



Proposal to:

**Avery County Fire Association, NC**

For the region-wide implementation of:

**IamResponding.com**

Proposal Date: August 18, 2011

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**I. Confidentiality**

All terms, costs and provisions set forth herein are provided as confidential and proprietary, and are to be treated as such by the recipient, with such terms and conditions being shared with only such other municipal officials as are deemed by recipient to have a specific need to know basis.

**II. Overview of IamResponding.com**

IamResponding.com reduces emergency response times, and enhances communications, for all emergency responders (including, but not limited to members of fire departments, EMS agencies, and regional response and rescue teams). Emergency Services Marketing Corp., Inc. is the sole licensed provider of IamResponding.com. The corporate offices of Emergency Services Marketing Corp., Inc. are located at 5789 Widewaters Parkway, P.O. Box 93, Dewitt, New York 13214.

IamResponding.com is patent-pending information technology, and is the subject of US Patent Application No. 12/017,208 and International Patent Application No. PCT/US2008/051566.

**III. The Problem: Avoidable Time Delays in Emergency Responses**

The majority of emergency response entities rely in whole or part on out-of-station members for the provision of emergency services<sup>1</sup>. Considerable time is frequently wasted in the current emergency response system after dispatch notifications have been issued to out-of-station emergency responders, because there is no efficient or reliable way to timely know if and when enough members will arrive to respond to an emergency event. As a result, time is frequently lost waiting for members who are not even responding to the event.

Current dispatch and communication systems and processes in the emergency services field suffer from a lack of information about the availability of out-of-station responders when a need for emergency services arises. Typically, emergency response agencies are dispatched by their local or regional Public Safety Answering Point (also known as the PSAP, or dispatch center). After dispatch, common protocols usually provide members of the dispatched agency between three and five minutes to travel to their station before any further action is taken by the PSAP<sup>2</sup>. If the PSAP is not informed within that time frame about a

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<sup>1</sup> This includes members of volunteer departments, members of combination departments, career staff subject to recalls, members of specialty response teams, and many others.

<sup>2</sup> Such protocols differ by state and county.

sufficient number of responders having arrived at the station, the PSAP typically activates a second dispatch of the same agency, and then waits a similar time frame after the second dispatch for responders to reach the station. If sufficient responders still do not arrive at the station following the second dispatch, the PSAP typically dispatches alternative response agencies pursuant to mutual aid plans, and similar time frames and processes apply to the alternative agencies.

Current dispatch protocols which require PSAPs to wait between three and five minutes following each dispatch exist because there formerly was no reliable or efficient means by which dispatchers could know: if enough responders were en route to the station, which responders were en route, or when they would arrive. Therefore, sufficient time had to be provided to enable out-of-station responders to drive to their stations. The only prior alternative available consisted of radio and/or telephone calls being made to the PSAP by each responding member. For radio calls, each responder had to be equipped with an expensive radio, and such transmissions contributed to excessive, unnecessary radio traffic. For both radio and telephone calls, dispatchers were required to answer and log each such call, which consumed valuable personnel time and resources.

The result is that considerable time is frequently wasted waiting for responders who are not even responding, and complete crews are not assembled as quickly and efficiently as they should be. Every minute is critical in emergency responses, with delays often meaning the difference between life and death. Also, apparatus frequently leaves the station without other responders who are still en route to the station, thereby resulting in crew responses which may be less effective than if a full crew had assembled before the apparatus left the station.

More complete crews are more effective when on scene, and more complete crews have also been shown to produce safer results for both the public and for the emergency responders. The U.S. Department of Commerce and National Institute of Standards and Technology, working in cooperation with the International Association of Fire Chiefs, released a study in April 2010 which showed the following:

- 4 person crews complete fireground tasks 30% faster (7 minutes faster) than 2 person crews, and 25% faster (5.1 minutes faster) than 3 person crews;
- 4 person crews get water on the fire 6% faster than 3 person crews, and 16% faster than 2 person crews;
- 4 person crews complete laddering and ventilation for life safety and rescue 30% faster than 2 person crews, and 25% faster than 3 person crews;

- 4 person crews start and complete a primary search and rescue 6% faster than 3 person crews, and 30% faster than 2 person crews (10% equals just over 1 minute);
- 3 person crews can stretch a hose line 57 seconds faster than a 2 person crew, and 4 person crews can stretch a hose line 87 seconds faster than a 2 person crew. 5 person crews can stretch a hose line more than 2 minutes faster than a 2 person crew;
- 2 person crews can NOT complete essential fireground tasks in time to rescue occupants without subjecting either firefighters or occupants to an increasingly hazardous atmosphere, regardless of fire size or growth rate. Larger crews responding to slow-growth fires can rescue most occupants prior to incapacitation along with early-arriving larger crews responding to medium growth fires.

