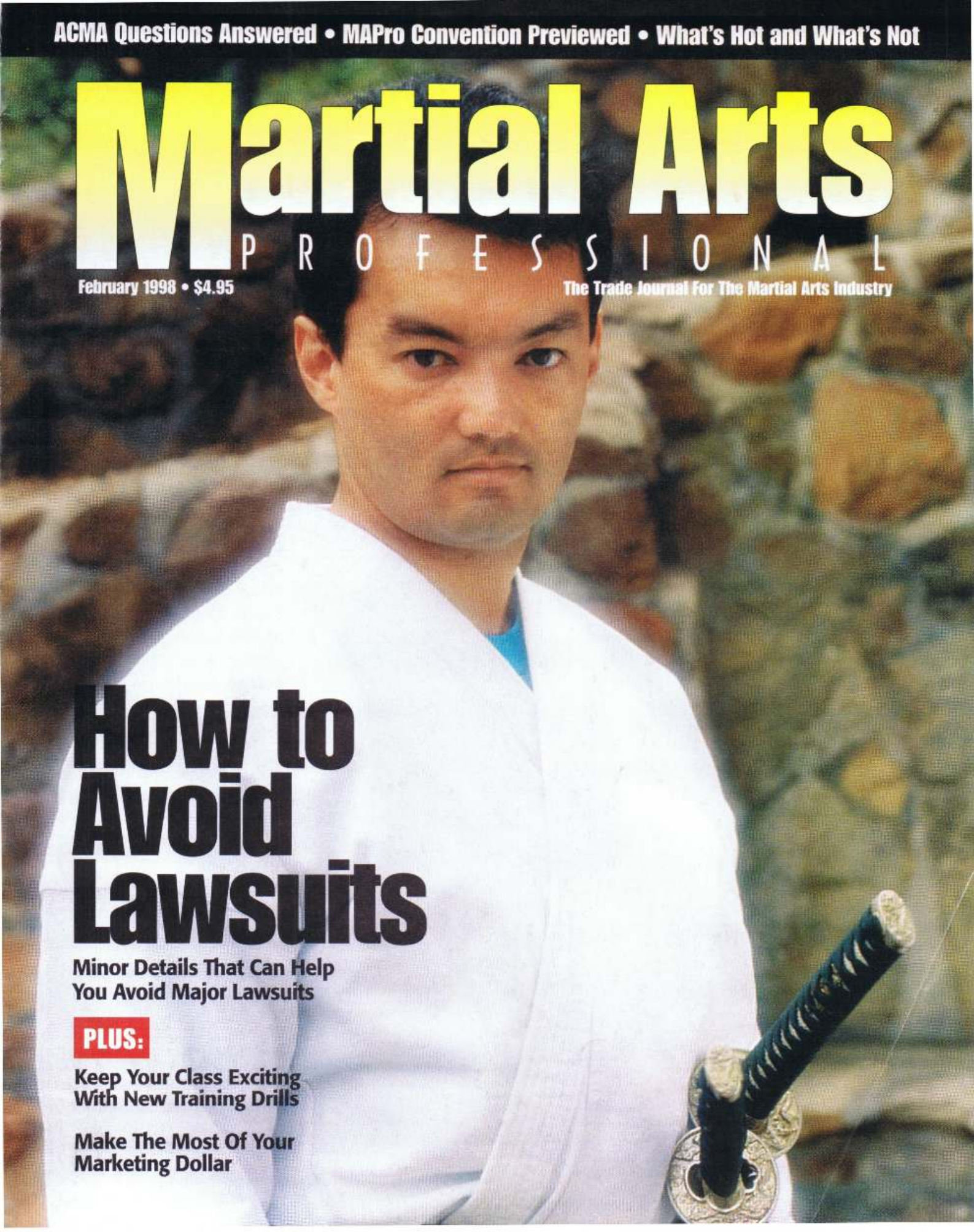
ACMA Questions Answered • MAPro Convention Previewed • What's Hot and What's Not

Martial Arts PROFESSIONAL

February 1998 • $4.95

The Trade Journal For The Martial Arts Industry



How to Avoid Lawsuits

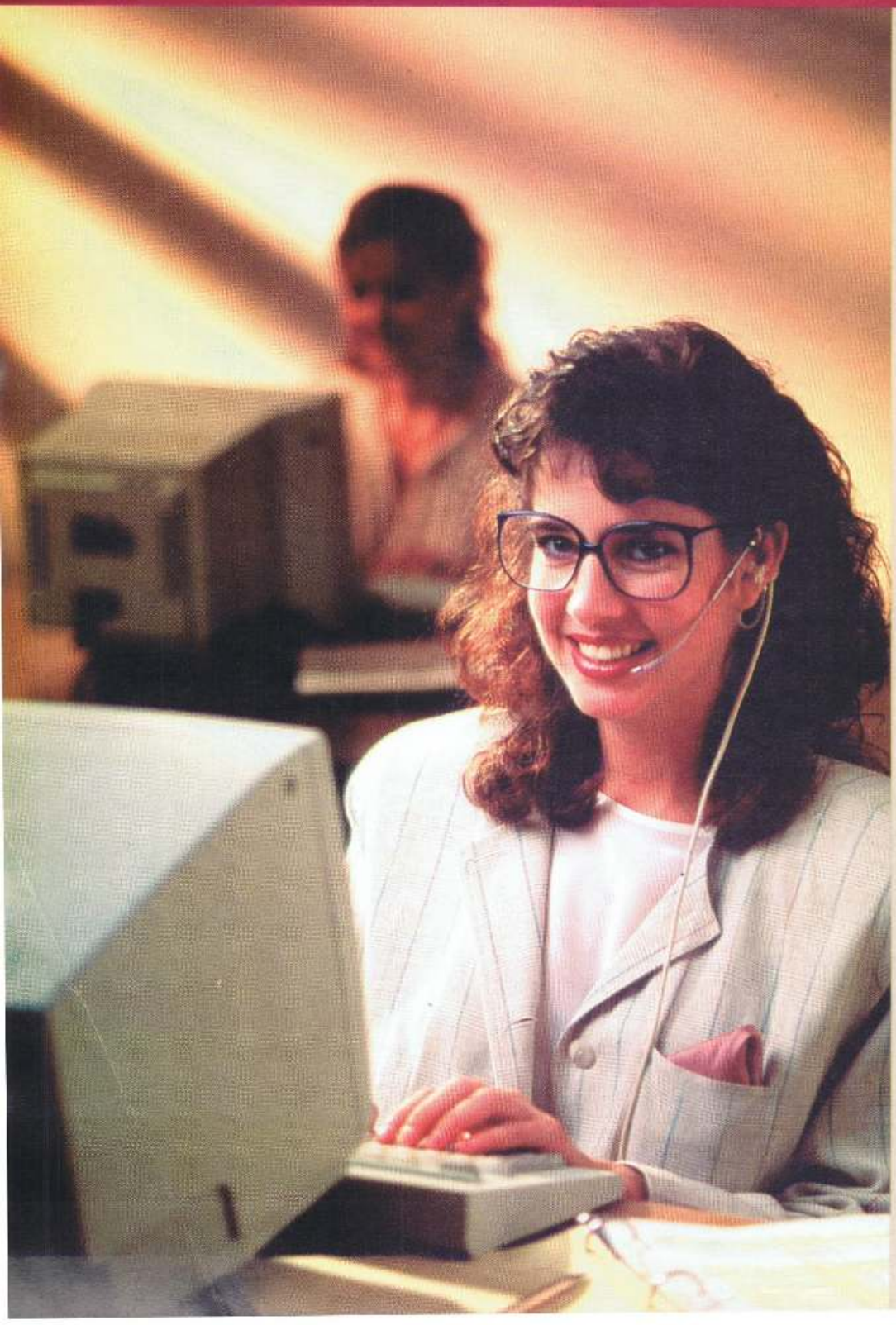
Minor Details That Can Help You Avoid Major Lawsuits

PLUS:

Keep Your Class Exciting With New Training Drills

Make The Most Of Your Marketing Dollar

Call EasyPay Now For Our FREE Video On How You Can Collect 23% More Tuition Without Using Contracts



That Doesn't Mean You Can't Use Contracts With Our Services, You Can! However, Our Studies Show That You Probably Won't Have To Anymore!

IFC/EasyPay is currently adding hundreds of new schools to the EasyPay tuition collection system making EasyPay the fastest growing method of dues collection in America. School owners who once used contracts now prefer the EasyPay system to any other method of dues collection and the reasons are simple:

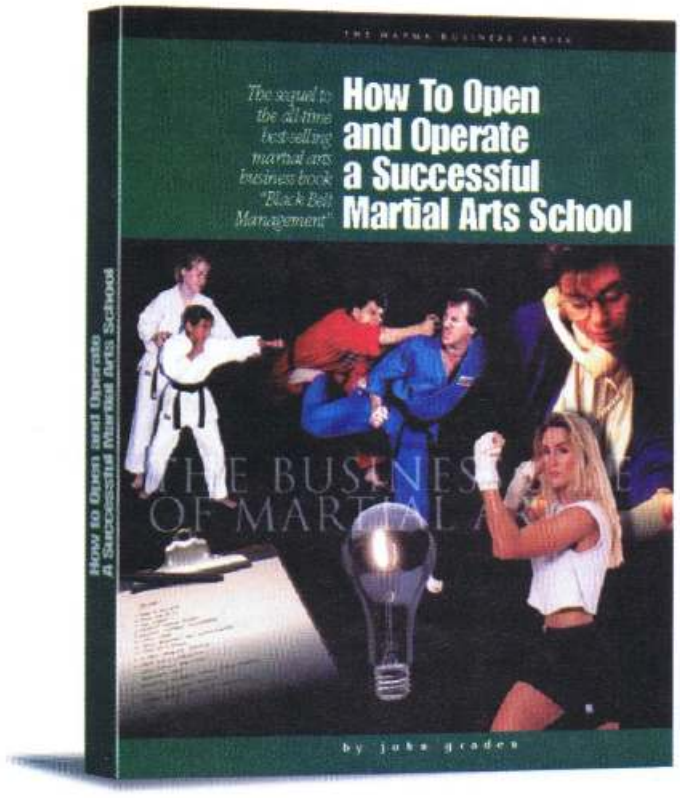
- *No "negative contract" attitudes to overcome with potential students*
- *EasyPay gives you a much higher monthly collection rate than contracts*
- *Retention is improved with EasyPay because the choice to pay is automatic*
- *School owners receive as many as six checks per month from EasyPay*

Call now and ask for our FREE video

EasyPay™
IFC Tuition Services

800-852-4005

Isn't it time you discovered the best kept secret in the Martial Arts Industry?



How to Open and Operate a Successful Martial Arts School

The long-awaited sequel to the best-selling martial arts business book
Black Belt Management
BY JOHN GRADEN

With over 180 pages and fully illustrated, you will learn how to:

- Select the right location
- Negotiate your lease
- Design and layout your school for maximum efficiency and return
- Raise upfront cash
- Limit liability
- Structure exams for high quality students
- Schedule for growth
- Choose a billing company
- Design a curriculum for high retention and quality
- Set competitive tuition rates
- Conduct your grand opening
- Insure enrollments with a money-back guarantee
- Dramatically increase referrals
- Increase retail sales
- Insert additional profit centers

Not Available in Stores!

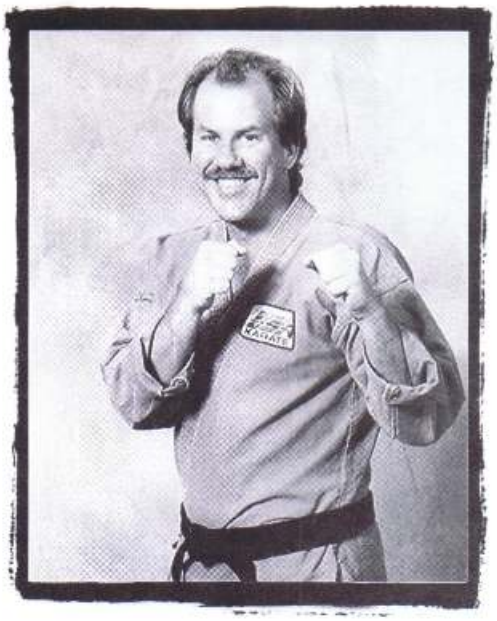
Now only $69.95*

*Plus $6 Shipping and Handling

Call 1-800-973-6734 to Order Yours Today!

AS I SEE IT

letter from the publisher



ACMA Questions Answered

Since last month's column announcing the formation of the American Council on Martial Arts (ACMA), the response has been incredible. The vast majority of the response has been both very positive and curious.

Here are some answers to the most common questions so far:

1. What exactly is the ACMA?

The ACMA is a council of experts in Child and Adult Psychology, Sports Psychology, Fitness, Pedagogy (Science of Teaching), Motivation, Sports Medicine and Risk Management. Most are either active martial artists or are connected in some way to the arts.

Collectively, this group is writing the ACMA Certification Manual with the guidance of veteran martial arts author John Corcoran.

2. How will certification be achieved?

Examinees will study the manual in preparation for the ACMA exam. The on-site seminar/exam will consist of a full day of review followed by the actual exam.

3. How will certification be helpful to instructors?

Continuing education is required in any teaching profession. The subjects covered in the ACMA program will establish scientifically-proven strategies and techniques to maximize teacher effectiveness.

For example, subjects such as "How To Teach Martial Arts to Children with Attention Deficit Disorder" are usually not taught to instructors as part of their black belt test. Consequently, the methods used by instructors working with these children are inconsistent from school to school and, typically, incorrect for the special needs of hyperactive children. The ACMA program will teach instructors how to work with these children.

4. Will certification be another divisive factor in the martial arts community?

Considering the ACMA program is open to all styles, I'd say it's not divisive. However, this industry has been plagued in a quagmire of small politics, so I'm sure some factions will make it divisive. We'll simply focus on doing the best job possible.

5. What if someone is certified, yet becomes known for inappropriate business practices?

The motivation behind the ACMA is to correct inappropriate teaching methods, not business practices. The ACMA has nothing to do with how a business is run. It's only concerned with the education of the instructor within a school. Completion of the ACMA certification program means simply that the instructor has studied the material and passed the exam. That's all. It's not a guarantee he's a good guy or a good teacher. If someone conducts a dishonest business, it reflects badly on all martial artists, not just the ACMA.

6. Does being certified create the perception that non-certified instructors are less qualified?

Not being ACMA-certified will mean the instructors have not studied the ACMA manual and have not passed the exam. Perception is in the eye of the beholder.

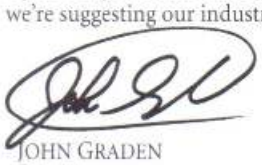
7. How will the ACMA be evaluated to see if it actually does improve the quality of instruction?

Clearly, as we are entering the first year of a huge program like this, ongoing evaluations and studies will be necessary to insure the program is providing the information that can best benefit instructors and the general public. We fully expect to make improvements every year based upon the feedback we get.

Between now and the *Martial Arts Professional* Convention, June 12-14, we'll be introducing the ACMA Board members to you. Each month, we will profile one board member with an article pertaining to their credentials and expertise, in order to give you a preview of both the convention and the certification manual content.

With the recent attempts to legislate martial arts in California, New Jersey, Pennsylvania and Texas, we can either sit back and do nothing or we can take some action to improve the standards of martial arts instruction. Some have taken action by writing letters and campaigning against these legislative attempts. As commendable as that is, writing letters will not change the underlying problem. We must raise the standard of martial arts instructor education in America so we're not faced with these legislative attempts again.

The ACMA program will educate instructors on universally proven and accepted teaching concepts that can help *all* martial artists, regardless of style or experience. That's the action we're suggesting our industry take.



JOHN GRADEN
Publisher

Vol. 3, No. 2

Martial Arts PROFESSIONAL

Martial Arts Professional
is published and
distributed by:
Graden Communications
3950 3rd Street North
Suites C & D
St. Petersburg, FL 33703

Telephone (800) 973-6734
Outside U.S. (813) 895-0409
Fax (813) 895-1235
email: NAPMA@aol.com
www.avaloncity.com/NAPMA

Publisher / Editor-in-Chief
John Graden

Senior Editor
John Corcoran

Contributing Writers
Rick Bell
Tom Callos
Rob Colasanti
Bill Fellt
Scot Conway

Marketing Director
Rob Colasanti

Layout and Design
Scott Kelby

West Coast Photographer
Ed Ikuta

East Coast Photographer
Charles Hodges

On The Cover
ACMA Board Member
Scot Conway

The publisher and editors will not be responsible for unsolicited material. Manuscripts and photographs must be accompanied by a SASE.

© 1998 Graden Communications, Inc. All rights reserved. Any reproduction without permission is strictly prohibited.

