



MISSION STATEMENT:

To provide a disaster readiness learning center that will train, educate and motivate children, families, individuals, seniors, businesses and trade personnel to be prepared for any type of natural or man-made disaster.

SHUTTER SHOWROOM

**A Window and Door Protection Education Program
Disaster Survival House
Deerfield Beach**

Education Partner:



MISSION STATEMENT:

The IHPA strives to be the industry leader on all issues that affect the hurricane protection industry by unifying the suppliers, manufacturers, contractors, engineers, architects, code writers and government officials.

Provide quality hurricane protection systems, information, and education to insure the publics' welfare and safety, therefore minimizing the loss of life and the destruction of property associated with a hurricane.



NEED:

Despite the recent historic and devastating hurricane seasons, a Mason-Dixie Poll reveals a dangerously high percentage of residents in hurricane-vulnerable states still aren't prepared, don't take the threat of hurricanes seriously, and have significant gaps in what they know about hurricanes – even those who live within 30 miles of the coast. Among the key findings that concerned emergency managers:

Of those surveyed:

- 56% don't feel vulnerable to a hurricane or related tornado or flooding,
- 60% have no family disaster plan,
- 68% have no hurricane survival kit,
- 83% have taken no steps to make their homes stronger,
- And 13% said they might not or would not evacuate even if ordered to leave — leaving tens of thousands of residents at grave risk.

Florida is the hurricane capital of the United States. Therefore, Florida residents need to live a lifestyle of preparedness. However, there is a need to cultivate a **culture** of being prepared all across the Gulf Coast and Eastern Seaboard, from Texas to Maine. This **culture of preparedness** has to become second nature and a way of life. Residents need to take personal responsibility and accountability to be prepared and have a plan.

This includes the business community. Every business and corporation needs to have a plan that covers operations before, during and after a storm. **A culture of corporate preparedness goes hand in hand with corporate responsibility.** And, it's not just hurricanes. There are many natural or manmade disasters that can disrupt a business, so the plan needs to cover all hazards.

These messages need to start in our classrooms with our students. Our students of today will be our adult residents of tomorrow who will have to deal with the effects and consequences of hurricanes. **Preparation through education is less costly than learning through tragedy.** Students need an understanding of the history and science of hurricanes and related natural disasters and the importance of preparation and mitigation. A report issued by the Multi-Hazard Mitigation Council of the National Institute of Building Sciences found that **every one dollar spent for mitigation saves four dollars in damage and recovery costs.**



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DISASTER SURVIVAL HOUSE

The Disaster Survival House, located in Deerfield Beach, Florida is a 3,300 square foot, three-bedroom residential home built in 1998 by State Farm Insurance and Seawood Builders to withstand a catastrophic hurricane. This one-of-a kind house was built following Deerfield Beach's designation by FEMA in 1997 as America's first "Project Impact: Building Disaster Resistant Communities" community. Formerly the State Farm Good Neighbor House, the Disaster Survival House incorporates more than 100 safety construction features and design techniques. Ceiling and wall cutaways reveal extra fortification to help minimize property loss. In fact, the House has been designated *Fortified...for safer living*, by the Institute for Business & Home Safety.

The Disaster Survival House has been transformed into an all-hazards learning and training center, focused on hurricanes. The House is now the home base for Hurricane Warning!, a non-profit, 501(c)(3). The Hurricane Warning Education Program teaches hurricane and disaster mitigation, safety and preparedness to children, families, individuals, seniors, students, businesses and trade personnel. This education program is taught to students through a curriculum carefully written to satisfy the annual standardized testing requirements of area teachers and schools. This educational curriculum is also incorporated into a guided tour of the Disaster Survival House which features a hurricane laboratory, examples of window protection and wind tunnel demonstrations. Hurricane tracking, flooding, storm surge, lightning, generator safety, safe room and disaster preparedness planning are also covered in the educational tour. This includes an actual cockpit from a WP-3D Orion, the same type of aircraft that NOAA Hurricane Hunters fly into hurricanes.

The House is open to the entire community for many types of classes, meetings and workshops for various organizations and professional groups, including teachers. Students from all over South Florida visit the House which is designated an official field trip site. The House is also an official Distance Learning Broadcast Site for Broward County Schools. For those students who cannot visit the House, these live programs bring the House directly to them, right into their classrooms. StormZone is another education program teaching students about emergency management, emergency support functions and then participate in an actual disaster simulation and activation of an emergency operations center.

Community Emergency Response Team (CERT) training classes are also taught at the House. The CERT Program educates local residents about disaster preparedness for hazards that may impact their neighborhood and trains them in basic disaster response skills, such as fire safety, light search and rescue, team organization, and disaster medical operations.

