

# FINGER PRINTS

## The President's Ink

Welcome to the inaugural issue of our newsletter! This newsletter is designed with our SafeAssured ID Providers in mind. It's a tool you can use to generate event ideas, learn troubleshooting tips, and read information about child and personal safety. I'll also throw in a story or two. I encourage you to contact me with feedback and ideas for upcoming issues.

All of you share our passion in making a difference for kids, and we recently met with others who've made a difference. In May 2006, a group of SafeAssured ID staff, Providers and guests were invited to attend the National Center for Missing and Exploited Children (NCMEC) annual Hope Awards in Washington D.C.

This event honors individuals and corporations involved in the recovery of missing children and the protection of all children from victimization. Bryan Cranston (star of the TV show "Malcolm in the Middle") served as Master of Ceremonies, and other notable guests included General Colin Powell (former U.S. Secretary of State), John Walsh (host of the TV show "America's Most Wanted" & co-founder of NCMEC), Ernie Allen (President, CEO & co-founder of NCMEC), and Soledad O'Brien (CNN journalist).



From left to right:  
**Romey Wagner** - Director of Operations,  
**Bob Rajek** - CEO,  
**Ken Hofmaster** - President, all of SafeAssured ID;  
**John Welton** - Charter Media;  
**Jann Van Dreser** - Stevens Point Optimist Club;  
**Ernie Allen** - President, National Center for Missing and Exploited Children.

As many of you are already aware, SafeAssured ID makes a large annual financial contribution to NCMEC to help them recover missing and exploited children. This was the third year we received an invitation to attend the Hope Awards and as always, it was an inspiring ceremony.

We were also invited to attend NCMEC's annual Congressional Breakfast on Capitol Hill, where I had the pleasure of introducing John Welton of Charter Media, SafeAssured ID's invited guest, to John Walsh of "America's Most Wanted".

In addition, our group toured NCMEC's Center of Operations.

It was amazing to see the cutting-edge technology used to perform age progression on out-of-date photos, and to monitor online exploitation of kids. The tour confirmed that SafeAssured ID's proactive approach to safety is needed in every community.

We met some kids that were rescued and it was an emotional reminder of why we do what we do. In the best interest of our loved ones and community members, it is imperative that we share what we know.

Have a safe summer,  
**Ken Hofmaster**  
 President & COO

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## Safety Smarts: The Importance of Rapid Distribution of ID Info

A common misperception is that every missing person case involves an AMBER Alert, but by design few actually do. SafeAssured IDs provide families and law enforcement the ability to quickly disperse comprehensive information in every type of case. The following is a brief history of how the AMBER Alert program began and the type of cases it's used for.

The program originated in the state of Texas, as a legacy to 9-year-old Amber Hagerman, whose life tragically ended

## AMBER Alert

America's Missing: Broadcast Emergency Response

**"SafeAssured IDs provide families and law enforcement the ability to quickly disperse comprehensive information in every type of case"**

in 1996. While riding her bike in Arlington, Texas, Amber was kidnapped and then brutally murdered. The community learned after the horrific event that local law enforcement officials had information that might have assisted in prompt location efforts, however they were incapable of distributing the information. In response, Dallas-Fort Worth broadcasters partnered with local police to create a warning system to assist in the search of abducted children.

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