. Martin Luther King, Jr.



CAN WE MAKE A DIFFERENCE...

Too often we look at problems from a restricted point of view. We view crime as a law enforcement problem. Poverty as an economic problem. The list is endless, and the solution will never be found using that process. In most cases, all of the problems facing our Distressed Communities are interconnected. Only a program designed to take a holistic approach can be successful.

WE STAND TOGETHER IS THAT PROGRAM

Cities across America are plagued with perpetually Distressed Communities and can benefit from our program. We identify a Distressed Community as any area suffering from **high crime, poverty, poor educational opportunities, failing infrastructure, lack of investment initiatives, or any combination** of these issues.

The fact is, many millions of dollars are spent annually trying to positively impact these communities with little or no success. To us, the reason is simple. These are not isolated conditions. They are almost always tightly interconnected and each exacerbates the problem as a whole. Even the social issues dominating today's news cycle are part of the larger problem.

To implement a program that is universally effective, **everyone in the community must be involved**. Crime is a community problem that will require a united approach to make a positive difference. Economic revitalization requires a safe environment. Rebuilding the infrastructure can only be accomplished when crime is abated and economic recovery is initiated. Understanding how all of these components are interconnected is a must to forge a viable solution.



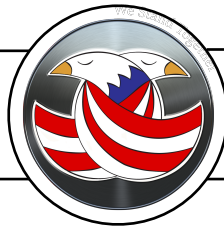
WE MUST TAKE THE HARD ROAD ...

In order to create real change, **we must change the way people think.** This is not a new concept. Unfortunately, too many programs focus on making the “other guy” change. To reach our fullest potential, **we must all be part of the transformation.**

Our process to accelerate this change is titled, “Cultural Reconditioning.” It’s not as ominous as it sounds. First, we must create a language that is universal so we can communicate effectively. Second, we must encourage everyone to commit to the solution. Vince Lombardi’s quote on the title page is totally appropriate. We must all do our part to strengthen the community as a whole. Cultural Reconditioning simply means we must all give a little for the good of the community.

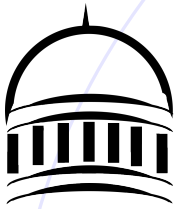
For example, violent confrontations with police need at least two elements of change to create true success. Obviously, law enforcement must go through a cultural change. A simple example of one such change is how most departments now view high speed pursuit policies. Not that many years ago it was culturally accepted to chase even the most minor violations. However, law enforcement eventually realized that the risk of serious injury to the community was not worth chasing violators for minor offenses. This was a massive cultural change that benefited the community and police alike.

The community must also go through a cultural transition. Most interactions with police turn violent when the citizen involved escalates the contact. To reduce the negative impact of these interactions we must not single out law enforcement alone. There is no question that law enforcement can and must evolve to better deal with these altercations. Unfortunately, no matter how far law enforcement evolves, the best outcome will only be realized if the community is involved in the transformation as well. **Bringing people together** to solve common problems is where we excel.



TEACHING MUST BE UNIVERSAL...

In order to meet our goals of creating a common vocabulary and ensuring everyone is aware of their commitment to the overall program, **we have crafted a series of training modules.** Each module is targeted toward a specific part of the community. While the focus is individualized, each program teaches the same concepts with the same language to ensure everyone is on the same team.



S.E.E.D. - Solution Environment Engagement Directive

For any program to be successful, it must have the support of agencies that govern the community. SEED mandates that all government agencies adopt solution based practices as a first response to community problems.

Enforcement is a secondary process when all other efforts have failed.



W.I.S.E. - Weighted Intel Strategic Enforcement

WISE is the law enforcement model that meets SEED objectives. It creates an approach where serious offenses and offenders are targeted while minimizing the impact to the community as a whole. In conjunction with the other components, diversion opportunities are created to give the police the “tools” necessary to solve problems rather than rely on enforcement alone.



C.A.R.E. - Community Awareness Responsibility Education

CARE is two programs in one. First, in regards to community awareness, we ensure the public is aware of all facets of the overall program and how they will be impacted. We also ensure they have a voice in creating solutions. The responsibility component teaches the principles necessary to create a positive living environment.



