



Greetings!

Thank you for your interest in Sheepdog Seminars. We are excited about the possibility of coming to your city.

This document will hopefully answer most of your questions about hosting a seminar.

Our mission is to stir-up the protective instincts inside the individual who is concerned for his/her community's safety.

We are a team of individuals who are brokenhearted over violence and the effect it is having in our country. Jimmy served 35 years as a police officer and was married in a church where 15 worshipers were shot – five of whom were killed. Carl has been on faith-based property on two occasions when confronted by an angry gunman. In the latter situation, a friend of his was shot and two of his daughters killed (at a church). Colonel Grossman has devoted his life to stopping violence (our bios can be seen at <http://www.sheepdogsafetytraining.com/speaker-bios>).

Most of our presentations focus on prevention of violence at houses of worship. However, Colonel Grossman's message - ***The Bulletproof Mind*** – is geared toward everyone concerned about violence, not only in churches, but in their community. In light of that, we urge churches to ***encourage the men in their church to attend the seminar***. Our seminar will assist churches on what needs to be done in terms of security, however, the seminar is ***far more*** than a “church safety seminar.” The thousands who have attended will tell you so.

I apologize that this document is quite lengthy, but hopefully it will answer the questions you probably have about the seminar. If it does not, call me.

Questions you most likely have are highlighted in red.

Let me ask you something before you proceed. **Are you confident that you can get at least 300 people to attend the seminar?** We do not obligate you to that, nor do not hold you financially accountable for anything less than 300. Please carefully consider this question as you contemplate hosting a seminar. We devote hundreds of hours to preparing for each seminar, and it is our hope that you and your team can “fill up the place” - and we can do something about this violence.

WHAT IS THE “SHEEPDOG?”

The sheepdog is, of course, the dog that stops the wolf from attacking the sheep. We use the term “sheepdog” as an analogy to describe those who are concerned for the safety and well-being of their community and intend to protect others from violence.

DOES THE SEMINAR HAVE TO TAKE PLACE IN A CHURCH?

- No.
- We have conducted seminars at fairgrounds and campgrounds, not just churches. As a matter of fact, it is probably more appealing to some members of your community if the seminar were not held at a house of worship.

WHAT ARE THE ASSOCIATED COSTS?

- **Each person** who registers pays an admission price.
 - The price ranges from an “early bird special,” which is usually about \$39.00 to \$49.00 **apiece**.
 - After a month or so of the “special,” we increase the price. Our average highest price has been between \$59.00 and \$69.00. Most of the time we do not raise the price until about a month before the seminar.
 - On several occasions, we never raised the price, leaving the “early bird” special intact. **We want our message to be heard!** We have given many scholarships, as well as reduced prices, to those who could not afford the fee. For example, we have a special place in our hearts for single moms - and do what we can to assist them if they desire to attend. And we will go the extra mile to help police officers attend (Colonel Grossman is one of the leading law-enforcement trainers in the United States).
 - Sheepdog Seminars reserves the right to set the price for admission. The host does not set the price.
 - Tickets are purchased through the Sheepdog Seminar website.
 - The price of the ticket does **not** include lunch.
 - We can give a reduce price to first responders.
- We ask that the hosting church (venue, etc) make a minimum \$2,000 contribution. it does not need to be paid upfront. The host should bear in mind that **the larger the contribution, the lower we can keep the admission price**.

- Some churches, or venues, have utilized vendors, charged them accordingly (\$500 or within that range), and used the funds from the vendors to raise the minimum \$2000 contribution.
- Consider vendors who promote a product that is relevant to the Sheepdog Seminar. Consider the following as possible vendors:
 - Gun ranges
 - Police Equipment Supply companies
 - First Aid supply companies
 - AED companies (defibrillators)
 - Church insurance providers
- If you agree to host a seminar, we will discuss the matter of vendors in greater detail.
- The \$2000 contribution goes toward our expenses, which usually range from \$2000 to \$4000. Our expenses include:
 - Transportation to the venue: flight cost, etc
 - Lodging (we stay in a hotel. Due to our needing to work even while at the venue, **we cannot stay at someone's house. We will stay, and have done so often, at a parsonage or apartment owned by the venue/church**).
- If a church or venue wishes to fund the entire seminar, the cost is approximately \$15,000 (a sufficient number of vendors would actually make this possible). The final price will depend on **travel and lodging expenses**.
- We do not expect the **staff** of the church, or its **safety team**, to purchase tickets. We do expect that members of the host church will pay to attend (we will offer a special discount to members of the hosting church who wish to attend).
- We do not pay any rental fee for the use of the church building *if we have come at the invitation of the church*.

