



ASSOCIATION NEWSLETTER

Empowering Members To Empower Us All

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Violence in Ukraine

We are all watching it happen right before our eyes. The attack on Ukraine, a burgeoning Democracy, is, in and of itself, outrageous. The nature of the attack on Ukraine, the appalling violence raining down in bombs on the Ukrainian people, coming at them in bullet sprays, zeroing in on them in assassination-style executions, starving them with medieval sieges, ravaging them with rape, is beyond the pale. Add to this 4 million refugees, easily more than three-quarters of them women and children, also touched by violence. Many of these uprooted children and young women are targets for human traffickers. So UN agencies, governments, and civil organizations are mobilizing to combat gender-based violence and sexual exploitation impacting refugees. ESD Global's Gentiana Susaj is hosting a fundraiser for ESD training as one way to address this fast-growing refugee crisis. According to Susaj, ESD Global will offer a couple of slots in an upcoming training to refugee leaders and professionals of NGOs in countries bordering Ukraine. The ESD Global Training of Trainers will be organized in Prague May 20-27, 2022. You can make a donation here: <https://esdglobal.kindful.com/?campaign=1185650>.



WELCOME

To our veteran newsletter readers (we're up to volume 4!), we are grateful to have you back. If this is the first newsletter you've received, thank you for signing up, and welcome! Read on to check out the latest highlights and news about the Association, members, and ESD. We are working hard to bring our members and the ESD community new benefits all the time.

Please feel free to share this newsletter, and don't forget to visit our website at www.esdprofessionals.org and check us out on social media (links are on the website). For dues information, visit our [Membership](#) page. Please reach out if you have any questions via the [Suggestion Box](#) on our home page.

HAPPENINGS IN ESD

ESD Global and IMPACT Global Worldwide

ESD Global is teaming up with IMPACT Global to provide 22 ESD trainings around the world this year. There have been trainings in Greece and Brazil, with Thailand and the Czech Republic coming up in May. Following that, there will be trainings in California, Ohio, and Rwanda in June and July, and then ESDG heads to Albania and Kazakhstan in August and September. By our count, that is nine trainings in 6 months spanning four continents and several languages! And at the end of 2021, ESDG conducted trainings in Mexico. The Association celebrates these global trainings to prevent violence and increase awareness worldwide.

UCLA Defending Self-Defense

Survivors of domestic and sexual violence who defend themselves are systemically targeted for punishment by the legal system. Join the UCLA Center for the Study of Women, Survived & Punished, and Project Nia for the launch of Defending Self-Defense, a community-based, survivor-centered research project. The project will identify critical patterns in the criminalization of self-defense and make recommendations for change.

Strength Within Self-Defense

Association member Stephanie Cyr was recently interviewed on the podcast Disrupting the Dominoes. Stephanie discussed her years of teaching ESD, the founding of Edge Self-Defense, her blog, The Weekly Edge, and her current gigs as a professor of Self-Defense at San Francisco State University and consultant to the San Francisco Unified School District. Stephanie is also the lead ESD instructor for the Mobile Assistance Community Responders of Oakland (MACRO).

Core Competency Survey

The Association's Sheila Watson has just completed the Core Competency Survey, a survey of ESD community members seeking feedback about ESD core competencies. The core competencies will serve as the foundation for the credentialing exam currently under development. The survey also gave participants the opportunity to provide comments, ask questions, and offer suggestions. Over 85 people submitted responses, and of those, more than 75 said they are interested in participating in the Association's continued development of the credentialing program and future exams. Thank you to everyone who participated!!

ESD COMMUNITY PITCHES IN

Thank You, Credentialing Advisory Council!

The Association's Credentialing program is making great progress and will be ready to launch very soon. We've worked with members of the ESD community to build a robust, rigorous, fair, and accessible program that we hope will enrich and benefit future credential candidates as well as the ESD profession. The Credentialing Advisory Council, in particular, has volunteered their time to help us make this program reflective of the greater ESD community, its values, and the principles of ESD, while holding the Association accountable and ensuring the highest standards.

We would like to take this opportunity to thank every member of the Advisory Council for their time, hard work, and dedication to empowerment self-defense as a profession. The work will continue; there is always more to do, from developing additional programs to improving those we've created. But at this junction, we'd like to say THANK YOU for the work that has been accomplished.

And as the Executive Director, I would also like to thank Sheila Watson for her wonderful work moderating Advisory Council meetings, seeking out additional voices from around the world, and developing the credentialing program.

