
JEFFREY JAMES QUAIL

Sergeant #1678 (retired)

*Written by John Burchill, President
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“I simply cannot function at the normal speed of this planet” said Stevie Van Zandt in a recent interview for his book *Unrequited Infatuations* (Hachette Books, 2021). The comments of the actor, author, activist, and erstwhile guitarist for Bruce Springsteen sum up Jeff Quail perfectly.

According to the Winnipeg Chamber of Commerce, in 2017 small business owners power our economy. Without these entrepreneurs and risk-takers, we would not have a functioning economy. We couldn't support our communities, our families and our quality of life.

Across Manitoba, over 70 per cent of all private-sector employment comes from small business. From 2005 to 2015, small business accounted for almost 90 per cent of the 1.2 million private-sector jobs created across Canada. There are over 23,000 businesses with employees in Winnipeg; nearly 70 per cent have fewer than 10 employees, while 94 per cent of our businesses have fewer than 50.



Jeffrey (“Jeff”) Quail, a life-long resident of Manitoba, is one of these small business owners. He is an inventor, author, educator, trainer, entrepreneur and philanthropist who has made a significant contribution to global public safety and security. Jeff was also a member of the Winnipeg Police from 1989-2015, following in his father’s footsteps.

Jeff has developed and patented almost two dozen devices and programs for public safety that are used by police and military agencies around the world.

A list of all Jeff’s US patents, both pending and granted can found on the [Justia inventor patents site](#).

Jeff founded the company [Setcan](#) with his best friend from high school and respected entrepreneur Rory Bochinski. Setcan is the world's largest supplier of reality based training products for law enforcement, corrections and military. Located in Winnipeg, Setcan also owns one of the largest private law enforcement training centers in Canada.



In 2009 Jeff received the [Ernest C. Manning Award for Innovation for the Shockknife](#). The award recognizes and celebrates Canadian innovators whose innovations are commercially viable, support our provincial and national economies by creating jobs and wealth, and position our country as a global competitor. Recipients are innovators, leaders and visionaries

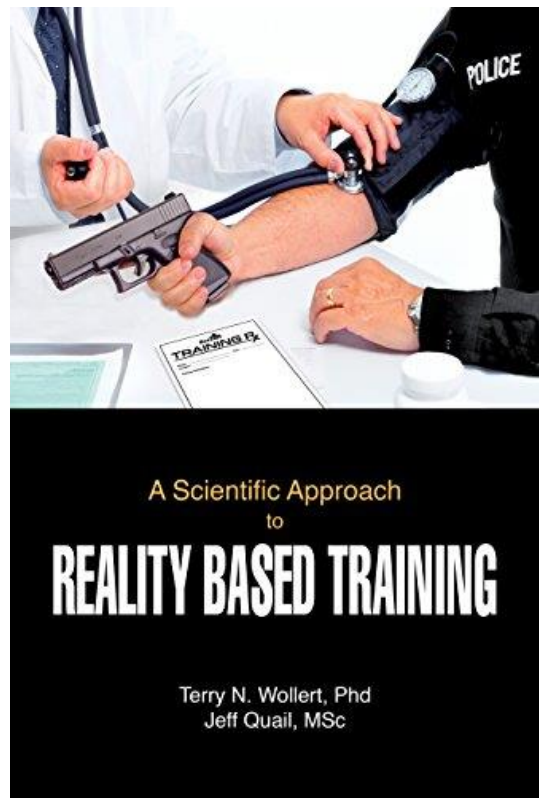
who are positively impacting the Canadian economy while improving the human experience in its various dimensions around the world. ¹

Recognizing that police officers did not have a training device that would adequately prepare officers to survive an edged weapon encounter, Jeff invented the “Shockknife” in 2004. The Shockknife uses electrical impulses to simulate the sensation of being cut. The device is used to create realism and stress when conducting scenario based training. Shockknife revolutionized edged weapon training and is used in [over 500 agencies academies](#) worldwide in over 15 countries including the FBI, US Secret Service, US Military, US Federal Law Enforcement Training Centers, US Border Patrol, US Federal Air Marshalls, Royal Canadian Mounted Police.

Jeff has also been the recipient of the Winnipeg SMART Award for Intellectual /Technological Innovation in 2006 and in 2014 he was named by [Sun Media as one of Manitoba's top 30 inventors](#) the community should be thankful for his development of the Shockknife.

The Shockknife is not the only product invented by Jeff. He also is the co-creator of the Stressvest force on force firearms training system. Specifically, Jeff is recognized for his patented Stress Inoc system that is integrated into the Stressvest. Like the Shockknife, the Stressvest is currently being used in multiple countries with noted agencies such as the FBI, NSA, US Navy, the Canadian Military, Dubai Police, Vancouver Police, Edmonton Police and the largest police training agency in North America, the Federal Law Enforcement Training Centre (FLETC). See <http://stressvest.com/>.

