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# Martial Arts PROFESSIONAL

August 1996

The Trade Journal For The Martial Arts Industry



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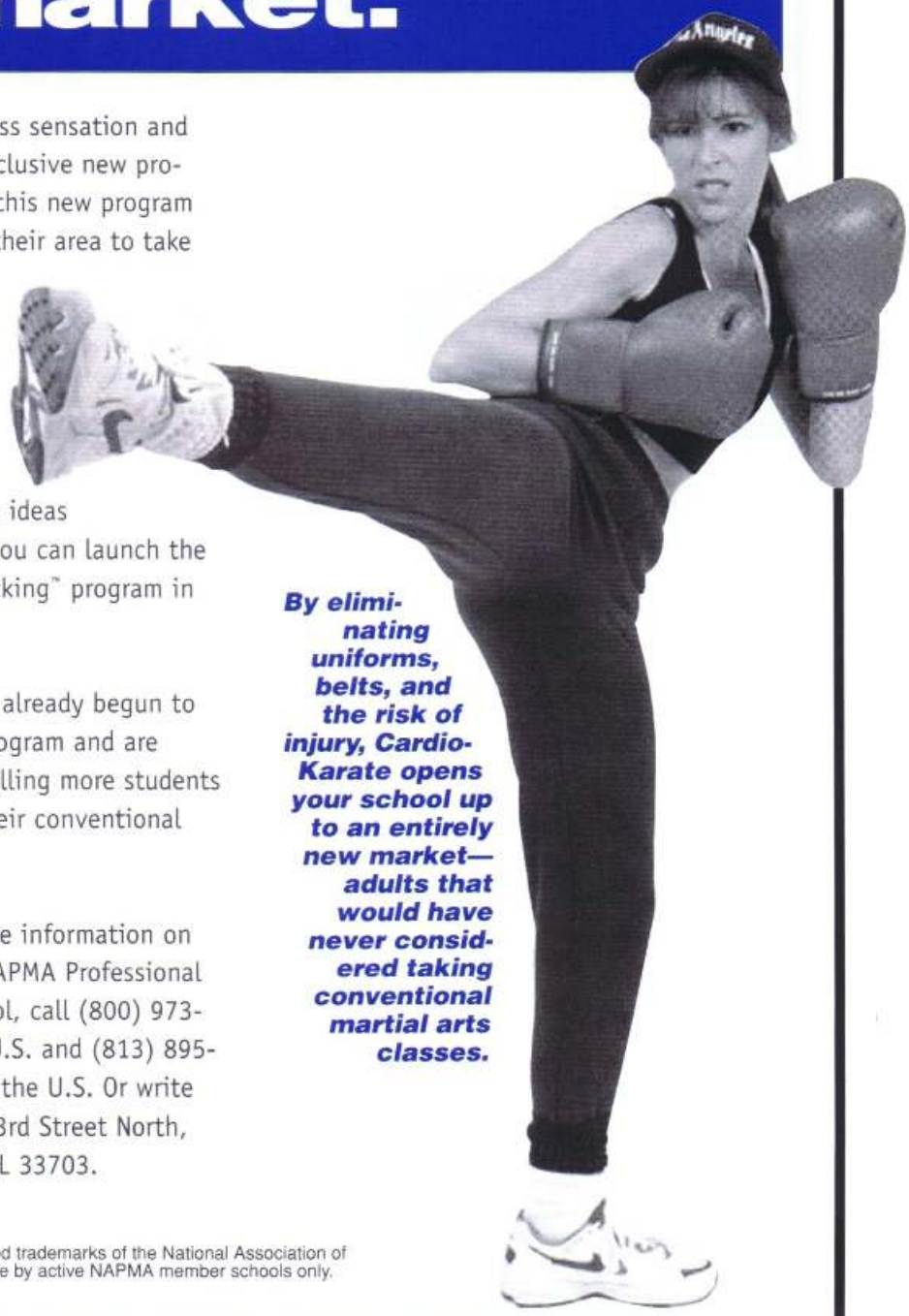
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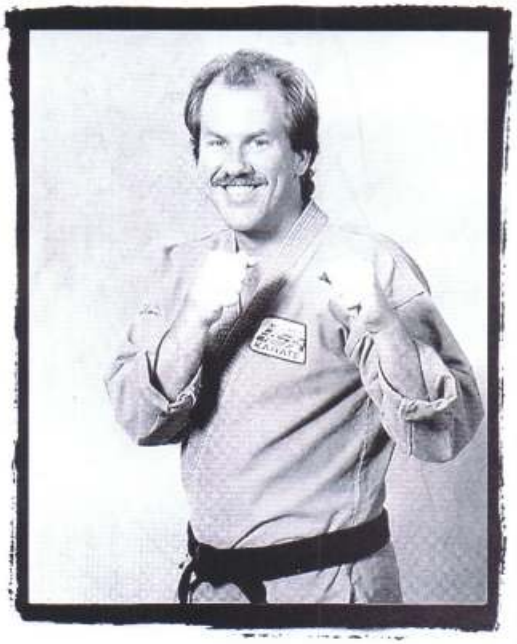
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# AS I SEE IT

letter from the editor



## Back to the Future

*I read an interesting editorial recently in Black Belt magazine. The piece was entitled "Paupers in Prosperity."*

*The author was pointing out that an alarming number of schools have been closing up. They have been shutting down in the face of "an ever present popularity and a growing, mushrooming market for the martial arts." He said that, "This downturn in the time of prosperity is too astonishing to be believed. But it's true."*

*He continued by asking, "How often have you heard the term, 'commercialism' attacked? The oldtimers in the martial arts talk about commercialism with the same fear, 'an old maid has about a strange man under her bed.' How evil is this commercialism really?"*

He answered his own question with some startling comparisons that prove to be all too true. "In this modern world, it is impossible to run any organization without money. No dojo can hope to exist without money coming in to cover the expenses. Yet, the martial arts are walking around in some quarters like paupers with their hands tied behind their back."

Is it the martial arts Oriental philosophy? the author asks. Not so, he says, and pointed out that the Kodokan in Japan [judo's headquarters] had just completed a seven-story building, costing more than $750,000 and boasting more than 50 instructors and 150 administrative staff. "The Japanese are certainly closer to Oriental philosophy than the Americans," he argued.

In conclusion, the author pointed out that "lack of funds is a problem for any organization, dojo or any group anxious to survive. While new and better schools are being built, there will always be the negative-thinking, old philosophers who continue to harbor their instruction in every toilet from coast to coast."

Finally, he stated that "No serious student of the martial arts could turn away from paying fees which will give them a chance to work out in better facilities."

This "timely" editorial was, again, entitled "Paupers in Prosperity" — and it was published in *Black Belt* in 1968! The author of this editorial was the then copublisher of the magazine, James Uyehara, the brother of *Black Belt* founder Mito Uyehara.

What has happened in the 28 years since this article was penned? Schools are still closing down at an alarming rate, at a time when martial arts is more popular than ever. Oldtimers (which reflects attitude more than age) still treat the word commercialism as a blasphemous evil (and then complain about their lack of students).

What is commercialism? Simply, the act of engaging in commerce. Commerce is the exchange of goods or services for money. Once you charge someone to take your class, you are commercial, whether you like it or not.

Oriental philosophy? The excuse still doesn't hold water now any more than it did then. Not only was Uyehara Japanese, but in the article he applauds the progressive operating methods of some of the country's martial arts leaders at the time. Maybe you'll recognize these names, S. Henry Cho, Jhoon Rhee, Aaron Banks and Allen Steen. He says that, not only do these men promote successful tournaments, but "they also charge their students sturdy fees."

Two of the four men cited were Asian. Bruce Lee was also a frequent visitor to the *Black Belt* offices. You may recall that this Asian-American was getting $250 per lesson for his private classes in the 1960's.

Today, many of the most successful and lucrative martial arts organizations are run by Asians. They don't seem to have any problems with earning a good living through the promotion of the martial arts—and they shouldn't. None of us should.

Yes, there have been some improvements. More and more schools have stepped away from the "toilet" look and are offering professional facilities and staff. But it seems that over 70 percent of the schools out there are still locked in the past. What's interesting is that, considering this editorial represented the frustrations of the industry in 1968, what past are these "paupers in prosperity" clinging to?



JOHN GRADEN
*Editor-in-Chief*

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**About the Cover**
Former sparring partners, Joe Lewis and John Graden, kicking up a little sand in Florida. Photo by Michael Schuhmann.

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# INDUSTRY UPDATE

martial arts business news, people, and places

## DOLF LUNDGREN NAMED OLYMPIC TEAM LEADER

LOS ANGELES, CA—Former Swedish karate team captain Dolph Lundgren has made the crossover from martial arts to a new role as the team leader of the U.S. Olympic modern pentathlon, the oldest sport in the Olympics.

While training for the film *Pentathlon* in 1993, the action film star (*Rocky IV*; *Universal Soldier*) was exposed to the five-sports event. The modern pentathlon is based upon the challenge military couriers faced: shooting, swimming, riding, fencing and running.

According to one team member, "Dolph trains like a madman. He's been an inspiration to us all." So much an inspiration that the team lobbied for his Olympic involvement.

Lundgren is a retired world champion in kyokyushinkai karate, the style founded by the late great Mas Oyama, whose rugged sporting aspect is marked by full-contact bare-knuckle fights. ■

## CENTURY BRINGS UNIFORM PRODUCTION HOME



OKLAHOMA CITY, OK — Recently, Century Martial Art Supply started bringing its overseas manufacturing jobs back to the U.S. Because of erratic delivery schedules by its foreign vendor, the company set up domestic production for its uniforms.

Explains Century Vice President David Wahl, "There is great peace of mind in controlling our production. Even though we are spending a little more money, we are delivering a superior product."