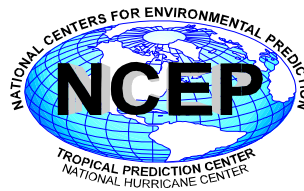
Exciting new technology is being researched and developed for incorporation into the House. The Hurricane Warning curriculum will move into a self-guided, web-based virtual tour. This will be presented through a network of computer kiosks with interactive touch screens that will engage visitors in a multi-media, exciting and educational experience.

The Disaster Survival House, located at 1345 FAU Research Park Blvd. (near I-95 and SW 10th St.) in Deerfield Beach, is open to the public for tours, 10am-4pm on weekdays. For more information, please call 954-426-6887, or visit www.hurricanewarning.org.

"Preparation through education is less costly than learning through tragedy."

"Every one dollar spent on mitigation, saves four dollars in damage and cleanup."

UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL WEATHER SERVICE
Tropical Prediction Center/National Hurricane Center
11691 SW 17 Street
Miami, FL 33165-2149



June 22, 2006

Jim Mathie
Board Chairman
Hurricane Warning
Disaster Survival House
1345 FAU Research Park Blvd.
Deerfield Beach, FL 33441

Dear Jim:

The Tropical Prediction Center/National Hurricane Center (TPC/NHC) supports and endorses Hurricane Warning, part of the non-profit, Safety & Health Learning Center of South Florida.

We recognize that Hurricane Warning has been created for the purpose of developing state-of-the art emergency preparedness training, education, and research for individuals, families, trade personnel, businesses, response agencies, emergency managers and mitigation specialists and that Hurricane Warning encourages cooperative research and affiliation with other institutions/entities for educational, research, and training purposes.

The TPC/NHC is part of the National Oceanic and Atmospheric Administration's National Weather Service. Its mission is to save lives, mitigate property loss, and improve economic efficiency by issuing the best watches, warnings, forecasts and analyses of hazardous tropical weather, and by increasing understanding of these hazards. We hope to achieve to be America's calm, clear and trusted voice in the eye of the storm, and with our partners, enable communities to be safe from tropical weather threats.

TPC/NHC considers Hurricane Warning to be one of our partners in meeting our vision, and we will continue to support Hurricane Warning through the sharing of meteorological information and expertise to its board of directors and technical advisory committee.

Sincerely,

A handwritten signature in cursive script that reads "Max Mayfield".

Max Mayfield
Director





Dear Sponsor,

I am the Hurricane Specialist for the CBS Evening News with Katie Couric and for Channel 4 in South Florida. I also serve as Honorary Chairman of *Hurricane Warning at the Disaster Survival House*. I am writing to express my support for the project, to offer some background on why I think it's a valuable resource for Deerfield Beach and South Florida, and why I've donated my time and money to the project.

Hurricanes are the biggest threat to the public health and welfare that we face in South Florida, by far. While man-made disasters can theoretically occur anywhere, including here, devastating hurricanes have hit South Florida repeatedly. The point is, we live in the most hurricane prone part of the United States. Even counting the experiences of 2004 and 2005, we've been living through a benign period of hurricane activity, compared to the 1920's through 1960's. If we are going to successfully live in this region, we are going to have to be prepared to live with hurricanes. Unfortunately, we are not.

Deerfield Beach has been a leader in hurricane preparedness since it became the first "Project Impact" city in the country in 1997. *Hurricane Warning at the Disaster Survival House*, located in Deerfield Beach, is part of that proud legacy. Over the past two years, the Mission of *Hurricane Warning* has been focused and enhanced so now there are programs to serve and educate the residents, and especially the children, of South Florida.

I believe that the only way that we are going to make real progress in changing the habits and consciousness of South Floridians is through the children. It is essential that we increase our efforts to make hurricane understanding and preparation a part of every child's school experience so they can take the message home and encourage their parents to do the right thing. This will not happen overnight, but instead through continuous effort. *Hurricane Warning at the Disaster Survival House* is one of the very few opportunities we have to reach the children of South Florida with this critical message.

I urge you to support *Hurricane Warning* as a valuable community resource - both as a vehicle to help make South Florida better ready to withstand its biggest threat, and to shine a light on *Hurricane Warning's* pioneering role in civic hurricane preparedness. With your support, *Hurricane Warning* will continue to grow and serve more residents of South Florida.

Best regards,
Bryan Norcross



HURRICANE WARNING CHAMPIONS:

Broward County: \$20,000

Broward County Emergency Management: \$74,655

DHL Express: \$30,000

Florida Power & Light: \$30,000

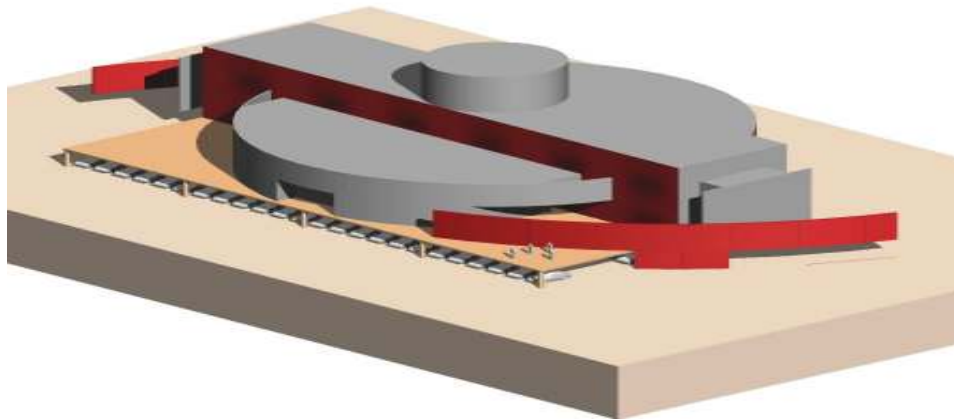
Personalized Power Systems: \$25,500

Rand Eye Institute: \$20,000

State of Florida: \$180,000

FUTURE GROWTH:

Hurricane Warning plans to move into a much larger facility in South Florida which will be the first ever all-hazards learning and training center in the United States. It will be a destination attraction that will have the look and feel of a mini-EPCOT. Hurricane Warning education programs will expand to serve more residents and students with a growth strategy that first includes all of Florida and then national and international scopes. ***Companies partnered with Hurricane Warning in the Disaster Survival House will have a great opportunity to be involved in the future new facility.***



Future Building

Shutter Showroom:

A Window and Door Protection Education Program

Hurricane Warning & International Hurricane Protection Association Partnership

Window and door protection products are displayed at the Disaster Survival House and this developing curriculum endeavors to provide the latest, most up-to-date and accurate information on window and door protection products in the marketplace. The goal is for visitors to become a more educated consumer of these products and understand product approvals and codes. Product professionals participate in the program as on-site experts providing information. Hurricane Warning education programs address key components such as defined need, target audience, program design, goals, feedback, measured outcomes and impact, survey methods, revisions, growth and marketing.

Values & Benefits:

- Company name recognition and acknowledgement with signage at the Disaster Survival House for one year.
- Company name and logo recognition and acknowledgement on Hurricane Warning website; link to company website.
- Use of the Disaster Survival House as a satellite showroom office for meeting clients and telecommuting with telephone and wireless internet access.
- Use of the Disaster Survival House for company training classes, workshops and evening events.
- VIP invitation and participation in all Hurricane Warning special media events; this includes our annual media event in June with the Director of the National Hurricane Center, the upcoming Shutter Showroom Premier Unveiling media event and the Hazardous Weather Awareness media event with the State of Florida on February 7th.
** For the six month period from February through July, 2006, the media coverage estimated publicity value totaled \$539,000.00; gross impressions were 1,968,914 for broadcast and 6,459,630 for print, totaling 8,428,544.*
- Company recognition and acknowledgement with Hurricane Warning through targeted media releases and specific special events.
- Cross marketing opportunity by promoting your partnership in your own marketing and advertising.
- Networking and collaboration opportunities with Hurricane Warning's corporate partners such as Sun-Sentinel, FPL, DHL, GCI Media, State Farm, etc.
- Networking and collaboration opportunities with Hurricane Warning's government, academic and non-profit partners.
- Networking and collaboration opportunities with Hurricane Warning's Board Members and Advisory Committee, who represent a very distinguished, respected and accomplished group of business professionals and technical and scientific experts.
- Recognition and acknowledgement for community involvement with disaster education and preparedness initiatives for the public, including families, students and businesses.
- *Privileged reservation* in Hurricane Warning's future new facility.



Shutter Showroom Program Requirements:

1. All displayed window and door protection products must have a Florida Building Code Product Approval (HVHZ) or a Miami-Dade NOA.
2. Participating window and door protection companies must be a Member in Good Standing with the International Hurricane Protection Association.
3. Participating window and door protection companies will donate product(s) as an in-kind charitable contribution to Hurricane Warning.
4. Participating window and door protection companies will donate an agreed upon annual charitable contribution to Hurricane Warning, depending on the number of windows or doors being protected by their product.
5. Participating window and door protection companies must provide a one page description of product including engineering specifications.
6. Participating window and door protection companies must provide an ample stock of company product brochures.
7. Participating window and door protection companies are encouraged to provide a knowledgeable company representative at least one day a month at the Disaster Survival House to inform and educate visitors. This would be scheduled on a weekday, from 10am – 4pm.

Please Contact:

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Hurricane Warning
Disaster Survival House
1345 FAU Research Park Blvd.
Deerfield Beach, FL 33441
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www.hurricanewarning.org

Hurricane Warning! is a tax exempt non-profit organization pursuant to section 501(c)(3) of the Internal Revenue Code. Tax ID# 20-2510646.

1345 FAU Research Park Boulevard, Deerfield Beach, FL 33441 954-426-6887

Hurricane Warning Partnerships:



American Red Cross

