

THE D WEST (S.O.C) GANG PREVENTION AND INTERVENTION LEADERSHIP CONFERENCE

D. West, Nationally Acclaimed TV Star "Maury Show"

June 29, 2005

SAVE OUR CHILDREN

Long Term Take Action Strategies
5, 10 & 20 Year Plans

PREVENT ADOLESCENT GANG INVOLVEMENT IN YOUR COMMUNITY

The D. West Save Our Children (S.O.C) Celebrity Gang Prevention and Youth Leadership Program is designed for the entire youth population in the community.

S.O.C focuses on solutions, educational training, counseling, mentoring, tutoring, life skill strategies, early gang intervention and prevention approaches, leadership and character development skills, tolerance and behavior modification skills.

The S.O.C Gang Prevention and Intervention Program steers youth away from gang activity, violence, delinquent behavior, peer pressure, criminal activity, wanton lifestyles and self-destruction.

A prodigious number of children have a proclivity to listen to and model the strategies of TV stars, entertainers, recording artist, professional athletes and movie stars. Thus, with that in mind, we have decided to use our celebrity status to motivate and inspire children to live their dreams and avoid gangs. We use the power of our celebrity influence, professional networking circle, leadership experience and media resources as a motivational vehicle to steer children steadfast toward positive, productive and socially acceptable roles in society. Our primary goal is to divert youth away from gang activity into productive activities, including educational, recreational, career development and employment programs.

National law enforcement agencies are reporting an increase in youth gang participation. Gang activity is rapidly migrating into the urban cities in large numbers. An immense number of children are being murdered senselessly in our neighborhoods. Furthermore, youth gangs are slowly starting to filter into the suburban neighborhoods and schools. Safety is a major issue and alarming concern in our communities. No one is safe in the community. We are all at risk and subject to being victimized by the growing emergence of youth gangs and violent crimes nationwide. We have a viable gang prevention and intervention program, plan and strategies to help your community ward off youth gang involvement and/or any senseless acts of gang violence that may be occurring in your area.

Win The Battle Against Gang Violence With A Proven Leader In The COMMUNITY!

D. West has achieved unprecedented results with at risk children (and gang affiliate youth) on national TV for seven years. Children globally look up to him, admire and respect him as a leader in the community. Millions of adults of all ages and ethnic groups nationally and internationally appreciate his work and motivational lifestyle strategies. D. West is a philanthropist who is achieving positive results in the community.

Gang members respect him and believe in him. More importantly, they value his words of wisdom, advice, opinion and leadership role in the community. He is a celebrity that they can trust and confide in. Gang members respect him because he takes time out to listen to them without prejudging them. He steps out into the neighborhoods where the gang violence is intense, which is a risk that most celebrities are not willing to take to save our children and keep our communities safe.

The D. West Save Our Children Gang Prevention And Intervention Leadership Workshop Program Agenda Day One

- Mapping out and planning a feasible gang prevention and intervention take action strategy. 8:30 AM - 9:45 AM
- Organizing and recruiting a professional (staff) team of expert facilitators to manage, direct and lead the project. 10:00 AM - 11:00 AM
- Designing long term community based leadership programs and gang prevention and intervention programs. 11:00 PM - 12:00 PM

(1 PM - 6 PM see page 4)

JUNE 29 & 30, 2005

BUCKHEAD

Gables Lindbergh Amphitheater
600 Garson Dr., Atlanta, GA 30324

Please Call For Registration Information

Dwayne Eberhart, Director of Event Planning

(404) 966-5092

Early Registration Fee \$500
Admission At The Door \$700

Prevent Youth Gang Activity In Your Community

THE D. WEST SAVE OUR CHILDREN GANG PREVENTION AND INTERVENTION LEADERSHIP WORKSHOP PROGRAM AGENDA

DAY ONE

Mapping out and planning a feasible gang prevention and intervention take action strategy.

8:30 AM - 9:45 AM

Organizing and recruiting a professional (staff) team of expert facilitators to manage, direct and lead the project.

10:00 AM - 11:00 AM

Designing long term community based leadership programs and gang prevention and intervention programs.

11:00 PM - 12:00 PM

How to effectively coordinate a gang prevention program, assess the programs success, facilitate, trouble shoot, adjust manage statistics, track results, integrate new ideas and computer software, add new or more creative youth enrichment programs and staff, analyze the staffs performance and program expectation, update assessment and progress reports and the significance of fundamentals of maintaining accurate programing records.

1:00 PM - 2:00 PM

Implementing and managing a gang prevention and intervention program.

3:00 PM - 4:00 PM

CELEBRITY DINNER

SPECIAL CELEBRITY GUEST

5:00 PM - 6:00 PM

THE D. WEST SAVE OUR CHILDREN GANG PREVENTION AND INTERVENTION LEADERSHIP WORKSHOP PROGRAM AGENDA

DAY TWO

Establishing an advisory board of key members to oversee the progress of the program.

