



PROPOSAL TO REPRESENT
HQ INC.
IN THE STATE OF TEXAS



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The Fred Orr Group creates markets of revenue and profitability by representing highly entrepreneurial products and services to sales channels via an established proprietary network of end-users, public officials, interested third parties and investors.

HQInc. has invented a product that is underutilized specifically in the collegiate, high school and recreational feeder programs. The Fred Orr Group has taken the initiative to secure *HQInc.* product placement with one of the most recognized high school athletic programs in Texas, if not the United States. The Katy ISD has agreed to allow testing of the *HQInc.* product in the Seven Lakes High School football program. The Fred Orr Group anticipates additional product placement in other Katy ISD schools in the late summer/early fall athletic programs upon the satisfactory completion of the Seven Lakes High School football *HQInc.* product introduction.

The Fred Orr Group specializes in seizing opportunity. *HQInc.* has created a proven, necessary and essential life saving product but needs specialized non-traditional marketing methods of creating profitable revenue streams. The Fred Orr Group will make the *HQInc.* system a recognized name brand in the prevention of heat related illness and death in athletic activities.

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The state of Texas requires, by rule, that every school district make use of ALL available technology to prevent the loss of life, and/or injury, including heat exhaustion of student athletes. Currently, the Texas Education Commissioner has written regulation that does state, in its entirety, the use of all available means for the protection of students is mandatory.

The Fred Orr Group has over 40 years of proven experience at the city, county and state level of government. Our principle, Fred Orr, served four terms in the Texas House of Representatives, was Vice Chairman of the Public Health Committee and authored nationally recognized health measures for both the public and private sector.

The Fred Orr Group will concentrate on a revision of current regulation to make it mandatory athletic programs not ignore Heat Stroke Prevention technologies. Concurrently, the Fred Orr Group will:

1. **Make the HQInc. product known to every athletic coach in the state of Texas.** The Fred Orr Group has already proven that premier high school coaches want the HQInc. product. We now can focus on further educating the marketplace that the use of the HQInc. product is safe, effective and will keep their athletes healthy and on the field. One-on-one demonstrations, clinics, sponsorships, memberships and key personalities endorsements are all in the pipeline.
2. **Encourage athletic trainers and their employers (school districts and healthcare providers) to become advocates.**
3. **Encourage parents to become the most vocal advocates of HQInc. product.** Parents, once educated on the life saving science of the HQInc. product, will demand that the HQInc. product be used through direct coach contact, school board activities, booster club sponsorship or individual purchase.

It is a well-known fact that football is the defining sport of high schools throughout Texas and our neighboring states. The thrill of playing under the “Friday night lights” is preceded by grueling two-a-day workouts during the days of intense heat that is unavoidable in Texas.

In his August 19, 2009 report to the GETAC Injury Prevention Committee (GETAC – Governor’s EMS & Trauma Advisory Council, Texas Department of State Health Services) entitled “Lessons Learned from Fatal Episodes of Heat Stroke” Stephen T. Hougen, M.D., F.A.C.S., accurately identified the physiological damage that occurs from heat stroke and also described the scenario that all too often has led to debilitating heat stroke injury or death:

“At least 21 young athletes have died from heat stroke during the last several years. The typical heat stroke victim is usually not well-acclimatized to the Texas heat. It should be no surprise that student athletes who have spent the summer watching TV and playing video games in the comfort of their air-conditioned homes may not be physically prepared for exertion in the heat. Overall, however, student athletes are extremely motivated, perhaps sometimes even overzealous, individuals who may push themselves beyond their level of endurance and heat tolerance in their attempt to excel in their sport. During team try-outs an athlete may feel pressured to perform beyond his capability in the heat, ignoring signs and symptoms of impending heat-related illness.

“When the brain signals that something is wrong, the athlete can override his brain and keep exerting himself. A competitive athlete is not going to voluntarily take himself out of the competition, an action which might jeopardize his place on the team. Disregarding his brain’s signals, the athlete consciously continues to participate beyond the threshold of safety.”