So what does this all mean? Getting on a scene faster, with a more complete crew, is critical to safe, effective operations on the scene, which is directly beneficial to both the emergency responders and the public that they serve.

#### **IV. The Solution: IamResponding.com**

IamResponding.com is an immediate, reliable and automated system through which emergency responders inform the department and/or response team with whom they are affiliated, other members of that department/team, regional response coordinators, and their dispatchers that they are responding to an emergency event. With IamResponding.com, emergency departments, agencies, teams and dispatchers know within seconds whether a full crew is en route, or whether a second dispatch needs to be issued for additional personnel. This results in a significant time savings when compared to current dispatch processes and protocols.

IamResponding.com also enables responding members to make informed decisions about whether to roll apparatus with the members present, or to hold back for additional members that they know to be en route to the station. This enables responders to get out with more complete crews, faster.

IamResponding.com is a subscription-based, software-as-a-service application that is entirely Internet based, meaning that no unique software or hardware needs to be purchased or installed in order to use IamResponding.com. The only system requirement is that users must have access to the Internet via a web browser, on any Internet-enabled device.

After receiving a dispatch notification through any existing dispatch system, emergency responders simply speed-dial a pre-assigned toll-free number on their phone.<sup>3</sup> Responders are immediately connected to an automated telephone system (hosted by [IamResponding.com](http://IamResponding.com)) for a call that lasts only seconds. Most responders will simply press one button on their phone and then either drop their phone or hang up; no one is on the phone while driving to the station or scene. On one simple screen (accessed through any computer with internet access), their station, chiefs, team leaders, regional response coordinators and dispatchers immediately see who is responding, their level of certification/qualification, the time that they are responding, and where they are responding (e.g. scene, station or other response location). No one needs to answer any telephone or radio calls from any responders, and all response information is automatically recorded for reporting purposes.

**Many of the departments and agencies using this system install a computer monitor in their truck bay, and leave that logged into [IamResponding.com](http://IamResponding.com) 24x7x365. As members arrive at the station, they quickly glance at one simple screen and immediately see who else is en route to either the station or scene.<sup>4</sup> They immediately know whether a full crew is responding, or whether additional personnel will be needed. If more personnel are needed, a further dispatch can be issued much sooner than under current protocols. When members at the station know who else is on their way, they can make informed decisions about whether to wait for the other members in order to make a more complete and safer crew. If enough members are en route, duty assignments can be determined before the members even reach the station.**

Chiefs and senior Officers who respond directly to the scene are able to immediately know how many members are going to be coming to the event, and which members will be arriving, without the necessity of any radio traffic. This contributes to their ability to formulate the most effective plan for the scene because they know exactly who will be arriving to assist.

Although not required, many PSAPs and other dispatch centers also continuously monitor [IamResponding.com](http://IamResponding.com), so that they are always aware of the status of the response to any emergency dispatch. PSAP's that monitor [IamResponding.com](http://IamResponding.com) are able to simultaneously view all of the pertinent

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<sup>3</sup> [IamResponding.com](http://IamResponding.com) works from any phone, and any carrier, including all mobile phones and land-line phones.

<sup>4</sup> Even if a subscribing department has an unmanned station, the information displayed can be immediately seen by the first member who arrives at the station, and that member can then start to immediately make decisions about whether an adequate number of members are en route, or whether an additional dispatch needs to be activated. The same information is simultaneously available at any other location with Internet access.

responder information of every department, agency and team within their territory that use IamResponding.com. PSAPs monitoring IamResponding.com can also significantly reduce response times by re-dispatching agencies, or by dispatching mutual aid departments, much sooner when an insufficient number of responders reply to an initial dispatch.

IamResponding.com also includes a scheduling module by which agencies and PSAPs are able to monitor real-time information about the number of responders currently on duty or available at any emergency response entity. Members of volunteer departments and agencies that do not schedule formal duty crews use this scheduling system to keep their department apprised of their availability or unavailability, so that the status of in-town available personnel is always known. For example, if there is a member of a fire department who arrives home at 6:00 pm and knows that he/she is going to be at home and available to respond to any dispatch until 6:00 am, that member can log into the system from home, and schedule themselves as "on duty" from "home." That information is displayed on the main screen of that member's department's system, and also on the consolidated dispatch center screen. When this is done, Chiefs and other members are always fully informed about their in-town, available personnel resources. This enables them to plan around personnel shortages in advance, before any emergencies arise.