9:00 PM - 10:00 PM

Understanding your role and job responsibility. Who reports to who? Everyone is accountable for the success and failure of the program.

11:00 PM - 12:00 PM

School based gang prevention and intervention strategies. Keeping a baleful eye on student delinquency and how to assess and reduce the problem if you have one.

1:00 PM - 2:00 PM

How to use the media to your advantage. Getting celebrities involved with your leadership and gang prevention and intervention programs.

2:00 PM - 3:00 PM

www.dwesttv.com

MAKE ALL CHECKS PAYABLE TO PRO ATHLETES, INC. OUR MAILING ADDRESS IS 600 GARSON DR., SUITE 2207, ATLANTA, GA 30324. WE CAN BE REACHED AT (908) 522-0606 OR (404) 966-5092

THE D. WEST SAVE OUR CHILDREN GANG PREVENTION AND INTERVENTION PROGRAM

BREAKING NEWS

Children are taking unnecessary risks to participate in gang activity and live wanton lifestyles. Many kids are disconnected from the reality of the consequences of their actions. Children in America are in crisis. They are faced with increasing temptation and peer pressure.

Today's gang prevention programs have to be creative and interesting to stimulate our youth. We have an obligation to guide our children toward success and teach character education skills, while addressing their emotional and psychological needs.

Morals and values have changed over the past twenty years. The impact of poor choices and decisions seem to have very little or no value. Joining gangs, experimenting with and selling drugs, cutting school, committing adult crimes, having unprotected sex, dressing sexy, and carrying hand guns are acceptable standards by many youth today.

Consequences for reprehensible behavior are at the bottom of their priority list.

"I can do what I want do because I can and you can't stop me." This is the attitude that some youth have a proclivity to utter when an adult in authority gives them constructive advice.

An alarming number of adolescents are being murdered by gang members in unprecedented numbers in our communities. Police departments are doing what they can to suppress gang activity in neighborhoods with limited resources.

The Big Question!

Why are city and county law enforcement agencies nationwide falling short of the community's expectation to combat youth gang problems? It's conspicuous, city/county police departments are battling a problem with limited budgets (economic resources), limited man power, limited equipment and limited community support. Most importantly, many police agency's and departments nationally are facilitating gang problems without take action plans and programs. *The publics reaction, complete outrage:* the consensus on the streets, there is no excuse for the ineptness of the system and loss of countless lives to gang related acts of violence. Innocent children are dead and we cannot bring them back. Correct the problem before we lose another child.

SCARE THEM STRAIGHT

Tolerance, character education, leadership programs and gang prevention and intervention resources are needed more today in our communities and schools than ever before. The S.O.C gang prevention and intervention program teaches leadership skills, character development and civility.

Today's youth should be scared of the consequences if they join gangs, commit crimes and/or break the law. The consensus among adults today is clear, they were terrified of the consequences of delinquent behavior when they were children. "I was scared out of my shoes of going to jail when I was a child. Just the thought of sharing a small jail cell with a convicted murderer kept me straight and on the right track." - D. West.

S.O.C also has a character education DVD "The Navigator". It's a learning tool used to divert youth away from gang activity, poor choice and decisions in life. We creatively parallel D. West's personal success story and character educational themes with prison inmates emotional stories of poor choices and decisions. Prison inmates both male and female tell riveting stories about the poor choices and decisions they made that led to their failure and incarceration. The inmates warn youth not to make the same mistakes they made because they will face the consequences. They discuss drug abuse, criminal acts and prison life. The Navigator sends a powerful message to youth, there are serious consequences associated with their actions.

TEARS OF OUTRAGE COVERED PARENTS FACES ANOTHER CHILD LOST TO SENSELESS GANG VIOLENCE

During a recent community gang prevention conference, a grieving parent stood up and shouted out with tears rolling down her cheeks *"Why! Why! I lost my baby. Only after she is gone now, have you finally decided to do something about the gang problem. Why didn't the police and city do something about the gangs before the situation became a problem. Before I lost my baby! Do you know what it feels like to lose a child. Why did I have to lose my child. How many more children in the city will have to die before you stop the violence? Before you stop the bleeding. You don't know how I feel. Gangs aren't in your neighborhood yet. Why me? Why my child?"* The woman's words of outrage, pain, sadness and withdrawal continues to echo in my ear drums when I see gang members, think about gangs and work with communities to prevent gang activity in the neighborhoods.