Subsequently The GETAC Injury Prevention Committee passed a resolution to support the Strategy for Heat Stroke Prevention and Heat

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Index Chart as presented to the committee on November 21, 2009. These guidelines, published by the Zunis Foundation, outline a strategy for the prevention of heat-related illnesses in regard to identifying geographic regions at risk due to climatic conditions and taking prudent steps to avoid the onset of heat stroke.

However, in the summary of his report to GETAC Injury Prevention Committee, Dr. Hougen stated:

“There are no new lessons to be learned about heat stroke, only new athletes, coaches, trainers, and parents to educate. There are no new events, just the same well-known circumstances that are repeated every year with new, unwary victims.”

This is where we take exception to his report. The CorTemp™ thermal monitoring system represents a revolutionary leap forward in being able to precisely determine when a specific athlete is at risk of heat stroke by pushing himself beyond the point of safety. CorTemp provides the coaching staff the ability to take proactive steps to avoid the onset of heat related injury.

The GETAC Injury Prevention Committee has rightly taken the position to recommend that athletic coaching personnel take all prudent steps to avoid heat related injury or even death among student athletes. It is our belief that the expertise of our advisory board will be recognized and establish us as viable advocates for student athletes' safety. We strongly believe that we will be able to convince the committee to recognize and recommend the CorTemp™ thermal monitoring system as an additional step to not only avoid, but to prevent future heat related injury to student athletes.





ADVISORY BOARD

The Fred Orr Group is uniquely qualified to represent HQ Inc. as the sole distributor for the patented CorTemp™ thermal monitoring system in Texas. Our advisory board is a team of highly successful individuals with diverse backgrounds that bring a healthy balance of business acumen, medical knowledge, athletic prowess, and the political clout to successfully promote this revolutionary product as a necessary tool to prevent young athletes from suffering the devastating effects of heat stroke.

FRED ORR is well known throughout the state of Texas as an active civic leader and public servant. He is a great, great grandson of one of the pioneering families of Dallas County. His lifetime of professional activities include being a classroom teacher, commercial real estate developer, business manager and governmental relations consultant. He is a member or past member of numerous advisory boards and has held office as a public servant as a city council member and as a member of the Texas House of Representatives, where he served as the Vice-Chairman of the Public Health Committee. Texas State Senator Florence Shapiro says of Fred: "As a former Texas House Member, Fred has the credentials to be well received by those in his hearing." The relationships developed through a lifetime of public service, particularly as a Texas State Representative give Fred credibility, access and the ability to effectively recommend the CorTemp™ product as an revolutionary safety product for Texas student athletes.



GREG ORR is currently the General Manager of Sales for a Fortune 500 Company in Houston, Texas. Greg manages the daily activities of 15 street level sales professionals in a high transaction/high dollar value sales model. Greg is a recognized industry expert appearing both on television and radio, and currently serves as Vice Chairman of the Texas Dept. of Agriculture, Structural Pest Control Advisory Committee.

Greg played both high school and college football and was an awarded track star in high school. Greg was instrumental in getting the first test site for the CorTemp™ product at the Katy Texas ISD.





SLADE MANOS is a high school coach and sports consultant. Slade was a key member of a coaching staff at a 3A high school in north Texas for seven years where he began to build lasting relationships with numerous coaches throughout the state. Currently coaching football, basketball and baseball at a private high school in Dallas, Slade also represents an athletic apparel and sports equipment company to the Texas high school market. In 2002, Slade created Legends of the Fall, a company that publishes commemorative sports books for high school athletic programs.

In the past 17 years, Slade has actively consulted and created relationships with hundreds of Texas high school coaches and athletic directors through his publishing company, sales activities and attendance at coaching clinics. Through these relationships, along with his advanced knowledge of the Texas high school athletics and coaching marketplace, Slade will prove to be a valuable member of the Fred Orr Group Advisory Board.



KRIS O'NEAL is currently the assistant Head Football Coach with a 5A high school in one of the premier school districts in the state of Texas. He brings over 17 years of coaching experience at the high school level for football, track, baseball, and wrestling. During this time, he has been a part of the staff for three successful 5A football playoff programs as well as installing a successful football program for a Houston area private school. In addition to this he has been a summer camp administrator, conducted numerous youth camps and directed youth teams and leagues.