Leon Rogers, vice president of Century Manufacturing, says that to meet demand for student uniforms, Century has added about 70 people, bringing the company's total employment to 340. 40 sewing machine operators have been added to the manufacturing facility in Chelsea, Oklahoma. Plans call for hiring another 10 operators at that location, and within the next three months, the company expects to add 20 manufacturing jobs in Midwest City.

On July 1, Century will open a new 105,000 sq. ft. state-of-the-art distribution center in Midwest City. The center ships product throughout the midwest and serves Century distribution centers located in Atlanta, Washington DC, Reno and Toronto, Canada. ■

## SEMINAR DIRECTORY

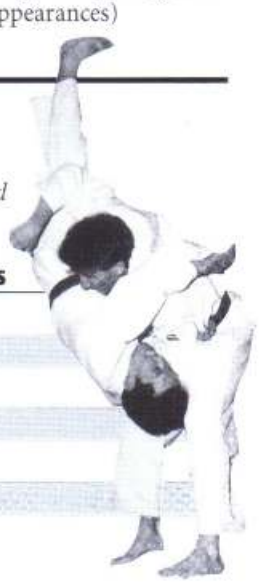
ST. PETERSBURG, FL—Three of the industries top seminar leaders are extending their bookings into 1997. School owners can book seminars directly with:

- Jim Harrison (Self Defense) 406-728-8187
- Peter Hill (Integrated Fighting Systems) 602-969-4701
- Joe Lewis (Sparring, Grappling, Self Defense, Personal Appearances) 910-392-9568. ■

## Olympic Judo Schedule and Contestants

*ATLANTA, GA—The Olympic Committee has released the following schedule for Olympic judo competition here. All competition will take place at the Georgia World Congress Center. There was no advance word on whether or not any judo contests would air on television. Here are the reported dates and divisions:*

| Date | Women's Events | Men's Events | Prelims, Repechages, Finals |
|---|---|---|---|
| July 20 | Heavyweight (over 72kg) | Heavyweight (over 95kg) | 9:30 a.m. and 3 p.m. |
| July 21 | Half-heavyweight (72kg) | Half-heavyweight (95kg) | 9:30 a.m. and 3 p.m. |
| July 22 | Middleweight (66kg) | Half-middleweight (78kg) | 9:30 a.m. and 3 p.m. |
| July 23 | Half-middleweight (61kg) | Half-middleweight (78kg) | 9:30 a.m. and 3 p.m. |
| July 24 | Lightweight (56kg) | Lightweight (71kg) | 9:30 a.m. and 3 p.m. |
| July 25 | Half-lightweight (51kg) | Half-lightweight (65kg) | 9:30 a.m. and 3 p.m. |
| July 26 | Extra-lightweight (48kg) | Extra-lightweight (60kg) | 9:30 a.m. and 3 p.m. |



# INDUSTRY UPDATE

martial arts business news, people, and places

## STUDY PROVES TAI-CHI HELPS FRAIL ELDERLY

WASHINGTON, DC—Tai-Chi Chuan, the graceful, slow-motion form of martial arts, makes elderly people less likely to fall and break their brittle bones, according to research released by the National Institute on Aging (NIA).

Each year, falls are responsible for at least $12 billion in medical and disability bills. Some older people never fully recover and may require nursing home care. NIA researchers are looking for simple, and low-cost solutions, like Tai-Chi. ■

## VAN DAMME'S WIFE FILES FOR DIVORCE

LOS ANGELES, CA—The wife of film star Jean-Claude Van Damme recently filed for divorce, citing irreconcilable differences. This marks the second time Darcy Van Damme has filed for divorce in their brief, apparently troubled marriage.



In legal papers filed with the Los Angeles Superior Court, she also petitioned for custody of the couple's only child, nine-month-old Nicolas Van Damme, and for half of her husband's assets.

In her filings, Van Damme's wife used the couple's real name, Van Varenberg. Van Damme is the actor's showbusiness name. The court papers indicated the couple were currently living apart.

Darcy Van Damme originally filed for divorce in November 1994, less than a year after the couple wed. But they reunited and gave birth to their son in September 1995.

The charismatic actor rose to stardom through a series of successful leading-man roles in lower-budget martial arts films and "crossed over" to an A-list action star with the 1994 hit *Time Cop*. Darcy Van Damme is his fourth wife. ■

# LETTERS TO THE EDITOR

feedback from our readers

### BATTLECADE RESPONDS

CONGRATULATIONS ON the publication of your new magazine. The quality and content are impressive. As the match maker and color commentator for Battlecade's Extreme Fighting, I would like to address the controversy over "reality" fighting events.

The premier issue of *Martial Arts Professional* "Industry Update" reports that martial arts school owners are angered at Robert Meyrowitz' argument that..."to regulate UFC, is to regulate martial arts as taught in schools." We must agree that this statement is outrageous.

Battlecade Extreme Fighting believes that a regulating body should monitor "reality" fighting events. In April of this year, representatives of Extreme Fighting testified before a hearing called by New York State Senator Roy Goodman on a bill that would outlaw any unregulated "no holds barred match, competition or exhibition combining elements of boxing, wrestling and martial arts." Representatives from Battlecade called on New York State to regulate it and other "reality" fighting events. Donald Zuckerman, Executive Producer of Extreme Fighting, said at the hearing that Battlecade is "scrupulous in establishing and observing" a set of regulations it has employed in the absence of a regulating body and that we would welcome a regulating body in any or all states.

Representatives from the UFC and other "reality" fighting organizations were invited to testify at the hearing, but declined the invitation.

Battlecade pairs Extreme Fighting contestants by skill levels and weight class. The safety and health of the athletes is protected through a battery of medical exams given several days before the fight. A structured bout format similar to that employed in professional boxing is used and the athletes compete only once per night to minimize risk of injury. A mouthpiece and groin protection are mandatory. The referee or doctor can stop the fight at anytime.

Establishing exceptionally high standards to ensure the safety of the fighters is common sense—the same kind of common sense that is employed in martial arts schools across the country to ensure the safety of the students.

JOHN PERRETTI
*Battlecade Extreme Fighting*

### LETS DO LUNCH

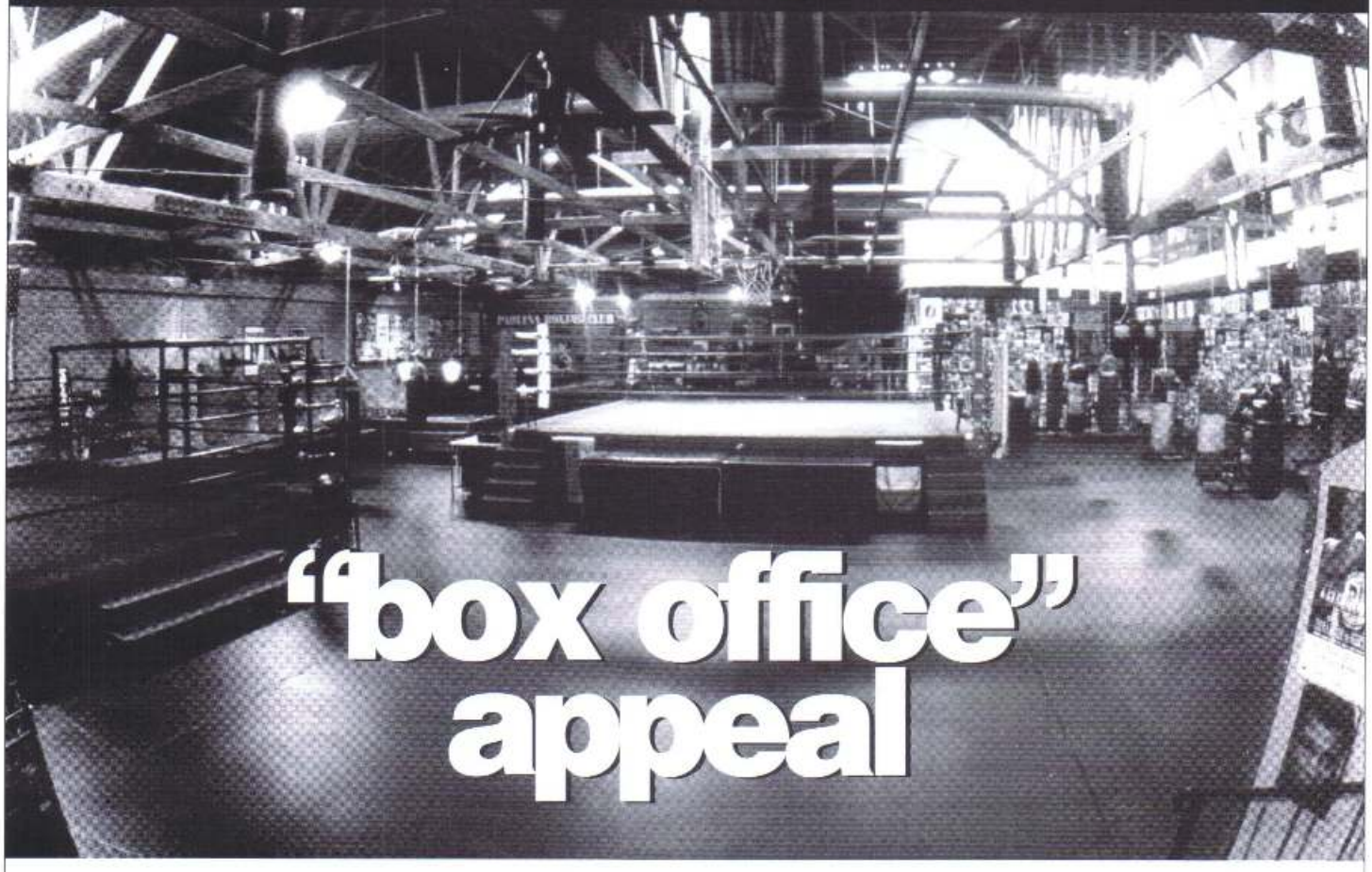
I WANT TO CONGRATULATE you on your new magazine. I predict it will be a must read for every martial arts school owner in America. It's refreshing reading about successful martial artists in the business world and I really enjoyed your article about my good friend Mike Dillard. These types of articles will go a long way in increasing the morale of school owners.

