

Approved HSI Training Center increases business by adding Active Violence Emergency Response Training (AVERT) to portfolio of programs.



## Case Study

**Customer**  
VTac, LLC

**Solution**  
Emergency Care Training

- CPR AED | First Aid
- Basic Life Support (BLS)
- Child & Babysitting Safety (CABS)
- Bloodborne Pathogens
- AVERT

**Industry**  
Emergency Care Training

**Location**  
Aztec, New Mexico



## Customer Overview:

VTac is an approved HSI Training Center in northwest New Mexico. Co-owners Paul and Candice Mitchell are retired public safety training professionals with a long history of serving their community. Paul is a retired Training Chief for a municipal fire department, and Candice recently retired from her position of Director of a state-accredited police academy.

Leaning on their years of service and training expertise, they started VTac as a way to continue their passion for training and share real-world experiences with organizations and individuals in their community.

## Challenge:

Co-owners Paul and Candice Mitchell operate a busy Training Center where they also have roles as lead instructors. Running a business while also traveling to customers to conduct training meant they needed a streamlined approach to business operations and flexible training programs that allow them to utilize their years of experience as instructors.

## Why It Matters:

VTac needed a nationally accredited organization with a wide-range of programs who could also provide tools to help them run their business as efficiently and cost-effectively as possible.

HSI's customizable online portal allows them to schedule classes, order student materials quickly and directly, and organize their reporting in one place. Along with these tools, HSI emergency care programs are flexible and allow instructors to share their real-world experiences with students.

## Solutions:

As an approved HSI Training Center, VTac uses HSI programs to provide their customers with lifesaving emergency care skills and active shooter response training. With over 40 years of combined public safety experience, owners and lead instructors Paul and Candice Mitchell offer a comprehensive suite of HSI programs including CPR, AED, and First Aid, Basic Life Support (BLS), Child and Babysitting Safety (CABS), and Bloodborne Pathogens. But recently, their most popular program is HSI's Active Violence Emergency Response Training (AVERT).

*"We 100% believe in the AVERT program. Other active shooter courses don't include bleeding control. Plus, when you consider Run, Hide, Fight techniques, it's like 'Ok, but how do you do it?' The AVERT program has all of those components built into one. We continue to choose AVERT because of the success we've seen with our students, both in the way they feel and the real empowerment they have when they leave the class."*

**-Candice Mitchell, Co-Owner and Lead Instructor**



## Developed by First Responders, Designed for All:

VTac operates in a community that has experienced active shooter incidents first-hand. Although they founded VTac only three years ago, Paul has been instructing emergency care courses for over 15 years. Together, Paul and Candice have a unique combination of public safety backgrounds that help position them as experts and as a trusted source in their community.

AVERT was developed by professionals with expertise in law enforcement, private security, and the medical field. But the AVERT Instructor Development Course and training itself are accessible for anyone.

*“Some of the biggest feedback we receive from students is that they love how interactive the AVERT class is, versus just sitting and watching videos. We provide a lot of hands-on practice with bleeding control, including tourniquet drills and weapon disarmament that keeps them engaged. At the end of class, our students are really enthused and hyped up about it.”*

**- Paul Mitchell, Co-Owner and Lead Instructor**

## Building Confidence in Students with Training:

One of VTac's primary audiences is teachers and school personnel. Through HSI's AVERT program, they're able to empower teachers by giving them real-life scenarios and hands-on practice that helps to diminish fear and build confidence.

"It's amazing the enthusiasm we see when we debrief after our class. A lot of schoolteachers feel like there's nothing they can do. We have teachers who breakdown in tears because they feel so helpless. They share their stories and fears that they don't know how to protect their students. After our class, they have a realistic plan in place that replaces hopelessness with confidence," explains Candice.

Here's what just a few of VTac's clients are saying in online reviews after their AVERT class:



*"Very informative and a lot of hands-on activities. I felt empowered towards the end of the training and feel confident to fight not run or freeze."*

*"Their backgrounds make the training even more valuable because they're able to relate it to real life situations. They make you feel empowered with situational awareness and lifesaving skills to take with you everywhere you go."*

*"Learned an emergency response skillset that is useful for life-threatening bleeding and active shooter situations. Class was interesting and simple to understand. Did not have time to sleep!"*



## Providing Environment-Specific Drills:

Paul and Candice strive for quality over quantity. This often means going above and beyond to ensure their customers are ready to respond in their specific workplace, even if that means taking extra time to visit separate locations.

As Paul explains, “We provided training to a banking customer of ours with several branches in multiple cities. We conducted the main class and then we went to each individual branch to do scenario drills. We felt it was important for them to be able to train in their own environment and see things like... What’s their plan when they’re at their workstation? What’s their plan if somebody walks in? Where are they going to go? What are they going to do? We conduct drills in their own environment to show them a plan. Then, they can build on that plan with additional ideas.”

*“Students love that AVERT is interactive. We are able to do a lot of hands-on training and drills throughout the class. It’s not just sitting and watching videos.”*

**- Paul Mitchell, Co-Owner  
and Lead Instructor**



## Building a Training Center Business using HSI Emergency Care Programs:

Before opening VTac, Paul spent over a decade using ASHI's CPR, AED and First Aid programs. This meant HSI's emergency care training programs were a natural choice for him when it came time to build out VTac's course offerings with AVERT.

Candice explains how using HSI programs helped build their training center, "We've basically grown organically. We've done some marketing through Facebook and flyers. But what really kicked us off last year was our first big class for HSI's AVERT. That was a community course where we were able to invite a school board member for our [now] biggest customer, a large school district. Since then, we've grown our business by word of mouth and from having this large client that's in contact with other school districts."

*"I've always felt that HSI's programs and the Otis portal were really easy to work with. We love being able to track students and the ease of logging classes. I also like the flow of the class and the flexibility of the programs they provide."*

**- Paul Mitchell, Co-Owner and Lead Instructor**

Paul shared, "What's great about HSI is all the different programs. It's not just CPR. When AVERT came out, I reviewed it and instantly jumped on it because it's all the same system. We also teach Bloodborne Pathogens and we recently picked up the Child and Babysitting Safety (CABS) course. So, we just love all the different options that we have through HSI and having it all in one system."

*"I am always giving kudos to the tech people because anytime we have any type of issue, whether we make a phone call or open a help desk ticket, I'm really amazed at how fast the tech people are. They are always there to help me out."*

**- Candice Mitchell, Co-Owner and Lead Instructor**

## Checklist for Success:

Expand your Training Center business with HSI



Include a diverse portfolio of programs, including CPR, AED and First Aid, Basic Life Support (BLS), Active Violence Emergency Response Training (AVERT), and Child & Babysitting Safety (CABS)



Ensure accessibility by having direct contact with HSI versus multiple layers of communication



Get easy, cost-effective administration with a free online portal



Purchase high-quality programs, student supplies, and products such as AEDs from one source



Access client services team members who are reliable and responsive



Utilize your own expertise and training skills by using flexible programs

## About HSI

HSI offers nationally recognized training for CPR, AED, First Aid, and advanced programs such as Basic Life Support (BLS). Designed to meet regulatory requirements, HSI offers a variety of ways for your organization to get full certification in CPR training.

To learn more about HSI's flexible and cost-effective options for full-certification CPR and First Aid training at [hsi.com/cpr](https://hsi.com/cpr)