As an athlete he has participated in sports at the high school, collegiate and semi-professional level. His vast playing and coaching experience gives him a unique perspective on the needs of the athlete at various levels of conditioning and performance. His knowledge of the student athlete and his desire to see the athlete reach the optimum performance level makes Kris a valuable addition to the Fred Orr Group Advisory Board.



JEANNIE LONGO is perhaps the least recognized, but most celebrated athlete in the world. Well-known inside the sport of cycling with more than 900 career victories, the most of any cyclist in history, her list of titles include an Olympic Gold Medal, three Tour de France titles, 38 world records, 52 national titles and 13 world titles. She is the reigning national road and time trial champion.

Throughout her career, she has been known as a fierce competitor. Her pursuit of excellence is not limited solely to the world of sports. She has also distinguished herself academically. With her Bachelor of Science degree in Mathematics, she also has earned her MBA and doctorate in Sports Management. Her unique knowledge of what it takes to win, combined with her business acumen, certainly qualify her as an exceptional member of our advisory board.

KERRY STARK is the Senior Director of Revenue Cycle Management Services for VHA, Inc. in Dallas, Texas. Kerry leads the overall strategic direction of VHA's national Revenue Cycle Management Services offering for the healthcare group purchasing organization's 1,500 member hospitals. Kerry directs all activities in the business development, positioning and national marketing of all the VHA healthcare financial vendor partnerships, consulting and technology services.



Kerry also works directly with numerous VHA hospital executive teams to consult in designing revenue cycle management solutions to better address their organization's specific financial needs and assist with reimbursement strategies. Kerry has enjoyed an 18 year career in healthcare, and has held previous sales management and business development positions with Accuro Healthcare (now MedAssets), Thomson Rueters, and Healthvision.

Kerry's financial and management background in healthcare services provides a unique perspective to the Advisory Board of The Fred Orr Group in regard to how to best implement the development of the HQ Inc. project.

BEVERLY HUMPHREY is currently the Athletic Director and head coach of the Girls Track Program at Lancaster High School. As a coach and athlete, she is a winner in every sense of the word.

Her list of honors is extensive and well deserved. Having been named the Dallas Morning News Track & Field Coach of the Year in 2000, 2001, 2004, 2005, 2006, 2007 & 2008, she has been voted Dallas Morning News Coach of the Year more than any coach in the area, male or female. Coach Humphrey and the Lancaster Girls Track Team made the Dale Hansen All Decade Team for 2001-2009.



As a coach, she has won 21 District Championships, 11 Regional Championships and eight 4A State Championships in Girls Track. Her accolades in coaching Girls Volleyball are equally impressive. With a record of 456 wins and 156 losses at Lancaster High School, she led her teams to 13 Playoff appearances, 5 Regional appearances and 1 Regional Final appearance, and has been named Coach of the Year in Volleyball 5 times.

Prior to her tenure at Lancaster High School, Beverly was the first black Head Coach in Greenville High School history. While at Greenville, Coach Humphrey won three 5A District Championships in Volleyball, three 5A District Championships in Track, and was twice named Volleyball Coach of the year.

In 2008, Coach Humphrey was inducted into the Texas Black Sports Hall of Fame as an athlete. In her collegiate career at Prairie View, she was an All American track athlete four years in a row. She qualified for the Olympic trials in the 100, 200, and 400 meter events, and made the finals in the trials in the 200 meter event.

Coach Humphrey continues to be recognized through her sports and

civic leadership. She received the Martin Luther King Jr. Pioneer Trailblazer award, as well as the South Dallas Business and Professional Women's Club Trail Blazer Award in 2009. She was also honored with the Prairie View A&M Scholarship Gala PV Proud Award in 2008 for outstanding professional and civic achievements. In 2007, Lancaster's Tiger Stadium was renamed The Beverly D. Humphrey Tiger Stadium, and lastly, she was featured in the National Gatorade Photo shoot for Legendary Coaches in 2009.

The winning tradition Beverly Humphrey brings is well founded and will complement the talents and contributions of the other members of the Fred Orr Group Advisory Board.



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