We haven't spoken since *Blood Brothers* in Tampa. I'm working with a good friend of yours, Gary Daniels who says hello.

Hope to see you soon and good luck with future issues.

KEITH VITALI
*Co-producer "Bloodmoon"*

***Send Letters to the Editor to 3950 3rd St. N., St. Petersburg, FL 33703 or email us at: NAPMA@aol.com***



# "box office" appeal

**Paolina Boxing Gym is a consummate illustration of the attitude that seems to drive Tinsel Town—*image is everything.* Boxing clubs are usually the dens of pugs and thugs, not producers and starlets. In part two of our three part series on the aerobic kickboxing movement, find out how Susan Paolina turned a boxing club into a Hollywood hang out with an image that has great "box office" appeal.**

## PAOLINA BOXING CLUB

an interview with susan paolina

The Paolina Gym teaches one thing and one thing only—executive boxing. No martial arts; no executive kickboxing. At its most basic level, this gym has distinguished itself in two ways. First, like the other schools in this series, the Paolina Gym excels in Los Angeles, one of the toughest and most demanding cities in which to operate a successful service business of any kind. Second, this business was conceived—and is managed—by a female, a very savvy woman named Susan Paolina, whose husband, Phil, is co-owner and chief instructor. This in itself is an extraordinary accomplishment in the typically male-dominated fitness industry.



*Susan Paolina*

On a more sophisticated level, Paolina has succeeded by focusing on an "exclusive" upscale clientele—famous actors and successful business executives of both genders. The husband-and-wife team concentrates on quality and not quantity. Club membership, for example, currently numbers just 150, but the majority of clients enroll in the "Platinum Program" and pay seventy-five dollars an hour for private one-on-one instruction. Special private training for actors can run as high as four-thousand dollars per month. Notably, the Paolina Gym thrives without advertising. Susan uses her extensive background in the publishing field to generate large-scale, mainstream media attention, and she has hit some mighty homeruns in this area.

interview by john corcoran



In this candid interview, Susan Paolina explains how she used executive boxing to turn a meager storefront operation into a prosperous training center for an elite clientele in just a few short years.

**MARTIAL ARTS PROFESSIONAL:** *Do you have a martial arts background?*

**SUSAN PAOLINA:** None whatsoever. I came in on this with a business background. I have a degree in technical journalism and also one in business management from Colorado State University. And I've worked in publicity, and in all shapes, forms and sizes of promotion, advertising, marketing and sales for eight years before I started this business.

When I took over this business, I was doing an on-your-own Masters program of how to successfully start up a business, keep it going and operating on no money—and I did it actually quite successfully.

**MAPro:** *How did the idea of executive boxing come about for you?*

**PAOLINA:** My husband, Phil Paolina, had just retired as a professional boxer. And being a woman, I was thinking about ways of how this man whom I want to marry could make a living. At the time, he himself was uncertain.

I'm very hard-headed, but he was actually able to get through to me one time— while we were working out—what his strongest quality was.

I realized, "My goodness, this man has a gift for teaching. Not just training someone, but teaching them. There's a considerable difference between the two, I think. The idea for executive boxing came out of this revelation. We figured that he could teach people to box for fitness. He's a fitness zealot.

**MAPro:** *To your knowledge, had anybody done this before? Had you heard of executive boxing and knew, then, that it could be taught successfully?*

**PAOLINA:** No, not at all.

**MAPro:** *What made you think that, just because you could train people, that you could get "executives" interested in it?*

**PAOLINA:** Because Phil was no longer a boxer, but he still enjoyed the workout. And, as an executive myself, I enjoyed the workout. So, I put one and one together and we came up with an executive boxing program geared to the average person. We believed we could train normal people in fitness through boxing.

So in 1991 we hung a heavy bag in a small seven-hundred-square-foot storefront. Word got out and it caught on. One celebrity would walk in the door, then the next one, and suddenly all the film-industry people started coming in. Then we started getting a tremendous amount of press. People just started going nuts over the program, and it was kind of a monster that grew on its own.

**MAPro:** *How does the Paolina Gym differ from any other fitness gym or martial arts school?*

**PAOLINA:** It's more like a New York social club, and it's absolutely beautiful. People really love the whole feeling that Phil portrays in there. But then, to manage the whole thing and ensure that these kind of people stay happy is where I come in.

Anyway, we got so much press and generated so many new clients that we had to move from a seven-hundred-foot facility to a seven-thousand-foot facility in 1993. We are still at the same location, but now we've

*continued on page 18*

# Winner and Still Champion!
# Congratulations Joe Lewis

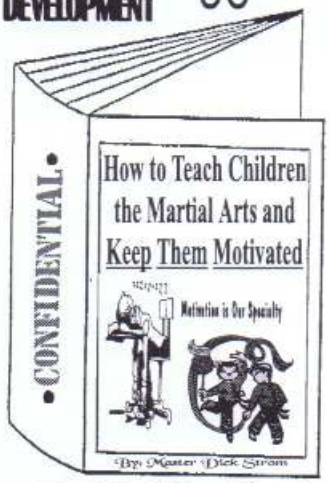
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*On behalf of our entire organization, we'd like to say thank you and extend our congratulations on your Lifetime Achievement Award.*

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*Rick Bell, Developer "No More IntroTour"* **says "This is a remarkable manual. The ideas are fresh and exciting. It is a road map for teaching children. Every instructor needs to have one of these fantastic guides.**



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# 1ST ANNUAL NAPMA CONVENTION

## *Serious fun!*

The theme was a "Return to the Spirit of the Arts" and that theme permeated the three-day NAPMA Convention in Orlando in June. From an exciting Cardio-Karate workout on Friday night, led by former World Champion Jim Graden, to an emotionally-charged presentation honoring legendary martial artist Joe Lewis Saturday, to a unique bone-crunching self-defense demonstration by American karate pioneer Jim Harrison on Sunday, the convention lived up to its pre-event promise.

After a feast of lobster-stuffed chicken and a dessert that even Jenny Craig couldn't resist, the audience packing the ballroom settled in for an evening of entertainment and tribute. 1996 Olympic Judo Coach Mike Swain launched the festivities with a jaw-dropping judo demo that many veterans in the audience agreed it was the best they had ever seen.

*"...then the house lights dimmed for a remarkable mini-documentary tracing Lewis' acclaimed 30-year career."*

Next, John Graden gave an impassioned presentation of the Lifetime Achievement Award to Joe Lewis. Then the house lights dimmed for a remarkable mini-documentary tracing Lewis' acclaimed 30-year career. The documentary, directed by Mark Graden, clearly moved the audience and was rewarded with a prolonged standing ovation. Lewis, who was noticeably touched by the presentation, floored everyone with an extraordinary acceptance speech about what he feels it means to be a black belt.

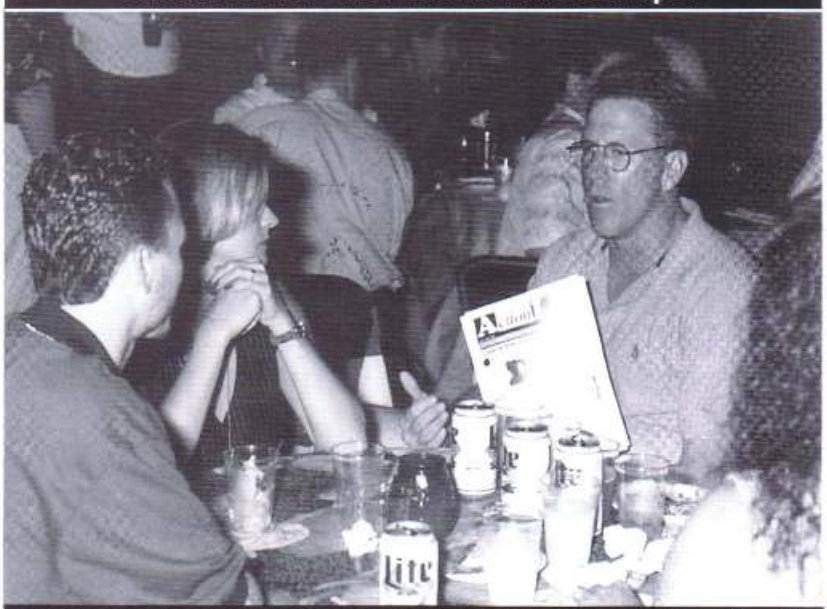
The NAPMA Convention was a weekend that no attendee will soon forget. While the over 25 speakers were exciting and informative far beyond expectations, perhaps the greatest merit of the event was in the special moments shared by three generations of black belts. Professionals of different styles, schools and states who all came together to learn, grow and return to the spirit of the arts. ■




**the three-day weekend—not a bunch of boring lectures**



**The NAPMA Lifetime Achievement Award banquet**




**Jim Graden sneaks in a little networking at the Friday night pool party**



John Worley, Rick Bell, and Gary Hestilow



Sibling rivalry—the Graden brothers and John Corcoran wrestle for recognition



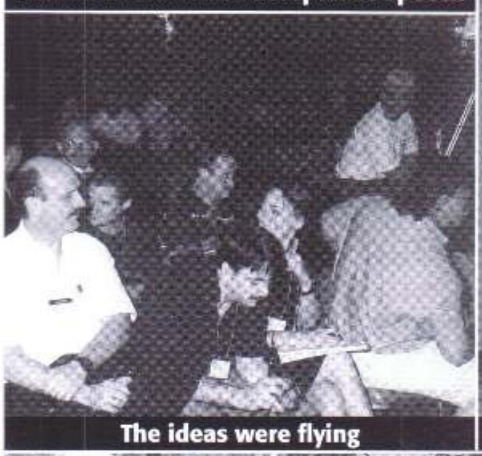
Joe Lewis gave a powerful Lifetime Achievement Award acceptance speech



