



### **Making Quality Personal Safety Instruction Accessible for Everyone**

A Secure Living Seminar varies in length and can include a wide variety of focus topics depending on your target audience's interests and needs. If you have a large number of participants, we may extend our seminar by ½ hour at no additional cost in order to ensure that we personally work with all of your participants. Seminars may be held for all age groups. The size of the group may range from a few individuals up to few hundred participants. Official Secure Living Instructional resources may be sold at the event if you choose, and you may hold more than one seminar in the same day, as well.

## **General Seminar Outline**

The seminar will consist of three segments: an introduction, main instruction, and closing. The total length of the seminar determines the length of these individual segments.

### **Segment One:**

Focused on awareness and avoidance skills. It is always better to be proactive! Some of the discussion topics can include the types of conflict situations, the parts of the body and tools that may be used to protect yourself, legal issues regarding personal safety, an overview of the versatility of people with and without disabilities in regards personal safety, stretching and warm-up, and instruction on how to maintain your personal safety skills. This segment is tailored to meet the needs of your group. We will work closely with you to determine the focus and scope of the seminar or program.

### **Segment Two:**

Involves physical participation by the group. The content taught during this segment is determined in advance by the needs of your target group. Whether this group is oriented toward people with disabilities, women, seniors, or children has a direct effect on the method we use to teach personal safety. Although varying from group-to-group the seminar includes: natural physical responses, escape techniques, and tools that can be used to maintain one's safety. This segment contains with 10-20 personal safety techniques practiced with a partner. The techniques chosen for the seminar will vary depending on your group, and will address varying types of assaults: throat grabs, hair grabs, lapel grabs, sleeve/arm/wrist grabs, bear hugs, choke holds, punches, and kicks. This is combined with the more complex assault scenarios such as knives, guns, other weapons and being restrained on the ground. We will work with you to determine your groups concerns and needs. Our staff works directly with every participant to meet their level of understanding.

### **Segment Three:**

This segment concludes the seminar, and it is brief. It includes a review of the techniques, question and answer period, and clarification of any concepts covered during the seminar.

Prior to the seminar or following the seminar, you may arrange for the sale of Secure Living Online materials or a time for the instructor to speak with individuals one-on-one about their personal questions. This time does not count as part of the seminar's time. We are willing to speak with media to assist in publicity.

We also offer informational seminars which are non-participatory and we offer staff training.  
SecureLivingOnline.Com 315-768-1859



Professional Personal Safety Instruction and Consulting

(315) 768-1859 Stalloch@SecureLivingOnline.Com

### BASIC FACTS:

Secure Living Online is a professional agency which provides personal safety instruction and resources. Grandmaster Clifford C. Crandall, Jr. and Master Eric Stalloch, of the American Martial Arts Institute, founded the organization in 2008 to make effective personal safety instruction accessible to people of all ages and needs. We help community organizations, schools, private corporations, and more with our programs. Whatever your need, we can help.

### HOW WE'RE DIFFERENT:

Our professional experience makes the difference. When you set up a seminar, **you get us**. We will personally come to instruct your group and answer your questions. Our board of directors are all certified instructors with a wealth of experiences and knowledge, and our professional backgrounds include: Superintendent of Schools, Physical Therapy Assistant, Marine Corps Service, Psychiatric Center Administrator, Classroom teacher, and more.

### Hosting a Seminar

One of our Directors will work with you to determine your target groups needs.

### PROMOTIONAL RESOURCES

We will provide you with information that you may use in your promotional campaign including pictures, logos, descriptions, and business cards. The seminar may be posted on our website and sent through our email list at your request. Additionally, if discussed in advance of the seminar, we are willing to conduct television and newspaper interviews for your local media so your organization receives the community recognition it deserves.

### INSTRUCTIONAL MATERIALS

You may choose to offer Secure Living Online materials for sale at your seminar. These include our books, videos, canes (through our distributor Cane Masters), and other products. You will receive a commission on all items sold. Or, these may be included into the price of the seminar so all participants receive the materials to take home. Please contact us for pricing and options.

# Information & Price Sheet

Prices vary depending on the length of your seminar, the number of participants, and your location. Prices are for one seminar. **You set the seminar fee** so you can make a profit or simply cover your costs. You decide.

To determine the expense of your seminar add three factors: 1) The base cost, 2) the number of participants, and 3) travel expenses. Use the charts below as your guide.

#### Base Cost

90 minute seminar  
\$550

or

Extra Hour  
Add \$100



The base cost covers the first 40 participants. For each additional participant add \$10.

#### Participants

40 or less = \$550	44 = \$590	48 = \$630
41 = \$560	45 = \$600	49 = \$640
42 = \$570	46 = \$610	50 = \$650
43 = \$580	47 = \$620	<i>Et cetera</i>



#### Travel

Travel expenses for instructors. See back of this sheet for our travel policy.

## You set the seminar fee.

*You can make a profit or simply cover the cost.*

### Example:

You charged \$50 for a 90-minute seminar and had 20 participants, you would collect \$1,000 in fees. The seminar expense would be \$550. **You would earn \$450** less any travel expenses.

If you had 30 participants, you would collect \$1,500. **You would earn \$950** less any travel expenses.

Note that for groups with special needs, the group size may be limited to 15-20 participants. This is so that our staff can work personally with each and every participant to ensure that they are the important concepts we are presenting.

Shorter seminar sessions are available, as well. Contact us to see how we can meet your needs.



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## Travel Expenses

Our board of directors will work with you to determine our travel arrangements. If we determine that your event is within driving range, we will provide our own transportation. We will determine distance and directions using mapquest.com and must be reimbursed \$0.25 per mile, round trip. Driving is at our discretion.

If the instructors must stay overnight, the seminar's host must pay for hotel costs plus two meals. We will work with you to determine hotel accommodations and secure a reservation.

If the instructors must fly to the event, the seminar host must pay cover all flight expenses including checked baggage, and the host will be responsible to transport the instructor(s) to and from the airport, events, hotel, et cetera.

Travel can be a complex issue, but not one that is prohibitive to your hosting a seminar. We will assist you in making the appropriate arrangements, and determining the cost of the seminar. All expenses will be agreed upon and paid for in advance of the seminar.

## Half to Full Day Seminars and Special Groups

**We also offer half and full day seminars.**

Half-day seminar (4 hours)

Full-day seminar (4 hours morning, 1-hour lunch, 3 hours afternoon)

Conferences, multi-day workshops, and guest speaking also available.

Contact us for more information.

The needs of special groups may necessitate small group instruction, adaptations, or additional instructors. Some examples include visually or hearing impaired, people with mobility challenges, and very young children. The price structure for these groups is the same as all other groups but the maximum number of participants may vary.

Contact us for more information.

### **We Can Certify Your Staff as Trainers.**

Now your professional staff can teach your members our safety programs.

**Option 1: Your staff travels to our educational training center**

\$50.00 per participant – initial certification (one day – two hour seminar). Maximum of 16 participants. Supplemental instructional materials may be purchased separately.

**Recertification:** Regular seminar fee to teach your group + \$25 per staff member re-certification fee.

**Option 2: Our staff travels to your facility**

\$250 base seminar fee + \$50 per participant (one day—two hour seminar). Maximum of 16 participants.

Travel expenses: \$0.25 per mile.

Depending on distance, hotel or flight accommodations may be necessary (contact us to discuss).

**Contact us for an informational booklet  
about this professional development program.**