SPEAKERS:

- We do not utilize any speakers at the seminar **other than the ones we choose**. If you have someone in mind that you would also like to present, please discuss this with us beforehand.
- Our speakers include Lt. Col. Dave Grossman, Carl Chinn, Jimmy Meeks, and Greg Stevens. Sometimes we will bring an additional speaker.

MEDIA EQUIPMENT NEEDED ON DAY OF PRESENTATION

- Preferably, we need to be able to plug our computers into a projector from the stage.
- Carl Chinn and Jimmy Meeks will use Power Point.
 - We can provide a flash drive for your venue computer; however, **we will need to advance the slides**.
 - Carl and Jimmy prefer a microphone that can be worn on the person (lapel, over the ear, etc).
 - The use of sound is requested.

COLONEL GROSSMAN MEDIA NEEDS

- Please see picture below. These items are absolutely necessary.
- **Please do not purchase easels**, as they are quite expensive.
- Discuss the matter with us beforehand if you do **not** have easels as portrayed below.

- (1) ONE DIGITAL HD PROJECTOR
to be hooked up to a document projector that Col. Grossman carries with him. For reference, he carries an Elmo "MO-1 Visual Presenter."
(NOT A SLIDE PROJECTOR and NOT AN OVERHEAD)
(No Power Point)
- (2) Hookups for Document Camera IN THE FRONT OF THE ROOM.
(RGB or HDMI hookups are both acceptable)
- (3) ONE HAND-HELD CORDLESS MICROPHONE
(NOT A LAPEL MIC)
- (4) TWO EASELS **(NOT a tripod for art)** WITH PAPER



DAY OF THE SEMINAR

- Most churches and venues wish to give us an introduction, and that's understandable. However, we ask that it be no longer than 3 minutes. We need to be able to proceed with our presentation as soon as possible. ***We want to ensure that every attendee receives all of the information we intend to share*** – which is why they have attended.
- We do **not** utilize MCs (master of ceremony) at the seminar. We provide breaks at proper times and will summon attendees back to their seats.
- We will need a minimum of five (5) tables for our products.

AVAILABLE DATES:

- We do **NOT** provide a list of possible dates. The reason for this is that we are not familiar with your community, the events in your community, church events, etc. In other words, we do not know what your church/community calendar looks like. You know your area better than us and what dates you can host the seminar. We ask that you send us two (2) possible dates - and we will go from there.
- The seminar is a 2-day event. We can do a 1-day, but the 2-day is much better.
- Based on our experience, the “best days” were when the seminar was conducted as follows:
 - Friday afternoon: 1:00 p.m. – 5:00 p.m.
 - Friday night from 7:00 p.m. – 9:00 p.m.
 - Saturday morning from 8:00 a.m. – 12:30 p.m.
 - One of the primary advantages of this schedule is that lunch plans are **not** needed. Attendees eat on Friday **before** they come and have plenty of time after the last session to find a place for supper. Then, on Saturday, attendees are released prior to lunch.
- It is best, we have learned, if **Saturday afternoons are left free** so that attendees can return home (we have had as many as 15 states represented at our seminars – attendees need to get back home).
- Our most highly attended seminars were held on **Monday and Tuesday** (8:30 a.m. – 4:00 p.m.)

LUNCH PLANS:

- This is totally up to the church. Please be advised: *we will **not** include lunch in the price of an admission ticket.*
- Some churches have provided lunch free, while others have charged a reasonable price and used said funds for a mission project.
- The best lunch plan we have seen is the use of food trucks coming to the venue (and it needs to be more than one truck).
- Most churches have provided morning snacks (donuts, etc). This is a matter we leave at the discretion of the church.