TABLE OF CONTENTS

news and reviews

Letters to the Editor
One reader provides his definition of a legitimate black belt and another provides Christian Martial Arts referral plus back issue info and more.
Page 6

Industry Update
Tiger Schulmann is in hot water again, Bruce Lee inspires robot design and a What's Hot and What's Not preview of 1998.
Page 7

columns

As I See It
ACMA Response
Answers to some of the common questions that have been submitted regarding the American Council on Martial Arts (ACMA).
Page 4

Executive Decisions
Make the Most of Your Marketing Dollar
NAPMA Vice President, Rob Colasanti launches this new column on school operations.
Page 22

Saved By The Bell
Discipline in the Martial Arts
Rick Bell defines the critical areas where a little discipline can go a long way.
Page 34

Master's Degree
Are You TDMI?
Tom Callos admits that he is Training Drill Memory Impaired (TDMI). Fortunately, he has the antidote to this common affliction.
Page 24

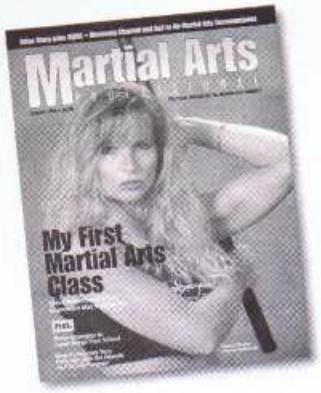
features

ACMA Profile
Scot Conway is the first ACMA Board Member to be profiled in this new series designed to introduce each ACMA member.
Page 18

How Minor Details Can Prevent Major Lawsuits
ACMA Board Member Scot Conway provides an overview of the Risk Management areas that all school owners should be aware of.
Page 12

LETTERS TO THE EDITOR

feedback from our readers



Help For a Reader

Thanks to John Graden for the best martial arts magazine out there.

In response to Keith Kugel's recent letter to the editor regarding Christian martial arts, he should contact the Christian Black Belt Association at CBBA/SKKI, 734 Airport Rd., Grayling, MI 49738.

This association has its own tournaments and the same views.

JVandelaar@aol.com

Back Issues Available?

I look forward to reading your magazine each time it arrives in the mail. Do you have any back issues available for purchase? If so, what issues are available and what is the cost?

Thank You and Happy Holidays!

STEVEN HEYL
Doshin Martial Arts Supplies

Back issues are available for $5 plus shipping at (800) 973-6734.—ed.

A Legimate Black Belt Defined

As a member of NAPMA, I'm always fascinated by the rhetoric displayed in your magazines pages. I felt compelled to respond to your "As I See It" column in the December '97 issue.

As owner-director of two karate dojo, I oversee the careers of roughly 450 aspiring karate athletes. My two 3,500-square-foot facilities are managed by four full-time staff members and will gross almost a half-million dollars this year.

I have a 3rd dan with the World Sit-Ryu Federation and teach under the authority of Shihan Shoko Sato. I am an international karate champion and former member of the USAKF National Team. I currently hold a Midwest Kickboxing title with the Karate International Council of Kickboxing.

I began my training in a "mixed system" and was ultimately awarded my first black belt in "karate." Some years later, I found myself at a USA Team Trial administered under George Anderson. Imagine my embarrassment when I performed my "Korean karate" version of Bassai-dai for the senior technical council!

[Some of] your comments were, ". . .my instructor adopted (elements) of Shotokan karate into our Korean forms. . .he also made minor changes in them to make them more exciting. Our punching style was more from boxing. . . We still, however, called our 'style' taekwondo." Yet, your club patch states "USA Karate"!? You illustrate the dilemma of America's martial-soup kettle.

You further stated, "To me, getting there [I assume you mean getting a diploma] means producing quality black belts who can defend themselves [At what level? Against what or whom?], are in good shape [in comparison to whom or what?], and who can demonstrate the qualities of respect and courtesy [impossible to quantify] inherent in any good program.

To me, "getting there" means passing either the World Karate Federation's examination, or the national governing body's homolgomation exam.

Less sophisticated than their European or Asian counterparts, American consumers use karate as a blanket term for the martial arts. One of our industry's most pressing problems is the deception perpetuated by the "American Karate Master." Running a martial arts club or fitness kickboxing class is one thing. But, awarding diplomas without adherence to established, internationally-recognized curriculum and performance standards is tantamount to practicing medicine without a license.

I wonder what Julius Theory, president of the USA-National Karate-Do Federation, or Minobu Miki, member of the World Technical Council, would say in response to your statements. Students should be aware that they may unknowingly forfeit their ability to qualify for the United States Karate Teams when they choose to train in "Americanized" systems.

Mixing and matching systems might be good for business, but for serious karateka or elite athletes it's career suicide. Try qualifying at the USA-NKF National Team Trials or competing at the World Karate Championship with your made-up kata or fighting system and see what happens!

Lastly, instructors claiming to teach recognized systems should in fact teach the system in accordance to accepted standards and be licensed by the governing body of that system. Those instructors who award diplomas while teaching a mishmash of material should inform their students that their diplomas are only recognized within the four walls of their gym and not by the international karate community.

JEFF BEDARD
President, USA Karate Clubs
St. Louis, MO

IF YOU OWN A MARTIAL ARTS SCHOOL . . . I'LL HELP YOU MAKE MORE MONEY!!

TURN TO PAGE 26

INDUSTRY UPDATE

martial arts business news, people, and places

SCHULMANN CHARGED WITH FRANCHISE LAW VIOLATION

NEW YORK—New York State Attorney General Dennis Vacco today charged owners of a major karate school chain with using heavy handed tactics against operators in violation of state franchise laws.

A temporary restraining order, signed by New York State Supreme Court Justice Lewis R. Freidman, bars United American Karate Management Company, Inc. (UAKMC), as well as its principals, Daniel Schulmann and Ronald Schulmann, from selling or promoting the sale of their Tiger Schulmann's Karate Centers.

Attorney General Vacco's Investor Protection and Securities Bureau investigated Tiger Schulmann's after a number of franchisees complained that the Schulmanns used unethical practices to threaten their franchisees into obedience.

After looking into the situation, Attorney General Vacco found that the Karate Centers were not in compliance with the New York State Health Club Bonding and Franchise laws.

"Tiger Schulmann's Karate Centers have not only violated various New York State laws, but they have bullied franchisees who did not agree with the terms of their business arrangement," Attorney General Vacco said.

Several franchisees complained that they were made to feel guilty about hiring a lawyer to look over the business agreements—as it would be a symbol of untrustworthiness and faithlessness in the head karate instructors.

"These bullies also threatened that if their franchisees did not stick to the terms of the 'employment agreement,' that the agreement would be terminated, even though the entrepreneur might have invested as much as $165,000 in the franchise," Attorney General Vacco said.

"Furthermore, if the franchisee continued to protest the terms of the agreement, the Schulmanns have been known to flex their martial arts skills to resolve the dispute, causing at least one franchisee to seek an order of protection," Attorney General Vacco said.

Franchise investors pay fees of between $5,000 and $165,000 for the right to own a karate franchise. The franchise agreement is styled as an "employment agreement" although it has no fixed term and provides a base salary of only $250 per week.

In an unconventional scheme, the Schulmanns have complete control over any money their franchisees make and then, defraud the franchisees of hard earned dollars, Attorney General Vacco said.

Solicited franchisees are required to pay royalty fees of 10% on all revenues generated.

Franchisees have no ability to renegotiate because individual locations are structured as separate corporations.

Tiger Schulmann's sells Tiger Schulmann's Karate Center franchises as well as martial art services and equipment.

They also represent the Tiger Schulmann Karate Method as a unique karate method founded by Daniel Schulmann.

There are approximately 30 Tiger Schulmann Karate Centers in New York, New Jersey, Pennsylvania and Connecticut—with at least 11 locations in New York, Attorney General Vacco noted.

This case was handled for the Attorney General for Assistant Attorney General Joseph Punturo under the supervision of the Chief of the Investor and Securities Bureau, Andrew Kandel. ■

AAU TKD EARNS MEMBERSHIP



ORLANDO, FL—The AAU Taekwondo Program was awarded Class B membership in the United States Olympic Committee's National Governing Body (NGB) for the Olympic-medal sport of taekwondo. This will provide AAU Taekwondo athletes with access to the U.S. Team Trial process.

The AAU Taekwondo Program has seen dramatic changes from it's inception in the early 1970s. School owners of all styles of taekwondo are welcome in the AAU Program. As a member school of the AAU, school owners have the flexibility to operate their school the way they need to.

AAU Taekwondo has many benefits including a liability and accident insurance program, an optional National Black Belt "Dan" Certification program, National Official's and Coach's Certification Programs, and two national-level tournaments each year.

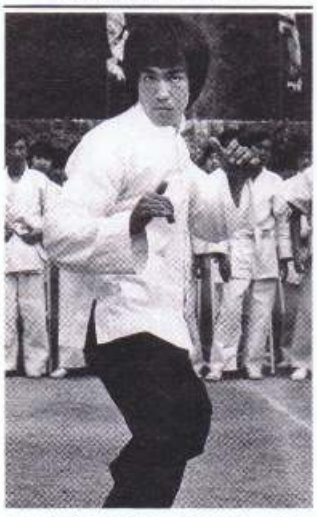
Any school owners who would like more information about the AAU Taekwondo Program can call Michael Friello, National Taekwondo Sport Chairman, (518) 372-6849. ■

INDUSTRY UPDATE

martial arts business news, people, and places

BRUCE LEE INSPIRES SPACE-AGE ROBOT

By Audrey Parwani



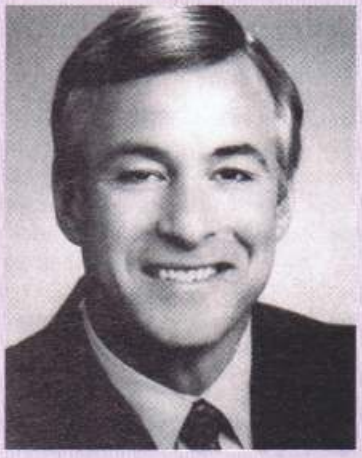
HONG KONG, CHINA—The late great martial arts icon Bruce Lee was the inspiration for a cutting-edge robot intended for use in space exploration.

An SAR-based scientist said Lee's expertise with the nunchuka influenced his design for the robot, which was developed in the United States last year. It is the brainchild of Professor Xu Yang-sheng, an expert in robotics control and teleoperations.

Professor Xu explained, "Bruce Lee was famous for his nunchuka, which are really an extension of his joints. He projected force to the sticks, which turned them from passive joints to active joints. This robot works on the same principle and is good for space exploration because it can feel through its passive joints, but you still control it." ■

BRIAN TRACY ON ACMA BOARD

ST. PETERSBURG, FL—Famed motivational speaker and black belt Brian Tracy will serve on the Board of Advisors as a member of the American Council on Martial Arts (ACMA). The ACMA is dedicated to providing martial arts instructors with a certification program based upon basic and universal fundamentals of teaching, communication and safety.



Tracy, recognized as one of the most successful teachers in the country, is the author of some of the best selling audio tapes series in history including, "How to Raise Happy, Healthy, Confident Children," "The Psychology of Achievement," "The Universal Laws of Success and Achievment," "The Science of Self Confidence," "The Psychology of Selling, and many others. ■

WAS BEATING DEATH SUSPECT MARTIAL ARTS TRAINED?

By Lisa Sink

WAUKESHA, WI—A former police impostor who in 1992 tried to punch a police officer after assuming a "fighter's stance" was ordered held in jail here recently on allegations that he beat a bar owner to death. District Attorney Paul Bucher said he was investigating whether Dale R. Wiegert, 31, of West Allis, was trained in martial arts or in military tactics. That information could help Bucher determine what charges to file against Wiegert and whether to allege Wiegert intended to kill Lloyd G. Bourget, 48, of Nashotah.

Wiegert, who has a history of petty misdemeanor crimes and disorderly conduct, was ordered held on $150,000 bail pending the filing of charges. "A charge of first-degree intentional homicide will likely not be issued," Bucher told Court Commissioner Martin Binn during a Waukesha County Circuit Court hearing. "The state's focusing on a reckless homicide charge," Bucher said later in an interview.

Authorities said Bourget and his son-in-law, John Bednar, tried to escort Wiegert out of their tavern, Dupy's Tap, in the town of Pewaukee, after he became loud and "aggressive" with a group of women after a dart game. Witnesses told police that Wiegert claimed he was a "black belt" before he allegedly delivered multiple, rapid blows to Bourget. "There were some rapid punches at close range," Bucher said.

Tim Minor, a close friend of Bourget's, said he talked to Bednar about Bourget's death. Bednar said Bourget was hit "four times so fast in the chest," Minor said. "George didn't have time to defend himself. He fell to the ground." Bourget weighed at least 270 pounds and was a "big guy," Minor said.

"It scares the hell out of me," said a friend of Bourget's, also a bar owner. "I've kicked out hundreds of people, and so had Lloyd. You never know what's going to happen." ■

HACKWORTH RECEIVES BOARD APPOINTMENT

OCOEE, FL—Richard Hackworth, of Ocoee, Florida, has become the first non-Korean to be appointed to the Korean TangSooDo MooDukKwan Society Board of Directors. Hackworth, a former Korean translator, was selected by the board of directors to become a board member replacing K.P. Ko who retired earlier this year. ■

flash your colors!

FREE from Kwon, the hottest new promotion for '98. Designed to promote your business, RankRaps™ are yours FREE with merchandise orders from Kwon. Available in colors corresponding to martial arts belts. Sell them or give 'em away as awards... you win either way. Contact Kwon for details and ask how to order custom RankRaps with your organizations name woven into the band.

Call 1-800-968-5944,
Fax: 1-616-940-3004,
e-mail: kwonusa@aol.com.



For a free, 152 page, four-color catalog loaded with thousands of high-quality Kwon martial arts items call 1-800-968-5944 or write to Kwon, Inc. 3755 Broadmoor S.E., Grand Rapids, MI 49512.

@ KWON

http://www.kwon.net

INDUSTRY UPDATE

martial arts business news, people, and places

SHIHAN MARTIAL ARTS GEAR ACQUIRES 'JUST BELTS'

TAFTVILLE, CT—Bogs/Shihan President John Bogdanski has announced the recent purchase of Just Belts, Inc., a Poughkeepsie, NY, company that manufactures all types of martial arts belts.

"We moved Just Belts and all of its equipment to our factory in Taftville, and we're now able to create solid, striped, half-and-half and two-inch-wide master belts in any color or combination."

Shihan produces a distinctive line of martial arts headgear, gloves, kicks and body protection. The company supplies protective equipment to thousands of martial arts professionals worldwide, and are best known as long-time suppliers for the "Gladiators," martial arts contestants on the popular television show of the same name.

All of Shihan's protective foam gear is made in Taftville, using environmentally-sound materials and manufacturing processes. Its martial arts gear is sold through catalogs and in retail stores nationwide.

For more information call John Bogdanski (860) 892-4560. ■

MAN CHARGED WITH RAPE AT MARTIAL ARTS SCHOOL

ORLANDO, FL—A 20-year-old man was charged with raping an 8-year-old girl at a martial arts school, according to the *Orlando Sentinel*. Hyak Song, who is the school owner's son, was charged with sexual battery on a minor, police told the paper.

The girl was attending an after-school program at the WTKD Song Martial Arts. Song is accused of taking the girl into an office where he raped her and then told her not to tell anyone, police said. The girl's father reported the incident to police. After his arrest, Song admitted to the crime, police said. ■

WHAT'S HOT AND WHAT'S NOT IN THE INDUSTRY

1997 was an exciting year for the martial arts industry. The industry's transition into the new century seemed to begin to take shape with new programs, approachs and attitudes regarding how best to help people enjoy the benefits of martial arts training in a full time school. The editors and staff of *Martial Arts Professional*, with the help of the consultant team at NAPMA, compiled this list of what's hot and what's not based upon their daily interactions with thousands of school owners around the country.

Out	In
Kids and adults in same class	Age specific programs
Hard collections on contracts	EFTs
All ranks in one class	Rank specific classes
Traditional gi	Gi pants and school t-shirt
One traditional program for all	Multiple programs for different markets
Makiwara	Wave Master
Blind acceptance	Asking "Why?"
Students	Clients
Demanding respect	Earning respect
Cross style competition	Cross style cooperation

CARDIO KARATE SEMINAR ADDS PHILADELPHIA EVENT



ST. PETERSBURG, FL—The Cardio Karate Instructor Certification program has expanded for 1998. The program will now be segmented into two sections. The first section will be an interactive "How To Teach A Cardio Karate Class" featuring a number new innovations. After a lunch break, students will be prepped for a written exam based upon a new version of the Cardio Karate Certification Manual.

Registration is $99 for NAPMA members and $149 for non-NAPMA members. Call 800-973-6734 to register.

Atlanta—February 8
The Westin Atlanta Airport
770-762-7676

Phoenix —March 1
Phoenix Civic Plaza
(602) 262-6225

Philadelphia, PA—May 17
Wyndham Franklin Plaza
(215) 448-2000. ■

ŌTOMIX Cartoon Character Martial Arts Tees!

Most Available in kids and adult sizes. 100% cotton.

TWEETY! WILE E.! TAZ! BUGS! & THE WHOLE PEANUTS GANG!