In 2018 Jeff co-authored “[A Scientific Approach to Reality Based Training](#)”, a book that provides law enforcement with a scientific foundation on how to use Reality Based Training to maximize officer performance under stress.



¹ Jeff donated his original demonstration Shockknife to the Winnipeg Police Museum after we reopened at our new headquarters location in 2016. We are grateful for Jeff’s commitment and support for the Museum.

Jeff also co-authored the Reality-Based Training and Stress Exposure Guidelines in 2011 with renowned researchers James E. Driskell, Ph.D and Terry N. Wollert, Ph.D. for the United States Federal Law Enforcement Training Centre and worked with the U.S. Army's Squad Overmatch Study - Training Human Dimension to Enhance Performance in 2014 as a subject matter expert and provider of training products.

Jeff accomplished all this and more while working as a full time police officer. He was the Sergeant in charge of the first full time tactical team and the first police tactical helicopter pilot for the Winnipeg Police Service (going to flight school on his own time). He retired in 2015 after 25-years of public service. He is a [court recognized expert](#) in use of force; officer safety training and dynamic building entries (see paras.17 & 24). Jeff also contributed to the development of the [National Use of Force Framework](#) which was recognized by the Canadian Association of Chief of Police in 2000.



Jeff with P/Sgt Justin Casavant, Flight Operations Unit

Jeff also provided input and feedback on Manitoba Justice's original [Security Guard Training Manual](#) in 2005, in particular the Use of Force section that was adapted from his Security Officer Confrontation Management Model.

Jeff spent several years teaching officer safety and defensive tactics for the Winnipeg Police Service. During that time he also delivered training all over the world most notably in Austria, Spain, Singapore, the Middle East, the United States and Canada. Jeff has been a guest speaker at over twenty-five different events in Canada, the U.S. and the Middle East. For his training contributions for law enforcement Jeff received the [Attorney General's Award for Excellence in Law Enforcement](#) in 2013.

However Jeff is not all about business. He is about community. Jeff volunteered for several years as an assistant football coach at the high school he attended. The Premier of Manitoba recognized Jeff's coaching contribution by awarding him the Order of Sport Excellence in Coaching. Rory and Jeff, who met and played football together at River East Collegiate, also created a "[Shockknife Scholarship](#)" to be provided each year to two students who display character, team work and sportsmanship. The monetary award has been provided to more than a dozen deserving high school students in the River East Transcona School Division.

With the money he received from the Manning Foundation, Jeff purchased protective floor mats to outfit a training room in his facility designed for defensive tactics training. He provided the training area to Winnipeg Police and RCMP officers who teach martial arts. The gym and training is provided free to any Manitoba peace officer whom desires a safe and secure environment to learn self-defense. Jeff has also provided free training, products and certifications to the Winnipeg Police Service to over forty instructors. This has saved the Service thousands of dollars, enhanced the professionalism of the instructors and elevated liability concerns.

Jeff has constantly strived to improve policing and enhance officer's performance during stressful events. He has not only created numerous products and training to assist officers worldwide, but has used the success of these products to fund initiatives to benefit officers that may not otherwise been supported. His dedication to police officers world-wide showcases Canada in a progressive and positive light. His continued contribution to officer safety is appropriately described as meritorious.

Jeff holds a Masters in Applied Psychology from the University of Liverpool. Using his knowledge of psychology and issues surrounding police encounters with individuals in mental health crisis, Jeff developed "*Simvoice*" - a software application that simulates auditory dysfunction often experienced by schizophrenic patients in crisis. It was profiled by [Global News in July 2018](#). That year Jeff offered this compassion based, interactive and dynamic training application, free of charge to any law enforcement agency to assist in mental health training.

During the COVID pandemic Jeff found the time to co-author a book chapter on "[Optimizing Scenario-Based Training for Law Enforcement](#)" in 2021 with Bryce Jenkins, Tori Semple and Craig Bennell of Carleton University. In order to optimize public and officer safety, the book chapter stresses the need for law enforcement training to adequately prepare officers for the complex tasks they will experience in the field. By incorporating carefully-designed scenario-based training (SBT) into pre- and in-service training it is essential for the development of effective decision making during dynamic, potentially volatile interactions with the public. The chapter provides an overview of various frameworks that should be adopted when developing SBT before identifying some issues to consider throughout this process. Given the very challenging task that curriculum designers and police trainers have to develop skilled police officers, the chapter seeks to provide valuable guidance to those seeking to optimize limited resources to improve police training.

Anyone who knows Jeff knows he cannot sit still. He always needs to be reaching for the sky – discovering, creating, inventing, and sometimes entertaining us. To paraphrase Stevie Van Zandt, "*We may not always achieve greatness, but we should always be reaching for it. Isn't that our best way to show gratitude for life itself?*" Keeping on Rocking Jeff !



Winnipeg Police Flight Operations Unit (“Air1”), 2011.
Jeff is second from the right.



NOTE: All hyperlinks are active and working as of November 1, 2021.