Meet our Credentialing Advisory Council:

Wendi Dragonfire

Wendi is a 50-year martial arts veteran and an empowerment self-defense instructor. Her martial arts accomplishments include 9th dan, Shuri Ryu karate to 2nd-degree black belt, Modern Arnis. She has been involved with the National Women's Martial Arts Federation and ESD Global. All are welcome at her karate and self-defense seminars, including people with disabilities.

Amelia Norfleet Dorn

Amelia founded IMPACT Personal Safety of Colorado in 2006 and currently serves as its Director of Curriculum and Instruction. Her greatest passion lies in primary-prevention programming like IMPACT's Empowered Family Workshop and rehabilitation programs for convicts.

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Stephanie Cyr

Stephanie is a Professor of Self-Defense at SFSU in San Francisco, a consultant for the SF Unified School District, an attorney, a 6th-degree black belt and champion in taekwondo, and the incoming Interim Executive Director of ESD Global. She is bringing ESD into schools and developing curricula for an ESD college minor.

Lisette Delgado Fitzgerald

Liz co-created the ASSERT Program, a scalable, empowerment self-defense system for law enforcement, security, and military teams. She has designed curricula and defensive tactics programs and policies for social groups. Since 2013, she has also been the owner and chief instructor of KSA Martial Academy.

Kim Rivers

Kim is an empowerment self-defense instructor, formerly teaching ESD at Berkshire Community College and currently serving as a mentor for ESD Global. She was also active in developing an ethics code with the Self-Defense Discussion Group. She has trained in Aikido since 1997 and currently holds a 5th-degree black belt.

Renee Wentz

Renee is the founder of SHE Thing Personal Safety and Self-Defense, teaching ESD to women, girls, people with disabilities, and people with diverse sexual orientations in Belize City, Belize. She also runs Creative Counseling of Belize, her family therapy business, and has also worked as a student counselor at the University of Belize.

Nicole Snell

Nicole is the CEO of Girls Fight Back and an international speaker and advocate. Her empowerment self-defense instruction focuses on sexual assault and violence prevention. Nicole has also created Outdoor Defense, an IGTV/YouTube series that empowers people to enjoy the outdoors solo through ESD instruction.

Tasha Ina Church

Tasha is an entrepreneur and founder of ElleLiveAction LLC, an empowerment self-defense and coaching business in Maui. She is a course creator of online and in-person classes, serves on the NWMAF Board for Equity and Inclusion, consults for the Association, and practices Aikido.

Imogen Thomas

Imogen is a women's self-protection and Kung Fu instructor at White Crane Fighting Arts in Bristol. She has been practicing self-defense since 2004 and martial arts since 2003. Imogen is also an activist for women's rights and empowerment in the UK and attended Oxford.

Sheila Watson

Sheila is our senior consultant for project development, an instructor with ESD Global and her own Iron Fan Martial Arts, and a World Martial Arts Games gold medalist in Taekwondo. Sheila has developed ESD curricula for high schools, adapting it for students of all backgrounds, sexual orientations, and abilities. Sheila also writes fiction.