The Peanuts Line Up
Adult sizes: M-L-XL
#302PNMA $19.00



Bugs, Taz, Wile E. Martial Arts Tee
Kids sizes: S-M-L
#K302BTWM $18.00
Adult sizes: M-L-XL
#302BTWMA $19.00



Bugs Kicks Taz Martial Arts Tee
Kids sizes: S-M-L
#K302BGTZ $18.00
Adult sizes: M-L-XL
#302BGTZ $19.00



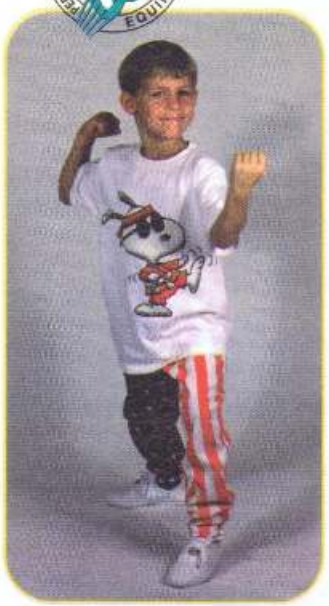
Elmo Martial Arts Tee
Kids sizes: S-M-L
#K302ELMA $18.00
Adult sizes: M-L-XL
#302ELMA $19.00



Tweety Martial Arts Tee
Kids sizes: S-M-L
#K302TWMA $18.00
Adult sizes: M-L-XL
#302TWMA $19.00

ŌTOMIX PERFORMANCE ATHLETIC EQUIPMENT

http://www.otomix.com



Snoopy Martial Arts Tee
Kids sizes: S-M-L
#K302SPMA $18.00

Kids Kicking Pant
#K500 $25.00



Taz Martial Arts Tee
Kids sizes: S-M-L
#K302TZMA $18.00
Adult sizes: M-L-XL
#302TZMA $19.00

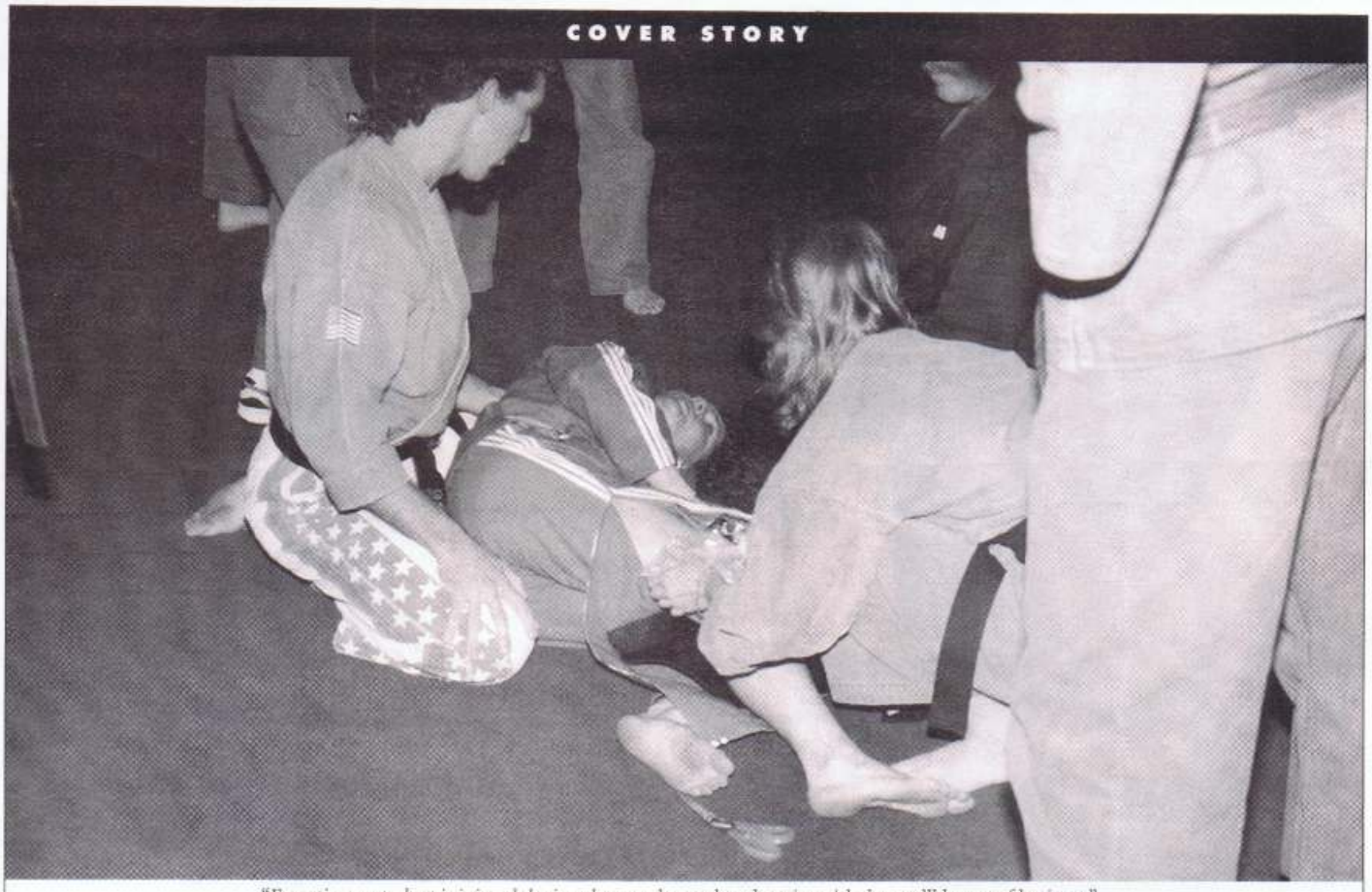


Wile E. Martial Arts Tee
Kids sizes: S-M-L
#K302WCMA $18.00
Adult sizes: M-L-XL
#302WCMA $19.00

COLLECT THEM ALL!

SPECIAL WHOLESALE PRICING FOR NAPMA

800-597-5425
TO ORDER OR FREE CATALOG!
AD97MA12



"Everytime a student is injured during class, we know that there is a risk that we'll be out of business."

How Minor Details Can Prevent Major Lawsuits

By Scot Conway, Esquire

A single accident or lawsuit can destroy most martial arts schools, or end programs at churches and recreation centers. While most schools try to maintain a safe environment while providing effective training, but it is inevitable that people get hurt training in martial arts. Most of us maintain insurance to protect us from cataclysmic litigation, and we have "Hold Harmless" agreements or waivers to protect us from claims. Still, every time a student is injured during class, we know that there is a risk that we'll be out of business. Our insurance has policy limits, and claims on our policies can result in cancellation.

Many of us know that "Hold Harmless" documents may not stand up in a court of law. Courts have consistently maintained that you cannot waive your right to sue if someone else is negligent. After an accident, signed waiver or not, an injured student or the parent of a minor student may file a claim with your insurance, send you medical bills for the injury or file a law suit.

Having a good insurance policy is important, since one expensive case could close down a school. Whether you have insurance or not, though, avoiding claims and suits altogether is by far the best option.

Avoiding Accidents

Taking the issue of accidents step-by-step, the first general issue to consider is avoiding accidents. No matter



Proper use and maintenance of training equipment can help avoid student injury and its inherent liabilities.

the present situation with documentation or insurance, if no accidents occur, then there will be no claim.

The first thing to do is evaluate the safety of your training area. Any potential dangers need to be addressed. If there is a tear in the mat that could catch someone's foot, then it should be taped down or the mat replaced. Look at your training hall from the standpoint of a nit-picking safety inspector. Do not dismiss things as "good enough," since in a court of law "good enough" often isn't. Carefully explore both the actual training area and the rest of your premises.

Some common dangers are:

- Torn Mats
- Uneven Floor
- Protruding Objects (nails, splinters, etc.)
- Equipment Improperly Stored (stacked so it may fall over; weapons loosely mounted on a wall; equipment in training areas; etc.)
- Sticky or Slick Areas on Hard Floor
- Chemicals (usually in restrooms, etc.)
- Poorly Lit Areas (especially training areas)

Another area to carefully evaluate is the safety of your training equipment. If weapons have splinters, then they should be sanded down or replaced. If the grips on sai are coming loose, then they need to be secured. If a cord on nunchukus is frayed or there is a crack in the weapon, they must be replaced. Sharp weapons should be stored well out of the way of curious visitors or students.

The standard, when evaluating equipment, is the same. Look over every piece of equipment as though you were looking for an excuse to sue your own school.

Some common dangers are:

- Splintering or Cracked Weapons
- Old Kicking Shields
- Stressed Chains on Heavy Bags
- Fraying Cord on Speed Bags
- Loose Grips on Weapons
- Worn Mats
- Sharp Weapons
- Nunchukus, Three-Section Staves, Eight-Section Whips, and other weapons with which the inexperienced can easily injure themselves.

If you find any potential dangers, address the problem as soon as time and money allow. Do not delay. If an accident happens today because of a problem you meant to fix tomorrow, you will feel like a fool. If you've never had an accident, then now is the time to take care of the problems. You do not want to wait until a student is injured before you try to make a safe training hall.

The third thing to look for in avoiding accidents is your actual training. Martial arts, by its nature, has an element of danger to it. Students will get minor injuries through the course of their training. The injuries might be as slight as a hyper-extended joint or a strained muscle, or as serious as a concussion or fractured bone.

Combat systems are especially prone to some injuries, and training could not be made entirely safe without sacrificing the effectiveness of the training. The question to ask is this: Are there any unnecessary dangers in my training policies?

Some common dangers are:

- Weapons practice in or near traffic areas (a traffic area is not just a walkway, but anywhere that other students move through, even if they are training as well).
- Students wandering through other student's practice. One very high-profile school owner nearly had to declare bankruptcy

continued



Cardio-Karate™ programs, which are mostly made up of women clients, introduces a whole new dimension of possible liabilities.

when a teenage student turned to run across the training floor and ran face-first into a full-power spinning hook kick thrown by an instructor. The girl's face had to be rebuilt. Fortunately, the owner's insurance was able to cover the *$1-million claim.*

- Students holding kicking shields or heavy bags for others who hit too hard for them.
- Students training with sharp weapons.
- Sparring with excessive contact (often as a result of students sparring at a speed too fast for their level of control).
- Rolling or falling on a hard floor while learning how to fall. (Recommendation: use a mat to learn, then the hard floor once some proficiency is developed.)
- Wrist Locks, throws or self-defense skills practiced too hard. (Recommendation: Go too light until you learn an individual training partner's pain and injury thresholds.)

Avoiding Lawsuits

If you've made a reasonable effort to avoid accidents in your school, you may never face the problem of a claim or lawsuit. Still, even those of us who might be inclined to take the gamble of teaching without insurance (definitely NOT recommended) would not think of teaching without a waiver signed. As mentioned earlier, waivers generally do not hold up in court. To address this problem, I use an "Assumption of the Risk."

There is some caselaw to support assumption of the risk as a defense to lawsuits. The document itself has not been held up to scrutiny by the court, but when you know one thing will not work (the waiver) then you try something else. The rule of law goes something like this: If you knew the danger, and you did it anyway, and you got hurt because of the danger you knew about, then you *cannot* sue. Why this concept isn't applied more successfully to martial arts training without use of a form I do not know. Physicians have patients sign documents after the doctor informs them of the danger of a surgery. Its called "informed consent," an assumption of the risk, and it seems to stand up in court.

Essentially, an Assumption of the Risk should advise a student of the danger of training in martial arts, and include clauses that indicate that the student assumes the risk of injury and assumes responsibility for his own safety. My students have the right to tell me if they do not feel something is safe, and we discuss it. This exchange often results in a change in the drill, or, at times, elimination of a drill.

So long as you allow your students to have the authority to change or eliminate routines because of safety concerns, then the clause has meaning. If you do not allow for this, then the clause might easily be defeated in court.

As an addition, I have an arbitration clause in my documents. Should an accident occur and the student files suit, then there is a contractual provision for binding arbitration. This makes it quicker and cheaper to litigate if I do not feel that the cause of action is justified. The rules of arbitration are generally more relaxed than the strict evidence and procedure rules of court, and it greatly reduces the cost of defending a case.

For minors, I have both the parent and the child sign a special Assumption of the Risk for Minors document. It includes all the clauses of the normal Assumption of the Risk, but adds specific responsibilities that the parent assumes. The most important of these is that the parent indemnifies the school and its instructors for any damages sought by or on behalf of the student.

A common document problem is that minors cannot be bound by a document they sign. Parents cannot sign away the rights of their children, no matter how young the child. In order to get around this problem, we have the parent and child both assume the risk of harm to the child, and then have the parents indemnify us. While they cannot sign away their child's right to sue, they can, by virtue of this clause, give us the right to request that they pay for any money we have to pay as a result of litigation.

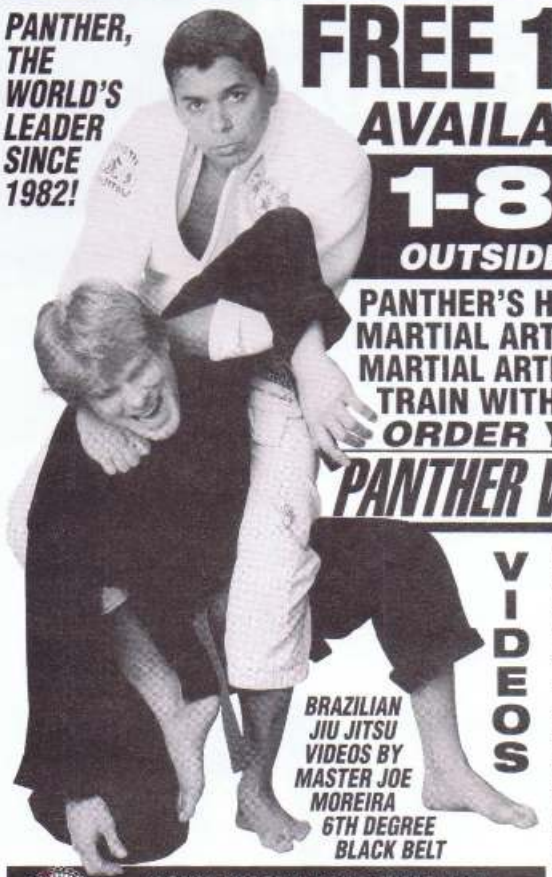
Sexual Harassment, Assault, and Molestation

An additional liability issue is the much talked-about and, these days, somewhat popular claims of sexual harassment, and its companion, sexual assault. We must also consider child molestation. Why these are such important issues for us is that men, women and children often train together, and their bodies often touch. If there are groin attacks in a system, then intimate areas of the body are also touched. While most men

continued on page 18

PANTHER PRODUCTIONS
★MARTIAL ARTS TRAINING VIDEOS★

PANTHER, THE WORLD'S LEADER SINCE 1982!



FREE 1998 ACTION CATALOG
AVAILABLE NOW! ORDER TOLL-FREE!
1-800-332-4442
OUTSIDE U.S. 1-714-498-7765 • FAX 1-714-492-7533

PANTHER'S HOT NEW 1998 CATALOG FEATURES OVER 1,000 DYNAMIC MARTIAL ARTS TRAINING VIDEOS FEATURING THE WORLD'S GREATEST MARTIAL ARTISTS, MASTERS, AND CHAMPIONS! DON'T SETTLE FOR LESS, TRAIN WITH THE WORLD'S BEST! HIGHEST QUALITY GUARANTEED!

ORDER YOUR FREE CATALOG TODAY AND SAVE!

PANTHER VIDEOS HAVE SOMETHING FOR EVERYONE!

BRAZILIAN JIU JITSU VIDEOS BY MASTER JOE MOREIRA 6TH DEGREE BLACK BELT

VIDEOS

- ★ Aikido
- ★ Monkey Kung Fu
- ★ Tae Kwon Do
- ★ Hwarang Do
- ★ Kobudo Weaponry
- ★ Tang Soo Do
- ★ Muay Thai
- ★ Shito Ryu
- ★ Karate
- ★ Dim Mak
- ★ Brazilian Jiu Jitsu
- ★ Combat Sambo
- ★ Kenpo Jujutsu
- ★ Jackie Chan Film Library
- ★ Nunchaku
- ★ Wado Ryu
- ★ Capoeira
- ★ Escrima
- ★ Savate
- ★ Judo
- ★ Isshin Ryu
- ★ Tai Chi Chuan
- ★ Bruce Lee
- ★ Budoshin Ju-Jitsu
- ★ Qigong
- ★ Long Fist
- ★ Shotokan
- ★ Shorin Ryu
- ★ Penchak Silat
- ★ Hapkido
- ★ Goju Ryu
- ★ Ninjutsu
- ★ Aikijujutsu
- ★ Shuai Jiao
- ★ Vale Tudo
- ★ Jeet Kune Do
- ★ Praying Mantis
- ★ Benny "The Jet" Urquidez
- ★ Pankration
- ★ Chuck Norris
- ★ Iron Palm
- ★ Kajukenbo
- ★ Weapons
- ★ Sai ★ Bo
- ★ Arnis
- ★ Street Fighting
- ★ Kung-Fu
- ★ Hung Gar
- ★ Grappling
- ★ Navy Seals
- ★ Knife Fighting
- ★ Choy Lay Fut
- ★ Kyokushinkai
- ★ Shootfighting
- ★ Don Frye "Predator Streetfighting"
- ★ Bill "Superfoot" Wallace
- ★ U.F.C. Film Library and Much More!