IamResponding.com further includes a mass messaging module used by agencies for intra-agency communications. This module enables subscribers to create up to fifty (50) messaging groups, and to instantly send out messages to any groups or individuals via email, text message, and alpha-numeric pagers. This enables members to instantly communicate with their entire department within just seconds. This can be used for meeting reminders, drill reminders, and many other communications. Using this method of internal communication also enables departments to reduce the amount of radio air time that they use for such communications.

The same mass-messaging system is also accessible by regional PSAPs, and enables PSAPs to communicate with their choice of either the leaders, or all members, of every subscribing department, agency and team within their dispatch territory via email, text message and alpha-pager. Because the members of each department, agency and team are responsible for maintaining their own user profiles, the distribution address lists accessible by the PSAPs are always continuously updated, without requiring any time or effort by PSAP personnel. IamResponding.com can also be used by PSAPs as a fully redundant means of communicating with all of their region's emergency service providers in the event of a failure of their primary dispatch or communication system.

There are many other functions of lamResponding.com, including tracking of the in and out-of-service status of all emergency vehicles, and full tracking of all personnel and equipment expiration dates.

The newest feature of lamResponding.com enables subscribers to have their current dispatch information displayed directly on their lamResponding screen, and also enables members to receive the dispatch information via text message, email and/or alpha-pager. Some regions already have text message capability set up through their dispatch center's CAD system. Advantages of doing this through lamResponding include the following:

1. Members are able to keep their own text message addresses updated right through their own member profiles. No one from the municipality or dispatch center has to maintain a list of contact addresses;
2. Members can enable and disable this messaging service themselves, in their own profile. When they are out of town or on vacation and don't want the messages, they can simply turn off this function;
3. When this function is enabled through lamResponding, the dispatch information will post right to the main lamResponding screen of each subscribing entity;
4. Each subscribing department/agency/team will be able to generate reports of all of their dispatches; and
5. Each department/agency/team has a parsing tool available to them on their end that enables them to control what and how much dispatch information appears on their main screen, in their text messages, and in emails.

lamResponding.com is carrier neutral, and works on any telephone, through any telephone service provider. Because lamResponding.com is a stand-alone application, it also functions regardless of the dispatch software currently used by any PSAP or other dispatch center.

The simplicity of lamResponding.com from a user perspective, the value of the services that it provides, and the proven reliability of lamResponding.com's network are unparalleled in this industry

**A. Implementation**

lamResponding.com can be fully activated and implemented for any emergency response department, agency and/or team within twenty-four hours.

**B. Current User Base**

IamResponding.com is currently deployed and in use by more than 1,800 departments and specialty teams across the United States and Canada, including subscribers in 47 states. More than 95,000 emergency responders currently rely upon this system every day.

Attached hereto as **Exhibit "1"** are testimonials about IamResponding.com that have been offered by current users, including some of the most well-respected emergency service providers in the country.

### **C. Proven Reliability**

The extensive network infrastructure of IamResponding.com is fully redundant, and fault tolerant, and is designed for zero system downtime. IamResponding.com does not share any hardware with any other entities, and owns and maintains all of its own hardware. There are never any service or patch windows that cause any impact on the availability of the system to subscribers of IamResponding.com.

IamResponding.com's completely redundant and fault-tolerant network has proven itself through real-world usage to be fully capable of delivering the most reliable web-based service in the fire and EMS industry.

IamResponding.com has successfully:

- Processed more than **2.3 million telephone calls** from emergency responders;
- Processed more than **18 million shift hours**; and
- Delivered more than **14 million outbound messages** to its users.

IamResponding.com is being used daily by:

- More than **1,800 departments, agencies and response teams** across the United States and Canada; and
- More than **95,000 emergency responders**.

### **D. Current Cost**

Current subscribing departments, agencies and teams pay \$800/year for one-year subscriptions, \$725/year for three-year subscriptions and \$650/year for five-year subscriptions to IamResponding.com. There is a one-time, \$50 set-up fee for all subscribers. In addition, current subscribers pay nominal telephone charges associated with each call that their members make to the IamResponding.com system.

Subscribing departments, agencies and response teams that are dispatched to fewer than 100 events annually pay a reduced subscription fee of \$300/year.

## **V. Proposal: County-Wide Implementation of IamResponding.com**



**A. Duration of Offer:**

This Proposal shall remain valid through and including August 30, 2011.

**B. Base Subscription Fee:**

<u>Term</u>	<u>Yearly cost if paid annually</u>	<u>Total cost if paid up-front</u>	<u>One-time set-up fee</u>	<u>Phone call costs</u>
3 Years	\$6,231	\$18,194	\$385	Section V(F)
5 Years	\$5,673	\$27,457	\$385	Section V(F)

The Base Subscription Fee provides subscription services to **Eleven (11)** separate agencies and county-wide response teams, which are to be identified on a regional implementation plan at such time as a subscription agreement is executed, and also includes the set-up and maintenance of a separate consolidated dispatch center system for the consolidated viewing of all responder information for each of the agencies included within this proposal.