OTHER CONSIDERATIONS

- Some churches have used the Sheepdog Seminar as a “mission outreach” to the community – and this has been very successful. In order to do so, some churches have purchased tickets for the police department in their city (and county). One such church made it possible for every first responder in their county to attend the seminar.
- The host agrees to provide transportation from the airport, to and from. Our team arrives at different times, and we are very grateful if we can be transported from the airport to lodging, and to the venue – and then back to the airport when time to depart.

ADVERTISING THE SEMINAR

- It is absolutely necessary that a **team of individuals** commit to advertising the seminar.
- We will not participate in a seminar where ***only one person*** has assumed responsibility for advertising (i.e. spreading the word about the seminar). We have seen this take place, and it completely exhausted the individual. The seminar is a “team effort” project.
- In light of the many sex crimes that have been reported in church-related settings, we ask that the hosting church make a **great effort** to reach out to all ***Youth Directors and children’s workers*** in the city and beyond. **In light of this, please consider having your Youth Director reach out to all youth director contacts he/she has.** One of our sessions will focus on prevention of sex crimes. We will show you how these crimes are happening, and what you must do to have a chance at stopping them.

- Please make every effort to reach out to the local law-enforcement agencies. You might even consider purchasing admission tickets for the police (we will work on an agreed reduced price to make this possible).
- Advertising the seminar can be done in many ways, including, but not limited to the following:
 - Social Media. Please keep in mind, when using email and social media to advertise, the [possible attendee needs to be notified ***13 to 21 times*** before they decide to attend (or not). ***A church cannot expect to be effective in using email if only one email is sent to possible attendees.***
 - Notify all local media (radio stations, newspapers)
 - Notify the local school districts. Colonel Grossman is a nationally recognized expert on the prevention of school violence.
 - Do NOT use regular mail. It has not proven to be effective.
 - Contact the “headquarters” of your particular denomination and ask their assistance in “getting the word out.” (Ex: if you’re a Southern Baptist Church in Texas, contact the SBC of Texas).
 - Have your youth director reach out to all youth directors throughout the state.
 - Keep flyers in your car; pass them out often.
 - Contact the local law-enforcement agencies.
 - Contact all first responder chaplains.
- Sheepdog Seminars will provide the following:
 - The website which gives all details of the event and where pre-registration occurs.
 - A flyer which can be downloaded and shared (host may create flyer if they so choose).
 - A Facebook page advertising the event, and which can be shared.
- For more info on *what to expect* at a Sheepdog Seminar, visit <http://www.sheepdogsafetytraining.com/what-to-expect-at-a-seminar>

- **CONSIDER ALSO HOSTING A WOMEN'S SAFETY SEMINAR**

- Our women's' safety seminar has been heard by thousands of women.
- It is a "situational awareness" seminar – no self-defense is taught.
- We do not accept payment for the women's safety seminar.
- We do ask the hosting church to contact a local organization that houses or helps battered women, ascertain what physical needs they have (diapers, toothpaste, toiletries, etc)
- Then...we ask the church to "charge admission" to women who wish to attend. The "admission price" is to bring as many of the items to the church, which are later given to the organization.

WHAT IF WE ARE INTERESTED IN A CHURCH SAFETY SEMINAR ONLY, NOT A FULL 2-DAY SHEEPDOG SEMINAR?

- We have conducted hundreds of seminars that focused only on church safety.
- Carl Chinn and Jimmy Meeks are the presenters.
- The cost for this is about \$5500.00.
- Presenters will pay for their own travel, lodging, and food.
- Payment comes from the hosting church, and the manner in which said funds are raised are up to the church. We can set up a payment tab on our website, or the host may do so on their website. We have done seminars where the hosting church worked in unison with local law-enforcement and made the seminar a "free event." However, we have learned that whether it is free, or cost to attend, **pre-registration was very helpful.**
- We request that the host invite churches throughout the community.

One final word: we must receive a phone call (not an email) from the SENIOR PASTOR of the church, assuring us of his blessing on the seminar. We do not proceed with any planning of a seminar until we hear from the senior pastor of the host church.

If you have any questions, please call Jimmy Meeks at 817.437.9693.

Respectfully,

Jimmy Meeks