FEAR NO ONE

HIGHEST QUALITY VIDEOS!

LEARN AT HOME FROM THE WORLD'S GREATEST MASTERS

"IF IT ISN'T PANTHER IT ISN'T THE BEST!"

1982 16th 1998

DON'T WASTE YOUR TIME AND MONEY ON INFERIOR TRAINING TAPES. ONLY PANTHER CAN GIVE YOU THE LARGEST SELECTION, BEST INSTRUCTION, AND HIGHEST QUALITY VIDEOS AT AFFORDABLE PRICES! GREATLY ENHANCE YOUR MARTIAL ARTS SKILLS AND KNOWLEDGE BY ORDERING TODAY!

★PANTHER COLLECTOR'S SPECIAL!
ORDER ANY 5 DYNAMIC VIDEOS FOR ONLY $99.00! YOU SAVE $100.00 OR MORE... PLUS RECEIVE FREE BONUS TAPES WITH YOUR ORDER... SEE DETAILS! CALL TOLL FREE 1-800-332-4442. 7 DAYS A WEEK, 24 HOURS A DAY! OUR FRIENDLY OPERATORS ARE WAITING FOR YOUR CALL!

★VISIT PANTHER'S EXCITING SECURED WEB SITE★

TO ORDER AND PREVIEW TITLES - www.panthervideo.com
TO E-MAIL OR REQUEST A CATALOG - panther@rsabbs.com

PANTHER PRODUCTIONS • 1010 CALLE NEGOCIO • SAN CLEMENTE, CALIFORNIA 92673



HAPKIDO GRAND MASTER BONG SOO HAN IN ACTION!

☐ *YES! I would like to receive your 1998 Catalog. Please rush to:* *(DEALERS WELCOME)*

Name: (Print) _____ Date: _____

Street: _____ Apt#: _____

City: _____ State: _____ Zip: _____

Country: _____ Phone: ( ) _____

SEND CATALOG REQUEST TO: PANTHER PRODUCTIONS • 1010 CALLE NEGOCIO • SAN CLEMENTE, CA 92673

★BEGIN YOUR EXCITING PANTHER VIDEO COLLECTION BY ORDERING TODAY!★

Some people get very defensive if they miss an issue of Martial Arts Professional



To get your own FREE subscription, call 1-800-973-6734 today!

The Place To Be!

ARNOLD MARTIAL ARTS FESTIVAL

at the ARNOLD FITNESS WEEKEND'98

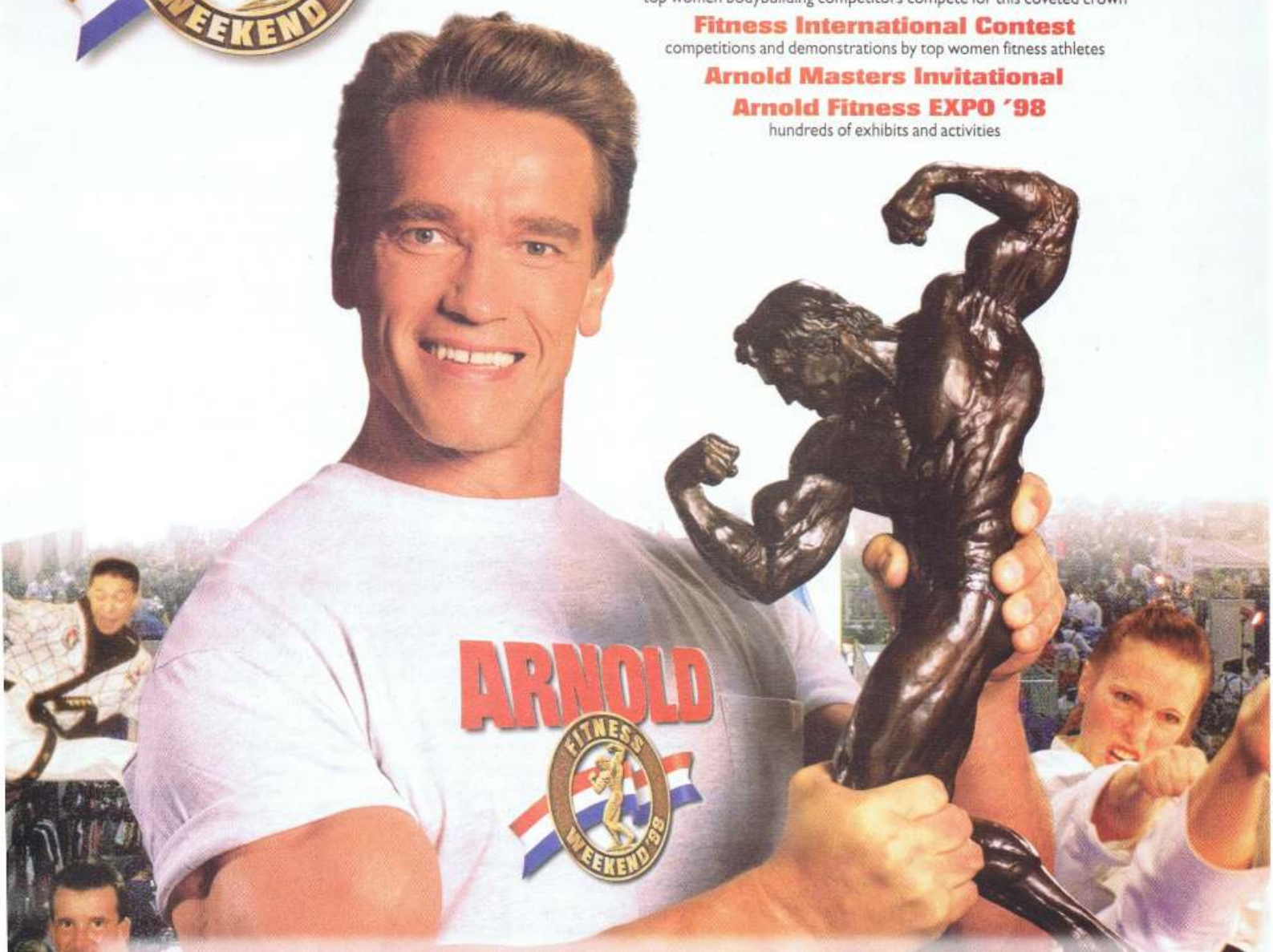
Arnold Schwarzenegger Classic
10th annual premier spring event in world-class professional bodybuilding

Ms International Contest
top women bodybuilding competitors compete for this coveted crown

Fitness International Contest
competitions and demonstrations by top women fitness athletes

Arnold Masters Invitational

Arnold Fitness EXPO '98
hundreds of exhibits and activities



MARCH 6-8, 1998 • VETERANS MEMORIAL • COLUMBUS, OHIO USA

Special Martial Arts Package: Prejudging and Finals $40
Special VIP Package includes seats for all competitions, banquet, training seminar with Arnold and the champs, admission to Fitness EXPO, photo with Arnold: $300.
All seats are reserved. Prejudging Saturday, 10am, $35; Finals, 7-10pm, $35 and $50.
Tickets and Information: Phone 614-431-3600, or write: Ticketmaster, 1103 Schrock Road, Columbus, Ohio 43229

SPONSORED BY

Pat Johnson's USA KARATE & FITNESS

AWMA

VKT
www.virtual-martial-arts.com

A SCHWARZENEGGER/LORIMER/MET-Rx PRESENTATION

Visit us on the Internet at http://www.MA-Festival.com

Preventing Legal Problems—*continued from page 14.*

and boys will have groin protection and should not have a serious problem with being struck in a cup, women do not generally wear protection and might find contact to the groin offensive. Also, if there are grappling skills, then grabbing the lapels will often result in contact to the breasts, and sparring may also result in breast contact.

This can be addressed in a few ways. One is to have single-gender training. While this will alleviate many of the problems, it also limits the training of the women who never have a chance to work with men. Another is to make breast and groin protection mandatory for women.

The third, the one I use at my own schools, is to advise everyone about the nature of the problem, and I allow the women the option of using protection for groin and breasts. While two girls have expressed discomfort, when presented with their options, they decided that it would be better for them to get used to it than to hide from it. Several months later, it was no longer an issue.

The same issues apply to child-molestation issues. The options are similar. Don't put adults and children together. Require protection for any intimate body areas. Or discuss the issue with the student and parents and let them decide.

This naturally assumes that care is taken to make sure lecherous students do not take advantage of groin strikes or "accidental" breast contact to satisfy their prurient interests. Students should be encouraged to complain if they feel uncomfortable with another's behavior, especially if they feel that the student or instructor is taking advantage.

The biggest problem with child molestation is likely to arise in the changing area. If men and boys are using the same locker room, there is the possibility to abuse. A child molester is not likely to report himself as such if he signs up for classes, and instructors cannot routinely conduct background investigations on every new student. If such a person is alone in a locker room with a young boy, problems might arise. Just one such incident could cost a school *every* young student.

Protecting against such behavior is difficult without treating everyone like a suspect. One simple technique is to conduct frequent walk-throughs by instructors. If people know that other people will wander in and out randomly and often, they are less likely to try anything. Also, students need to know they can talk to instructors.

NAPMA (National Association of Professional Martial Artists) recommends single-person changing rooms similar to those found at clothing stores.

Lower-ranked students should be given some time to grow accustomed to the idea of hitting, being hit, and defending more intimate parts of their body. Unless specifically required in your system, actual contact can wait a while. White belts don't need their groins kicked on the first day of class.

Sexual harassment is an ill-defined area of law, and at present it tends to be somewhat liberal. If a student feels harassed, she should talk to the instructor about it right away, and this policy should be explained (preferably in writing) to the students. There needs to be someplace for the student to go if it is the instructor she feels is harassing her. By having a stated school policy that requires reporting to someone in authority, preferably in writing, it at least minimizes the possibility of a surprise sexual-harassment lawsuit.

This also assumes that meaningful responses are made to complaints. If sexual harassment and related complaints are routinely ignored, then the stated policies have no real meaning. Problems should be addressed. This might mean separating students if one of them may be taking advantage of gender-mixing to modify his or her technique for personal gratification. If hazing is used to help generate strength of character (a policy with which I personally disagree), then it should be gender-neutral.

Mitigating Damages

The principle of mitigating damages involves making sure that you take steps to reduce the level of harm. It is normally applied to plaintiffs. A student has a responsibility to try to limit the severity of his own harm. In a martial arts context, that means that he should stop training when injured. He should not purposely expose himself to greater risk of harm. He should not execute kicks full speed with a bad knee, and he should not throw and be thrown with a bad back.

Instructors must make certain that their school policies allow and encourage injured students to mitigate their injury, or the instructor and school could be held liable for pushing an injured student and causing even more harm.

Also, instructors should be able to treat injuries. At a recent tournament, students were injured, as frequently happens. Two were injured while breaking. They struck the bricks improperly. The other two were injured during sparring, one with a bloodied nose. Despite the presence of many instructors from a variety of schools, there did not seem to be any ready care available for the injured students.

continued on page 32



Scot Conway, esquire

ACMA Member Profile—Scot Conway

In this first of a series of articles by members of the American Council on Martial Arts (ACMA), we're pleased to introduce our readers to Scot Conway of San Diego, California. He is a black belt school owner and licensed California attorney who specializes in Consulting Defensive Law (avoiding problems rather than post-problem litigation). Mr. Conway, who holds black belts in multiple styles, is also the director of the Christian Martial Arts Federation and is a frequent contributor to leading martial arts publications such as *Martial Arts Professional* and *Black Belt* as well as other non-martial arts publications.

Mr. Conway is writing the ACMA Instructor Certification Manual chapters on Risk Management. He will also be speaking on Risk Management issues at the *Martial Arts Professional* Convention, June 12-14 in Clearwater Beach, Florida. ■

MAPro Classifieds

TAEKWONDO SCHOOL FOR SALE
One of the most successfully operated martial arts schools in the Northwest. Yearly gross over $300,000 with active 300+ students. Fully-trained staff (Program Director). Serious inquires only. 503-903-1555.

THE FELLOWSHIP OF CHRISTIAN MARTIAL ARTISTS
The Fellowship of Christian Martial Artists is a full service evangelistic association offering discipleship curriculum, Christian certificates, patches, and much more. CHRISTIANS WILL CALL US TO FIND YOUR SCHOOL!!! (704) 392-7521 or ClinardD@msn.com

PRO SHOP BUYERS
YMAA Publication Center now offers discounts to qualified pro shops. Call 800-669-8892 for your FREE CATALOG—over 400 martial arts books, videos, music, silk uniforms. Count on quality with our 15 years of publishing experience. YMAA Publication Center, 38 Hyde Park Ave., Boston, MA 02130. email: ymaa@aol.com

HOW TO PRODUCE YOUR OWN TV SHOW
Tom Callos' martial arts TV show dramatically increased his info calls. Four 1/2 hr. programs just $39.95 (+$5 for S&H). Send check or money order to Tom Callos, 333 Kauila St., Hilo, HI 96720. (808)961-9215.

MODELS—BUILD YOUR PORTFOLIO
Amateur fitness models needed for national newspapers and magazines. You'll appear in ads for over 1,000 fitness and martial arts centers nationwide. Send composites or photos to Graden Media Group, Inc., 1362 86th Terrace N., St. Petersburg, FL 33702.

HOST A NATIONAL VIDEO
The National Association of Professional Martial Artists is the nation's top producer of martial arts business videos. We are seeking quality segments related to the operations side of running a martial arts school. Each segment is 15-20 minutes long and will be seen by over 1,200 martial arts school owners in the U.S. and Canada.

If you would like to host a business segment, please submit a 1/2 inch audition tape to NAPMA, 1362 86th Terrace North, St. Petersburg, FL 33702. For more information, call (800) 973-6734.

COMBAT SOMBO INTERNATIONAL
Join Now! Receive Sombo newsletter, I.D. Card, membership certificate. Earn rank in Combatsombo by testing. Call (423) 984-3979, write 407 Bonnie Brae Drive, Maryville, Indiana, 37801.

AT LAST, A CHARITY THAT PAYS FOR YOUR SCHOOL TO HELP CHILDREN
The Project Action Foundation will pay your school $50.00 per month to teach underprivileged children in your studio as well as promoting your image in your community. For information on becoming a sponsor studio, call or fax 813-FOR-KIDS. (367-5437)

FREE BOOK AND VIDEO CATALOG
Quality, affordable books and videos for instructors. Marketing, publicity, legal liability, teaching and more. Call 1-800-778-8785 or write Turtle Press, PO Box 290206, Wethersfield, CT 06129-0206.

THE ULTIMATE EDGE
MUSASHI products are preferred for achieving top performance in Martial Arts. These products will enhance your image while BOOSTING PROFITS for your school. Info: 608-829-5010.

KARATE SCHOOL FOR SALE
Why go to Florida where there is a Karate school on every block! Why not try the beautiful beaches of South Carolina! Karate school for sale with 65+ on contract members for you to expand or relocate. The area is one of the fastest growing in the country and a great opportunity for you or members of your staff who want their own school. Serious inquiries only please. 803-971-6607

HOW TO INCREASE YOUR RENEWALS AND UPGRADES
This 50-minute video workshop will take you step-by-step through the automatic renewal system. In addition to scripts for conferences and student announcements, you'll witness an actual renewal conference with analysis of the dialog to make sure you fully understand the strategy. Sale price $29.95. (reg. $59.95) Call 1-800-973-6734.

NO MORE ONE SIZE FITS ALL SOFTWARE
Specialized software to organize and maintain student and payment records easily and efficiently. Print reports, make labels and more! For Windows 95 and 3.1. Created by a Black Belt for Black Belts. DEMO available. Write today: Siegel Software, Dept. M-11, 334 Willow, Deerfield, IL 60015. 847-940-7941. email: SglSoft@aol.com.

Classified ads are $35 for the first 30 words. $1 per word after that. To place an ad, fax to (813) 570-2931 or email it to NAPMA@aol.com

ATTENTION MARTIAL ARTS SCHOOL OWNERS!



Stop wasting money on advertising for students with the same old tired methods! We have improved a tried and true marketing concept that we guarantee will give you 75 to 100 new leads per week for your martial arts school.

It's simple, you place the box in any store, restaurant, etc. within a five mile radius of your school and offer a free 1 week trial membership and BAM! you will be swamped with leads.

Our complete package includes:
- 10 fully assembled lead boxes with special art design or optional school logo
- 10 stick-on pens
- 500 registration forms
- Step-by-step manual with sample letters and forms to operate your lead box program.

Only $99.95 20% discount to NAPMA members.
$20.00 custom school logo charge. $5.00 S&H charge for every package ordered.

SMA MARKETING
96 ARTHUR STREET • SPRINGFIELD, MA 01104
888-618-9990 • FAX 413-746-6648

"CALL NOW FOR IMMEDIATE DELIVERY"



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***

CALL TODAY For Your **FREE** catalog!
☎ **602 951-2236**
or contact **Goshin Martial Arts Services**
6245 E. Bell Road #120, Scottsdale, AZ 85254
FAX (602) 971 - 9788/email wmakarate@aol.com.

NAPMA

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



How To: Get More Students, Have a Smoother Running Operation, Reduce Stress, and Increase Profits

NATIONAL ASSOCIATION OF PROFESSIONAL MARTIAL ARTISTS

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, new students, and without constantly marketing and prospecting to make your school grow. That's why the National Association of Professional Martial Artists (NAPMA) was formed.