Additional agencies and region-wide specialty teams may be added during the same subscription term at the following rates:

Each additional agency that is dispatched to MORE than 100 events per year:

3 year term: \$675/year\*\*

5 year term: \$605/year\*\*

Each additional agency that is dispatched to LESS than 100 events per year:

3 year term: \$279/year\*\*

5 year term: \$279/year\*\*

\*\*Plus a one time set up fee of \$35 per agency or team, and telephone call charges as set forth below.

*Please Note:* This proposed base subscription fee is based on an assumption that **8** of the proposed agencies and teams are dispatched to more than 100 dispatches of their own dispatches per year, and **3** of the proposed agencies are dispatched to fewer than 100 dispatches of their own dispatches per year. If this assumption is not accurate, then the actual Base Subscription Fee may be adjusted either upward, or downward, as the case may be, depending upon corrected information about the number of agencies that are dispatched to greater than, and fewer than, 100 dispatches per year.

**C. Included services:**

Unlimited access to all responder information by Regional dispatchers, Regional Fire & EMS Coordinators and such others as may be designated by the Subscriber; separate, designated sites for each included agency and team; all current functions of IamResponding.com; 24x7x365 email technical support; set up of program options for each agency and team; periodic system upgrades; provisioning of toll-free or regional access numbers for each agency and team; three (3) webinar group training sessions of system administrators (“train the trainers”).

**D. Excluded Services:**

Input or maintenance of individual member profiles (to be performed by agencies and/or teams); user-end hardware or software; installation, maintenance or trouble-shooting at user sites.

**E. Agency Definition:**

An “agency” is defined as a single entity with the ability to view all responders of each department, company and/or station of that entity on one sub-site of the system. Each entity which desires to view responders of its companies or stations on separate sub-sites of the system shall be treated as a separate agency for each sub-site established. For example, a fire department with two stations that desires to have every monitor display all responders constitutes one agency. A fire department with two stations that wants to view the separate responders assigned to each station on two separate sub-sites will be treated as two agencies. Multiple agencies may not share subscription services.

**F. Telephone Charges:**

Each telephone call made to the system’s modified caller identification based system shall be billed at \$.028 (2.8 cents) per call. Telephone charges shall be billed annually, based upon actual usage. *These call costs are capped at \$300/year/agency.*

**Alternative:** With a three (3) or five (5) year subscription as proposed herein, a pre-paid bulk call cost can be fixed if so desired, based on anticipated call volume.

**G. Current Subscribers:**

Upon the region's subscription to the system, any current agency or team covered by the subscription agreement which has already subscribed to the system, and which is included within the region's implementation plan, shall receive a pro-rated refund of any subscription fees already paid (exclusive of any set-up fees).

**VI. IamResponding.com is a Sole Source Product**

IamResponding.com is sole source information technology that meets the criteria of all sole source acquisition policies of which Emergency Services Marketing Corp., Inc. ("ESMC") is currently aware. The complete, end-to-end, software-as-a-service functionality of IamResponding.com is not available through any other service, in any other product, or through any other vendor. The primary functionality of IamResponding.com is patent-pending information technology which is the subject of US Patent Application No. 12/017,208 and International Patent Application No. PCT/US2008/051566.

The sole source, end-to-end functionality and network infrastructure of IamResponding.com includes, but is not limited to:

1. An Internet-based software-as-a-service application requiring no software or unique hardware to utilize or access the application other than any computer or other Internet-connected device with an Internet browser.
2. All aspects of the application (software, scripts, code and data) are hosted by the provider of the services.
3. The application is accessible from any location with internet access;
4. The secure application requires the input of at least three (3) user identifiers in order to log into the application.
5. The application includes a dedicated mobile web application specifically formatted for viewing the output of the core functionality of the application (Items 6(a), (b), and (d) below) via mobile devices such as blackberries, iPhones and other internet-connected smart phones.
6. The application includes the following functionality:

- a) Functionality which enables each member of subscribing entities (members of departments, agencies, specialty teams, etc.) to immediately notify their station(s), chief(s), officers, dispatcher(s) and other members of the response entity with which they are affiliated, via the Internet: whether they are responding to an emergency event; the time frame within which they expect to arrive at a designated destination; the location to which they are responding; and their position/credentials within their entity, all with the simple press of a single button on any telephone;
- b) An Internet-based scheduling system which enables members of subscribing entities to schedule duty shifts, and to designate their in-town availability, or out-of-town unavailability, from any location with internet access, and which also displays their entered data both on their individual entity's system, and on a separate screen available to their dispatcher(s), for the duration of the shift scheduled by the member;
- c) A scrolling message bar on each subscribing entity's separate system, viewable on the home page of each subscribing entity's system by all members of that entity, into which members of the subscriber can insert announcements to be continuously displayed to members of their entity;
- d) A mass-notification system which enables each subscribing entity to create up to fifty (50) messaging groups, and through which members of each such entity can immediately send messages to any individuals and/or messaging groups within their entity via text message, email and/or alpha-pager, and which further: (i) enables each individual member to be able to input, update and maintain their own contact information; (ii) provides complete reporting of all messages sent, including information about the sender, the recipients, the time sent, the date sent, the manner of delivery, and the text of the message; and (iii) enables such messages to be sent via any internet-connected smart phone;
- e) An automated manner of tracking the in-service and out-of-service status of apparatus associated with each subscribing entity which: (i) displays icons on each subscribing entity's home page for each of their apparatus, that indicate which are in-service and which are out-of-service; (ii) immediately sends text, email and/or pager notifications to any designated members of each subscribing entity each time that the in or out-of-service status of a vehicle is changed; and (iii) maintains a vehicle history report of each vehicle,

displaying each time that the status of a vehicle was changed, who changed it, the date and time of the change of status, and the reason for the change of status; and

- f) **An expiration tracker which automatically tracks any upcoming expiration dates for any items associated with either personnel or equipment, and which automatically sends weekly expiration reports by email to any designated members of subscribing entities, advising of any expiration dates that are within the next 30, 60, 90 or 120 days.**
  - g) The ability to receive and post dispatch information right to the main lamResponding screens of users, and for members of subscribers to receive dispatch information through lamResponding.com via text message, email and/or alpha-pagers, with a parsing tool available for use by the subscribers to control how much, or how little, of the dispatch information to display on screen, in text messages, and in emails.
7. The functionality described in Item 6(a) above is accomplished by dialing or speed-dialing a single, pre-assigned, toll-free telephone number, which is assigned to all members of a single, subscribing entity (e.g. all members of a single fire department are assigned the same, single telephone number to call into).
  8. The functionality described in Item 6(a) above is accomplished in a manner which enables members of subscribing entities to be automatically identified by the application when calling from any of up to six (6) different telephones per member, without having to enter any PIN numbers or other identifying information after speed-dialing the pre-assigned toll-free telephone number.
  9. Each subscribing can individually customize at least nine (9) unique "responding to" locations within the application, and their members can designate which location they are responding to by pressing no more than a single additional button on their phone after speed-dialing their assigned toll-free telephone number.
  10. Each member of each subscribing entity can individually customize within the application a default location to which they ordinarily respond, so that if they are responding to that default location, the functionality described in Section 6(a) above will result in the application displaying the member's default destination as the location to which the member is responding, without the member needing to press any additional buttons or take any further action, other than speed-dialing the single, pre-assigned toll-free telephone number.

11. If a member of a subscribing entity is responding to an incident, but to a location other than his or her default destination (described in Section 10 above), then the application enables that member to be able to designate the location to which he or she is responding by pressing no more than a single additional button on their phone, after speed-dialing the single, pre-assigned toll-free telephone number.
12. Each subscriber's component of the application is viewable on an unlimited number of simultaneously connected monitor screens.
13. For each individual, subscribing entity, the application simultaneously displays, on any single Internet connected monitor screen that is logged into the application, without the need to click on any buttons or switch to any other pages of the application:
  - (a) the name of every individual currently on duty, together with their position within their entity, what they are on duty for, where they are on duty, and the date and time until which they are on duty;
  - (b) the name of every member responding to each emergency incident (Item 6(a) above), together with their position within their entity, the location to which they are responding, the time that they called into the application, and the time frame within which they will arrive at their stated destination;
  - (c) the in-service and out-of service status of all of the apparatus of the subscribing entity;
  - (d) scrolling messages inserted into the application by the subscribing entity; and
  - (e) information received from the subscriber's dispatch center pertaining to the current dispatch for services (dependent upon the capabilities of the dispatch center's CAD system);all with no other actions required by the viewer of such information to view all such information immediately.
14. The application includes functionality specifically formatted and designed for use by regional dispatchers which:
  - a) provides for the simultaneous, instantaneous, Internet-based notification of the same information described in Items 6(a)-(b) and 13(a)-(b) above to an unlimited number of dispatchers, at an unlimited number of dispatch centers and emergency operations

