



Annual Report Fiscal Year Ending September 30, 2010



Steven
Ehrensperger



Jessica Uhl



Kelli Uhl



Cody
Morrison



Paul Farris



Jolene LaBar



Isaac Brown



Officer Thomas
Coleman

Innocent Bystanders and Police Officers Remembered

Violent crashes due to vehicular police chases and response calls, on average, kill at least 30 innocent bystanders and at least one officer every six weeks.



Kimberly
Aragon-Nunez



Skye Winter
Sassine



Rachael Sheeley
Campbell



Apostle Anthony
Taylor



Officer Chris
Marano



Amanda
Taylor



Francesca
Jeffery



Kayla Woods

PursuitSAFETY

We care.

Annual Report Fiscal Year Ending September 30, 2010

Voices Insisting on PursuitSAFETY

A National Nonprofit 501(c)(3)

Contents

Our Leadership Team 2009-2010	4-5
Financial Highlights.....	6-7

Voices Insisting on PursuitSAFETY

P.O. Box 3128

Chico, CA 95926

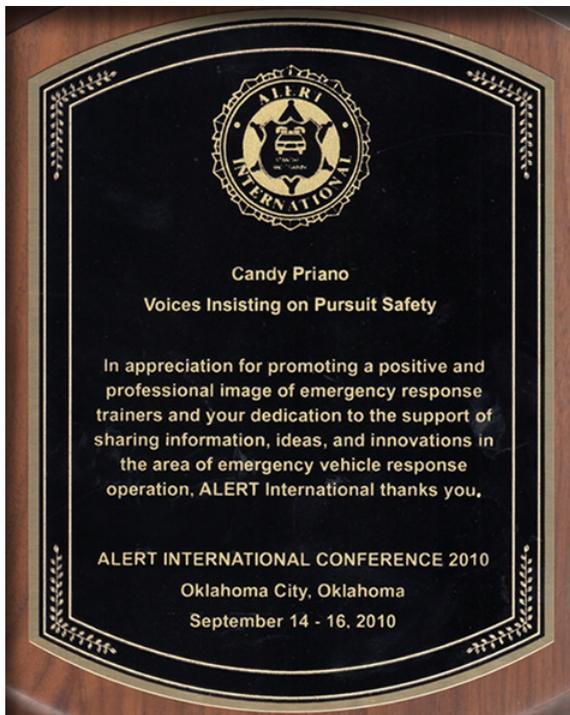
530-343-9754

e-mail: vips.pursuitsafety@yahoo.com

www.pursuitsafety.org

On our cover: They are our children and grandchildren,
brothers and sisters, mothers and fathers, aunts and
uncles, grandparents and friends. They are our loved ones.
They are remembered.

Our Leadership Team 2009-2010



From the Founder & Executive Director

Nothing will ever be enough for any of the family members and friends left behind. Our hearts are forever shattered.

Even when I am happy, I am also filled with a longing for my daughter, my joy.

Kristie, taken nine years ago on January 22, 2002, often told me about her life and her dreams. She did so on that day. I am happy I did not tell her to do the dishes on *that day*. After all, it was her turn to do dishes. Instead, we spent every second together ... talking, laughing and having fun ... together.

Today, I travel. I meet people who inspire me. Chances are, you are one of those people. Whether we've met face-to-face, talked on the phone or exchanged e-mail messages, you inspire me.

This past year, three trips across the country allowed me to visit with eight families representing five different states. I love flying to these places because of the families. They welcome me with open arms and warm smiles. Their hugs remind me of Kristie's hugs. I believe she is with me. I know she is right here, in my heart. After all, one of her dreams was to, in her words, "travel all over the place."

My presentation, "The Other Side of the Windshield," sent me to Oklahoma City. I spoke to about 200 officers at the ALERT International Conference Sept. 14, 2010. After my presentation, officers talked with me, a few shed tears because Kristie reminded them of their daughters, and some encouraged me to continue sharing my message with other agencies. These officers inspired me.

