

## Memorandum

To: Honorable Mayor Shetter and members of the Burleson  
City Council

From: Tom Cowan, Chief of Police

Date: March 2, 2009

Subject: Authorization to solicit corporate donations for purchase of the  
"SafeAssured ID" system.

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### **Council Action Requested:**

Authorize staff to solicit corporate donations for purchase of the "SafeAssured ID" system.

### **Background Information:**

Community Resource Officer (CRO) Mike Owen has brought this system to the attention of Chief Cowan and the City Manager's Office.

The "Safe Assured ID" system is a comprehensive juvenile identification system that captures digital video, voice, and finger print images plus other information that can assist both parents and law enforcement in the event of a missing child.

Officer Owen proposes to make the system available to citizens at neighborhood meetings, community events (Founder's Day, etc.), and similar events and venues such as the Library and Schools and PTOs.

During the March 2, 2009 meeting, Officer Owen and Chief Cowan will give a brief presentation on the system, its benefits, cost and how corporate sponsorships can help bring this system to Burleson.

Information on the SafeAssuredID system can be found at:

<http://www.safeassured-id.com/>

March 2, 2009  
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**Attachments:**

SafeAssured ID promotional materials

**Staff Contact:**

Chief Tom Cowan 817-447-5300 x399  
CRO Mike Owen 817-739-5183

## What is SafeAssured™ ID?

Reach out to families and give back to your community with SafeAssured ID, the most comprehensive, technologically advanced identification solution in the industry. Not only is the program affordable, it's easy to use. As part of a marketing strategy, hosting a SafeAssured ID event provides a high level of return in public relations, and a key differentiating factor from competition.

Providing peace of mind for families while protecting their privacy, the high-tech SafeAssured mini-CD offers a single storehouse of information containing the following details:

- Up to ten digital fingerprints
- Digital photograph
- Streaming video showing mannerisms and gait
- Voice track providing the youth's voice inflection and accent
- General physical description
- Vital personal information (street address, date of birth, life-threatening medical conditions, identifying scars or marks, and tattoos)
- Family code word
- Ability to create missing person poster from the mini-CD

### Families will receive the following in each SafeAssured ID kit:

A mini-CD that secures the highly sensitive and private personal data with an electronic encryption. That data can only be accessed when the parent/guardian presents the mini-CD to law enforcement. Along with the complete enrollment, families also receive the following:

- A full-color photo SafeAssured Identification Card
- A parents guidebook with prevention tips (prepared in partnership with the National Center for Missing & Exploited Children)
- A "Quick Tips & Help Guide"



**SafeAssured™ ID**

7575 Bombardier Court, Suite 300  
Wausau, WI 54401  
Phone: 888.804.5263  
Fax: 715.842.8684  
Email: [info@safeassured-id.com](mailto:info@safeassured-id.com)

[www.safeassured-id.com](http://www.safeassured-id.com)

## Why is SafeAssured™ the Best?

Unlike other products within the industry, the SafeAssured ID mini-CD provides a single storehouse of details containing personal identification information essential for location efforts. It protects youth in several ways. First, it keeps private information safe in the hands of parents. No information is stored away from the CD. Second, sensitive personal data is electronically protected through encryption. Third, it responds to the need for immediate action upon the report of a missing person.

**There is NO database stored.**



Information captured for dissemination includes the following, all stored on the SafeAssured ID mini-CD. Each of these bits of information combine to reveal a youth's life-like qualities as no still picture can:

- Digital photograph
- Streaming video showing mannerisms and gait with both close-up and distant shots that are television-ready; this is far superior than simply a still photograph alone. **(Patent pending)**
- Voice track providing the person's voice inflection and accent **(Patent pending)**
- Vital personal information

The mini-CD secures this highly sensitive and private personal data with electronic encryption. The data can only be accessed when a family member presents the mini-CD to law enforcement. For this last protective measure a patent is also pending.

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## SafeAssured™ ID Frequently Asked Questions

**Q.) Who is a SafeAssured Provider? How are SafeAssured IDs provided to communities?**

A.) Our hope is to make SafeAssured ID kits available in every community. Providers are businesses, service clubs, schools, law enforcement and media companies who hold ID events where the kits are produced. If you want SafeAssured in your community, talk to your local PTA, service clubs and businesses about offering the program.

**Q.) How does a SafeAssured ID Event benefit families?**

A.) A completed, ready-to-use kit is sent home with the family at the end of their enrollment session. The key to success with SafeAssured is the rapid dissemination of information to law enforcement. SafeAssured balances the need for privacy with the speed of rapid dissemination. Within moments of a child being reported missing, law enforcement can access all identifying data on the mini-CD and begin search and rescue efforts. The sensitive information contained on the mini-CD is encrypted to protect the family. SafeAssured stores no information and retains no database.

**Q.) What does law enforcement think about SafeAssured?**

A.) When local law enforcement review the overwhelming benefits of SafeAssured, they unanimously support the SafeAssured ID program. SafeAssured ID kits meet and exceed the minimum requirements for digital IDs, as set forth by leading authorities.

**Q.) What are the benefits to a business when sponsoring a SafeAssured ID event?**

A.) SafeAssured ID gives businesses a trio of benefits: the opportunity to be good corporate citizens by raising awareness about child safety and providing families with the latest technology; a marketing strategy that can increase traffic and awareness of your business by holding events at key locations; and a valuable employee benefit that increases employee satisfaction. With this program you can build sales while building goodwill in your service area.

**Q.) How do I host an event? How much does an event cost? Can I just sponsor the event?**

A.) SafeAssured prides itself on being a turn-key solution. The SafeAssured system and our marketing resources are "ready-to-implement." Your options include buying or leasing the systems, sponsoring a number of kids, and/or sponsoring an event package. We can even provide funding guidance, if needed. To learn more about the opportunities available and the costs associated with them, contact Ken Hofmaster at 888.894.5263 or [khofmaster@safeassured-id.com](mailto:khofmaster@safeassured-id.com).

**Q.) What marketing tools are available?**

A.) SafeAssured ID offers turn-key marketing resources including a 30 second television commercial with 8 seconds that can be personalized. In addition, the electronic SafeAssured Resource Library contains posters, postcards, print ads, statement stuffers and radio scripts for your promotional use.

[Turn page for more info...](#)

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## The SafeAssured Turnkey Family Safety Program



◆ Buy or Lease - it's affordable, and also attractive to business sponsorship and grants.

◆ Start-Up Special: 100 free kits for new Providers purchasing at least one system.



### SafeAssured ID kit



### The family receives the most comprehensive digital ID kit available!

- ◆ Up to ten digital fingerprints
- ◆ Digital photograph
- ◆ Streaming video showing mannerisms and gait
- ◆ Voice track providing the individual's voice inflection and accent
- ◆ General physical description and vital personal information
- ◆ Family code word
- ◆ Ability to create missing person poster
- ◆ A parent's guidebook with prevention tips (prepared in partnership with the National Center for Missing & Exploited Children)

### Backdrop Included



### Turnkey Safety Events

- ◆ An all-in-one laptop system
- ◆ SafeAssured ID proprietary software
- ◆ A color ID Card Printer
- ◆ CD writer
- ◆ An electronic fingerprint reader
- ◆ A state-of-the-art digital video camera
- ◆ A wireless microphone
- ◆ Camera tripod
- ◆ A paper shredder
- ◆ A scale and measuring tape
- ◆ Turnkey marketing materials available

### The Turnkey System



**SafeAssured™ ID**

THE COMPLETE IDENTIFICATION SOLUTION

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