- centers, by all members of all subscribing entities within the dispatch region, on a single, consolidated monitor screen (but on an unlimited number of such screens at an unlimited number of locations) on which dispatchers can instantly view such information for every entity that they dispatch for which also subscribe to lamResponding.com, without the dispatch center requiring any software or unique hardware to access such information;
- b) provides dispatch centers and regional emergency coordinators with an instant, outbound messaging system through which they can instantly communicate via text message, email and alpha-pager with every member of every entity in their region which subscribes to lamResponding.com, and also with the Officers/Leadership messaging group of every entity in their region which subscribes to lamResponding.com, without having to input, update or maintain any contact information for any such members or messaging groups;
  - c) provides complete reporting of all calls made into the application by all members of all subscribing entities within the dispatch region, and of all messages sent through the dispatch center portion of the system; and
  - d) supplements any current dispatch system by providing redundant dispatch capability in the event of any failure of a primary system.
15. The Internet based scheduling system described in Item 6(b) above further: a) is accessible by all members of any subscribing entity from any location with Internet access; b) provides automated text-message reminders to members an hour before a scheduled shift starts; and c) provides complete reporting of all duty hours and shifts worked by the agency and by each member.
16. The application provides dispatchers, dispatch centers, county fire coordinators, county EMS coordinators, county EMA heads and any other designated and approved individuals the ability to simultaneously monitor, on a single internet connected screen (and on an unlimited number of such screens, at an unlimited number of locations), and for every subscribing entity within their dispatch territory: (a) the names, qualifications, duty locations and duties of all members currently on duty at all agencies within their dispatch territory; and (b) the names, qualifications, destination and maximum ETA of all members currently responding to a dispatched event.
17. The Application includes complete reporting functions, including excel exportable member rosters, scheduling data and call data.

18. The application includes a proprietary session management function which automatically restores users to the application, with the most current data available, in the event of any user-end loss of Internet connection, without the user having to take any steps to launch or log back into the application.
19. A fully redundant, geographically co-located telephone network infrastructure which handles in excess of 3000 simultaneous telephone calls.
20. A fully redundant, fault tolerant network infrastructure designed to provide 100% system up-time, with no service or patch windows, with no shared servers, with 24x7x265 on and off-site internal and external monitoring, with 24x7x365 technical and network support, with complete redundancy of every piece of hardware incorporated within the network infrastructure, and with no single point of failure.

Emergency Services Marketing Corp., Inc. has conducted extensive market research, both nationally and internationally, and has not identified any comparable product that provides all of the above end-to-end functionality and network infrastructure. Further, this system is only available through Emergency Services Marketing Corp., Inc., which is the exclusive licensee of this system, meaning that there are no other vendors or sources for IamResponding.com. Further, IamResponding.com is currently being used daily by more than 90,000 emergency responders across the United States, and, as such, is technology which has been proven to be capable of providing the above-detailed services without interruption.

**VII. Contact Information**

For further information or questions concerning this proposal, please contact:

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**EXHIBIT "1"**

More than 95,000 emergency responders rely upon [IamResponding.com](http://IamResponding.com) every day. Here is what a few of our users have had to say about [IamResponding.com](http://IamResponding.com), and about how much it can assist in reducing response times, coordinating responses, and communicating with department/team members:

**Deputy Fire Chief Billy Goldfeder:** Every once in awhile I run into a really cool product that really does help solve a problem. I was blown away when I saw this system. This is a product that I feel can change the fire service, when firefighters are not in quarters, such as volunteer, call or off-duty career firefighters who are recalled, in a very positive manner. This is also good for career departments for recalls, and for specialty teams. One of the biggest challenges is when the tones are going off, who is showing up? Maybe you are the first arriving at your firehouse when the alarm comes in and you are staring at your watch waiting . . . With this system, within 15 seconds, your chiefs, your dispatcher, and your members will know exactly who is available to respond. Now instead of waiting 3, 5 or 10 minutes, you hit a second alarm if you don't have enough members responding, or you will hit mutual aid right away. You are helping your members because it takes firefighters to take care of firefighters. You are ensuring a good response to that alarm. You are taking care of your citizens by getting apparatus there quickly and effectively. This invention is absolutely a neat product, and it is dirt cheap. When it comes to firefighter safety, none of it matters if you do not have the staffing. This system solves that problem.

[Chief Goldfeder also wrote about [IamResponding.com](http://IamResponding.com) in one of his "Secret List" emails found at [firefighterclosecalls.com](http://firefighterclosecalls.com). Click [here](#) to view the text of that email]

**Chief David Hines:** I Am Responding has made our response times to emergencies quicker because we are no longer waiting for members that may not be coming. It has proved to be a great tool especially if you suffer from low manpower. It opens up endless choices in responding to a call. I am Responding is the best money we've spent in a long time!