The people who chose law enforcement as their profession and the people who are a part of the PursuitSAFETY family are on the same side. We all want to save lives. Together, we will save lives.

Working for a safer way,

Candy Priano
Founder & Executive Director

Governing Board



Candy Priano



Mark Priano



Jeffrey Vesely

Working for a Safer Way

Founded June 30, 2007, Voices Insisting on PursuitSAFETY, was incorporated October 30, 2007. The organization received its federal nonprofit status under section 501(c)(3) of the Internal Revenue Code March 28, 2008.

PursuitSAFETY celebrated its third anniversary during this fiscal year. According to the Bylaws, Professional Advisory Board members serve a 3-year term and can serve consecutive terms.

Police Chief Richard Schardan of Maryville, IL, joined the Professional Advisory Board on May 29, 2010. Chief Schardan began writing to Candy Priano in 2006. His e-mail messages always expressed concern for the families of innocent victims and police officers. In early 2008, just months after PursuitSAFETY was founded, he wrote, "I am happy to see the attention you and your support groups are bringing to a very important issue."

When Candy and other families of innocent victims met with Chief Schardan in Illinois, there was an instant bond. Families, who had never had an opportunity to speak with an officer, were grateful to Chief Schardan for listening to them.

Chief Schardan accepted the leadership role for PursuitSAFETY's *Safer Way Award*. Read more about this award program and the *Safer Way Training Day* on page 7.

Seven of PursuitSAFETY's eight founding Professional Advisory Board members agreed to serve a consecutive term. Beverly Malvestuto stepped down as a board member but continues to assist PursuitSAFETY behind the scenes.

Team Leaders Strengthen PursuitSAFETY

To reach more families, more officers and the public, team leaders now assist and connect with victims in their area and beyond. They serve as media representatives and give presentations. Brenda Ehrensperger is the Team Leader for Alabama. Kim Schlau is the Team Leader for the Midwest.

Professional Advisory Board

Geoffrey P. Alpert, PhD
University of South Carolina
Criminology and Criminal Justice
Columbia, SC



Robert L. Bastian, Jr., Esq.
Bastian & Dini
Beverly Hills, CA



Ron Kelley, Deputy (Ret.)
Sr. Driving Instructor / Training Coordinator
Osceola County Sheriff's Department
Kissimmee, FL

John Phillips
President, PursuitWatch
Winter Park, FL



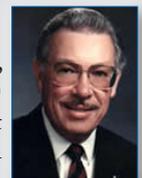
Nora Profit
Owner, The Writing Loft
Paradise, CA

