

February 2022 – Issue No. 2



# ASSOCIATION NEWSLETTER

Empowering Members To Empower Us All

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## Celebrating **BLACK HISTORY MONTH**

The Association of ESD professionals is thrilled to highlight the work of Nicole Snell and Girls Fight Back in honor of Black History Month.

Nicole's work in Empowerment Self-Defense is both inspiring and empowering. Nicole is a powerful CEO of Girls Fight Back, a Black woman-owned company. She was featured in the November 2021 issue of Women's Health Magazine and was a guest on the Nike Trained Podcast. She is currently one of IMPACT Personal Safety Lead Instructors in addition to being a member of the Board and recently joined the Travel Team for IMPACT Global taking empowerment self-defense to global communities.

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Through her work with Girls Fight Back, she speaks internationally and is passionate about empowering women, advocating for women's rights, and her desire to make the world a safer place for people of all gender identities.

Nicole won a People's Voice Webby Award in May 2020 for her feature in the self-defense instructional video by Tastemade Travel in collaboration with IMPACT Personal Safety, and she is the creator of Outdoor Defense, an online series that offers self-defense skills for solo outdoor adventurers. She is a collaborative partner with Difference Makers (10 Strong) and has traveled the world speaking and facilitating workshops at military installations, colleges, high schools, Fortune 500 companies, corporations, outdoor women's retreats, hiking organizations, and private groups.

As a Black woman, Nicole hopes to inspire others who identify as women, especially girls and women of color, through her work with empowerment self-defense.



### **Here is a Message directly from Nicole Snell:**

"As a Black biracial woman who grew up in a small desert town, there weren't many people who looked like me whose contributions were celebrated, admired, honored or even talked about in school as I was growing up. Now I'm in a position to change that!

You might be wondering, what does Black History Month have to do with self-defense?

First, Black women (and specifically Black trans women) experience violence at a higher rate than most other demographics. By bringing awareness to these facts, we can help prevent violence, forge stronger allies, and empower marginalized communities to support those in most need.

Second, the Black community faces different forms of violence, including: racism, systemic oppression, and microaggressions, which require techniques that address these issues specifically.

I am grateful for the opportunity to do this important work and help people take control of their personal safety. That is an amazing gift!

Girls Fight Back is inclusive, and I welcome people of all races, genders, ages, nationalities, religions, sexual orientations and ability levels because I know everyone can benefit from learning the basics of how to defend yourself.

I will continue to advocate for our right to walk through the world feeling safe, powerful and confident. You are worth fighting for!"

**It is inspiring to follow your work and we want to congratulate you on your achievements; you are a powerful role model in the ESD community.**

# THE ASSOCIATION OF ESD PROFESSIONALS

Welcome to the Association of ESD Professionals! With membership you have access to online networking, events, liability insurance, business how-tos, a career center, and a growing member directory. Coming soon is a credentialing, continuing education, & ethics program, an advocacy & lobbying program, a comprehensive ESD directory, a magazine, a podcast, and much more.

If you have not yet joined the Association, please consider joining. And if you are a member, help us grow this community by telling your friends about us. Dues information can be found on our [website](#). In an effort to make Association membership accessible to more people, we are offering international and financial need [discounts](#) for those who qualify.

## HAPPENINGS IN ESD

### Play It Safe Defense

Member Tracie Arlington, founder of Play It Safe Defense, has been training hundreds of thousands of youth in empowerment and self-defense since 2003. She works with the Girl Scouts, San Diego schools, and parents with younger kids. She and her team also train instructors to teach ESD in P.E., and they teach kids through school assemblies, focusing where they focus on awareness and setting appropriate boundaries.

### IMPACT the World

Members Jennifer Bunting and Lisa Gaeta have IMPACT Personal Safety Global in full swing. In December 2021, the IMPACT Personal Safety Global Travel Team visited Mexico for a joint training opportunity hosted by ESD Global Latin America & The Caribbean. This year, the IMPACT Personal Safety Global and ESD Global teams will be doing more of these training workshops in locations from North and South America to Africa, Europe, and Australia.

### Defense in Paradise

On the Hawaiian Islands, member Tasha Ina Church, founder of ElleLiveAction, has partnered with the local Akakū Maui Community Media to deliver weekly programming on the Maui Daily Show. Every week she shares a new self-defense move with the local Maui community, educating Hawaiian residents and supporting them in having a safer environment to live, learn, and grow.

### Wisdom for Women in Australia

Antonella Spatola, Program Manager at ESD Global Asia Pacific and founder of ESD Australia's Wisdom for Women, is preparing for the first 4-Day Intensive ESD Instructor Training in Brisbane, Australia. Antonella and her international team will deliver ESD instructor training to leaders and change makers interested in helping their communities prevent inter-personal violence. Contact Antonella at [antonella.Spatola@esdglobalselfdefense.org](mailto:antonella.Spatola@esdglobalselfdefense.org) to sign up!

