

# Surprise: Ashbury is not a tomato company

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Ashbury International Group Inc. is full of surprises.

Two years ago a sign announcing the approaching arrival of the "Ace Tomato Company" stood on U.S. Route 33 West in Ruckersville, at the entrance to the Spotswood Business Park.

The idea for the sign came from a 1985 slap-stick-filled film, "Spies Like Us," starring Chevy Chase and Dan Akroyd.

In the movie, the Ace Tomato Company was a front for espionage activities.

In real life, Ashbury International was — and is — all business.

It was founded in 1995 by professionals with a prior decade or more of government security and defense industry experi-

ence. Its commitment was — and is — to provide state-of-the-art technical, equipment and training support to the many courageous Americans who protect, serve and defend the United States of America.

The company develops, builds and sells laser range finders, combat equipment, night vision devices and other optical products.

It supplies the Marine Corps, Army, Navy, the Special Operations Command, and the Department of Homeland Security.

The *Greene County Record* reported all that last year.

We knew at the time that the secure facility in Ruckersville was intended to house all of Ashbury's tactical systems integration, security, training and emergency

preparedness divisions.

But what we did not report at the time, because we did not yet know, was what its Emergency Preparedness Division is all about.

Now we do: like the company serves the military, it is now serving a wider global community.

It put its international know-how to work for the emergency preparedness and disaster response communities within the United States and abroad.

"In the wake of the costliest natural disaster in U.S. history, Hurricane Katrina, and the most egregious terrorist attack on U.S. soil ever, on 9/11, Ashbury created a range of systems-based emergency preparedness solutions for a wide array of modern emergency and disaster situations," said Morris Peterson, Ashbury

president.

"The ICE (In Case of Emergency) PACK™ brand provides critical information, resources, and training to those who may inevitably encounter a disaster, or who may be called upon to serve in the role of a first responder," Peterson continued.

That includes individuals, corporations, industries and governments, and Ashbury's intent is not just to help them survive, but to thrive in the face of disaster.

"It is time to provide concerned civilians and private sector businesses comparable levels of resiliency that many in the upper levels of government currently maintain," said Peterson.

"Ashbury is developing unprecedented solutions to support those who may be affected by an emergency or natural disaster,

with an effective, systems oriented approach to assessing, planning, equipping, responding to and recovering from these events with a distinct focus on sustainment versus survival."

The driving force behind the development of ICE PACK™ systems is the experience and knowledge acquired in supporting the United States Department of Defense Defense in Operation Iraqi Freedom, Operation Enduring Freedom, and other operations.

Ashbury understands the "real world" needs of people on the ground during emergencies.

Its Emergency Preparedness Division is developing ICE PACK™ system solutions to:

Educate, train and provision organizations, families and individuals to plan, and be resilient

during disasters and emergencies

Support and enable continuity of government, industry and commercial critical infrastructure operations

Provide stability until social and civil services are restored

Support safe escape and evacuation from dangerous environments

Said Tony Williams, director of economic development for Greene County, "During times of unprecedented natural, man-made and terrorist-related disasters, it is comforting to know our county houses such unique resources and strong leadership."

For more information about Ashbury International Group's Emergency Preparedness Division and the ICE PACK™ brand, visit [www.ice-pack.com](http://www.ice-pack.com).