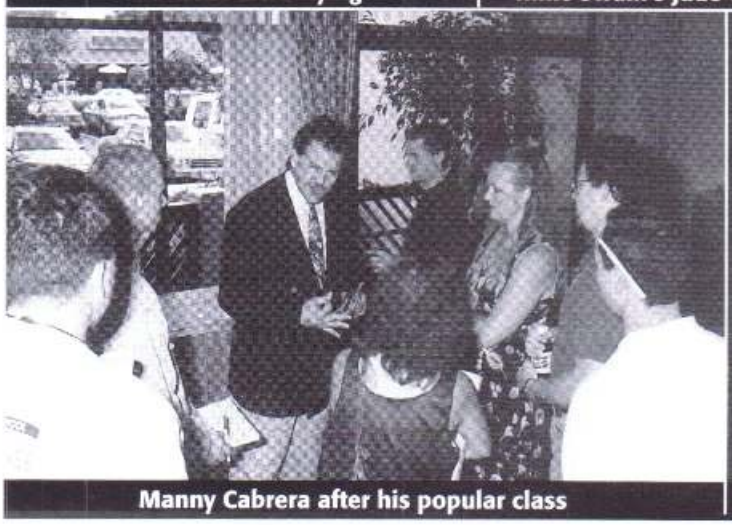
Mike Swain's judo demo was dazzling



The Chinese Wu Shu team amazed the crowd



The ideas were flying



Manny Cabrera after his popular class



Olympic Judo Coach Mike Swain with Joe Lewis

# Here's Your Invitation To Growing Professional

NAPMA



As martial artists, most of us didn't decide to get into the martial arts business because we thought it was a quick way to get rich.

We chose this life because we love to teach and we love to train. However, the reality is that a Martial Arts School is a business, and you can't make it in this highly competitive business without growing revenues, without new students, and without constantly marketing and prospecting to make your school grow.

We understand that school owners want to focus their time and attention on the students, not on marketing. That's why the National Association of Professional Martial Artists (NAPMA) was formed.

*"I have run successful martial arts schools for over thirty years now. After viewing the NAPMA material, it looks like an old dog can learn a few new tricks. I'm joining today."*
*JIM HARRISON*
*—American Karate Legend*

NAPMA has put together a powerful team of marketing professionals to give school owners affordable access to proven, quality marketing and advertising materials that would normally be out of reach for most small to medium sized businesses.

The response has been absolutely phenomenal! Why? Because each month NAPMA provides you and your school with the professional marketing, advertising, and operational materials to make your school grow faster than you ever dreamed possible. This allows you to focus on the area that motivated you to open a school in the first place; teaching Martial Arts. NAPMA was designed from the ground up to be so affordable that any school could afford to participate. Besides, the program is set up to pay for itself by adding just TWO new students! And the whole program is backed by NAPMA's unconditional money-back guarantee! But these are just part of the reasons why NAPMA is experiencing this incredible growth; if the program didn't work, it wouldn't continue to grow.

## Why NAPMA Works

Since NAPMA launched, back in January 1995, over 500 schools have signed on and are already enjoying the benefits and advantages of the latest in innovative martial arts marketing, teaching and business education. NAPMA membership gives your school a major advantage over your competition by helping you retain more students, sign up more new students, and become more successful WITHOUT selling out!

## Monthly Marketing Muscle

As a NAPMA Professional member, We'll supply you with everything you need to help make your school a success, including:



## Pre-designed camera ready ads that get results!

NAPMA has contracted a team of professional design experts to provide you with the most powerful ad campaigns our industry has ever seen, all camera-ready, and designed to get results fast! For instance, Terry Bryan's school in Colorado Springs, Colorado enrolled over 70 students from our special NAPMA promotional tie-in with the Power Ranger film in theatres. Our marketing strategies get results, and we do all the design, copy, and research work for you, leaving you free to concentrate on providing quality training.




## National Black Belt Club Renewal Program

It's no secret that in the past some Black Belt Clubs were used as a way for students to "pay" for black belt status without earning one. This is absolutely not the case with NAPMA and our program is set up entirely different. Our National Black Belt Club is designed to help you, the school owner, attract and retain quality students though their commitment to reaching Black Belt Status the right way; through hard work and discipline.



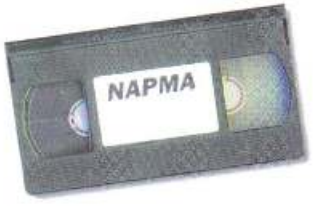
# Join The Nation's Fastest Martial Arts Association

NAPMA

The National Black Belt Club is the perfect system for generating a steady monthly source of highly profitable renewals and should account for 60% of your tuition income while having a huge effect on the atmosphere and energy in your school. NAPMA provides you with all the flyers, brochures, patches, certificates, posters and most of all, national affiliation for your Black Belt Club students.

### Video Training Seminars for Your Staff

NAPMA members nationwide say that this is the most valuable tool they have ever used to educate and motivate their staff. Imagine the benefits of exposing your staff to the most successful martial artists in the industry; sharing their drills, their business strategies for success, and their experiences. Our monthly video training provides you with three 20 minute seminars targeted to a specific area of the school: Instructor training, office training, and owner training.




### Professional Designation

Only NAPMA member schools receive the authorization to use the designation, "Member: National Association of Professional Martial Artists" on their marketing materials, ads, business cards/letterhead, and even



on the school itself. This designation shows your affiliation with a nationally recognized professional organization and speaks volumes to the public about your commitment, integrity, and concern for your school and your students. NAPMA schools uphold the highest ethical and safety standards in the business and it's our intention to inform the public of the benefits of patronizing NAPMA member schools.

**Networking:** We've found that NAPMA member schools want to help each other succeed. Many school owners find this an invaluable resource; the ability to instantly have a common bond with another member school and to interact on a variety of issues, techniques, and challenges all school face in today's marketplace.

### Toll-Free Consulting Hotline

The NAPMA hotline is there as your link to getting the most from




the NAPMA program material, videos, Black Belt Club program, and all aspects of NAPMA membership. School owners have told us time and time again, how important this toll-free access is.

### Cutting Edge Developments:

Aerobic Kickingboxing is the new fitness sensation and NAPMA is proud to announce an exclusive new program for its member schools. With this new program NAPMA schools will be the first in their area to take advantage of this exploding new market.

*"In my first month with NAPMA, I enrolled 10 students into the National Black Belt Club. Thank you!"*

*—SCOTT ASHLEY KARATE Kickboxing Athletic League*

Our exclusive Cardio programs, provided to NAPMA member schools at no additional charge, come complete with ads, marketing ideas and video curriculum examples so you can launch the NAPMA Cardio-Karate™ or Cardio-Kicking™ program in your school right away.

As a NAPMA Professional member you will have the opportunity to implement many of the latest, cutting-edge marketing strategies months before your competition even knows what hit them. Many of these brilliant strategies and new products are more powerful and even more profitable than you can imagine. We make sure our members always get the competitive marketing edge.

### In-House Promotional Events

These can be very lucrative (poten-

*continued on back*



"I have seen the future and the future is NAPMA."

— JOHN CORCORAN
Author, Martial Arts Sourcebook

"John Graden has the best material on running a successful school."

—JEFF SMITH
6 schools, 2800 students

"A sign of greatness is when someone does something that doesn't remind you of anyone else. John Graden has a great ability to communicate how to take total charge of your success. His landmark program will set the standard for high caliber schools."

— JOE LEWIS
American Karate legend

"John Graden is the Bruce Lee of martial arts business education"

— ROBERT FERGUSON
Publisher Martial Arts Gazette

# Don't Let Your Competition Get The Upper Hand, Enroll Today!

tially generating thousands of dollars in additional monthly profits) and easy to produce. We'll provide you with step-by-step instructions, plus ready-made ads and flyers for super successful in-house promotions for student retention and additional profits.

### NAPMA Membership

NAPMA Professional Membership includes a monthly support program that provides you with:

- A three-part video seminar each month
- Separate Audio Tape Seminars
- Camera ready advertisements that get quick results
- Proven Retention techniques and strategies
- Pre-designed marketing campaigns
- Authorization to use the NAPMA member designation on your printed materials
- In-house NAPMA sponsored promotions for student retention and profit
- The National Black Belt Club
- Travel Discounts
- Toll-free consulting hotline to help you get the most from the material and much, much more..

That's really just a sampling of the benefits of NAPMA's Professional Membership.

### We made NAPMA affordable for every school

NAPMA membership is an ongoing monthly subscription at $99 (+$3 shipping). There are no contracts and you can cancel at any time. If NAPMA helps you enroll just two more students and they stay in class, your yearly membership is paid for by their tuition. That's not two students per month; that just two students period! That's only $23 per week for all of the value of the NAPMA Professional membership.

### NAPMA Start Up Kit

The NAPMA Start Up Kit includes a sample month's material plus two bonus books:

### Bonus #1 THE BLACK BELT MANAGEMENT MANUAL

This fully illustrated guidebook to success is considered to be the best book ever written on the subject.

### Bonus #2 THE NAPMA RETENTION AND FINANCIAL CONTROL SYSTEM

This control book is designed with the retention, statistical and enrollment forms needed to interface your school with the NAPMA program.

The NAPMA Start-up Kit is only $99 plus $10 shipping and handling.

### How To Get Started

Take the first step and give us a call at 1 (800) 9-SENSEI (973-6734). For your convenience we accept VISA, MasterCard, and American Express. Call today and order our Start-up Kit and enroll—before your competition does.

## ---Money Back--- Guarantee!

We are so confident in our program, and so many schools have had such resounding success with our program, that we extend a full 30-DAY MONEY BACK GUARANTEE from receipt of your Start-up Kit.