**Chief Josh Bottone:** We couldn't love this product more. Being an all volunteer fire department, we never knew who would be responding to a call. Now with the I AM RESPONDING system our members get to the station, look at the screen, and are able to see who is responding and the qualifications of each responder. This allows our officers who go to the station to quickly assign duties to each responder and to assign what trucks they go on. This system is a valuable tool that I feel all volunteer fire departments should have. It has made a difference for our department, and I'm sure it will make a difference for yours!

**Chief Ken Shuler:** The Emergency Responder Reply System is one of the most important tools we use everyday at our station. Being an all volunteer company here in Southeastern PA, we run more than 400 calls annually. We used to show up at the station and wait for X minutes to see if anyone was showing up, and then take off to the call. Now, with the Emergency Responder Reply System, we can walk in the door and know who is coming and where they are going just by looking at the computer screen. We now leave with full trucks or know we have to call for additional resources if we are short - before we even leave the station. It also provides great tools for combination companies as well with some of the other features built in. New features are coming out all the time and it is easy to use and the company is great with customer service. It was well worth the money we spent and I would recommend it to anyone in the fire service!

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**Chief Fred Detoro:** First let me start by saying your product is the best thing to happen to the volunteer fire and EMS service since the pager. The I Am Responding system works great. No more guessing if you have members responding to the station. With a quick glance up at the screen, my officers know exactly who is responding. The officer can plan his/her attack from his/her locker. And if the member is responding from a distance, the crew knows to allow more time before responding in order to fill the apparatus. My chiefs love it too; with the use of a laptop in the chiefs' vehicles they too know just what kind of response they'll have. This system has greatly cut down on needless 2nd alarms and mutual aid calls. The fact that the chiefs know just how big of a response they are getting helps us gauge just how much help we might need from the other stations. Thanks and keep up the great work!

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**EMS Administrator Randy Daggett:** In the spring of 2007 we were looking to minimize our response time for second and third crew calls. We were using an answering service that would contact 911 dispatch when a crew was established, with many delays and miscommunication. We switched to iamresponding.com in the fall of 2007 and it was the best move we could have made. Response times are down, and dispatch knows who is responding and when a full crew is established. We also keep our schedule on iamresponding.com so members and dispatch know who is on, whether it is the paid staff or the volunteers at night. We run 2300 calls per year and this was a real answer for a difficult problem that I had been fighting for years. Thank you iamresponding.

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**Captain/EMT Corey Hullings:** Starting out as a Junior Firefighter with our two station volunteer fire department, I can recall anxiously standing on the front apron of the firehouse unable to ascertain when and if that last person was going to arrive to fill out the crew. And this was the case until January 2008. With the ongoing pursuit to effectively reduce response times, manage a volunteer duty crew program, and transmit important information and/or messages quickly, our department has adopted the I AM RESPONDING system into our daily operations and accomplished this and much more. Chief Officers, Company Officers Drivers and Firefighters are now able to visually see what personnel are responding to the incident and also what their capabilities (i.e. officer, driver or firefighter) are to ensure that adequate manpower is supplied to all units responding. Important information pertaining to severe weather alerts, special meetings or drills and other functions can be conveyed to personnel as fast as a 9-1-1 call can be processed. The system does not require any costly updates, software, or "computer expertise" making it suitable for those who are "chisel and stone experts" to the "ubiquitous computer gurus," in all departments from small rural companies to large urban departments. The system is priceless when you have the ability to keep everyone "in the loop."

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**EMS Captain Susan Calaman:** iamresponding.com has been a great addition to our ambulance service. Not only can members take a quick look at the station's computer screen to find out who will be answering emergency calls, but the dispatch center is also automatically informed. In addition, members can view the information from their home or laptop computers. Re-pages for volunteers have almost been eliminated. The system is easy to use and worth the subscription fee many times over. I highly recommend this program, especially to rural and semi-rural volunteer agencies.

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**John DonFrancisco, Manager, Emergency Communications Center:** Our dispatch center was approached recently by the local hospital whose medical control oversees our area. We were asked to

assist them in working with the local ambulance services, primarily volunteer, to find a way to reduce "dead air times." We defined dead air as that period of time after a service is paged to respond, until we know that someone is responding. Some members are equipped with radios if they are officers, but the majority are not. The concern was that there was too much time being wasted not knowing if anyone was going before a mutual aid department was being started.

One of the departments in our area began using iamresponding.com to manage their own department responses. They set up a laptop computer near their apparatus so that the first member at the station could look to see if he had additional personnel responding to the station or direct to the scene. Our dispatch center began monitoring their site and recognized immediately that this could be used as a valuable tool and perhaps be an answer to the "dead air" problems.