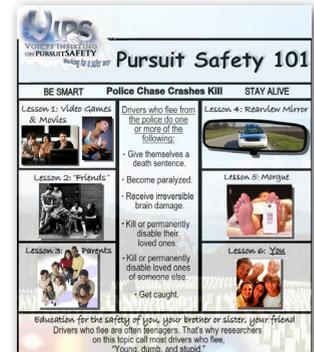
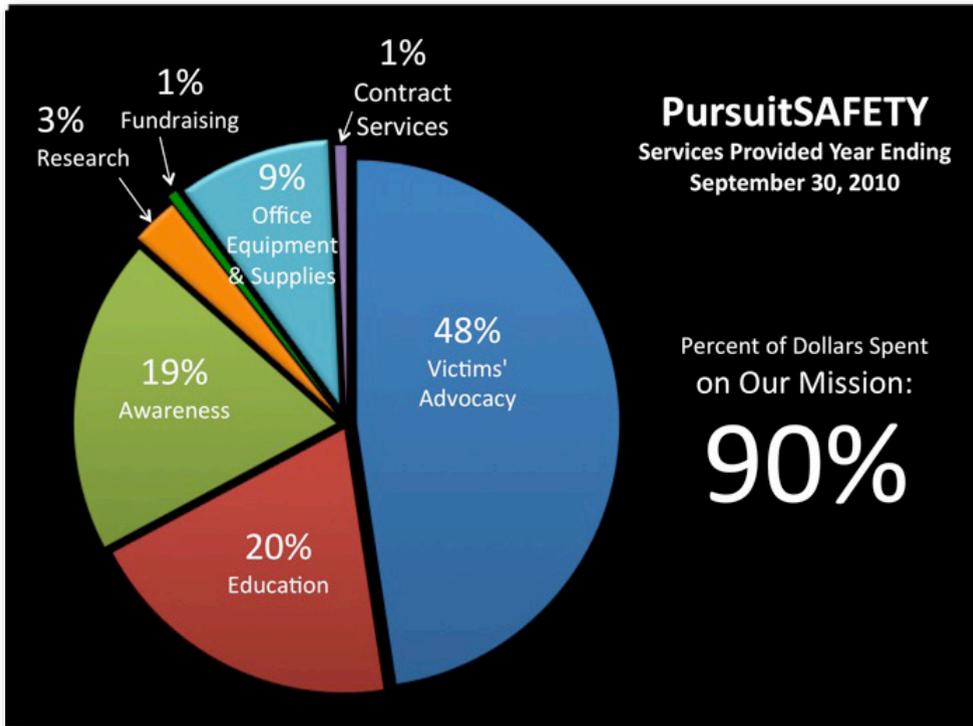
Candy Priano (pictured above)
Founder & Executive Director
PursuitSAFETY
Chico, CA



Police Chief Richard Schardan
Maryville Police Department
Maryville, IL

D.P. Van Blaricom,
Chief of Police (Ret.)
Bellevue Police Department
Bellevue, WA





Office Equipment

PursuitSAFETY purchased a new iMac and two external hard drives for backup. Other items purchased included a printer and new programs—Adobe Creative Suite 4 Design Standard, Final Cut Express and Microsoft Office 2008.

South Carolina Student Helps PursuitSAFETY

Board member Geoffrey Alpert, a professor at the University of South Carolina assigned Katie Lewis, a student intern to volunteer for PursuitSAFETY. An art major, Katie created "PursuitSAFETY 101" (above, next to the pie chart). We use this flyer for our teen presentation, "Pull Over; Have No Regrets."

Memberships

- ALERT International, a law enforcement association
- North Valley Community Foundation

PursuitSAFETY's Third Year

Fiscal Responsibility. Since the founding of Voices Insisting on PursuitSAFETY, fiscal responsibility continues to be a priority for the organization. PursuitSAFETY meets all operating expenses and financial obligations on time and avoids finance charges on all of its purchases, including computers and expensive equipment. This practice allows PursuitSAFETY to dedicate more monies to its mission.

Donations. Fifty-six individuals donated a combined total of \$7,933.63 during this fiscal year, October 1, 2009 through September 30, 2010. Two additional categories—fundraising and research—are included in the pie chart. Since PursuitSAFETY does not have a payroll, we renamed the category "Administration" to "Contract Services."

PursuitSAFETY's Governing Board and Professional Advisory Board members do not receive compensation. The value of their services is included in the pie chart (above).



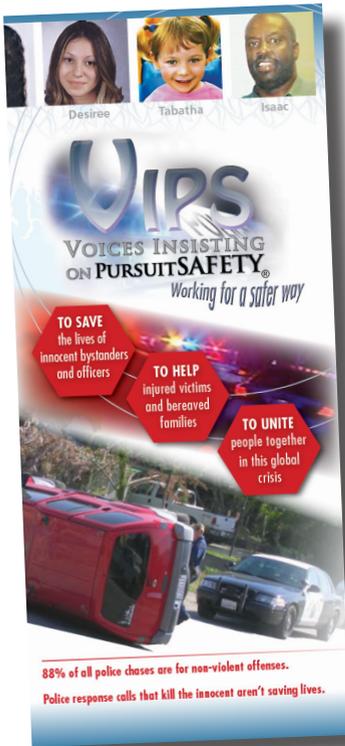
Trademark Protects Logo and Slogan

Jeff Vesely, PursuitSAFETY's chief financial officer, began the legal process to trademark the logo and slogan "Working for a safer way" in 2009. The United States Patent and Trademark Office approved PursuitSAFETY's request July 20, 2010. Jeff is now beginning the same legal process to trademark *The Safer Way Award*.