Run the ads, watch the tapes, read the material and learn all you can. If you don't agree that your school will benefit from NAPMA membership (at $3.25 a day), then return our package for a full refund.




**NAPMA**

HOME OF THE NATIONAL BLACKBELT CLUB

National Association Of
Professional Martial Artists

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1-800-973-6734 (Outside U.S. call 813-895-0409)

# "I signed 44 students in my first 30 days with the Stratavoice$_{tm}$ Advertising System."

That's what one martial arts school owner said about this amazing advertising system.

From the largest academy to the smallest school, the Stratavoice system is **by far the most cost effective lead generating source for the martial arts industry.**



**I was skeptical at first until I saw it work, and then I couldn't believe it. I totally paid for the cost of this system in the first three weeks of operation after I enrolled 27 new students. Now I average about 20 students each month using the system.**
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**Let us show you how you can have the best lead generation system ever with no out-of-pocket expense.**

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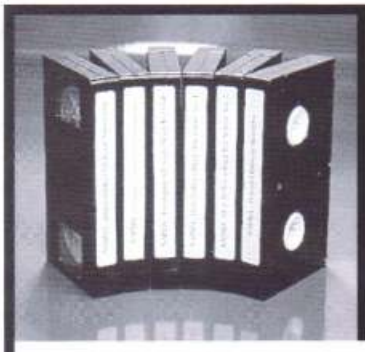


## Attention Studio Owners - Don't Make Your Students *QUIT!*

Studies show that the #1 reason students quit is due to "perceived indifference from the instructor". They can become bored and de-motivated when they're not receiving recognition for their efforts. We can help you to change that perception. **Goshin Power Products** are innovative and effective retention tools designed **BY** Black Belt Professional studio owners **FOR** Black Belt Professional studio owners- *you!* We offer special self esteem building *martial arts oriented* achievement patch programs, a full line of retention building postcards, "Word of the Week" displays, a unique self defense class video, and more. All are **guaranteed** to help you to **motivate** and **keep** your students, and set your school apart from the competition. Used and endorsed from coast to coast by some of the nation's most successful studios.

*"Thank you for the terrific idea of Achievement Patches. ... Our teaching staff has noticed a big difference and great improvement in our students. This is definitely one of the best things that motivates the students to excel"* ***Dora Burton - United Martial Arts, Seal Beach, CA***

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  (Retention Secrets of Master School Owners)
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- **Statistics**—Keeping Score
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Offer expires 8/31/96

**To order yours call 1-800-973-6734**

*from page 9*

taken over additional square footage from the landlord and we have close to ten-thousand-square feet.

We've also developed quite a niche in our area with the community. We've become part of the business watch, neighborhood watches and the Better Business Bureaus of our area.

**MAPro:** *What is the current active membership at your club?*

**PAOLINA:** We have about one-hundred-and-fifty members. We're really not looking for any more. We can always take on new members, but we concentrate more on personal one-on-one training as opposed to mass-training and mass-classes. Our program is not exploitive or expensive, but it's well worth what we have to offer. It is designed for someone looking for a quality training program as opposed to mass-quantity.

**MAPro:** *How much does your program cost?*

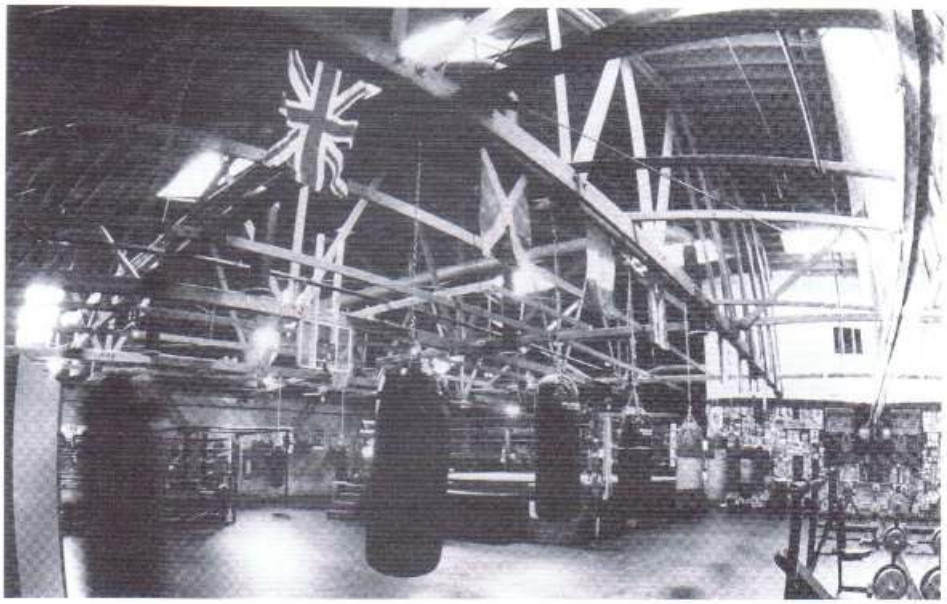
**PAOLINA:** The classes start at one-hundred-and-fifty dollars per month, and the private lessons start at two-hundred and go up to five-hundred-and-sixty dollars per month. Most of our members are [what we call] Platinum Members, and that program starts at seventy-five dollars an hour. Some of our clients pay two-hundred dollars an hour, depending on which trainer, how intensive the training is, and how long the actual session is.

So, for instance, if you are a movie studio and had an actor who needs to get in shape in six weeks, they would come to us and say, "We need Phil Paolina for six weeks, two hours per day, for this certain actor." We've done this before, and that runs about four-thousand dollars a month.

Then we've got regular people who just want Phil or one of our other trainers and that costs seventy-five dollars per session, which lasts about an hour or an hour-and-a-half.

**MAPro:** *How many employees do you have?*

**PAOLINA:** We only have five including Phil and me. We're just about to expand again as well, so our employee base will expand too. We're finalizing all the plans to start construction on a nighttime cafe — a private social club — and we'll be taking on additional space. We've run out of space. Everyone just goes crazy over how our gym looks. Already, every weekend in December [1996] is booked for corporate holiday parties. Our facility is also booked regularly as a film location. This represents a big part of our revenue base.



**MAPro:** *How many info calls do you think you get each day?*

**PAOLINA:** A minimum of about five.

**MAPro:** *How many new members join each month?*

**PAOLINA:** On a good month, we probably have about ten to fifteen. Remember, our's is a select group. We don't really cater to the mass public. We are too expensive for most people.

**MAPro:** *What kind of retention do you have?*

**PAOLINA:** Everyone who is a member of our gym is on a one-year contract. And they're on an automatic debit system. That's the minimum. Our prices have increased so much just since we started that they usually like to continue signing on year-by-year so that they can retain the price they had originally signed on for.

When we first started our automatic debit our minimum price for classes was eighty dollars a month. Now it's one-hundred-and-fifty dollars a month.

**MAPro:** *You must have a sizeable advertising budget?*

**PAOLINA:** Nope. Not one cent.

**MAPro:** *Really?*

**PAOLINA:** It's all word-of-mouth and all public relations. I regularly send out press releases to generate all the press we've received.

**MAPro:** *That's very interesting. I teach seminars to martial arts school owners to show them how to compose press releases and acquire mainstream media publicity.*

**PAOLINA:** That is all that we do.

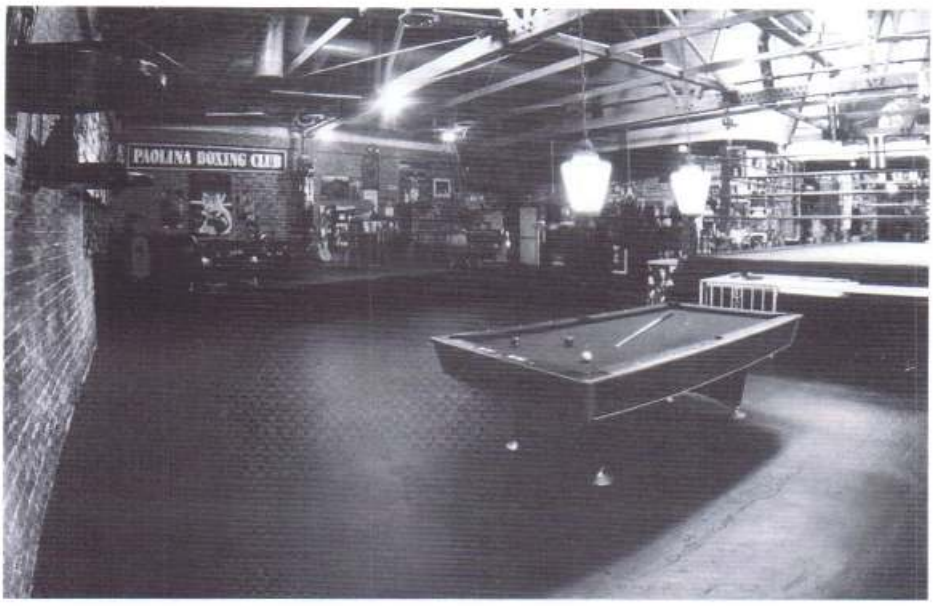
**MAPro:** *You must know your stuff, then, because Los Angeles is one of the toughest markets in the country to get any kind of mainstream media attention.*

**PAOLINA:** We receive about one big publicity push—usually an article in print—about every other month. We figure that's worth about two or three months of light-scale advertising.

**MAPro:** *What kind of press have you received?*

**PAOLINA:** We've been featured in *Vanity Fair*, in *Vogue*, on the cover of the sports page in the *Los Angeles Times*, and we've been featured on *Entertainment Tonight* at least fifteen times. We've also been featured on the *E* entertainment channel and just this month we were featured in *Men's Perspective* magazine.

