

Humane Restraint®

912 Bethel Circle
Waunakee, WI 53597
T: 800-356-7472
F: 608-849-6315
www.humanerestraint.com



APRIL 21 2014

MR. JAC MULLEN
EDITOR,
THE AMERICAN READER
NEW YORK CITY, NY
UNITED STATES OF AMERICA

RE: A PROPOSAL

DEAR MR. MULLEN:

CONGRATULATIONS ON THE WONDERFUL MAGAZINE THAT YOU HAVE CREATED FOR AMERICAN READERS! MY NAME IS ROGER CLEEVERCLIPPER, AND I AM THE PRESIDENT AND CEO OF HUMANE RESTRAINT, INC. WE ARE A 100% MADE IN THE USA MANUFACTURER OF HIGH-QUALITY PRODUCTS FOR USE IN AMERICAN HOMES AND HOSPITALS AND CORRECTIONAL FACILITIES.

I FOR ONE AM A BIG BELIEVER IN WHAT YOU ARE DOING THERE IN NEW YORK, AND I THINK READING IS OUR FUTURE. IN FACT, I HAVE A VERY VISIONARY SALES DIRECTOR, HERB LINK, WHO HAS RECENTLY TAKEN ON A NEW TITLE, "VICE PRESIDENT FOR STRATEGIC GROWTH." HERB AND HIS STAFF HAVE BEEN WORKING ON A NEW IDEA THAT HAS US ALL VERY EXCITED, AND IT COULD INVOLVE YOU AND YOUR TEAM!

THE ATTACHED DOCUMENTS WILL TELL YOU MORE. AND I'LL LET HERB FOLLOW UP WITH YOU DIRECTLY ABOUT PARTICULARS. SUFFICE IT TO SAY, WE WOULD BE WILLING TO PUT SOME RESOURCES INTO THIS PROJECT—NO STRAPS ATTACHED, AS WE SAY! (INDUSTRY HUMOR THERE).

ANYWAY, SEE WHAT YOU THINK, AND BE SURE TO LET US KNOW IF YOU FIND YOURSELF IN WAUNAKEE!

SINCERELY,

READING: THE FUTURE

“The Creative Restraint Initiative”

A PHASE-ONE PROPOSAL

INTRODUCTION AND BACKGROUND: THE PROBLEM

Educators and policymakers in the United States agree: we are seeing urgent changes in the experience of reading in our country. New technologies—mobile phones, the Internet, also video games and a host of other electronic devices (many of which can and do show pictures that move and thereby effectively solicit attention)—have, in the last decades, challenged the readiness of young readers everywhere. Our kids increasingly come to large books without the skills they need to sit still and absorb great literature. Considering that the overwhelming majority of great literature is stored in texts of considerable length, the gravity of the situation cannot be overstated. Nor is this just a problem for college teachers and booklovers like yourselves. It is a problem for our nation. Many important ideas about America, including freedom and liberty and justice, are contained in long books. If we cannot read them, we may not remember these ideas, or may get them confused.

PROJECT PROPOSAL: NAILING DOWN, A SOLUTION?

Technology alone cannot solve this problem, but technology can help. Those who are looking to new electronic reading tools (“Kindle,” “Nook,” etc.) are, in our opinion, completely barking up the wrong tree. The solution lies, like your magazine itself, in the analog world of real materials: paper, ink, wood, Lexan, and rip-stop nylon. Humane Restraint, Co., Inc., of Waunakee, WI, USA, has been a leader in law enforcement and correctional facilities supply for more than one hundred years. We work with police and military personnel to create optimal environments for professional outcomes. We are much more than leg irons and handcuffs. In fact, the last thirty years—the very same period that has radically destabilized the silent interiority of traditional reading—has seen an extraordinary revolution in the restraint industry: Velcro and sophisticated elasticized sleeves have largely replaced leather buckles and steel hasps, creating

greater safety, comfort, and user flexibility. We are now restraining more people, more humanely, than ever before—and with better results. Crime is down, and America is winning the war on terror. We at Humane Restraint are proud to say that our products have been on the front lines (and the back rooms!) of this important part of American history: our hobble straps and transport belts are bestsellers in the industry; our Clip-Mits™ and sumo belts make use of our patented, disposable fleece liners (which save money on clean up and reduce bruising and constriction); our lightweight and low-cost polypropylene “Sitter” strap has revolutionized detainee management.

We are innovators, and we are looking for new ways to mobilize our expertise and our products in a changing marketplace. Moreover, we believe in education, and we understand that learning is what has made our country great. Our traditional values tell us: reading is at the heart of the American dream!

This is why we are reaching out to you at *The American Reader*. You are patriots, we know, and people of the book—focused on the future of literature and the minds of young Americans. We know less about minds, and more about bodies. And yet, the body-mind connection is very important—perhaps never more than right now. We therefore propose an open-ended joint venture, to be funded entirely through our corporate giving program (we also support animal shelters), to investigate the future of what we are provisionally calling “HANDLERS”: *Head And Neck Devices Leading to Educational Reading Strengths*.

We don’t pretend to know exactly what is needed in this important new area, but we are willing to learn, and we are hoping that you can help us—and that we can help you! You want real *readers*, people who can sit still and read your magazine, keeping their eyes on the page, and not moving their heads and other extremities around unnecessarily. We have the expertise to address this issue, and in doing so to begin to investigate how Humane Restraint can make an expanding contribution to the education industry.

Let’s work together!

Herb Link
Director of International Sales &
Vice President for Strategic Growth
Humane Restraint Co., Inc.