Volunteers

People who gave of their time and talent:

- Dr. Geoffrey Alpert
- Lucas Aragon
- Robert L. Bastian, Jr., Esq.
- Cheryl Cooper
- Priscilla Dominguez
- Brenda Ehrensperger
- David Ehrensperger
- Glenn Doney
- Jon Farris
- Lori Fuentes
- Catherine Harper
- Dawn Heckard
- Ron Kelley, Deputy (Ret.)
- Beverly Malvestuto
- Glenn Morshower
- John Phillips
- Nora Profit
- Police Chief Richard Schardan
- Kim Schlau
- Margie Swagerty
- Michelle Toon
- D.P. Van Blaricom, Chief of Police (Ret.)
- Jeffrey Vesely



Awareness



Clockwise L-R: 4-Color Brochure; "Faces" handout; *The Safer Way Award* logo; PursuitSAFETY leaders Kim Schlau, Candy Priano and Brenda Ehrensperger speak to the KMOX radio audience in St. Louis; and Glenn Morshower gets the word out via our public service announcements on YouTube.

Mission Statement

Voices Insisting on PursuitSAFETY is committed to:

1. Working for safer vehicular police pursuits (police chases and police response calls) to prevent unnecessary deaths of and injuries to innocent bystanders and police officers.
2. Helping injured victims and bereaved families impacted by the violent crashes caused by police chases and police response calls.

Staying Connected

PursuitSAFETY's Facebook Group grew from 50 to 800 members. Supporters also post on our FB "Causes" pages. PursuitSAFETY sent out three Constant Contact E-newsletters and found a home on Twitter. Hundreds of people have watched us on our YouTube channel.

PursuitSAFETY: The Safer Way Award

PursuitSAFETY's *Safer Way Award* will recognize police officers and law enforcement agencies that set into motion innovative ways to avoid police pursuits and yet bring about the apprehension of the suspect(s).

This could be a creative method of apprehending a known driver or suspect(s) without a pursuit or the changing of an agency's policy and/or training practices.

The winner of this award receives a *Safer Way Training Day* for his or her department.

Board member and Maryville, Illinois, Police Chief Rich Schardan accepted the lead role in this program. He initiated contact with the International Association of Chiefs of Police (IACP).

As a result of Chief Schardan's efforts, the IACP Highway Safety Committee agreed to judge the nominees for *The Safer Way Award*.

Volunteer Michelle Toon presented this award idea to PursuitSAFETY. Both the

Governing and Advisory boards unanimously approved Michelle's detailed proposal. We will implement this annual award for the first time in 2011.

Legislation and Praise

In April 2010, the Professional Advisory Board worked with the Tennessee Association for Justice (TAJ) to block HB 2907, a measure that was picking up traction. We opposed this measure for the express purpose to prevent death of and injury to police officers and innocent bystanders. This measure weakened the supervisory component when officers conducted police chases.

Jim Bilbo of the TAJ wrote to PursuitSAFETY: "We believe your communication to the House Judiciary Committee members was helpful in this development."

Moving forward ...

Victims' Advocacy & Outreach will remain our No. 1 priority. We will offer our assistance to all innocent victims of pursuit.

Law Enforcement: We will implement *The Safer Way Award* program. Kim Schlau and Candy Priano will continue to give presentations to law enforcement agencies and associations.

Awareness & Education: We will continue to promote our printed publications and market our video public service announcements.

Visit us at:
pursuitsafety.org