No parent in America should have to endure the pain and heartache of burying a child before his or her time. Don't allow another child in our community to perish in senseless acts of gang violence. Be a part of the solution. Help your community develop a viable citywide gang prevent and intervention plan and program because we can not afford to lose another child due to complacency. The U.S Military doesn't fight a battle without a strategic take action plan of executions. Thus, with that said, we have to plan for success, and tackle gang problems in the community with organized strategies and detailed take action plans. The D. West S.O.C Celebrity Gang Prevention Program is a viable program (extension or starter) for schools/school districts, communities, local law enforcement agencies and city governments. More importantly, it's an ideal blue print for communities and institutes that do not have viable gang prevention and early intervention programs in place. www.dwesttv.com

TAKE A PROACTIVE GANG INITIATIVE STANCE IN THE COMMUNITY. NOT A REACTIVE!

S.O.C GOAL & OBJECTIVES

Our goal is to help communities, city governments, law enforcement agencies and school districts establish feasible gang prevention and intervention plans and programs: winning strategies to prevent and combat the escalating problems associated with youth gangs in the community. By providing communities with early primary prevention strategies we can reduce gang activity considerably. In addition, we aim to educate the entire youth population as to the consequences of gang involvement, while simultaneously teaching them leadership skills, civility, tolerance, character development, morals, values, and behavior management skills. We expose youth to the elite leaders and professionals in the community, including TV stars, professional athletes and heroes they look up to. The objective is to connect youth to successful people whom they respect, admire and are willing to listen to other than their parents and teachers. Finally, we aim to decrease juvenile delinquency and recidivism rates.

As you know, an immense number of today's adolescents are embracing the advice and lifestyle strategies of celebrities and entertainers. Please understand, by no means are we suggesting that celebrities and entertainers are the ideal mentors, role models or motivators that our youth should idolize. Nor, are we suggesting that a parent's home is not the most conducive learning environment for a child. The fact of the matter, is that we have isolated a core group of adults that adolescents are listening to. S.O.C has simply discovered an innovative motivational medium to steer youth toward productive roles in society. Therefore, by combining our motivational gang prevention strategies with the positive influence of our associates who are entertainers, professional athletes, celebrities and elite business professionals, we are able to captivate the undivided attention of a prodigious number of youth, moving them away from negative thinking, peer pressure and gang activity. S.O.C is a viable gang prevention and intervention leadership program that guides youth toward rewarding careers and socially acceptable roles in society, which is a major objective and goal of our program. Connect the youth to worthy causes in your community. Be a part of the solution. Mentor children in the community. Use the power of inspirational words of encouragement and leadership to make a difference.

GANG PREVENTION AND INTERVENTION CONSULTING SERVICE

- Design, coordinate, implement and/or manage community based gang prevention and intervention take action plans (Blue Print Programs) and programs for police departments, cities/towns, schools and school districts.
- Provide gang prevention and intervention consulting support and training for the following: city government agency's, school districts, law enforcement agency's, judges, attorney's, social workers and counselors, doctors, nurses, coaches, parents, community leaders/organizations, all educators and business professionals.
- Facilitate motivational discussion and conflict resolution (mediation and negotiation) strategies with rival gangs/gang members to defuse conflict. Provide emergency crisis intervention mediation to reduce tension between rival youth gangs.
- Provide celebrity gang prevention mentoring, counseling, advice, intervention strategies, career development and successful leadership modeling strategies.
- Host national gang prevention leadership workshops and conferences.
- Celebrity keynote gang prevention presentations.
- Provide assessment teams to help communities and schools ascertain reasons for youth gang involvement, and assist them in developing their own cohesive gang crime prevention strategies and plans.
- Long term (5, 10 and 20 year plans) gang prevention supporting services, programs and plans.

There is no celebrity gang prevention program like **The D. West S.O.C Program** in America, particularly a gang prevention program that has a lead facilitator who's a renowned TV star and motivational speaker with accolades similar to D. West.

The S.O.C gang prevention and intervention program is in an elite class all by itself. Our program is designed for the entire youth population in the community. **S.O.C focuses** on solutions, educational training, counseling, mentoring, tutoring, life skill strategies, early gang intervention and prevention strategies, leadership and character development skills. The **S.O.C** program steers youth away from gang activity, violence, delinquent behavior, wanton lifestyles, self-destruction, peer pressure and criminal activity.

What's unique about the **S.O.C** gang prevention and intervention program. **S.O.C** affords youth an opportunity to model the success strategies of a nationally acclaimed TV star who is a proven role model and leader in the community, a philanthropist that is achieving positive results and accolades from the President's Office of The United States, and a celebrity motivator that is currently working on national TV in his eighth season on the Maury Show. We have comprehensive, well organized youth enrichment take action plans, programs and strategies that facilitate youth leadership in the community. More importantly, the S.O.C celebrity gang prevention program provides long term solutions to reduce youth gang involvement. **S.O.C**, helping communities develop future leaders.