### We Are Worth Defending

Member and Board Chair Julie Harmon and her research team unveiled data results from their [We Are Worth Defending](#) pilot project on February 23, 2022. Through this project, IMPACT Safety, with the support of the Lifecare Alliance and the Association of ESD Professionals, sets out to discover what Black women think about empowerment self-defense and answer the question, is self-defense for Black women?

# ASSOCIATION FEATURES

## Networking

The Association provides online networking to facilitate communication, collaboration, and community among members. We offer a feed, like you find on Facebook or LinkedIn, as well as Forums (discussions on just about any topic a members can think of from seeking advice about a new technique or recommendations for a good accountant to sharing information about your practice or events or anything) and Groups (topical conversations based on region, language, or subject matter, created by the Association but we welcome suggestions).

## Finding Liability Insurance for ESD Practices Can Be Taxing.

To save time, energy, and possibly your sanity, the Association is offering access to insurance through a quick and easy online application. And there are options for members interested in other types of coverage, as well. This benefit is reserved for members, so if you haven't joined the Association yet, [register NOW!](#)

## How-To & ESD Muse Series

The Association will provide helpful how-tos relating to the business side of running ESD business or nonprofit. Our first [How-To](#) helps you determine the best business structure for your for-profit ESD practice. In a few days we'll post the first of our ESD Muse series where we'll feature pieces that focus more on inspiration than mechanics. Send your ideas for How-To and ESD Muse Series via our [Suggestion Box](#).

## Career Center

Our Career Center is now open for business. The Career Center welcomes members and non-members alike. If you are looking for a job, run a search for the job of your dreams at no cost to you. If you are an employer and hiring, the process is simple, and we provide a **50% discount for members**. If you would like access to diversity job-search-engines, that is available as well. Take the headache out of hiring and finding a new job by visiting the Association Career Center.



**Connecting Talent  
with Opportunity**

# COMING SOON

## Credentialing Program

Program development, with the help of the Credentialing Advisory Council, is moving full steam ahead. Most recently, we've hired a psychometrician (a what? a psychometrician is an expert in the science of testing) to speed up the process a bit. Coming soon, we will have additional opportunities for member participation—don't miss announcements by [joining the Association](#) TODAY!

## ESD Master Schedule of Events

Do you have an event for the ESD community? Please share it with us! Who has time to troll the internet for ESD events? The Association will start keeping a master schedule of events that will include ESD-specific events as well as others that might be of interest to our members and the ESD community. Share your event and others you think would be of interest to ESD professionals through our [SUGGESTION BOX](#).

## ESD Directory

The Association will be producing a comprehensive directory for the international ESD community. The directory will include names of individual ESD professionals and ESD organizations and will include website and social media links as well as some general geographic information.

## Handy Resources - Grants, ESD Programs, Research

Want to find the proper grants for your ESD business or nonprofit? The Association will be compiling various types of funding opportunities for ESD Professionals. Interested in the kinds of projects sister and fellow organizations are creating and running? We'll be compiling a living list of those, as well. The Association will also maintain a list of research opportunities, including calls for research and projects needing research assistants. Look out for these features on our website, SOON!

## Research

In partnership with PAVE Prevention, we will be launching our Finding ESD project. This project will attempt to locate all empowerment self-defense professionals in the world while surveying differences in practice methods and styles, especially as those differences are informed by color, culture, country, language, and law.

## Remembering an American Hero in Our Newest Blog

In honor of Black History Month, we tell an inspirational story of struggle, survivorship, and success. It is the story of Bridget "Biddy" Mason, an enslaved woman who became a survivor then successful entrepreneur, a woman who found support from her community and paid it forward to support others in need. Find our blogs [HERE](#).



# RECAP!

## RECAP! MEMBER MIXER

Like Cookies? Love ESD? Sheila Watson hosted our first online cookie mixer! This was an opportunity to kick back, share updates, talk about life, and of course, chat about our collective love of cookies. Attendees from British Columbia to Australia to Israel to the Netherlands to North Carolina shared their ESD updates and stories. And what better setting than a safe space with friends and trusted colleagues for seeking advice on how to move your ESD practice forward. Look out for our next virtual Member Mixer on March 10, 2022, time and other details TBD (we will be rotating times to accommodate a variety of time zones).

## SUGGESTION BOX

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We would love to have your ideas! If you have ideas you'd like to share with the Association, please submit them to our [SUGGESTION BOX](#).