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.



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, and is set up to pay for itself by adding just TWO new students (not two students a month, just two students!) And the whole program is backed by NAPMA's unconditional money-back guarantee!



MONTHLY MARKETING MUSCLE: Each month as a NAPMA member, you receive:

- Professionally Designed Camera Ready Ads and Flyers—Just Drop in Your Logo and Contact Info
- NAPMA's National Black Belt Club Program and pre-designed Black Belt Club newsletter
- Member Discounts on Retail Products from leading manufacturers
- Complimentary subscription to the Industry Trade Journal "Martial Arts Professional Magazine"
- Monthly Video Training Tapes on Marketing, Operations, Teaching, and more
- NAPMA's enormously successful Cardio Karate™ program, plus ongoing support materials and ad slicks
- Full Color Martial Arts Motivational Posters each month for your school
- Professionally designed Student Newsletter—just add your own info and use it as a marketing piece!
- Access to NAPMA's Toll-Free Consulting Hotline
- Special In-House Promotional Events designed for your use.
- Networking Contact With Other Member Schools
- Discounted Insurance Rates For NAPMA Members
- NAPMA's New Student Transfer Program Helps Overcome Enrollment Objections
- Use of NAPMA Designation in all your Marketing Materials and Ads
- Super Selling Strategies Monthly Report
- NAPMA Training Seminar on Audio Tape

the benefits of napma membership



NAPMA has grown, in two short years, to become the nation's largest and fastest growing professional martial arts organization for one simple reason—NAPMA works for school owners nationwide!

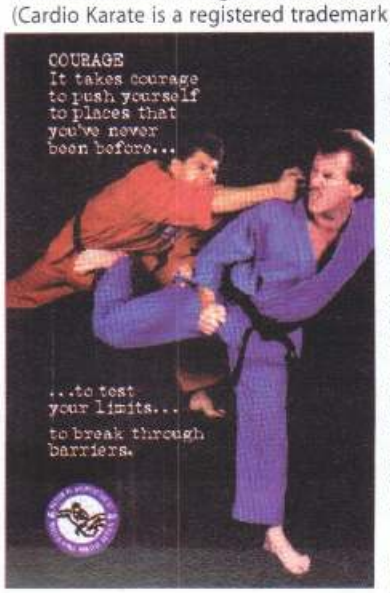
Each month NAPMA members receive a package packed with proven, professionally designed marketing and operation materials that are designed to:

- Increase your enrollment dramatically
- Give you a smoother running operation
- Reduce your stress
- And increase your profits

By providing you with proven marketing and training materials, NAPMA leaves you free to concentrate on providing quality instruction for your students. Your monthly package contains:

- Professionally designed school ads and flyers in a variety of sizes. These ads are designed using the latest marketing research and information to make the phone ring and the door swing! They're ready-to-go, just pop in your logo and phone number.
- You get NAPMA's National Black Belt Club program, which is designed from the ground up 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. You also get our Black Belt Club Newsletter to distribute to your students and keep them involved.
- You'll get special discounts on retail inventory products from some of the biggest martial arts products manufacturers. You can save thousands each year with this benefit alone!
- Each month you'll receive "Martial Arts Professional" magazine, the trade journal for professional martial artists, packed with informative columns, how-to's, marketing and sales columns, feature articles, and industry news from the best martial arts writers in the business.
- You'll get our monthly training video tapes focusing on training your staff, marketing your school, and teaching your students. An invaluable resource for any size school. You'll soon build a library of NAPMA training tapes you can refer to again and again.
- Each month you'll get "Kickin'," the monthly newsletter designed as a marketing tool for your school. These professionally designed newsletters are a proven way to reach potential new students. Just add your logo and contact info.
- You get access to the NAPMA toll-free consulting hotline for help with your marketing materials, videos, Black Belt Club program, and all aspects of NAPMA membership.
- You've read and heard about the Cardio Karate™ phenomenon that is sweeping the nation right? Well NAPMA is the organization that created it. (Cardio Karate is a registered trademark of NAPMA) and you get the full program, monthly marketing materials, video curriculum flyers and ads— everything you need to roll out a Cardio Karate program in your school FREE with your NAPMA membership.

cardioKARATE®
THE WORKOUT THAT PACKS A PUNCH™



- Your monthly package includes a full color martial arts motivational poster for use in your school. (See the sample at left.)
- Our Student Transfer Program allows your students to transfer from one NAPMA school to another. With over 1,300 schools nationwide, if one of your students relocates, there's sure to be a NAPMA school nearby.
- You'll also get our audio tape seminars each month that let you learn while you drive.
- Plus much, much more.

Each month you'll receive a great motivational poster!

How To Become A NAPMA Member

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

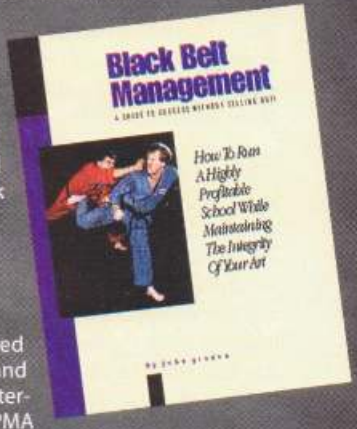
- A three-part Video Seminar each month
- Separate Audio Tape Seminars
- Camera Ready Advertisements that get quick results
- Proven Retention techniques and strategies
- Pre-designed Marketing Campaigns
- Authorization to use the NAPMA member designation on your printed materials
- In-house NAPMA sponsored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

NAPMA membership is 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.

The NAPMA Start Up Kit is Only $99 (plus $10 S&H)

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



Bonus #1—THE BLACK BELT MANAGEMENT MANUAL (Retail $149.00)
This fully illustrated guidebook to operating a successful school is considered to be the best book ever written on the subject.

Bonus #2—THE NAPMA RETENTION AND FINANCIAL CONTROL SYSTEM
This control system is designed with the retention, statistical and enrollment forms needed to interface your school with the NAPMA program.

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.

How To Get Started

Order your NAPMA start-up kit by calling:

Enroll today—before your competition does!

NAPMA
National Association Of Professional Martial Artists
3950 3rd Street N. • Suite C&D • St. Petersburg, FL 33703
1-800-973-6734 (Outside U.S. call 813-895-0409)



EXECUTIVE DECISIONS

managing for success

by Rob Colasanti

Make the most of your marketing dollar by following up

One of the least expensive and most effective ways to increase your enrollment is by making telemarketing follow-up calls. These calls are critical for growth. In fact, studies have shown that following up on a missed sale increases your percentage of closure by 300 to 1,000 percent. Knowing this, can you really afford not to be making these calls?

The average martial arts school owner is constantly working to generate new leads. Demonstrations, lead boxes, distributing flyers, print advertising, school promotions and referrals all provide valuable leads for gaining new students. As you can see, getting fresh leads doesn't seem to be too difficult for most owners. However, it takes discipline and proper training to follow up on these leads effectively.

Usually, follow-up calls are made by the school's Admissions Director. However, some schools have limited staff and must delegate this task to someone else. Just about anyone can make follow-up calls as long as he/she is motivated, courteous, professional and understands the benefits of martial arts training. Some schools even assign a well-trained member of their Leadership Team to this task. The key here is to prepare this individual through role-plays and any other training tools you can get your hands on.

It's important to prioritize the tasks that will lead to a school's growth. Along these lines, telemarketing follow-up calls have earned placement near the top of the list. Any new leads that are generated should be followed-up on within 72 hours after initial contact with the prospect is made. The longer you delay following up, the less chance you have for acquiring a new student. It's important to be disciplined in this area and follow up fast. In other words, you want to take a "get 'em while they're hot" attitude.

There are two main types of follow-up calls to consider. The first is known as a "prospecting" follow-up call. It's main purpose is to set an appointment for a prospect to come in, tour the school and watch a beginners' class. Ideally, there should be no selling during a prospecting follow-up call.



The second type of follow-up call is known as a "sales" follow-up call. Its purpose is to get a "yes" or "no" answer out of a prospect who has already visited the school or taken an intro. Here, the prospect may have deferred to higher authority or said that he wanted to think it over. These potential students can be considered hot prospects and 100% of them should receive a follow-up call on an agreed-upon date and time.

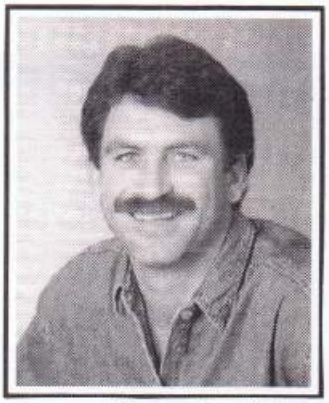
It is recommended that a minimum of 50-100 follow-up calls are made on a weekly basis. Just remember, the Law of Numbers directly applies to telemarketing, so the more calls you make the better your results will be. Besides, much of the time and money that's invested in lead-generation goes to waste when the leads are not followed-up on promptly and effectively.

With telemarketing, efficiency is also an important skill. In fact, a good martial arts telemarketer can usually be on and off the phone in about two to four minutes—with an appointment set. How, you ask? Keep reading.

You'd be surprised how much time can be saved by not discussing the origins of martial arts, the strengths and weaknesses of various styles, the credentials of the school's owner, gossip about other local schools, payment arrangements, etc. Indeed, an expert on the phone will trim all of this fat and get right to the heart of the matter.

Finally, each call and its details should be recorded. Details pertaining to the actual conversation should be listed in the prospect's file. This file can be in hard copy or in a computer. All statistical data should be recorded on a stat sheet. A good telemarketing stat sheet would have categories for total amount of follow-up calls made, prospects contacted, appointments set, and prospects-contacted-to-appointments-set ratio. This will allow the person making the calls to keep track of his performance and to set goals.

Rob Colasanti is a 3rd degree black belt and as Vice President of the National Association of Professional Martial Artists Rob speaks with hundreds of school owner across the country each week. Rob has a BA from the University of South Florida, and is author of "How to be a Blackbelt." ■



I've Just Got To Get This Off My Chest Before I Explode!!!

How Does a First Degree Black Belt Teach His Instructor To Fill Up His School With New Students And Then Go Open His Own School, And Have It Full In 11 Months?

Let Me Tell You How! If You Do Not Read This Page At Least I've Done My Part.

You see one day this guy comes up to me and says "hey" you are spending all this money every month on ***advertising that gets you about 7 students a month if your lucky****. Then he said* ***if I could show you a way that could spend about 250.00 to 350.00 per month and at least double this*** *with hard work and would eliminate the need for an advertising budget, would you be interested? Well obviously I said yes. I Knew that one newspaper ad cost that, and if I only signed up 15 new students per month, I would generate much more than he was asking and I was already spending about 800 to 1200 per month and only getting 3,4,5, new ones each month. I certainly wasn't scared to work, I'd been busting my tail and not doing jack. Well* ***to make a long story short, they came out, trained us ,installed the system and taught my staff how to close. We received marketing and operational trainning manuals with on screen movies and video. It was so easy I was extremely surprised! I've got two schools now and this guy has got schools across the country doing the same thing.*** *He gave me a little flyer one day, that is what you are about to read, however I just want to be the first to tell you that you're making a big, big mistake if you don't check into this one. Now that I've got this off my chest, I want you to read the flyer I received from him.*

The martial arts organizations that will survive and be prosperous in today's market are positioned in a manner that is lean and ready to handle the constant change of today's economy. Are you tired of throwing away money on advertising? Do you want **more students**? Do you want to increase your income two or three fold? Would you like us to show you how to do this without any out-of-pocket expense? 'Sound too good to be true? Well, it **is** true, just ask our existing **martial arts clients**. They are so excited, **they did not even want us to disclose** this amazing marketing breakthrough to their competitors. We felt it would be unfair for us to allow that to happen, so we developed a **way to protect each karate school in an area.**

Don't miss out on this. At least give yourself the opportunity to see for yourself how incredible this turn-key program will work in your business. We would be happy to prove what we claim! You owe it to yourself, your family, and your employees to see how this amazing advertising system will give you an almost unfair advantage over your competitors!

The **Lead generation** System is not only extremely effective, it is extremely **cost** effective. Based upon our lease purchase agreement, with **no money down**, you could nearly pay for the system before your first payment is due! Based on the lowest response rate of only 1%, that's **40 qualified prospects a day**, and with a conversion rate of only 10%, that is **4 new students a day!!** Imagine the sales growth you can experience when **you are able to spend your time enrolling and teaching and not prospecting!**

WORDS FROM MARTIAL ARTS SCHOOL OWNERS

"I've never seen anything work so well for a ***third of the cost I was spending*** *on advertising."*
Connecticut Martial Arts- Steve Doyon-203-792-1544

"I was skeptical at first until I saw it work, and then I couldn't believe it. It totally paid itself in the first three weeks of operation after we enrolled 27 new students. Now ***we average about 20 new students each month*** *using the system."*
Brandon McRea Southwest Karate 281-565-9696

I use the system religously*, I don't care what anyone says, this is everything they say and 10 times more!*
Raymond Wolsifer Martial Arts America 504-778-0263

"It's simply ***the best enrollment tool for the cost*** *in the busines, and their company support is truly amazing."*
Usa Karate Scott Kifer 708-665-8322

"From the largest academy to the smallest school, the ***Lead generation*** *system by Today's Network Group, Inc., is by far the most cost effective lead generating source for our business in today's market.* ***I signed 44 students in my first 30 days with the Lead generation Advertising System.*** *The only reason I didn't sign more was because I literally couldn't handle more white belts than that with only one other black belt instructor at the time. Once I saw just how useful this technology was in finding customers for my other businesses, I knew that it would be ideal for the martial arts. My new school was filled with students even sooner than my wildest projections. As President of Today's Network Group, I consider it an honor to share the years of research our company has devoted to the* ***Lead generation*** *System with other martial artist like yourself. Please feel free to call me at* ***1-800-932-6382*** *and talk with anyone in our group or request a list of satisfied* ***Lead generation*** *customers in other industries. I'm looking forward to your comments." --- Max Day*

1-800-932-6382
TODAY'S NETWORK GROUP 11999 KATY FREEWAY #500 HOUSTON, TEXAS 77079



MASTER'S DEGREE

instructions for instructors

by Tom Callos

The TDMI Malady

After having taught somewhere in the neighborhood of 10,000 martial arts classes—give or take a few thousand— you'd think I'd be a virtual encyclopedia of training drills. But I'm not—because I'm TDMI (Training Drill Memory Impaired). As far as I know, I am the first martial arts public figure that has come forward to admit they have TDMI.

First, let me say that I'm not doing this for recognition or fame. I hope only to raise the public's awareness of this frustrating malady. By going public, I also hope to motivate other martial arts instructors to come out of their closet of denial and seek appropriate treatment. I want them to know it's okay—that they are ok. Perhaps, after reading my story, thousands of martial arts instructors across the nation will be able to throw open the doors of their dojos and shout with confidence, "I'M TDMI—AND PROUD OF IT!"

"TDMI sufferers often teach the same drills, with little or no variation, for months at a time."

Before I talk about the treatment of TDMI, let me point out its classic symptoms. Sufferers often: Teach the same drills, with little or no variation, for months at a time. Get a far-away look in their eyes when planning classes. Seem just on the verge of doing something new, only to fall back into old patterns. Say, "Hey, I've done that drill before. Gosh, I must have forgotten it." Scribble cartoons into their Training Drill Notebooks—instead of making notes.

I admit I have suffered all of those symptoms. But I ignored them. Oh sure, I heard the hushed whispers of my students, "That drill, AGAIN?" And I tried to cover-up my TDMI with self-effacing jokes like, "Well, you know, I've forgotten more than I can remember, ha, ha, ha." But now that I've come-out, I can deal with my impairment—and help others, too.



One cure for TDMI is to attend conventions and conferences to learn exciting classroom drills.

Fortunately for the Training Drill Memory Impaired, treatment is simple and painless. There's no 12-step programs to attend, no costly visits to the Betty Ford Clinic. TDMI sufferers can find quick and permanent relief with their VCR, a small library of videotapes, a few field trips and/or seminars a year, and a notebook.

If you or someone you know has TDMI, take the following actions:

1) Subscribe to a service that sends its clients instructional videotapes of classroom drills. One videotape is worth 1,000 words and 5,000 long-term-memory brain cells. It'll be some of the best money you've ever spent.

2) Attend at least two national martial arts teacher's seminars or National Conventions and visit not less than three other martial arts schools (preferably not the one down the street) each year. Make sure that you keep notes of the drills you see (EVEN if you know them—remember, you're TDMI!).

3) Have a staff meeting once a month to discuss the methods you've been using in classes, and come up with a few alternative methods for the next month.

4) Network with other instructors on a weekly basis. I know that if those of us who are Training Drill Memory Impaired can come to grips with our difference—our uniqueness—we can make a better world for ourselves and our students. Good luck!

Author's note: The Tom Callos' Worldwide Relief Fund for the Training Drill Memory Impaired desperately needs your money. Please send donations to: Tom Callos, 795 Memory Lane, Where-am-I, HI—or in care of this fine magazine. ■

Coming next month: 25 Training Drills For Making Classes More Exciting.