We began to spread the word about the benefits not only to the departments but to the dispatch center as well. Many agencies signed up for the free trial. I am not aware of any who didn't commit to a contract that went through the trial period. As a dispatch center, we have been able to effectively reduce the amount of "dead-air time" after dispatch as we now know in under a minute if we have a crew or part of a crew responding. If we do not have a crew, we can dispatch another service more rapidly. The hospital is pleased that we have been able to help reduce response times as well. The individual departments using the service have also seen the benefits of scheduling and knowing who is available or responding to particular incidents.

I highly recommend the iamresponding service to any agency to better manage their responses, and to dispatch centers to have a more informed idea who is responding to the call.

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**Fire Company President Jon Stewart:** During emergency calls, this web-based software will allow our volunteers responding to the firehouse to inform in-station staff of their pending arrival. With that, our officers and firefighters will have advanced knowledge of the manpower response level for a particular call. This information will enhance our response times, which ultimately can help save lives.

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**Chief Steve Barry:** iamResponding.com has helped us immensely. It increases responder safety, as our members know at all times whether the station is manned or not and if they need to rush to the station for a response, or can slow down because the first piece is already enroute to the call. We are also able to know ahead of time when we will be short handed, and can attempt to fill in scheduling gaps. The web based schedule makes it easy for people to sign up and edit schedules from home. We use the text messaging and emails frequently. We love this system!

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**Deputy Chief Dan Wright:** I highly recommend iamResponding to all volunteer fire departments. Our journey began when we were attempting to solve the problem of a rig leaving the station understaffed because they did not know who else was responding. The rig would get about one-half mile down the road and may pass two or three members. We were constantly dealing with unnecessary personal vehicle and apparatus responses simply because the personnel at the station did not know who else was responding. Once we began using iamResponding our problem was solved. We developed a guideline for our personnel to use in conjunction with iamResponding. Our response time has decreased and we are now operating safer due to the fact that we are responding with more personnel or calling for mutual aid if we are responding understaffed. The system is totally customizable and easy to navigate. The first time I called to inquire about this system I was able to talk to Mr. Seidberg, the President of the Company. How often does that happen? Additionally, the personal attention has not stopped since day one. The

staff checks in with us periodically to make sure the system is operating and they are open to all suggestions and ideas. They make us feel as if we are their only customer, a rarity in today's business world. The cost/benefit of this system can not be beat. This truly changes the volunteer fire service and we look forward to many years of working with iamResponding.

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**Fire Chief Ron Oettel:** I wanted to take a moment to thank you for the great service we always receive as a customer of iamresponding.com. As you know, the Lititz Fire Company came on board about two years ago. It took a little while for our members to develop a habit of using the system but now that it is routine for our group we are at a point where I don't believe we would ever want to be without the system.

We get tremendous value from the list of responding members as displayed on the monitors in our station. It is a great benefit to know who is enroute to the station at any given moment. We always have iamresponding.com displayed on our in-vehicle computers so that we can keep tabs on whether or not we are going to be able to get multiple rigs on the road or whether we should request cover companies more quickly.

I have to tell you that we get as much benefit from the other features that the service includes. We routinely use the scheduling feature and the messaging system has become a primary way to communicate with our group.

Again, thanks, and keep the new features coming our way. You have a product that works better than you bill it and it is a rare occurrence in the world today that I can say that.

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**Fire Chief Bill Snyder:** This system has been an outstanding tool for our department. Where it helps best is during the daytime hours, when we may run 10 – 15 fire runs. We are able to better allocate our personnel, immediately, when the call is alerted. We are able to immediately identify who is on duty, who is responding in, and just as important, who is not responding in for any particular call. We pretty much know what our manpower strength will be for a particular call approximately 10 – 20 seconds after a call is alerted. The days are over when the first unit goes out the door and the officer of that unit wonders if there are more crews coming behind them – now we know immediately. We keep a large-screen TV on the engine-bay floor in all of our stations with the iamresponding site up 24 hrs a day. At anytime of the day, I know which of my officers are available and which station(s) have EVDs on duty in the station.

Something else we have recently started is monitoring our iamresponding website from the laptops on the apparatus. We keep the iamresponding website minimized on the laptops so even when one of the units is clearing one call to go to another call we can check the station/personnel status by checking our website.

Our department also uses iamresponding for duty rosters for engine & truck EVDs and the fire officers. This, too, has enhanced our response capabilities. I highly recommend iamresponding.com for any volunteer or combination department.

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**Fire Chief Billy Vaden:** [Our] Fire Department is a department that protects a town of 15K plus 287 square miles of our county. In addition we provide automatic aid to nine other small rural departments with a combined area of 467 square miles. By using the I am responding system we have eliminated the responding of apparatus with less than full crews, as we now know how many are responding. It also