**MAPro:** *Are these target media outlets that, knowing your market, you specifically go after?*




**PAOLINA:** Yes. I also have about fifteen [Joe] Weider [fitness] publications we've appeared in.

**MAPro:** *That's very impressive, Susan.*

**PAOLINA:** The whole point of publicity is, you have to give whatever medium you're going after a reason to have to cover you. They won't cover "fluff" unless it's a favor. And favors run out quickly. So you find a good angle for them and basically write their piece for them and give them a legitimate reason to feature you.

**MAPro:** *What is your ratio of men to women?*

**PAOLINA:** About fifty-percent women.

**MAPro:** *Is that right? For executive boxing training?*

**PAOLINA:** Most of the women are all top-level managers. Like the head buyers from Warner Bros. retail, for example, and big film producers and directors. A lot of film-industry executives. The women who train at our gym have to be—if you'll excuse the expression—"ball-breakers" in business just by the nature of the industry they're in. The entertainment industry, which we cater to, is not very accepting of women, and if women are accepted they have to hit major homeruns. And for some reason the boxing really helps them to excel in their careers.

The biggest reason I think they excel is because women are much better at expressing what boxing—or what martial arts—is really trying to teach, if they just learn to let go. Once they let go, women are actually able to grasp what we teach much faster than men. I think that's because they bring it out from the inside—the heart—which is the quality that separates great professional fighters from average boxers.

**MAPro:** *Do you offer kid's classes at all?*

**PAOLINA:** Yes, for ages six and up. But these classes are not specifically for children; they're integrated into our adult programs. We're getting a lot of teenage boys now and a couple of teenage women. What I'm finding is that we're now going to have to open classes for them exclusively because the adult clients aren't really taking well to having a lot of kids around.

**MAPro:** *Who are some of your celebrity clients?*

**PAOLINA:** The ones that Phil is working with right now are Bob Dylan; Tony Danza; Daman Wayans; David Alan Grier; and Jason Priestly. In the past, we've worked with Teri Hatcher; "Downtown" Julie Brown; and [disco diva] Thelma Houston.

**MAPro:** *What do you feel is the future for your type of school?*

**PAOLINA:** Being that boxing is a thousand-year-old sport, and now that it's gotten out of that barbaric realm, I think that we can really integrate it into the fitness industry. Just like how martial arts became a part of children growing up—because of the discipline and the confidence-building that it allows.

**MAPro:** *You've removed it from that terrible boxing gym environment—*

**PAOLINA:**—the "dive" and the brutish quality. Now it's something that you can really attain some confidence and discipline from. I think that people are so lacking in these areas that they are desperately looking for it—whether they want to admit or not. They're looking for something to do where they actually feel good about using their internal emotions. That's why we get so many people here. ■

Read Martial Arts Professional Magazine on the World Wide Web!

http://www.avaloncity.com/NAPMA

**Sell Us Your Films and Photos**

We are seeking to acquire private collections of quality photographs, films (8mm, super 8mm and 16mm) and videos of famous martial arts personalities, tournaments and events throughout history. From Funakoshi to Joe Lewis, we're creating a central national archive of martial arts media. We are willing to pay for quality collections and appreciate all donations of material. If you were a ringside photographer or shot footage with your 8mm in the 60's and 70's at karate tournaments, we would like to talk to you about purchasing your collection.

Email all responses to NAPMA@aol.com or call (800) 973-6734.

# THE SEVEN LAWS OF SUCCESS WITHOUT SELLING OUT

## PART III

### the law of graduated demands

**PART THREE OF THIS series features excerpts from the top-selling martial arts business manual "Black Belt Management, a Guide to Success Without Selling Out."**

The Law of Graduated Demands states very simply that confidence comes from competence. Our demands on a student should increase only as his skill level increases. Too often, instructors have curriculums that place too harsh a demand on a student long before the student is ready. The result is a feeling of inadequacy, pain and, often, a drop out.

Unprofessional instructors expect black belt attitudes out of white belts. Professional instructors recognize the program should increase in its demands slowly. This is the essence of the Law of Graduated Demands.

One of the most obvious examples of how the Law of Graduated Demands can work is in the area of sparring.

In most schools, sparring is one of the leading causes of drop out among students. The key to the Law of Graduated Demands is keeping a long-term perspective in working with your students. If your goal is to get your students to black belt, then you must realize that you have three to five years to accomplish that. It's important then that you structure your curriculum to gradually introduce the student to sparring. There's no rush.

Some may argue that the sooner a student starts to spar the sooner he can learn how to defend himself. My feeling is that if a student drops out because of sparring too early in his career, then he will never learn to defend himself anyway. Not to mention missing out on all the life-enhancing qualities inherent in the martial arts. A student that drops out because of sparring is a student we have failed.

Here is an example of the Law of Graduated Demands as it applies to sparring.



*As White belts, students do punching and blocking drills outside of striking distance*



*As Gold belts, students add kicks to the drills*

**White and Gold belts (0-6 months)**

Learn simple block and counters with hand-and-kick pads on. The punches and kicks are executed outside of distance and without any contact. In addition, have students work slipping drills, target drills, defensive footwork drills and set-point movement drills to get them moving and firing. Understand that this represents the first six-to-eight months of their training. Often schools have their students sparring within the first three months. I don't think they should even make contact for six months.



*As Orange belts, students spar with only "blocking contact allowed"*



*At green belt, students spar with no head contact, only body contact is allowed*

**Orange belt (6-10 months)**

When the students graduate into the orange belt class, they can free-spar without contact. They have full gear on, but are not permitted to strike any target. The only contact that is allowed is blocking contact.

**Green belt (10-14 months)**

When students graduate into the green belt class they begin to actually spar, following the rules of light-contact continuous karate. However, there is no head contact. The only target is the rib protector they wear.



*As blue belts, students free spar striking only the padded targets*

**Blue belt (14-18 months)**

After an additional four months as green belts, the students graduate into the blue belt class. At this point, they are allowed to make light head contact to the head and to the rib guard. Students are taught to strike the headgear and not the face.

Actual free-sparring is always conducted under black belt supervision. The matches always begin with the students introducing themselves and shaking hands with their partner. The attitude towards each other is, "I'll make sure you don't get hurt."

You may think that a year is a long time to wait to spar with head contact. I think many of your students might disagree with you. I would also argue that your students have a lifetime to spar from that point on. Students must be mentally conditioned and their confidence and tenacity built to prepare them for actual sparring.

Also, by applying the Law of Graduated Demands to sparring as illustrated here, your students will be in better shape and more coordinated when they begin to spar. They will have spent time learning how to hit someone else, which for many people is very uncomfortable. Plus, they will learn how to keep someone from hitting them, which is critical to building confidence. After a year of preparation they're ready to meet the challenge of sparring head-on with excitement and anticipation instead of anxiety and trepidation.

Take good care of your students and nurture them along to ensure they are going to be part of your school and part of our martial arts family for a very long time. When they enroll, they are investing a lot of trust in your leadership and guidance. Few areas of the martial arts can be as confusing or intimidating as sparring. Keep a long-term black belt-oriented perspective on training your students and you will have a much better chance of having them stick around to successfully achieve that goal and more.

The Law of Graduated Demands is critical to your retention. It is a law that is adhered to by all successful martial arts schools. The result is high retention. Schools that break the Law of Graduated Demands pay the price: a high drop-out rate and the financial worry that comes with martial arts mediocrity.

The Law of Graduated Demands should be applied to your entire curriculum, not just sparring. Most schools overwhelm white belts and bore black belts. How can you put the law on your side and apply it to your school and your staff? ■

THE NATIONAL ASSOCIATION OF PROFESSIONAL MARTIAL ARTISTS

June 27, 1996

Mr. Joe Lewis:

On behalf of John Corcoran, Jim and Mark Graden, Sarah Everingham, Rob Colasanti, myself and all of your extended family here at NAPMA, congratulations on your Lifetime Achievement Award.

Kindest personal regards,

John Graden

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community service

# PROJECT ACTION FOUNDATION

improve your business by improving your community

by Jim Graden

Okay, admit it! You've been teaching a number of underprivileged kids who can't afford to pay you. You let them do work around the school to pay for their lessons. You know the benefits for the child are more important than the tuition.

Would you like to be able to never turn away another child because he/she couldn't afford your program? What you may not realize is that there are funds available to pay you for what you may already be doing now for nothing!

The Project Action Foundation, a non-profit organization, makes funds available for children who otherwise could not afford your program. These funds become available to Project Action Sponsor Studios.

## Is Project Action For You?

• Have you ever done a fund-raiser for charity? As a Project Action Sponsor Studio, you will see your fund-raising dollars at work right in your own class helping children.

• Would you like to create a partnership with local schools and law enforcement that would build and promote your image in the community? Project Action is the perfect vehicle to develop relationships with local schools and law enforcement because they are the referral source for children into your program.

• Would you like to have access to government and corporate grants? Corporate and government grant programs are often available for crime prevention as it pertains to "at-risk" youth. Most of these grants can be applied for exclusively by nonprofit charitable organizations, like Project Action, which are registered as 501(c)(3) by the Internal Revenue Service. Many Sponsor Studios are already receiving government funds to teach underprivileged children through Project Action.



*Hulk Hogan made time in his very busy schedule to help out at Carl Stone's Project Action fund-raiser.*

## Where It All Started

When I was a kid my parents would not pay for my two brothers or me to learn karate. Because my instructor could not bring himself to turn a child away, he let us attend on a scholarship. Essentially, that meant we cleaned the school for our lessons. Because of this opportunity, our lives were changed forever.

I've won world and national titles and traveled all over Europe with the WAKO-USA Team and now enjoy a very comfortable income as owner of my own school with 350 students. My brother, John, has a similar list of fighting credentials and has founded two very successful schools and one huge organization, NAPMA. My "little" brother, Mark (he's 6'4"), is a two-time national champion and an award-winning television producer.