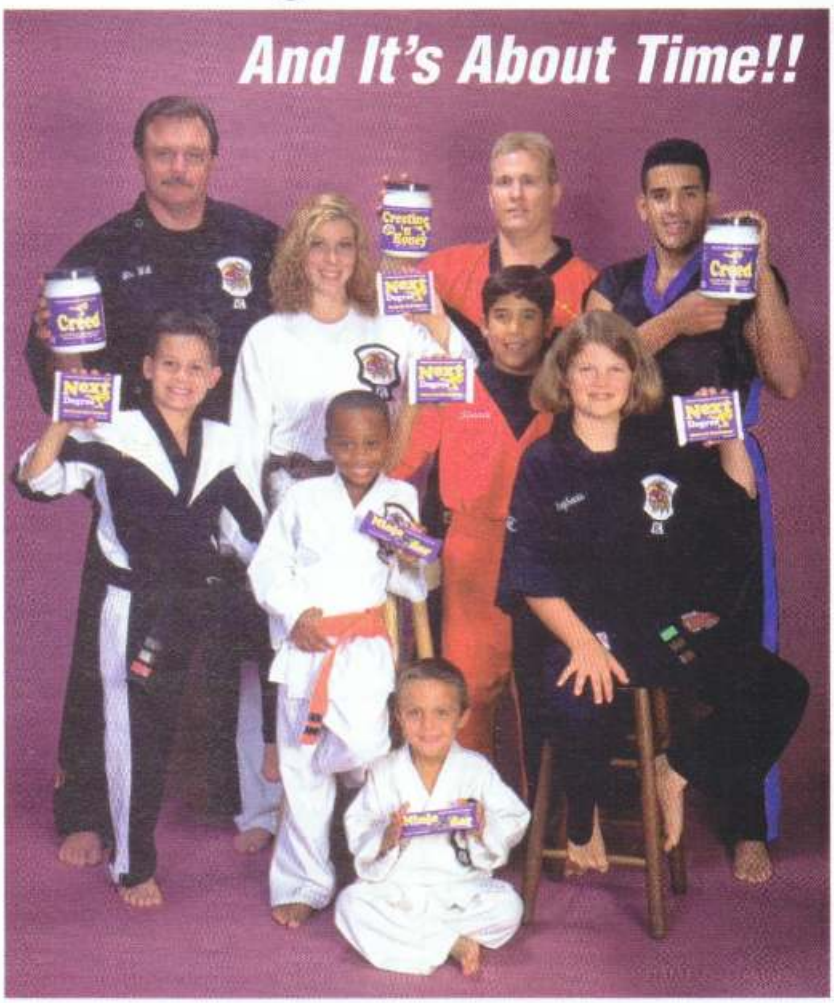
12,000 MARTIAL ARTS SCHOOL OWNERS WANT TO KNOW :

"Why Doesn't Someone Bring Out A Line Of Sports Supplements Exclusively For Our Students?"

The Good News Is:

Somebody Has...

Once upon a time, if you wanted to sell sports nutrition supplements at your school, you had to go to the bodybuilding companies for products.



Not anymore!!!

Dear Martial Arts School Owner,

Every place you look these days, you see stories on nutritional supplements for athletes. As a matter of fact, sports nutrition is one of the hottest growing business categories in the country today. Some studies even say it's a billion dollar a year industry!! Wow!! That's a lot of pills.

So. . .

Why hasn't someone brought out a line of supplements just for the martial arts student? After all, there are millions of people who participate in the martial arts. And they certainly have a need for good nutrition.

Well, somebody has. . . and that's what this letter is all about.

Sports nutrition actually got started a long, long time ago!!

It was all the way back in the 1950's when companies first began selling nutritional products to athletes. Not surprisingly, it was a very inauspicious beginning. Back in those days, very few athletes felt the need to supplement their diets and those that did had very few products to choose from. Boy, have times changed! Have you visited a health food store lately? Now there are shelves and shelves of sports nutrition products. And yet, amid all of these great super supplements, you won't find a single one for the martial artist. Well, at least until now.

Several months ago, we began to take a hard look at the nutritional needs of martial artists. As part of our research, we conducted a national marketing survey among martial arts schools. What we found out amazed us.

(Please turn the page)

Give us our own line of products!!"

The thing we kept hearing over and over again from school owners was: "Please don't come to us with just another line of bodybuilding products. Why don't you people design a line of nutritional supplements exclusively for martial artists? That's something we can really sell."

Of course, they were right! (Sometimes the more obvious things are, the harder they are to see.) And so, it was quite obvious that the time was right for martial artists to have their own line of sports supplements.



Ninja Bars are a big hit with the large number of young people who study the martial arts.

But what would this line consist of? We knew it couldn't be just another line of bodybuilding products. After all. . . isn't that what the school owners kept telling us? And so, before simply bringing out a bunch of products nobody really wanted, we continued with our marketing research. We contacted hundreds of schools all around the country. We asked them what they felt their students really needed. We also visited many schools in the central Florida area and asked lots of questions.

One of our biggest surprises was just how many young people are involved with the martial arts. In fact, many students are under 16. This would certainly affect the type of supplements needed. Our nutritional consultants advised us that these young students didn't need mega-potency, exotic, super duper supplements. Instead, because of their age, growth requirements and martial arts training, what they really needed were good quantities of the basic nutrients — things like protein for muscle growth and repair, carbohydrates for energy and recovery as well as generous amounts of vitamins and minerals.

It's no secret that most young people don't eat properly. With junk food everywhere, it's just so easy for them to grab a coke, pizza, hot dogs, cookies, cakes. You don't have to be a rocket scientist to know that these are not the kinds of foods that build martial arts champions. Yes. . . there really was a need for quality nutritional products.

The Ninja Bar is born!

Since most kids are always in a hurry and eating on the run (I guess that's why they call it fast food), we knew we needed a product that was not only nutritious but also convenient. That's when we first came up with the idea for the **Ninja Bar**. Since most kids love to eat candy bars anyway, why not give them a great nutritional bar that they could eat before or after class? The only problem would be to get all of the important nutrients into the bar and still make it taste good. We're pleased to report that everyone who tries **Ninja Bars** tells us they really do taste great!

But there's a lot more than convenience and taste in the **Ninja Bars**. They're also loaded with body building nutrition. Each bar contains 15 grams of complete protein. That's almost as much as two full glasses of milk. In addition, each bar also contains 100% of the daily requirement for vitamins and 30% of the daily requirement for minerals. What a great snack for your students!

These bars sell well to all age groups — including some moms!!

Not surprisingly, schools everywhere are telling us that these bars are a hit with all of their students — and not just the young ones. As a matter of fact, we've even heard that some of the student's mothers are getting hooked on **Ninja Bars**. That's okay since **Ninja Bars** are good for the whole family. As a matter of fact, some families are buying a box or two at a time and eating them throughout the day.

If you keep **Ninja Bars** out on display, you'll be selling them by the truckload. And don't worry about them showing up for sale at the local health food convenience store. That's not going to happen. If your students and their families like these bars, they're going to have to buy them from you.

We've got some other great products for you to sell too!!

Ninja Bars aren't the only thing you're going to be selling at your school. We've also brought out four other dynamite, new supplements that are guaranteed to fly off of your shelves.

Just as popular as the **Ninja Bar** is our high nutrition meal enhancer which we call **Next Degree**. Like the **Ninja Bar**, **Next Degree** is also loaded with complete proteins, vitamins and minerals. It comes in individual powder servings and mixes into a delicious chocolate shake. When taken along with a meal, **Next Degree** fills in all of the missing nutritional pieces. It enhances or boosts the nutritional value of the other foods which are eaten. It's almost like having a nutritional insurance policy at the dinner table. It is a nearly perfect nutritional supplement for your hard training martial arts students.

And once again, don't think **Next Degree** is just for kids. This supplement is ideal for all of your students. Feel free to recommend it to everyone you teach — young and old.

Need an energy boost? 'Kick' will knock your socks off!!

Another popular request among responders to our marketing research was for a quick-acting energy product. . . something that could be taken before class to boost stamina. **Kick** is our answer to that need.

Kick is an all natural herbal energy formula that goes to work almost immediately to rev up the body for prolonged physical activity. **Kick** will definitely help your students get the most out of each training session. It's 100% safe for all of your students.

One other point about **Kick**. This is a great product for your students to take before competing in tournaments. Those who do use it tell us that the results are fantastic!! Once your people try **Kick**, they'll never compete without it.

If you use it yourself, believe in it and talk it up to your students, you will sell many bottles a month.

For the needs of the 'Ultimate Warrior' we give you Creed — the super supplement!!

Here's the strongest, most complete martial arts supplement on earth. It's our super powder called **Creed**!! This fantastic supplement is not meant for everyone — it's just too powerful. It's meant only for your elite students 18 years old and older. **Creed** packs a powerful wallop since it combines over 55 popular sports nutrients into one super powder. Just about every sport supplement you've ever heard about is in **Creed**. Things like Ginseng, Yohimbe, DHEA, Creatine, Amino Acids, Oriental Herbs, Natural Sterols and so

much more.

Athletes use **Creed** for a variety of reasons. First of all, it is a great source of energy. Drink a glass of **Creed** an hour before class or a tournament and you'll be hunting for bear. Yes. . . it's that strong!

Creed also helps build muscle strength. Many of its ingredients when used along with a weight training program, are known to increase strength levels by up to 15% in just six weeks.

Creed is also a great product for helping to prevent muscle injuries and to speed up recovery from hard workouts. There's no doubt **Creed** is the most powerful sports supplement on the market. Remember. . . recommend it only to your elite athletes.

Creatine is hottest sports supplement on the market!!

A few years ago, a new sports supplement hit the market like an asteroid from outer space. That supplement was creatine. Many impressive studies were done showing that creatine supplementation played a measurable role in muscle growth and recovery from hard exercise. Athletes from many different sports began to experiment with creatine supplementation with highly favorable results. Even the media, which is usually very cautious about such "wonder supplements," was quick to extol the merits of creatine.

Now your school can also cash in on the popularity of this amazing supplement by stocking **Creatine 'n Honey**, our state of the art creatine product. Studies have shown that creatine absorption is vastly increased when blended with a carbohydrate base. Powdered honey makes a perfect carbohydrate medium for creatine absorption. **The Way** is the only company offering a creatine supplement with honey. Educate your students to the benefits of creatine and you'll have a hard time keeping this product in stock.

Commonly Asked Questions About *The Way* Line Of Martial Arts Products.

Q: I'm not sure why martial artists even need sports supplements. Can you tell me why?

A: Over the last 10 years, sports nutritionists and exercise physiologists have been conducting numerous experiments on the effects of diet, nutrition and food supplements on athletic performance. Time and time again, their studies have shown that specific diets and nutritional supplements can dramatically improve athletic performance.

Proper nutrition and supplementation can increase strength and speed, provide more energy, enhance recovery and help prevent injury.

Certainly, the martial artist as an athlete can benefit from all of these training effects.

Couple this with the fact that many martial arts students are under 16 and still in a growing stage, and the need for good nutritional practices becomes even more apparent. Martial arts nutritional supplements are a need who's time has come.

Q: I don't know that much about supplements and nutrition myself. How can I expect to counsel my students?

A: When you carry The Way line of martial arts supplements, you get a whole team of experts behind you. We will provide you with very informative sales literature which you can make available to your students. This literature will go a long way in answering your students' questions.

In addition, we will provide you with a distributor newsletters which will help you answer most of your customer questions.

And finally, our staff of customer service reps is only a toll free phone call away. Should you encounter a question you cannot answer, give us a call and you'll have that answer in minutes.

Q: Do I have to stock all of your products to become a distributor?

A: Absolutely not!! We want to make it as easy as possible for you to carry our products. If there are items in our line which you feel will not sell in your school, don't carry them. Just order what you think your students will be interested in. But don't forget. We do have a guaranteed buy back option. We'll buy back from you at any time any products that you cannot sell. So if you do want to try new products, you never assume any risk.

Q: What if a student buys a product and doesn't like it?

A: This is never a problem. We offer a 100% money back guarantee.

Either your students are satisfied with our products, or we authorize you to refund them all of their money. Of course, we will always credit you for any refunds you give out.

Q: I have a lot of young kids in my classes. Are there any age limits for using these products?

A: The only product of ours that carries an age restriction is Creed.

It is recommended for students 18 and older. All of the other products can be used by any student of any age.

Q: I'm limited for space at my school. What is the best way for me to display these products?

A: The very best way is for you to order one of our floor display units.

This display takes up minimum space and holds the whole product line.

Position it near your sign-in or entrance location. It will grab lots of attention. Be sure to always keep plenty of our sales literature on hand too. You'll find a lot of parents will also pick up the literature and read it while they are waiting. Once they read about how these products will help their children, they'll be buying plenty of merchandise.

Q: Where else are these products being sold?

A: The beauty of The Way line is that it is available only at martial arts schools. Your students won't be buying these items at the local GNC, health food store or convenience market. If they want to use them, they can only buy them from you. Your customers will stay your customers.

We're making it as easy as possible for your school to get started!!

So now that we've told you all about these great new products, let's show you how your school can start cashing in on this great new money making opportunity right away.

We want to make it as easy as possible for you to get started. That's why, we've put together a WHOPPER of an introductory deal. Our "NEW DISTRIBUTOR INTRODUCTORY SPECIAL" contains everything you need to immediately become an official distribution center for "The Way" line of martial arts supplements. Here's what you get with this complete, turnkey package:

(1) **8 boxes of Ninja Bars** (12 per box).
(2) **8 boxes of Next Degree** (20 per box).
(3) **6 bottles of Kick.**
(4) **6 bottles of Creed.**
(5) **6 bottles of Creatine 'n Honey.**
(6) **Four-tiered display shelf with header sign.**
(7) **Handout literature (catalogues & flyers).**
(8) **Cloth banner ("TheWay").**
(9) **Posters.**
(10) **Free shipping.**

The full value of this tremendous opening package is $695. But if you're serious about getting started and you're ready to act immediately, we'll give you the whole kit and caboodle for just $495. That's a nifty $200 savings — not counting the great profit you'll make selling these products to your students. And all of this is just a phone call away.

And we'll even take away all of your risk! Here's how -

Oh! We almost forgot to tell you about

(Please turn the page)

our ***Satisfaction Guaranteed, 100% Buy Back Policy.*** Here's how it works. Whatever products you purchase from us come with our 100% buy back guarantee. What this means is that if you buy products from us, and you want to return them at a later date for any reason whatsoever, we will buy them back from you at the full price you originally paid. This protects you from ever getting stuck with unsellable merchandise. And there's no time limit on this offer. ***You have absolutely no risk when you carry our products. You either sell them or get your money back!!***

We also extend this money back guarantee to your students. If you sell one of our products to a student, and they are unhappy with it for any reason, simply refund them all of their money and we will reimburse you for that refund. No one will ever get burned buying from us. We want satisfied customers — not a quick profit.

Our advertising will help boost your sales!!

To help create a steady demand for our products with your students, we'll be doing lots of magazine advertising in the months ahead. We'll also provide your school with plenty of free handout sales literature which you can make available to both your students and their families. In fact, the more accessible you make this literature, the more products you will sell.

We also have available beautiful cloth banners and posters for you to display at your school for increased student awareness of the product line. Also, once you become a distributor, you'll immediately start receiving our distributor newsletter. This highly informative publication is loaded with proven sales and marketing tips which are guaranteed to help you sell more products.

Are you ready to go? Call us right now and you're off!!

Well, by now we hope we've convinced you of the benefits of becoming a distributor for **The Way** line of martial arts supplements. If you still have any questions, or perhaps you would like to place your first order, then by all means, pick up your phone and speak to one of our friendly customer service reps. They will be most happy to answer all of your questions and help you put together your order. And don't forget. . . our 100% buy back guarantee eliminates all of your risk. You have nothing to lose and everything to gain. So go ahead and make that call.

How To Turn A Dead Corner Into A Live Profit Center!



All you need to start a new profit center at your school is space for this handsome shelf display. This sturdy, compact unit holds our complete line of supplements as well as informative sales literature. Set one up in your school and watch sales soar! (It's yours FREE when you order the Introductory Special)



Customer service reps waiting to help you.

If you have any questions or you'd like help putting together your order, our courteous sales people are waiting for your call. They're available Monday - Friday, 11 am - 8 pm (EST).

Your satisfaction is guaranteed

You have no risk when you try our products. We guarantee your 100% satisfaction or we'll refund all of your money.

24-hour easy order toll free line

We have a 24-hour toll free order line. Order any time, any day. 1-800-255-8906. Most orders are shipped within 48 hours.

VISA MasterCard AMERICAN EXPRESS DISCOVER

FOR FASTER SERVICE:

Fax Your Visa, MC, AmEx., and Discover Card Orders To (407) 297-1057



The Way™

767 Kirkman Rd. Dept.121, Orlando, FL. 32811

1-800-255-8906 OPER. 21

Visit our website: www.masteringtheway.com

Foreign distributorships available.



"... **Next Degree** tastes great, dissolves instantly and can be mixed with any beverage."

