

Accident *Avoidance* Workshops Implementation Information

How is this different from "driver's ed":

We do not compete with any "driver's ed" program. Ours is fun, and they'll learn some things they didn't know. There are two completely different types of driving conditions: Normal Driving Conditions and Emergency Driving Conditions. "Driver's ed" focuses exclusively on Normal Driving Conditions. And since "Driver's ed" is the only level of required training, 98.5% of the driving population has no training in how to respond when everything goes wrong. Couple that with the inexperience of a new driver, and the results can be fatal.



How long is the program?

It's an 8 hour program delivered in 2 parts: One weeknight which all students and their parents attend, and then their choice of any one of four, 5-hour weekend sessions that following weekend. (Saturday or Sunday, morning or afternoon.) All held right at the school.

What vehicle do they drive?

Their own. The main objective of this program is to learn the limits of what their vehicle can, and cannot do in Emergency Driving Conditions, so they should drive the vehicle they plan on driving most.

What role does the parent play in this training?

This is a parent participation program. We always invite both parents, but only require that one attend the classroom and one attend the driving session. Any parent(s) who attend(s) the entire program is also entitled to a Defensive Driving Certificate.

What are the goals of the *Accident Avoidance Workshops* ?

- ~ Make parents MUCH more comfortable with their students abilities behind the wheel.
- ~ Give the "hot-rod lead-foots" a new respect for their vehicle and knocks them down a few pegs.
- ~ Give the "timid" or "uncertain" drivers a new confidence in their abilities behind the wheel.
- ~ Completely eliminate the inherent communication barrier between parents and their students on the subject of driving.
- ~ Expose students to Emergency Driving Conditions they don't expect will ever happen.
- ~ Show them exactly how quickly Emergency Driving Conditions can occur.
- ~ Train them how to respond when faced with Emergency Driving Conditions.

What are the students' financial benefits of the *Accident Avoidance Workshops*?

- ~ Comparable programs available to the general public are in the \$459 - \$625 range.
- ~ Helps students maximize on their insurance discount-ability.
- ~ Helps parent(s) who attend the entire program maximize on their discount-ability as well.
- ~ The majority of the tuition can be written off of state taxes.
- ~ Cars are the #1 killer of teens, and we believe every student is worth the price of tuition.



www.AccidentAvoidanceWorkshops.org
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How does it happen?:

- 1- **Venue/School:** Selects a weekend when a theater/auditorium and parking lot will be available.
- 2- **Venue/School organization:** Promotes the Workshops as shown below, or any way they like.
- 3- **AAW:** Provides electronic flyers for distribution, and manages the registration process.
- 4- **Venue/School:** Insures parking lot is left empty .

How can we scout the program?

Schools: If one of your PTSA Officers would like to scout the classroom portion of the program and/or come to watch one of the driving sessions, I welcome the opportunity.

"This is the coolest thing that's ever happened to our school! "

-Sabrina Aslam; McIntosh PTSA



What facilities does the facility provide?

- 1- Theater or auditorium that will hold 120 people.
- 2- Parking lot: 150' x 300', unobstructed. (At schools, the size of a football field. Bus lanes or where the marching band practices work best.)

If a school does not have a parking lot large enough to host the program, they can partner with a neighboring school who does. Do the classroom at your school, and the driving at theirs, and share the proceeds.

What are the top 15 ways to promote it (in order), without spending any money?

- 1- Link the provided flyer directly to the School's web page.*
- 2- Weekly e-mail blasts from the school to those on the school's mailing list.*
- 3- Weekly e-mail blasts from the PTSA/PTSO to those on the PTSA/PTSO's mailing list.*
- 4- Whenever there's a large gathering of parents, (PTSA/PTSO meeting, AP night, etc.), if I'm given 2-3 minutes to speak, I will set up a table and take registrations or answer questions.
- 5- Partner with your school's sub-groups (Marching band, Football team, LaCrosse team, Math Club, etc.) and have them send the flyer out to their members.
- 6- Have a business/economics/marketing teacher take on the promotion of the Workshops as a class project.
- 7- Automated voice-mail message, which I will happily record for you.
- 8- Put in on your marquee.
- 9- Invite us to man your concession booth or set up a table at your school's events. (Sporting or otherwise)
- 10- Volunteers can refer parents in their cars to visit the website.
- 11- Have your school newspaper write an article.
- 12- Extend the invitation through your personal network (relatives, colleagues, neighbors, etc.)
- 13- Extend the invitation to other schools through their PTSA/PTSO.
- 14- Have any employers you have connections with extend the invitation through the company.
- 15- I will place a sign at your school.

* Required during the 8 weeks prior to the weekend to retain rebate eligibility. Must copy Jeffrey@AccidentAvoidanceWorkshops.org



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Is the Accident Avoidance Workshops insured?

Of course. More than any school or county has ever required. Also, students are required to acquire proof of insurance, and sign a waiver-release prior to attending which releases the hosting venue of any liability whatsoever.



How much does it cost?

The school? Nothing. Effective August 1, 2011, public venue Pricing will be \$319 per parent/student team, and since the **Accident Avoidance Workshops** are a Partner in Education with schools, the cost to schools will be reduced to

- \$225 per parent/student team for venues within 50 miles of Atlanta
- \$245 per parent/student team for venues 51-100 miles from Atlanta
- \$270 per parent/student team for venues 101-150 miles from Atlanta
- \$295 per parent/student team for venues 151-250 miles from Atlanta

All sponsors are invited to subsidize the tuition to reduce the price even further if they like. New this year, BOTH parents can complete BOTH parts of the program for an additional \$40 thereby qualifying all 3 for Defensive Driving Certificates. This can significantly reduce the family's insurance rates if they haven't taken a program in the past 3 years.

What's the payback? (Besides producing safer drivers.)

As long as the **Accident Avoidance Workshops** appears on your school's web page, then, each week you copy Jeffrey@AccidentAvoidanceWorkshops.org on your weekly parent distribution, you will be eligible for an additional 12.5% of the stipend as outlined below. 8 weeks or more will earn you the maximum of 100%. (See schedule on following page for breakdown.)

The first 10 students enrolled earn the hosting school \$10 each:	\$100
The second 10 students enrolled earn the hosting school \$20 each:	\$200
The third 10 students enrolled earn the hosting school \$30 each:	\$300
The final 10 students enrolled earn the hosting school \$40 each [1]:	\$400
Total possible:	\$1000.00*

**Minus any County, Local, or School fees.*

The hosting school's rebates are paid on any student who attends, regardless of what school they attend.

Can we earn money even if we can't host the program?

Yes. Any organization can earn rebates, and any school who is willing to use their resources to promote teen-driving safety can as well. During registration, we track the source of where the customer heard about the Workshops. Those who qualify earns their entity a \$10 stipend. (Hosting venues may opt out of this part of the program entirely if they like.)

Any additional incentives? Yes.

- ~ Provided 25 registrations are received, a partial, or full scholarship* will be available to the PTSA/PTSO for them to use for any of their Officers. If the PTSA/PTSO Officer attends the program with their student, it's a full scholarship, completely free. If they only attend a the classroom, or they only attend the driving session, it's a 50% scholarship.
- ~ Provided 35 registrations are received, an identical scholarship will be offered to the Principal for them to use or distribute as they see fit to anyone under their administration.



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