The point is that if it were not for that scholarship opportunity, we would never have achieved what many people only dream about. Our first instructor, Walt Bone, by giving us free lessons, changed our lives and we will be forever grateful to him.

In turn, John and I have also changed some lives by giving other youngsters the same opportunity that was given to us. Our schools were always full of more "mirror cleaners" than we could ever really use. Some of these "wax on, wax off" students have gone on to open their own schools too. You have probably been doing the same things. Maybe somebody in the past gave you a similar opportunity.

That's why we formed this charitable foundation. Serious studio owners can only give away so much class space and still keep their doors open. Project Action can be the vehicle through which children, for whom your program would normally be out of reach, can now reap the benefits of martial arts training.

Project Action Foundation, Inc., is a non-profit organization whose mission is to provide instruction in the physical arts of dance, gymnastics and the martial arts to underprivileged or "at risk" children. The goal of the foundation is to build self-esteem, teach goal-setting skills, create positive peer groups, provide the children with positive activities,

and to eventually produce better educated, contributing and productive members of our society.

The foundation is supported through fund-raising, corporate sponsorships, grants and the development of philanthropic resources.

## Here's How It Works:

### *Your Studio Application*

Upon approval of your studio application and scholarship agreement, you become a Sponsor Studio. As a Sponsor Studio, you may sponsor charitable fund-raisers for the Project Action Foundation in the form of a Break-a-thon, Kick-a-thon, Kata-thon, Spar-a-thon, etc.

### *Where Does The Money Go?*

Monies raised from your fund-raiser come directly back to your school in the form of quarterly tuition for children who qualify.

Your school receives $150.00 every three months for all approved scholarships, until your quarterly credits are used up. Accrued credits transfer over to the following year provided your school continues to raise funds for Project Action. There are no limits to the number of fund-raisers you may host, nor to the number of scholarship children you may teach.

In addition, grant programs are often available for Sponsor Studios. Most of these grants are only available to nonprofit, charitable organizations. Project Action is such an organization, and we would like to include your school in future grant proposals. To do this we must first have scholarship-program children in place at your school.

### *The Student's Application*

Project Action provides you with referral sheets and postage-paid return envelopes for you to distribute to local school counselors, law enforcement and other community agencies. This is a great way to develop relationships with these agencies.

These agencies will in turn provide you with potential scholarship students. You then submit your student scholarship applications following our simple criteria.



*Angelo Dundee was a special guest at a very successful Project Action fund-raiser.*

Project Action then processes the application and, upon approval, sends you $150.00 quarterly tuition and a quarterly attendance card. At the end of three months, you send back the attendance card and if the child is still in your program, we will send you another $150.00 and a new quarterly attendance card.

### *Creating Evidence of Martial Arts Benefits*

An important requirement is that we must have ongoing copies of each scholarship student's report cards. We will then be able to compile statistics and create graphs based on these report cards to show the improvement in the children at school.

By tracking and proving measurable results, we will be able to access public (government) and private (corporate) grants and sponsorships in your community. The funds we raise in your community may directly benefit your school.

Just think about how powerful it will be when we have statistical evidence to present to parents and society proving that martial arts training improves behavior and grades. We all know it does! Now we'll have the evidence to back it up.

## Project Action is Your Community Connection

In addition to funding scholarships for disadvantage children, Project Action will:

- Help you locate children for the scholarship program.
- Monitor the child's scholastic and behavioral progress.
- Help you to obtain community support and recognition.
- Utilize an "equipment regeneration" program which not only provides equipment for your scholarship children, but is also designed to get former students to walk back into your school.
- Introduce you to our S.A.V.E. program (Survival Against Violent Encounters), through which we can apply for grants to advertise seminars at your studio. The S.A.V.E. program teaches self-defense tactics to the general public.
- Make our "Seed" program available to you. This program can help you create and fund satellite recreation center programs in your area.

### *A Call to Action*

We as martial artists can come together and have a positive impact on our country. By getting kids that really need us into our programs, we can make a difference. This can do nothing but improve the martial arts industry's image on a national scale. The country is looking for answers to help fight the growing epidemic of juvenile crime that is sweeping this nation. We as an industry can present an answer.

I attribute much of my own success in business to the fact that I have always done my utmost to give to the community, sponsoring numerous charitable events for hospitals and other worthy organizations.

What goes around comes around. You too may already be doing fund-raisers for various charities. Why not raise charitable funds for students that you will teach?

I believe, with all my heart, that Project Action can be a vehicle for any studio owner who genuinely cares about children.

Information on Project Action can be obtained by calling or faxing the Action Line at (813) FOR-KIDS (367-5437). ■

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**STEVE LaVALLE,** East Coast Karate

"The Kovar's video tape is **AWESOME**. I recommend it to all Martial Arts Instructors of all styles. I am requiring all of my instructors to watch it. Please send me another one."
**ERNIE REYES, SR.,** West Coast TaeKwonDo

"Your video tape, "How to Teach Martial Arts to Children" is **EXCELLENT,** You are very articulate and informative. You covered a wide range of important points. I am proud of you and your school."
Grand Master **JHOON RHEE,** Washington DC

"**FANTASTIC!** Just what I was looking for! - the most progressive state of the art kids 'How To' training program I've seen. A must for anyone who trains kids. I can't wait for volume two!"
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"Dave Kovar's tape is **INVALUABLE** to anyone teaching Martial Arts to kids. His teaching concepts and ideas deserve widespread circulation and recognition."
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# SAVED BY THE BELL

## do they really have to ask their husband? – how to handle the 'stalling spouse'

**By Rick Bell**

As a martial arts instructor trying to enroll new students, if I didn't know better, I'd think it was a man's world. It's easy to draw that conclusion based on the number of times we hear the statement: "I have to go home and ask my husband."

Does the man of the house have some sort of lordly, authoritative control over the family purse strings? Does a typical mother really not have the discretion to make a $150 purchase for the family without first checking with her husband? Admittedly, there was a time when mothers did not independently make as many of the family purchase decisions as they do today. But let me assure you, times have changed.

Here is a real eye-opener: A recent survey found that 90% of all the purchase decisions in America were either made independently by women, or heavily influenced by women. That means 90% of the time mothers are deciding where to spend the family money!

If you doubt for one minute that women have purchasing power, just hang around the mall one Saturday and observe all the mothers spending money — lots of money — on everything from baseball cards to above-ground swimming pools. Pay extra attention to the athletic shoe stores, where a pair of sneakers cost upwards of $150, and watch how quickly those expensive shoes are sold. You will be amazed at how easily mothers spend $150 on a pair of sneakers, without having to go home and ask their husbands.

In light of the facts stated above, is it still reasonable to believe the average mother must get approval from her husband to spend less than $150 enrolling her child in your classes? The answer is no. When a mother tells you she must get permission from her husband, she is usually just stalling the decision to enroll.

So why do mothers stall when it comes to enrolling? Part of the reason is because instructors don't use risk-reversal to minimize the enrollment procedure. Unfortunately, most instructors make a bigger deal out of enrolling than it should be.

In order to overcome the "stalling spouse" your enrollment process must be as simple and risk-free as possible. Think about the amount of time it takes for a mother to decide to purchase those $150 sneakers, and remind yourself that the decision to join your program should be just as simple. Don't make the mistake of treating an initial enrollment as anything more than a simple risk-free purchase.

To take the risk out of the enrollment decision, you should use the 30-day money-back enrollment guarantee I spoke about in last month's column. Once again, this is the single most powerful tool I can give you to overcome objections. Even if you are using contracts, you should offer the same 30-day risk-free period to your students.

Using the risk-free enrollment to convince a parent to enroll his/her child will seem much more logical, and sound something like this.

Parent: "I have to go home and talk to my husband. I'll call you back and let you know."



Instructor: "Mrs. Jones, we know that parents want to make the right decisions where their children are concerned, and one of the real advantages of our program is that we enroll every student on our 30-day risk-free enrollment guarantee. Our special risk-free enrollment gives you plenty of time to see Johnny in the classes, and talk to your husband, all with the guarantee of a full refund of your enrollment deposit if you are not completely satisfied.

"In fact, your husband will have plenty of time to come down and watch Johnny's classes himself. But let me warn you, most of the time when dads see how much fun the classes are, they want to get involved also, and that's fine because we have a great family program. So all we need to do today is take care of the paperwork and deposit, then you and your husband will have an entire month to decide."

When we enroll a new student, we should make the decision seem so simple, natural and risk-free, that a mother would feel silly saying she had to ask her husband before she could go ahead. Besides, now that we know who the real decision-maker is in the family, we never again need to view the stalling spouse as anything more than just another delay tactic. ■


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*—Cindy Ingram/Ingram's Professional Karate*

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*—Kathy Marlor/USA Karate*

The Project Action Foundation will pay your school $50 a month per student to teach underprivileged children in your studio as well as promoting your image in your community. The Project Action Foundation is a national non-profit organization dedicated to helping underprivileged children through the dance, gymnastics, and martial arts. Call now and find out how you can become a sponsor studio.

**Call or fax (813) FOR-KIDS [367-5437]**



heavy hitters

# Joe Lewis

***Did you ever own a school?***

I opened a school in Sherman Oaks, California with Bob Wall in 1967. I sold it to Chuck Norris in 1968. Unfortunately, I set black belt standards for my white belts. Our first test had fourteen people. We failed all but two of them. I was a little too rough.

***What is the best part of being Joe Lewis?***

Without pounding my own chest, I actually like myself. You have to remember there are two Joe Lewis's. There is the Joe Lewis persona, which is what most people relate to because they have seen me fight, they see my videos, or read about me. And then there is the real Joe Lewis, the person, the family man, the man who loves to hug and kiss his kids every day and night. I miss them when I'm away. This is the Joe Lewis that people do not know about.