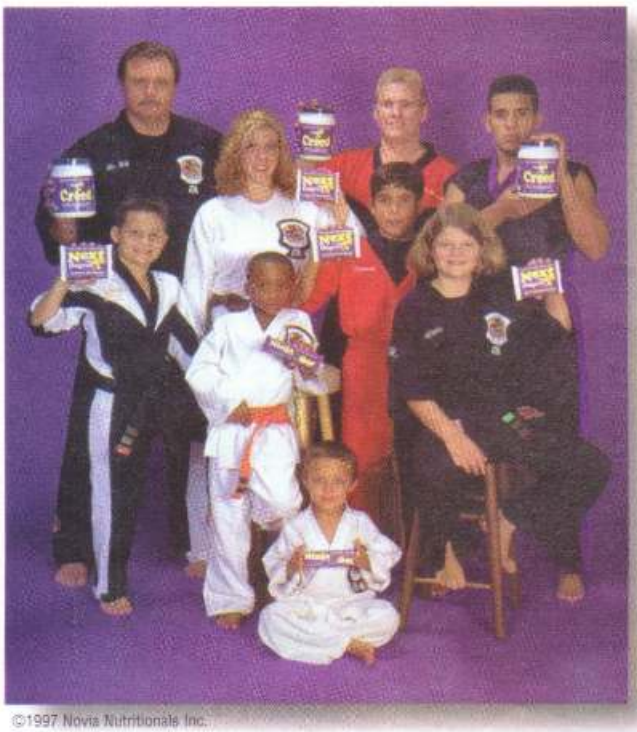
"It is so much more convenient for students to pick up these products right at their school."

Greg: "No, not at all. It's been designed for all hard training martial arts students - no matter what age. But since growing kids have such high nutritional requirements, **Next Degree** is perfect for them."

Q. *"Tell me a little about these other products."*

Debora: "One thing that kept coming up over and over again in our survey was a request for a good energy product - something that would really boost stamina during class. To meet that request, we brought out an herbal energy product called "**Kick**." **Kick** comes in tablets and is made from all natural ingredients. It is one hundred percent safe and really lives up to its name. **Kick** will definitely help students get the most out of each training session. It works almost immediately and lasts for several hours."

Greg: "I think that we should also mention, Debora, that a lot of martial artists are using **Kick** before competiting in tournaments. Those that do are telling us that the results are fantastic! Boundless energy and increased strength obviously come in very handy in a tournament."



©1997 Novia Nutritionals Inc.

Q. *"And what about Creed?"*

Debora: "Another interesting thing that we uncovered in our market research is that there is also a hardcore group of elite martial artists who want and need the most powerful nutritional supplements on the market. Something not for beginners. . . for kids. . . for rookies. But something for the ultimate warriors. Since there are so many good sports nutrition products now being sold, we decided that the best way to fill this request was to put them all into one super powder. That powder is "**Creed.**" **Creed** contains over 55 of the most popular sports nutrition supplements all in one jam-packed product. There's no guess work with **Creed**. Everything that could possibly benefit the elite martial arts student is in this product."

Greg: "Including ten very powerful oriental herbs."

Debora: "Yes. . . oriental herbs. I almost forgot. Anyway, **Creed** will definitely give elite martial artists the edge they're looking for. It will make them stronger, help them recover faster, give them more energy and reduce their chances of injury. It's just a dynamite product!"

Q. *"So, are these four products it, or do you plan to come out with other supplements?"*

Greg: "One of the things that continues to amaze us is how helpful school owners have been. They've passed along some great suggestions to us and they have been very forthright in telling us the needs of their students. As a result, we are already working on three additional products that we will be coming out with very soon. I can't stress enough what a commitment our company is making to meet the nutritional demands of the martial arts student. Our goal is to bring to this group of athletes the very best products on earth and at very reasonable prices. Therefore, I strongly encourage anyone reading this story who would like to make a suggestion, to feel free to call or write us any time. **The Way** is about a long-term commitment. It's about filling a need. Not taking the money and run!!"

Q. *"Well, it's certainly nice to know that a nutritional company cares so much about the needs of the martial artist. So how does someone go about purchasing your products?"*

Debora: "While we are happy to sell our products directly by mail order, we much prefer that the schools themselves become distributors. It is so much more convenient for students to pick up these products right at their school. This also provides the school a chance to earn some extra income. We have put together a very thorough distributor program that includes a convenient floor display, informative handout literature, signs and banners as well as attractive profit margins. Schools wishing to know more about our distributor program should call or write me as soon as possible." **(1-800-255-8906)**

Greg and Debora, thank you very much for taking the time to talk with us today. We'd like to wish you the very best success with what sounds like a great line of supplements for martial artists."

For more information call:

The Way™

767 Kirkman Rd. Dept.121, Orlando, FL. 32811

1-800-255-8906 OPER. 21

www.masteringtheway.com

Foreign distributorships available.

Martial Arts Business Cycle To Success!!!

DTS2000 DELUXE

Martial Arts Management System



Increase Retention and Sales

- ❑ Increase your enrollment and dominate your market!
- ❑ Deliver a personal voice message about your studio.
- ❑ Contact thousands of prospects per day.
- ❑ Leave different Messages on all answer machines.
- ❑ Select your target market using residential zip codes.
- ❑ *"NEW" MULTIPLE VOICEMAIL* -
  Have your own studio " Hotline Number "

Free Demonstration, call now!!!

1-800-944-0943

CARDIO - KARATE MUSIC

This ain't your average, everyday, re-done, wimped out, fluffy, be-bop, imitation, traditional fitness music!

WELCOME TO OUR WORLD!

B & K HOWE Music Services

- Custom DJ Services
- Original Artists
- Energetic Beat Patterns
- Club Style Mixing
- Special Club Re-Mixes
- Hard To Find Dance releases
- Music For Martial Arts Training
- Music For All Ages
- Martial Arts Theme Music

Cassettes As Low As $16.95! For NAPMA Members

The music featured on our mixes are guaranteed to keep you rocking non-stop from the moment you press play! With new club mixes, rare releases, classic hits, and outstanding club style mixing, it will feel like you are stepping into some of the countries hottest dance clubs!!



CD's Starting At $22.95 ea.

CLUB & TECHNO MIXES | MORTAL KOMBAT MIX | TOP 40 DANCE MIXES | HIGH IMPACT MIXES



The Only Martial Arts Music Company

888 - 425 - 4693

7832 Medallion Way - Rohnert Park, CA 94928 - (707) 664-0698

INSURING OVER 2,000 MARTIAL ARTS FACILITIES



Punch This Today.

Or You Could Be Kicking Yourself Tomorrow.



Every year hundreds of martial arts studios are knocked off their feet by unexpected lawsuits.

If you think it can't happen to you, you're wrong. All it takes is one injury to send years of hard work down the drain.

That's why over 2,000 martial arts facilities protect themselves with Liability insurance from Markel. With over $1.3 billion in assets, we have the strength to handle even the largest claims, and the experience to help you avoid them in the first place.

It Takes Just Five Minutes

Fast, Free Quotes Right Over The Phone!

Instant Coverage!

Installment Payment Plan Available

Call Now! (800) 943-3559

MARKEL INSURANCE COMPANY

ENERGY • ENDURANCE • MUSCLE • RECOVERY • NUTRITION • SUPPLEMENTS



To order, or for a free catalog:
MUSASHI USA, INC.
6666 Odana Rd. Suite 133
Madison, WI 53719
608-829-5010 • Fax: 608-829-2189

MUSASHI

info@musashiUSA.com • www.musashiUSA.com

PROMOTION BOXES

$3.95 ea



PLEXIGLASS
5" X 4" X 3" Box
5" X 7" Header

SMALL CARDBOARD
3" X 4" X 10" Box
8 1/2" X 11" Header

LARGE CARDBOARD
10" X 6" X 9" Box
10" X 14" Header



Small Boxes @	$3.95	Full Color Headers @	$1.95
Large Boxes @	$4.95	Entry Form Pads 50 sheets @	$.75
Plexiglass Boxes @	$12.95	Stay-Put Pens @	$.95

For More Information, or to Order Call Today
Professional Martial Arts Consultants
Pro MAC ^ 2511 Memorial Ave. #405, Lynchburg, Va. 24502

800-932-8502
Mastercard/Visa/Discover-COD Cash
Outside U.S. (804) 847-1036

All headers are in FULL COLOR!

"Rank should be an honor, not an expense."



Joe Lewis 10th DAN
Bill Wallace 9th DAN
Dr.Jerry Beasley 8th DAN, FOUNDER

World's foremost independent teachers organization for Karate and Tae Kwon Do.

Black Belts only write for FREE brochure

AIKIA
2475 Glade Dr.
Christiansburg,
VA 24073
(540) 381-2025

AMERICAN INDEPENDENT KARATE INSTRUCTORS ASSOCIATION
AIKIA
WORLD MARTIAL ARTS GROUP
INDEPENDENT

At Last, a Charity That Pays Your School to Help Children!



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]

JONES SPORTSWEAR COMPANY INC.

1630 2nd Avenue South
Birmingham, AL 35233
800-762-0719
205-326-6264 • fax 205-324-9647
Internet at http://www.jonessportswear.com

INCREASE YOUR STUDIO'S PROFITS WITH CUSTOM PRINTED T-SHIRTS
Discounts Available For NAPMA Members

Studio Logos Reproduced or Let Our Inhouse Graphics Dept. Create A Special Design For You

JERZEES
FRUIT of the LOOM

Our Products Are Of The Highest Quality With Very Competitive Pricing

CALL NOW FOR FURTHER INFORMATION & PRICING

Preventing Legal Problems—*continued from page 18.*

One of the instructors recommended that the competitor with the bloody nose lean his head back, which is exactly opposite from modern first-aid practices. It causes the blood to flow into the throat and can cause choking and illness (a person's stomach tends to throw up his own blood).

At our school, all instructors are First Aid- and CPR-Certified through the American Red Cross. One of the senior instructors, Debora Lee Hicks, has obtained certification as a First Aid and CPR instructor, and she teaches certification seminars from time to time. Fortunately for the competitors, Myrna Blake (Christian Martial Artist Editor in Chief and Guardian Kempo Instructor) was on the floor and available to treat the injuries of the competitors. Had there been no care available, or had the care been counter-productive (such as causing blood to drain into body cavities), then the injuries could have been much worse than they were.

There should be someone who can tend injuries available at all times. A First Aid kit should be handy. Red Cross certification in First Aid and CPR is recommended, and if a martial art has healing skills, then they should be practiced and properly applied to injuries.

One caution about hybrid martial arts-type healing techniques: They had better work. If an esoteric technique is used and makes matters worse, then instructors and schools could get in even more trouble.

Defending a Lawsuit

If you have a good insurance policy, then your insurance company should take care of your legal defense. What you need to do in the event of a serious injury (or any injury that you feel may result in a claim or litigation) is to write down all the facts surrounding the incident. Take note of what happened, who was around, what was done about it and by whom, and an account of the events and possible contributing causes. This will serve as a reminder to you, since memory can be inexact. It may be months before you have to give a deposition, and years may go by before a trial. If you rely on your ability to remember a two-year-old event, then you can expect to be expertly tripped up by a skilled attorney on cross examination.

If you do not have insurance, then writing down what happened is also important. You will also want to take note of your conclusions, since you will have to decide if you are going to settle the case or defend.

Keep in mind that legal defense can get expensive, but if you are sued in a frivolous case, then you may be able to sue for malicious prosecution of a civil suit. If you feel that the case has merit, then you make every effort to settle the case for a fair amount. You may have to make offers to set up a payment plan, or to work out some sort of exchange. If they will not agree to anything you can do, and you simply cannot pay, then bankruptcy is always an option. Negligence claims can normally be discharged in bankruptcy. Try to avoid it, but if pushed beyond your financial limits, it remains a possibility.

The Latest Wrinkle

Recently in San Diego, a disgruntled former student reported his instructor to the Employment Development Department, an agency of the State of California. The EDD did not seem to have much respect for the ancient tradition of having high-level students teach newer students. An instructor was fined $25,000 for having black belts teaching without pay.

While the martial arts community accepts this practice as part of advanced training, the State of California does not seem to hold the same view. At this time, the instructor has not attempted to fight the matter, and if he does, it will be some time before we have word on the result.

To avoid this problem, head instructors should maintain paperwork clearly indicating that the black belts must teach as part of their advanced training and practice. The documents should be acknowledged and signed by the black belts and kept on file to avoid this problem in the future.

If we hear that there has been a favorable resolution, we will report it in a future issue.

Last and Recent Word

As a last word, all paperwork should be recent. If someone is injured in class, and the Assumption of Risk was signed six years ago, or if a parent signed an indemnification and a student has since turned 18, then the validity of the document may be called into question. I recommend updating paperwork annually, and immediately after the 18th birthday of a student.

And finally, even visitors can sue if they are hurt, so Assumption of Risk documents should be signed by people attending seminars, tournaments, informal training sessions, by visiting martial artists, etc.

Recently, in Texas, a martial artist allowed a black belt to train at the class. The visitor was a friend of a senior student and very honorable. He got hurt. While the martial artist understood that it was a risk that martial artists assumed when they trained, his wife did not see it that way. When faced with the medical bills, she insisted that legal action be taken. Given the choice between martial arts harmony or marital harmony, the martial artist filed suit. We do not know if the Texas school survived the law suit.

Many schools will go through years without a problem. One local instructor reported that in two-and-a-half decades of teaching, a student has never been seriously injured, and there has never been a claim or suit filed against him or his school. Some of us will not be so lucky. Taking the attitude that will never happen to me is like a person choosing not to learn self defense because they feel they will never have to use it. It is certainly easier to spend a few minutes per student each year to ensure the protection of the instructor and the school.

Honor will cause us to do our best to compensate a student who is injured due to our negligence, if we know that we are at fault, but proper documentation will minimize the risk of your school, credit, and life being ruined by a student or visitor that is injured during the ordinary course of training.

We train to defend ourselves with punches, kicks, locks and throws. In modern society, we are more likely to need self-defense skills to protect our schools, our property and our futures. It doesn't take years of dedication. It just takes a short commitment to protect yourself from unfounded law suits that could destroy your future as easily as any violent criminal. ■

YOUR BUSINESS IS TOO IMPORTANT TO TRUST WITH JUST ANYONE...



Choosing the right billing company is one of the most important decisions you can make. Your business demands a full line of professional services.

- ✓ **FLEXIBLE CONTRACT AND MONTH-TO-MONTH BILLING**
  Autopay™ bank/credit cards, coupons, invoices and "check pay by phone"
- ✓ **DEDICATED CUSTOMER SERVICE**
  Increased collections, improved member retention and toll free numbers
- ✓ **CUSTOM FINANCING AND LEASING**
  Contract advances, credit lines, equipment leasing and money for new construction
- ✓ **MARKETING**
  The complete NAPMA package
- ✓ **COMPREHENSIVE INSURANCE**
  Liability, property and tournament coverage

INNOVATIVE BILLING • CUSTOM FINANCING •

APS

(800) 277-4407

Automated Payment Services, Inc.

The Pavilion, PO Box 705
Jenkintown, PA 19046
(215) 572-8884 • (215) 572-5056 Fax

There is more to choosing a billing company than receiving a free video.

Trust APS as your professional billing management company!

SAVED BY THE BELL

Six disciplines that will make your school a success in '98

By Rick Bell

If there is one trait that separates winners and losers in life and business, it is discipline. Winners have it, losers do not. Every instructor knows it takes thousands of hours of disciplined training to become a champion martial artist. But these same instructors rarely realize that they could become a champion school owner by applying that same discipline to building a successful business.

"...if a man praises discipline, nine out of ten times it means he is prepared to administer it rather than submit to it."

Discipline is the foundation block for every martial arts system I've ever heard of. Our industry advertises that we teach discipline, and I believe we do, but discipline is like a boomerang: If you throw it out, eventually it has to come back to you.

An instructor cannot demand discipline from his/her students unless it is a demonstrated way of life for that instructor. Someone once said that if a man praises discipline, nine out of ten times it means he is prepared to administer it rather than submit to it. How true, how true!

We are all too ready to play the heavy when it comes to correcting someone else's actions, but what most instructors must learn to recognize is their own need for discipline in the way they run their schools.

Here are six disciplines in which every instructor should improve for 1998. Take each one and spend a day thinking about how you can make improvements for your future.

1. Disciplined Marketing.

Disciplined marketing involves thinking of, planning and committing to a sensible advertising schedule. Marketing is a neglected discipline that most instructors "throw money at" in hopes that some of their expensive advertising dollars will bring a return.

Traditional methods of advertising are bringing poorer results than ever, and new, creative advertising methods must be developed for your particular school. This is where the discipline of thinking about your marketing becomes so important.

2. Disciplined Work Hours.

One of the most noticeable traits successful school owners have in common is working at the school during the morning and early afternoon. There aren't many successful instructors who can open the school at three in the afternoon, just in time to teach the first class. A full-time martial arts instructor should arrive at the school no later than mid-morning and get busy.

If you feel you would have nothing to do if you came to the school in the mornings, call me and I can give you enough stuff to keep you busy till the year 2002! There is never a shortage of tasks to be completed in a successful school.