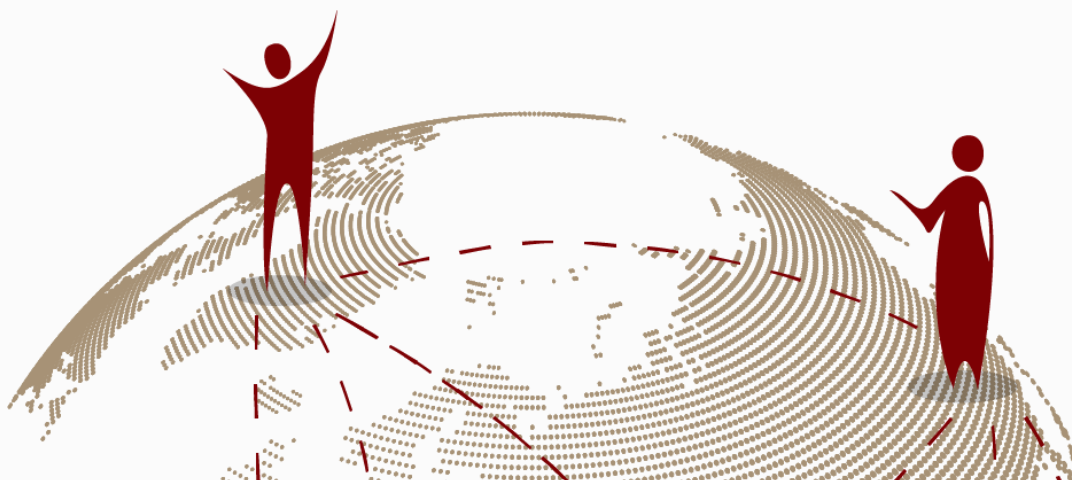
RECAP

Sheila's Monthly Mixer—Dream Vacations

This month the mixer with Sheila Watson was held at midnight Pacific Time – that's 3:00 am on the East Coast of the United States! It is also 5:00 pm in Australia, 9:00 am in Israel, and a bright and early 7:00 am in Europe and parts of Africa. As the world turned, fun was had in the Pacific and the Mediterranean.

It's all about the community! And a friendly place to find a bit of help with the business side of things. When you join the Association, you are making a smart investment in your ESD practice. You will receive a host of benefits from online events to online networking opportunities to helpful resources for your business ventures. Help us grow this vibrant community by joining now and taking advantage of these services:

- **How-Tos (We want to help! On the business side of things.)**
- **Office Hours with Tom Rose (Bring us your questions about business-y stuff.)**
- **Monthly Mixers with Sheila Watson (Just to have fun!)**
- **Self-Defense Insurance (Not Just Martial Arts Coverage!)**
- **Career Center (As we grow our community, it'll be ESD folks who see your post.)**
- **The Association's new Ethics Code**
- **Maintained List of Grants & Funding Opportunities for ESD (Coming Soon)**
- **Links to ESD and Violence-Prevention Conferences Worldwide (Coming Soon)**
- **Many Market Audiences of ESD—Ideas for Your ESD Business (Coming Soon)**
- **Instagram & FB Live Events (Coming Soon)**
- **Podcast (Coming Soon)**
- **Credentialing Program (Summer 2022)**
- **Continuing Education & Accreditation Program (Late 2022)**
- **Comprehensive, Public ESD Directory (Coming Soon)**
- **Advocacy & Lobbying Program (Coming Soon)**
- **E-Magazine (Fall 2022)**





Association Ethics Code

The Association's Board of Directors has approved an Ethics Code for the Association. The Board's Ethics Committee embraced the ethics code created by the Facebook Self Defense Discussion Group and the ESD community, reviewed additional professional codes including a few international codes, and added some elements that address the needs of the Association as a member organization with international membership. As adopted by the full Board, the final Code of Ethics is available to the entire ESD community and can be found on the Association's website.

Organizations Welcome!

If you have three or more people in your organization, Organization Membership just might be the way to go. Each organization membership provides membership to 3 people in your organization and comes with discounts not available to individual members. In fact, not only will your three members get additional discounts, but the other members of your organization will be offered discounts on membership and more. And you'll be helping to grow our ESD community! To learn more, please visit our [Organization Membership](#) web page.

Looking to Fill a Job? Searching for a Job Yourself?

Our Career Center is open for business. The Career Center welcomes Association members and non-members alike, but we provide a 50% discount on job posts for members. If you are looking to hire and would like to post an ad for candidates, visit the [Career Center](#), go to Employers and click on Post a Job – it's super easy. We also provide options to expand your job search into diverse pools of applicants.



Is It Self-Defense Insurance or Martial Arts Insurance?

If you are a practicing ESD instructor, it is very likely you do or will need liability insurance. The Association is offering access to self-defense liability insurance for our members—this insurance specifically covers self-defense instructors, not just martial artists. We hope easy access and a painless application process will take the stress out of securing insurance.

Business & Career How-Tos

Do you have questions about becoming a 501(c)(3) organization or how to incorporate your business? Are you looking for ideas about business tax deductions? Would you like some tips for your community outreach or marketing campaign? The Association provides helpful how-tos about the business side of ESD. Check out our first few [How-Tos](#), and if you have a topic idea of your own, let us know by submitting it to our [Suggestion Box](#).

COMING SOON...

ESD Master Calendar of Events

Soon our website will feature a web page of events from the ESD, non-violence, women's rights, and DEI communities. It will be a one-stop-shop for finding conferences, summits, and other large events highlighting women's voices, addressing critical issues, and sharing common violence prevention and empowerment goals. And please share your favorite events with us via the [Suggestion Box](#)!

Grants and Other Funding Opportunities

Are you looking for some funding to get your ESD practice off the ground? Perhaps you want to start a new program at your existing practice and need a financial boost to get it going? We're here to help! The Association is compiling a list of funding sources relevant to ESD Professionals—please keep a lookout for this new feature.