



Dear Concerned American:

Sept. 11, 2001 (9/11) changed everything. Today, no one takes personal safety for granted. And, as the War on Terrorism continues, we recognize that while we may be safer, we cannot be any less vigilant at home.

The Ten Years, Ten Priorities Program is designed to address our most compelling areas of safety. People die from traveling unsafely... working unsafely... and, not following proper safety behavior. But, let's translate this loss of life into something tangible, such as man hours. Consider:

- it took 94 million manhours to put men on the moon
- last year, we lost a minimum of 854 million manhours – based on those people who died (98,000) living one year less than they should have!
- Imagine, if they had created one idea – worth \$100 each – our GNP would have been increased by \$8.5 billion!!

If you were to consider the human dimension, of who actually died, you'd realize:

- we lost researchers, scientists, mathematicians and biology professors
- we also lost mothers, fathers, brothers and sisters
- we prematurely gave up lives that might have helped cure cancer, AIDS and other potentially fatal diseases

Ten Years, Ten Priorities is designed to do something novel: be specific.

We want to save 25,000 lives each year. And, that means reducing deaths by keeping people from making bad decisions.

How can we do that? By changing behavior...which starts with education.

It will take all of us pulling together, though. We must use our energy to teach each other how to live safely.

In 1923, Harold Lloyd made a silent movie, *Living Unsafe*. It remains a standard for humorously showing how life can go wrong. It's no laughing matter, however, when it happens to you or a loved one. So, let's focus on Ten Priorities as a mandate for the nation. Preserving each life will make a difference in the quality of our country... for, with longer lives, there is potentially more giving from each life.

That's what we want to preserve... the gift of life...for all those we love.

Sincerely,

A handwritten signature in black ink, appearing to read 'Len Pagano', written in a cursive style.

Len Pagano  
President