3. Disciplined Record Keeping.

Most people hate paperwork, and martial arts instructors are no exception. Statistics learned from reports are the lifeblood of any business. Complete daily activity reports must be filled out at the end of each day and reviewed weekly in order to manage your school.

4. Disciplined Staff Training.

This area is often a casualty of time constraints, but we must make time on a regular basis to work with our staff. Having the usual Monday morning staff meeting is good, but it's not enough to keep your troops motivated over the long haul. You should schedule special martial arts and business training events for your staff aside from the regular meeting times.



5. Disciplined Improvement In Your Martial Arts Teaching Skills.

Every instructor should keep his martial arts mindset from becoming stale by studying different aspects of the martial arts. Working out with an instructor friend in another style one morning a week is a good way to stay fresh and motivated. You can teach your friend some of your style and he can teach you some of his.

6. Disciplined Business Education.

I can't emphasize this enough. You must become business literate to survive in the tougher-than-ever business climate that exists in America today. If you neglect your business education, someone will replace you who has one. Take advantage of the multitude of information available from sources such as NAPMA, EasyPay, EFC and others to earn yourself a martial arts MBA this year.

Next time you look out on your workout floor and feel the need to correct poor discipline from your students, walk over to your mirror and take a good long look at the person you see looking back at you. . .before you say a word. ■

Rick Bell is a well-known speaker and consultant to the martial arts industry and is President of EasyPay Automated Billing. He can be reached at 1-800-852-4005 or IFCEasy@aol.com.



COMBAT HAPKIDO!™

ATTENTION INSTRUCTORS!

★ Attract And Retain More Adult Students!
★ Bring Excitement And Variety To Your Program!
★ Complement Your Training With A Realistic, Effective & Dynamic Self Defense System!

JOIN THE INTERNATIONAL COMBAT HAPKIDO FEDERATION™!

* Individual/School Charter Memberships * Prestigious World Recognized Rank Certifications * Modern Weapons Training * And Much More!

★ **SEMINARS BY WORLD RENOWNED SELF DEFENSE EXPERT GRANDMASTER JOHN PELLEGRINI**

VIDEO LIBRARY!

BLACK BELT PROGRAM (1-4) ONLY $250.00 (Over 200 Tech.)
MASTERS PROGRAM (5-8) ONLY $300.00 (Over 160 Tech.)
COMBAT HAPKIDO CANE (9-10) ONLY $125.00 (Over 80 Tech.)
SPECIAL OFFER! ALL TEN VIDEOS ONLY $550.00!

INCLUDES SHIPPING IN THE U.S. - FL. ORDERS ADD 6% SALES TAX
Make Checks Payable To: Defensive Arts, Inc.
(ICHF MEMBERS CALL FOR DISCOUNTS)

I.C.H.F. 6671 W. Indiantown Rd., Suite #56-417, Jupiter, Fl 33458, USA
PH: (561) 745-1331 FAX: (561) 745-2811

ABS
advanced billing solutions

"PROFESSIONAL SERVICE AT AFFORDABLE RATES"

"COUPON PAYMENTS"

$2.00
PER PAYMENT PROCESSED

EFT

23¢
PER PAYMENT PROCESSED

Member: TRW Credit Bureau
Transworld Collection Systems
Licensed & Insured

ABS • P.O. Box 497 • Lionville, PA 19353
1-800-405-0010 • Fax: (610) 280-9407

AAC Success Track® SERVICE PROGRAMS



Best in the business...and we can prove it!

EFT 25¢

Customer payments via Electronic Funds Transfer from banks, S&L's, credit unions, checking and/or savings accounts.

Per Payment Processed
($10 payment, $100 payment...same price!)

PLUS...PRO-FINANCIAL® COLLECTION

Ask for our *FREE* money-saving analysis worksheet
"IMPROVE YOUR PROFIT EVERY DAY"

Call today and ask for
BUSINESS DEVELOPMENT
INTERNATIONAL TOLL FREE
1-800-233-8483

AFFILIATED ACCEPTANCE CORPORATION
Main Post Office Box 419331, Kansas City, Missouri, USA 64141
FAX: (816) 753-1429 E-MAIL: 74041,2525@compuserve.com
WEBPAGE: http://www.fitnessworld.com/pro/trade/affiliated.html

AAC..."We're Here To Work"

MARTIAL ARTS GROUP, INC.

We Endorse Martial Arts School
INSURANCE

Don't Let The Axe Fall On Your School!



One Call - We Have It ALL!

NOW Available!
Contents and Tournament Insurance
Insurance Plan Offered By
Midland Insurance Group, Inc.

For More Information Call
1-800-207-6603
Martial Arts Group, Inc.
5738 15 Mile Road Sterling Heights, MI. 48310
Phone: (810) 977-0066 Fax: (810) 977-3841

The Martial

The MAPro Convention

The Dawn of a New Era



Clearwater Beach, Florida
June 12-14, 1998
Double Tree Resort

THERE'S NO DOUBT THIS WILL BE A GROUND-BREAKING EVENT

Why?
The focus for this event will be on creating a groundwork for the future of martial arts in this country. A future based upon professionalism, education and unity.

Professionalism
While the industry has made great strides in improving its level of professionalism, we still have much work to do. Our instructors will offer classes ranging from improving retention, student service, marketing and many other subjects that will continue to help all martial arts instructors increase their success.



Education
This will be the most unique convention you have ever attended in the martial arts field. Our educational goals go far beyond increasing revenue. We will put you in direct contact with medical experts and qualified instructors to make sure you and your instructors are receiving the latest information on safety, dealing with special-needs students, working with overweight students, conducting proper warmups and calisthenics, and more.

Unity
The new program that will debut at the "Martial Arts Professional" Convention will be the launching pad into the new era of professional martial arts instruction. This will be the most important development in martial arts instruction.

Arts Professional Convention

Session Overview

3 - 5 p.m. Friday, June 12, 1998

Martial Arts Roundtables
These two-hour roundtables are structured networking opportunities for school owners interested in specific areas. Each roundtable session will consist of a moderator who will guide groups of owners through a series of questions pertaining to a specific subject. Each group will then spend a designated period of time discussing the question and determining the best response(s) to the question. Then each group will have a representative present that group's answer to the roundtable. The result will provide owners with a wide variety of information, ideas and networking opportunities.
At 5 p.m., the roundtables will take a break for ten minutes. Then, from 5:10 to 5:30 p.m., each moderator will present a summation of all of the solutions presented by his or her roundtable. This will allow a school owner to attend a full two-hour roundtable on one subject and then catch the summation of another subject of interest.

Roundtables
1. How To Run A Successful Cardio Karate Program
2. How To Operate A Successful Traditional School In Today's Competitive Environment
3. Women School Owners

7 - 9 p.m. Friday, June 12, 1998

Sunset Reception
Join us for a bite to eat and your favorite beverage at our outdoor reception overlooking the beach. View a beautiful Florida sunset while socializing with new and old friends in the industry.

9 a.m. Saturday, June 13, 1998

Keynote Presentation
Where Do We Go From Here?
Presented by *Martial Arts Professional* Founder and Publisher, John Graden

Saturday All Day

Saturday is your chance learn scientifically proven strategies and techniques from doctors and experts who specialize in teaching teachers how to teach. Sessions will be taught by the expert board members of the groundbreaking new American Council on Martial Arts (ACMA).

- The Science of Teaching: Dr. Ann Boyce, Ph.D.
- Teaching Strategies By Age Group: Dr. Derenda Timmons Schubert, Ph.D.
- Sexual Harassment in the Studio: Scot Conway, Esq.
- Teaching ADD Children: Dr. Derenda Timmons Schubert, Ph.D.
- Reducing Liability: Scot Conway, Esq.
- Teaching Sparring So Your Students Won't Quit: John Graden

Saturday Evening 8 – 11 p.m.
Ballroom—Double Tree Resort
Everyone's invited to our MAPro celebration party featuring a live band, tempting treats and your favorite beverages.

Sunday, June 14, 1998
Sunday is a great chance to bone-up on your office and classroom skills with a super lineup of operational, management, and marketing classes taught by the industry's leading experts.

- Reaching Our Aging Population: Rick Bell
- Fun Kicking Drills for all Styles
- How To Conduct an Enrollment Conference
- Becoming a Pro at Pro Shop Sales
- Scheduling For Success
- How to Conduct an Intro
- Utilizing Your Leadership Team
- How to Design a Curriculum
- How to Renew Students

Daily Beach Runs and Workouts
Start and finish your day on the beach with structured runs and workouts lead by some of the nation's top instructors.

Registration Information is on the following page

The Martial Arts Professional Convention



The Beautiful Double Tree Resort on Clearwater Beach, Florida

IF YOU DON'T ATTEND ANY OTHER EVENT, YOU SHOULD ATTEND THE "MARTIAL ARTS PROFESSIONAL" MAGAZINE CONVENTION

In beautiful Clearwater Beach, Florida, rated as one of the top ten beaches in the world, we will unveil new research, programs, products and plans to meet the most important industry challenges of our time. We will honor our past and also celebrate our future by exploring where we want to go, and what we need to do to get there. We invite you and your staff to join us for this once-in-a-lifetime opportunity.

The future begins at the "Martial Arts Professional" Magazine Convention.

To register call
800-973-6734

mapro convention registration form

Registration Information

Name _____

School Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

Payment Information:

Make checks payable to:
Martial Arts Professional
3950 3rd Street N.
Suites C&D
St. Petersburg, FL 33703

Register by April 30, 1998 and Save $50.00

	Early Bird (by 3/30)	Regular After 3/30	On-Site
NAPMA Members	$199	$249	$269
Non-Members	$249	$299	$319

Check/Money Order # _____

❑ Please charge my: ❑ VISA ❑ MasterCard ❑ Discover

Acct. # _____

Exp. Date _____

Cardholder's Name (please print) _____

Cardholder's Signature _____

I have enclosed $ _____ (U.S. funds only)

To register by phone call 1-800-973-6734

Cancellations must be sent in writing to MAPro. Registration fee minus a $50 processing fee will be returned if postmarked by April 30, 1997. Register early and save!



Increase Your Profits With Cardio Karate™ LogoWear

Cardio Karate LogoWear is a Hot Seller at Schools Nationwide!

Cardio Karate Tank Tops

A

Available in:
White, Ash, or Black

Wholesale pricing
$8.99 each

Note: Logo on front.
Slogan on back reads:
"It's a kick butt, sweat pouring, bag slamming, aggression releasing, power punching workout for the "bored with the spa scene" raging kickboxer deep inside us all.

Cardio Karate Shorts

B

Available in:
Black or Ash

Wholesale pricing
$12.95 each

Note:
Logo on front left thigh.

Cardio Karate T-Shirts

C

Available in:
White, Ash, Yellow, Red, Black and Gray

Wholesale pricing
$8.99 each

Note: Logo on front.
Slogan on back reads:
"It's a kick butt, sweat pouring, bag slamming, aggression releasing, power punching workout for the "bored with the spa scene" raging kickboxer deep inside us all.

- Shirts sold in sets of twelve (mix and match colors). Shorts sold in sets of six.
- Shipping .70¢ per unit.
- Call for quantity discount for orders over 36 units.
- All major credit cards accepted.

Order Yours Today!

1-800-973-6734

cardioKARATE®
THE WORKOUT THAT PACKS A PUNCH™

Cardio Karate™ is a registered trademark of the National Association of Professional Martial Artists (NAPMA). Reproduction without express written permission is a violation of federal copyright laws.

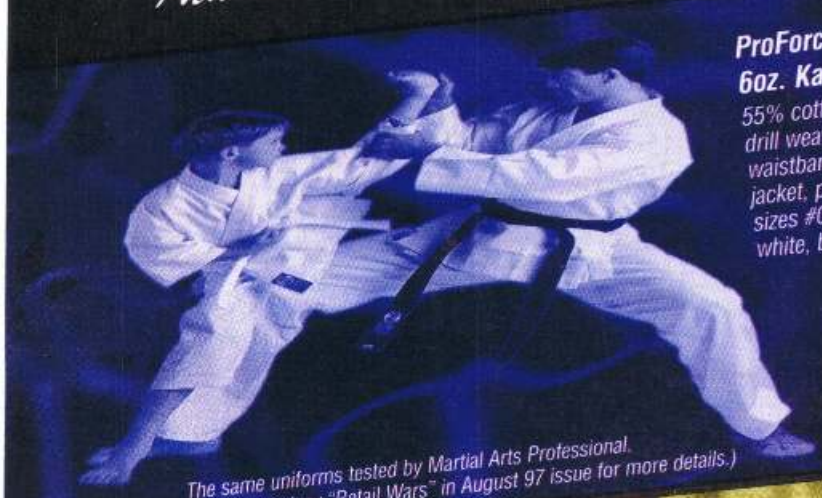
Wholesale and Retail pricing available.

AWMA®
Asian World Of Martial Arts, Inc.

800-345-AWMA
Dept. MAP97

http://www.awma.com

KEEPS YOU GEARED UP!



ProForce® Cotton/Poly 6oz. Karate Uniforms

55% cotton/45% polyester drill weave. Elastic drawstring waistband pants. Set includes jacket, pants and white belt. Full-cut sizes #000 thru #8. Available in four colors: white, black, red and blue.

PRO FORCE

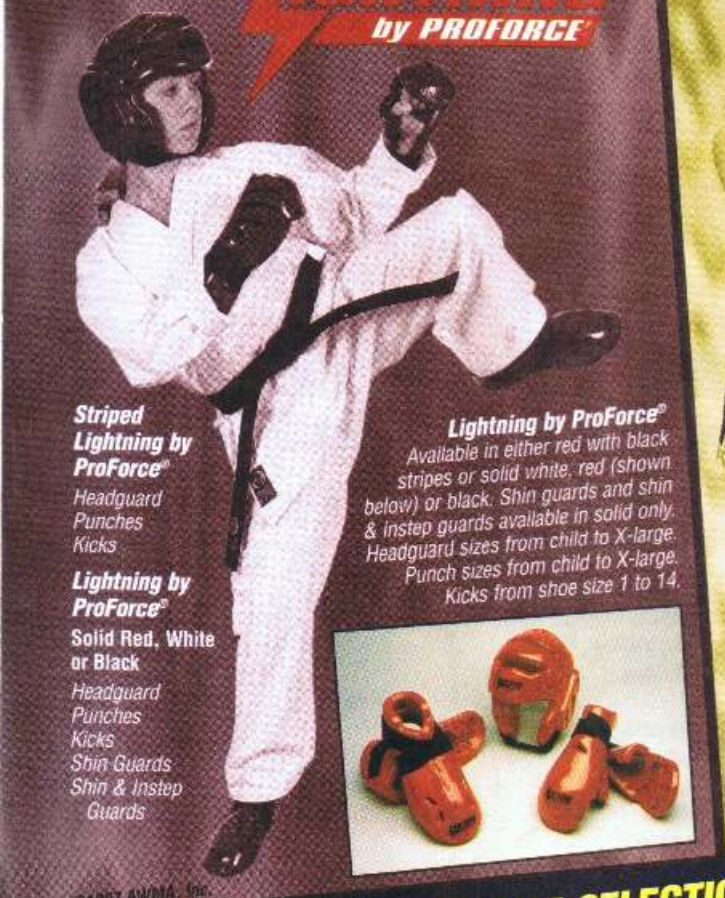
The same uniforms tested by Martial Arts Professional. (See cover story "Retail Wars" in August 97 issue for more details.)

CUSTOM SILKSCREENING AND PATCHES ARE AVAILABLE. CALL AWMA® FOR MORE DETAILS.

AWMA® accepts all major credit cards.

MasterCard VISA DISCOVER NOVUS AMERICAN EXPRESS

LIGHTNING by PROFORCE



Striped Lightning by ProForce®
Headguard
Punches
Kicks

Lightning by ProForce®
Solid Red, White or Black
Headguard
Punches
Kicks
Shin Guards
Shin & Instep Guards

Lightning by ProForce®
Available in either red with black stripes or solid white, red (shown below) or black. Shin guards and shin & instep guards available in solid only. Headguard sizes from child to X-large. Punch sizes from child to X-large. Kicks from shoe size 1 to 14.

©1997 AWMA, Inc.

NEW!!



Black Durahide Martial Arts/Boxing Everlast® Gloves
12oz. 14oz. 16 oz.

Black ProForce® Sports Bra
Small to X-Large

Everlast® Hand Wraps
Cotton hand wraps with zip-lok ends

Black and Silver Skinner's Satin Boxer Trunks
Small to X-Large

Red Leather Martial Arts/Boxing Everlast® Gloves
8oz. 10oz. 12oz. 14 oz.

White ProForce® Sports Bra
Small to X-Large

Red and White Skinner's Satin Boxer Trunks
Small to X-Large

Yin & Yang Socks
Sizes 7-9, 9-11, 10-13

Adidas® Sneakers
Sizes Jr. 12 to Adult 13

EVERLAST

AWMA® OFFERS THE BEST SELECTION, THE BEST QUALITY, THE BEST SERVICE AND THE BEST PRICES!



FREE CATALOG!!

Fax 800-922-AWMA or in PA phone 215-969-3500 or Fax 215-969-5143
Asian World of Martial Arts, Inc.,11601 Caroline Road, Philadelphia, PA 19154-2177

Call 800-345-AWMA