B.U.I.L.D. - Businesses United in Local Development

BUILD unites businesses in a common cause. A strong community creates a much more viable environment for a successful business. Most businesses already support the local community including simply providing employment opportunities. We work to coordinate philanthropic endeavors to ensure they are effective and compliment other programs in the area. We also ask businesses to teach the responsibility principles through on-the-job training initiatives and employment processes.



SEED

“The function of education is to teach one to think intensively and to think critically. Intelligence plus character – that is the goal of true education.”

Dr. Martin Luther King, Jr.



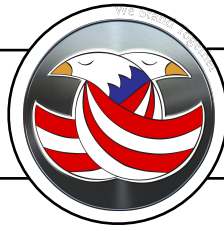
WISE



CARE



BUILD

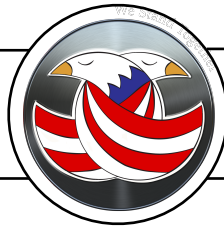


BUILDING BLOCKS FOR SUCCESS ...

In order to meet our desired outcomes, we have developed a comprehensive **Master Plan** that ties all of the components together. This holistic approach is what sets our program apart from other community development programs. We do not view the problems our communities face as individual issues. The only viable solution is to attack everything at once. That certainly sounds like a daunting task, but as we said earlier, we must take the hard road if we truly want to create the best possible outcome.

Therefore, we have developed four tightly integrated components that are designed to create the widest impact possible.

- 1 MUTAL SUPPORT GROUP:** We bring key stakeholders from Government, Businesses, Non-Profits, and the General Public together in a forum designed to develop and implement WST initiatives based on local needs and resources.
- 2 COMMUNITY GUIDANCE:** This is the component tasked with delivering the training modules to the appropriate segments of the community. Our process is one where we train the trainers so the program is delivered to the community by members of the community.
- 3 INVESTMENT INITIATIVES:** Obviously, revitalizing any community requires investment opportunities. By creating a safe, positive and team oriented environment, we are more likely to attract such opportunities.
- 4 PUBLIC AND MEDIA RELATIONS:** A positive message campaign combined with a consistent and honest appraisal of program objectives and progress is key to the overall success of the program. We must be clear, positive and honest in addressing the needs of the community with as much fanfare as possible.



IMPLEMENTATION STRATEGY...

Each community is unique and requires a personalized approach. We base our implementation strategy on the resources available. In a best case scenario, **a top-down approach is the most effective**. Implementation by a Mayor, City Manager or other high-level official is optimal. Since that approach is not always possible, we remain flexible based on community needs and resources.

First, we identify Key Stakeholders and involve them in the planning process. This is an area where we excel. Bringing diverse individuals and groups to the table is a must to ensure the best possible outcome.

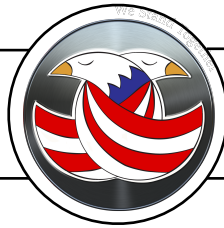
With our help, the Key Stakeholders are tasked to create a Community Master Plan. This step is often overlooked and is a key stumbling block if not completed correctly. Imagine building a skyscraper or teaching a class for a year without a blueprint or lesson plan respectively. You would most likely fail. Unfortunately, when it comes to community development, most communities employ a piecemeal process based on individual passion projects or the highest profile issue. This is a recipe for failure. To combat a multi-faceted problem requires a well thought out and detailed plan.

Once the Master Plan is in place, **we train the trainers**. They deliver the program to their respective segments of the community. Involving community members in this process is essential as it builds trust and commitment.

Finally, we engage in a constant review and adjustment process. We take a scientific approach where trial and error is sometimes the best teacher. We never profess to have "the" answer. We only **promise to continue working toward the best solutions** for the community as a whole.

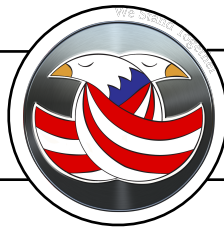
"I have not failed 10,000 times - I've successfully found 10,000 ways that will not work."

Thomas Edison



BENEFITS YOU CAN COUNT ON...

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DON'T DELAY, START TODAY ...

Contact us today for a full overview of our program including possible engagement strategies for your community. We tailor all of our programs based on your needs and available resources and will work diligently to develop the best implementation strategy for your community.

If you truly want to transform your community, this is your best opportunity for success. We can help you succeed where others have failed.

The key is to start today, be positive, keep moving forward and never give up!

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