***What is the most difficult part?***

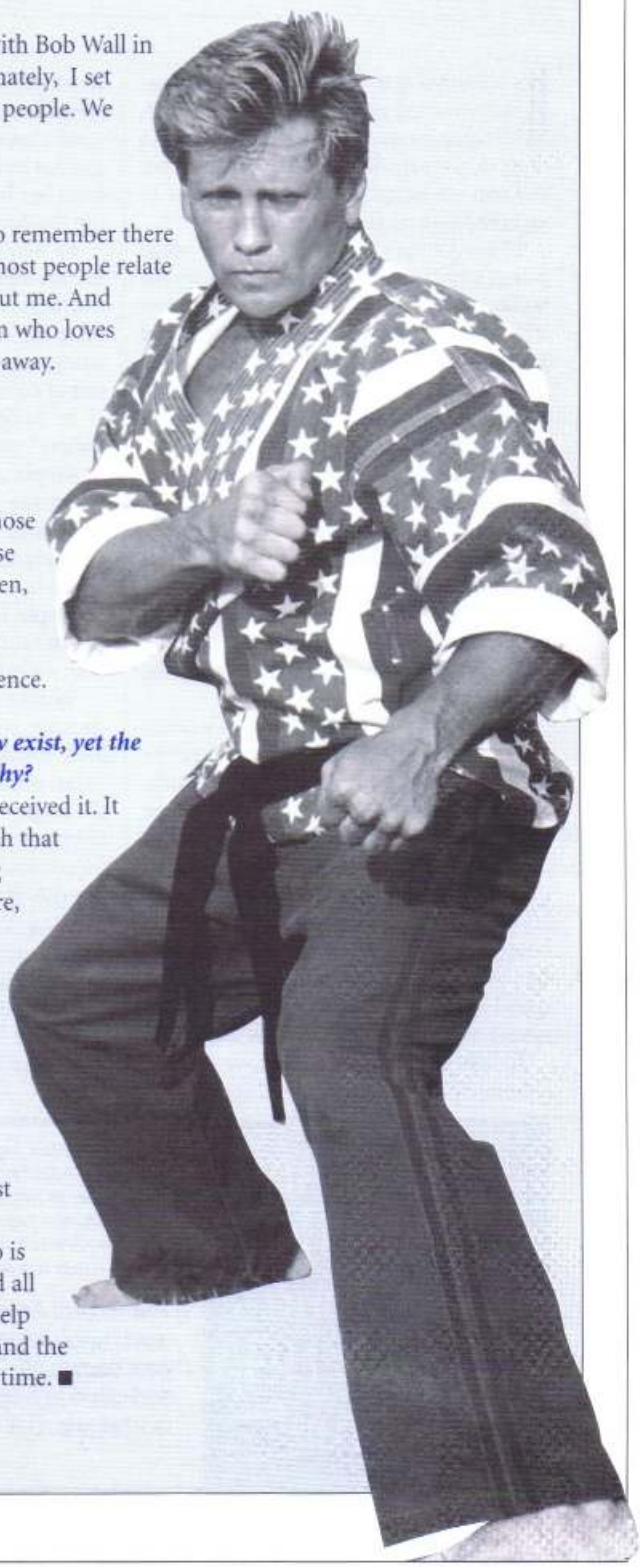
The pressure of being on top has to be the resentment and the awe that people hold against you. They look at you one or two ways. Those who look at you in awe cannot enjoy or share where you are because they are overly impressed with what you represent to them. And then, on the other hand, you have those who resent you. You represent everything in their life that they want to be and can not. Therefore, they are jealous or envious of you. I do not like either side of that fence.

***You've been named to more hall of fame awards than most of us know exist, yet the NAPMA Lifetime Achievement Award seemed extra special to you, why?***

It's probably the only award I have received where I cried before I received it. It was a very touching experience, I was there with my wife, and I wish that my children could have been there, as well as all of my old sparring partners. What the award meant, what it will do for me in the future, and the way I was received at the banquet, definitely made the occasion more special to me emotionally and credibility wise, than any other award I have received.

***Some people, like yourself, seem destined to teach and influence, how does that happen?***

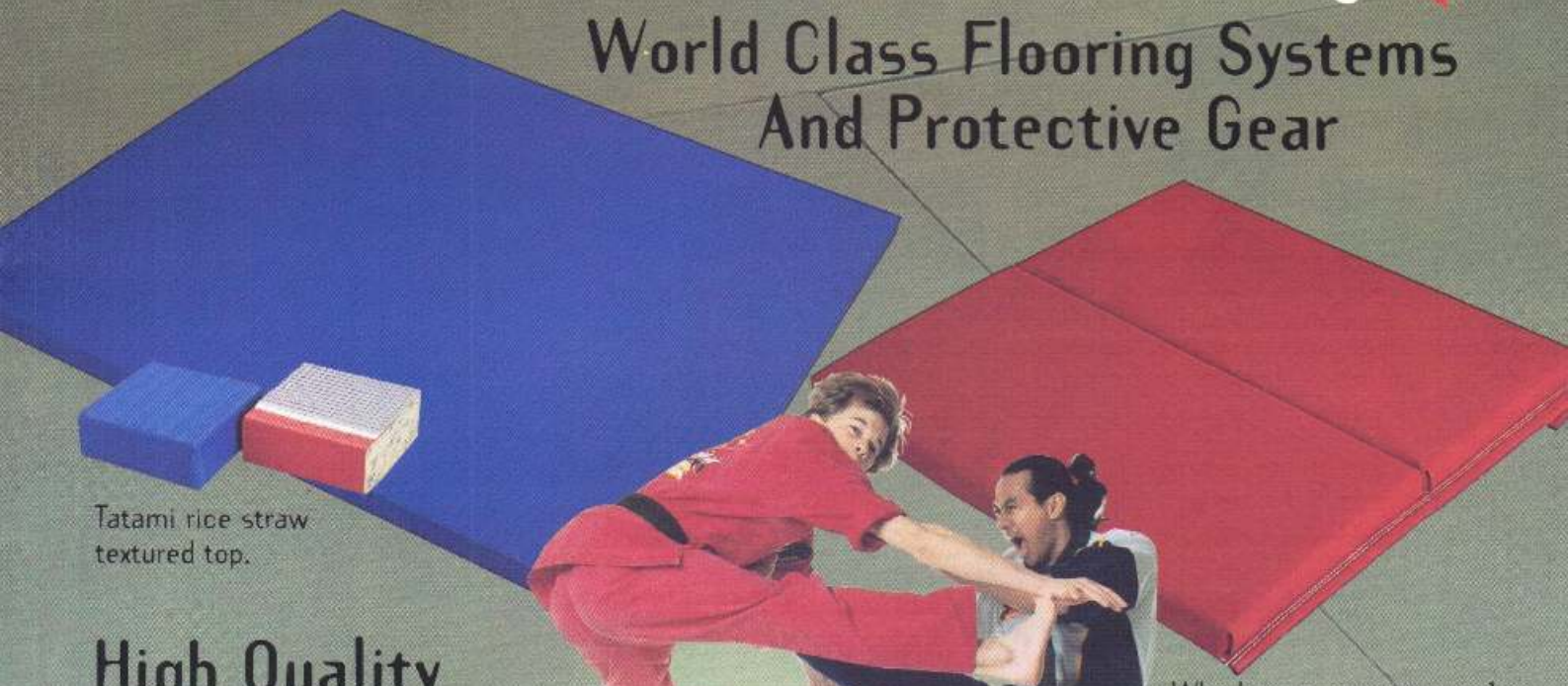
As you get older, you realize it is now time to help others achieve some of the things you achieved for yourself. I have always felt that one of the greatest gifts that you can give is to teach a student to first believe in himself. In all my interviews, I have always tried to offer instruction, to provide information. I do not like talking about who is the toughest guy I ever fought, and what was the toughest fight, and all of that ego nonsense. People appreciate the fact that I am there to help and to assist them. I appreciate people who dignify my credentials and the integrity of what I have to offer. I am going to be around for a long time. ■



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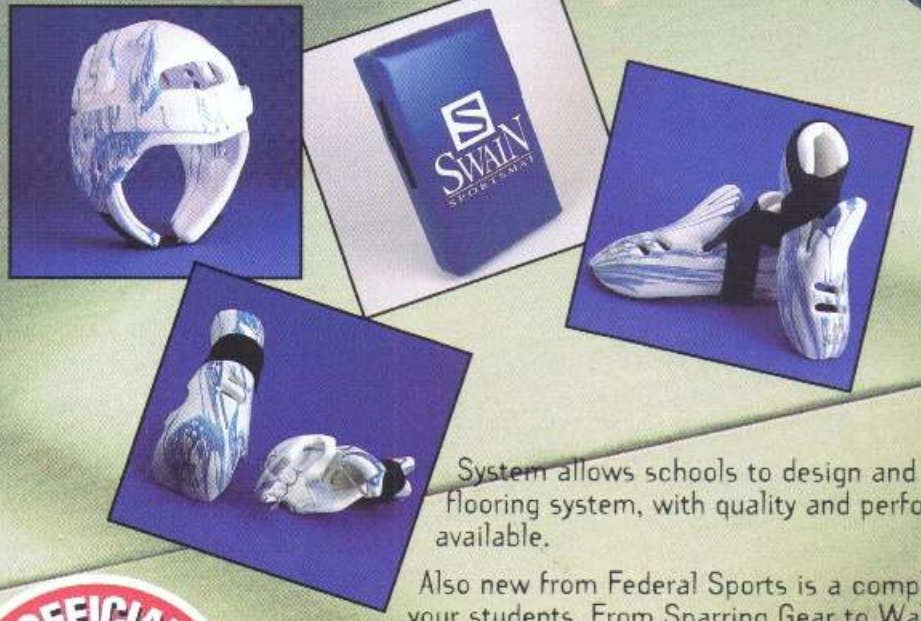
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