

**ACTION ITEM  
BOARD OF SUPERVISORS**

**DATE:** October 21, 2008

**TO:** Board of Supervisors

**FROM:** Cathy Riddle *CR*  
Public Information Administrator

**ISSUE:** Endorse the Stafford High School's DECA -- An Association of Marketing Students<sup>®</sup> I C E Program

**STAFF RECOMMENDATION** Approval

**BUDGET IMPACT** N/A

**ATTACHMENTS:** (2)

[1] Background Report [2] Reso/Ord/Proc # R08-494

[ ] [ ] Reso/Ord/Proc #

[ ] [ ] Reso/Ord/Proc #

**REVIEW:** [X] County Administrator's Office *Carol Riddle*  
[X] Legal *Maile A. Reber*  
[ ] \_\_\_\_\_

[X] **Consent Agenda** [ ] **Other Business** [ ] **Public Hearing**  
[ ] **Discussion Item** [ ] **Presentation** [ ] **Unfinished Business**  
[ ] **New Business**

**PRESENTATION BY:** N/A

**ELECTION DISTRICT:** N/A

**BACKGROUND REPORT**

Members of Stafford High School's DECA – An Association of Marketing Students® program are committed to developing marketing and business skills, and exploring a variety of career opportunities. The students have developed a local I C E (In Case of Emergency) plan to identify victims of emergencies and provide their medical history to first responders. If a person is injured and unable to speak, emergency personnel can access their cell phone and type in certain codes that provide critical information about the patient. The students are working with local government officials, school personnel, community centers and civic organizations to raise awareness about the program. Proposed Resolution R08-494 endorses the students' I C E initiative.

PROPOSED

BOARD OF SUPERVISORS  
COUNTY OF STAFFORD  
STAFFORD, VIRGINIA

RESOLUTION

At a regular meeting of the Stafford County Board of Supervisors (the Board) held in the Board Chambers, Stafford County Administration Center, Stafford, Virginia, on the 21st day of October 2008

MEMBERS

VOTE

George H. Schwartz, Chairman  
M. S. "Joe" Brito, Vice Chairman  
Harry E. Crisp II  
Mark Dudenhefer  
Paul V. Milde III  
Cord A. Sterling  
Robert "Bob" Woodson

On motion of \_\_\_\_\_, seconded by \_\_\_\_\_, which carried by a vote of \_\_\_\_\_, the following was adopted

**A RESOLUTION TO ENDORSE THE STAFFORD HIGH SCHOOL DECA – AN ASSOCIATION OF MARKETING STUDENTS® I C E PROGRAM**

WHEREAS, members of the Stafford High School DECA program are committed to expanding their education beyond classroom studies by developing special leadership and marketing skills, undertaking public relations campaigns, and exploring a variety of career opportunities, and

WHEREAS, DECA students have initiated a public information campaign to highlight a free emergency information and notification program called *ICE*, *Connecting You in Case of Emergency* that can be easily loaded into the address book of any cell phone, and

WHEREAS, if the victim of an accident or other medical emergency is unable to speak, emergency medical personnel can access pre-programmed information to obtain a complete medical history and activate a feature that immediately notifies a personal contact including a parent, spouse or sibling, and

WHEREAS, the students are working with a variety of advisors including Supervisors Mark Dudenhefer and Paul Milde, School Board Member Robert Belman, Chief Academic Officer Dr. Andrea Bengier, Stafford High School marketing teacher Lois Simms, Sheriff's Office staff William Kennedy and Sgt. Darrell English, Colonial Circuits' owner Mark Osborn, GEICO marketing manager Ralph Davis, and Speaker of the Virginia House of Delegates William Howell, and

WHEREAS, the Board desires to endorse the I C E program as a critical component in the effort to provide the best care for victims of accidents and illnesses, and encourages the citizens of Stafford to utilize this simple and effective program,

NOW, THEREFORE, BE IT RESOLVED by the Stafford County Board of Supervisors on this the 21st day of October, 2008, that the Stafford High School DECA – An Association of Marketing Students® I C E program be and it hereby is endorsed as a commendable public service

AJR CR mfl