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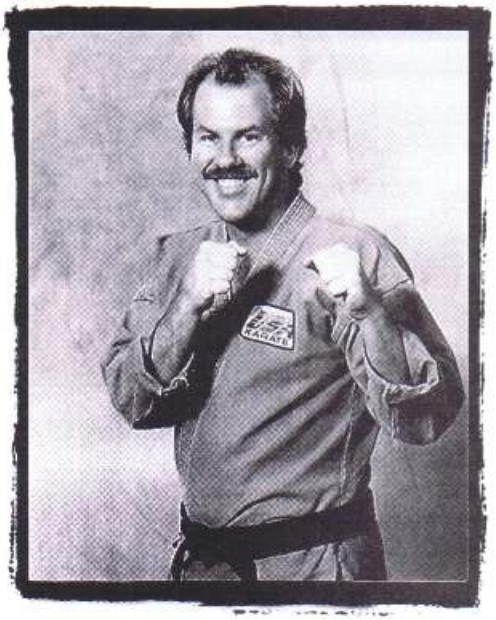
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Turn to page 20 for complete information on joining NAPMA or call 1-800-973-6734 today.

AS I SEE IT

letter from the publisher



Traditional Methods vs. Traditional Techniques

One of the most confusing aspects of learning new methods of teaching marital arts is the emotional attachment many instructors have to the way they were taught. If you were raised in the arts under a certain atmosphere and attitude by your instructor, and you are still in the arts, odds are that your instructor's methods appealed to you in some way. In other words, the very fact that you didn't drop out under your instructor indicates a certain affection for his methods of teaching, good or bad.

The challenge is when we then turn around and teach our students in the same manner in which we were taught. This is not such a problem in some cases where the instructor was professional, patient, and positive. However, this was not always the case for many of us. Particularly, if you began your training anytime before the mid-1980s, when the level of instruction began to improve, albeit slowly.

We should remember that many of the first-generation instructors in America learned on military bases—or in off-base schools—in the Far East. The classes in which they learned were, in most cases, long and brutal. The instructors didn't always enjoy teaching the "barbarian Americans," but enjoyed having such big, tough men to work over. The classes were very strict—designed for highly-disciplined adult military American men by highly-disciplined adult, often military, Asian men. They were not designed for six-year-old children or a mom who hasn't exercised in 20 years because she's been raising a family.

This is where the teaching pattern began that has, in many ways, plagues this industry to this day. These first-generation black belts, many of whom earned their black belt in the 18 or so months they were stationed in a particular area, came back to the states and began teaching classes. We are indebted to their passion for the arts, for bringing them back to the states. Nevertheless, the problem is that they tended to teach the classes in the same manner they were taught, since they knew no better way.

Much like an abused child tends to grow up to be an abuser, our industry has been faced with a multi-generational pattern of inappropriate, and often, unsafe teaching practices, simply because that's the only way the instructor knew how to teach. Indeed, this became the "traditional way" of teaching for this instructor.

Here, it is important to make a distinction. We're describing "traditional teaching methods" as opposed to "traditional techniques or systems." There is a huge difference and it's one that has proved to be confusing to many well-intentioned instructors.

Our goal with the American Council on Martial Arts (ACMA), is to provide the most modern, scientifically-proven "teaching methods" that should allow you to be even more effective in teaching the "traditional techniques" of your system. For instance, an instructor may teach a traditional side kick in an inappropriate, unprofessional and unsafe manner. This is the way he has always taught the side kick, and it's the way he was taught sidekick. It's the school's traditional way of presenting the side kick. Though the mechanics do adhere to the specific martial arts style he is teaching, the presentation method may be entirely inappropriate for his class' age or skill level.

The ACMA-certified instructor, on the other hand, would teach the same side kick, with the same style-requisite mechanics, but more effectively—by teaching a traditional side kick by means of a much more age/skill-specific presentation and methodology.

Both instructors teach the exact same traditional technique with the same stylistic mechanics, but the presentation and teaching methodology may vary drastically. The result is, the students should be less frustrated, and less prone to injury or humiliation. Best of all, they should be more apt to stay involved with the school for a longer period of time and with higher skill retention, than the instructor who teaches "the old school way."

In many ways, this is the best of both worlds. Instructors are able to teach their preferred traditional style, but with new teaching methods proven scientifically to enhance retention and motivation. This allows an instructor to maintain his traditional system, but offers the potential to increase student retention and the popularity of the school by using the most effective teaching methods known.



JOHN GRADEN
Publisher

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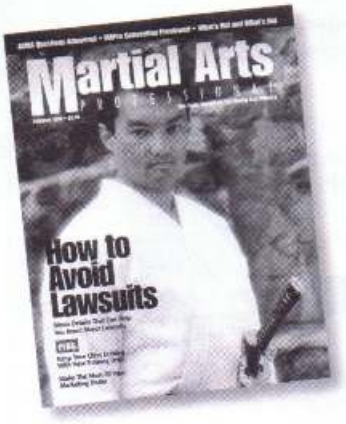
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How to Teach Students With ADD
Few challenges have been as pervasive for martial arts instructors as trying to teach, control and help children with attention deficit disorder (ADD). In this exclusive ACMA manual excerpt, Dr. Derenda Timmons Schubert will help instructors develop effective strategies for teaching children and adult students with Attention Deficit Disorder.
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ACMA Board member Derenda Timmons Schubert, Ph.D. blends an excellent mix of martial arts and teacher education as a Licensed Psychologist with specialty in child and family issues.
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LETTERS TO THE EDITOR

feedback from our readers



Mr. Norris' Contradiction

It was with disappointment that I read your recent account of Lone Wolf Cigars and the Lone Wolf Lounge, the new business ventures of Mr. Chuck Norris. With all of his work establishing the Kick Drugs Out of America program, it is unconscionable that he allow himself to be associated with the use of tobacco, much less that he is profiting from its use.

I only hope that in time he will understand the strong contradiction in his beliefs. Cigar smoking is drug abuse. Because it is considered a noble hobby makes it even more important for men like Mr. Norris to stand against it, not for it.

Evidence clearly shows that tobacco is an addictive drug and millions of people have died from its use. I certainly hope that the fact that something is legal is not the sole basis for any martial artist's morality.

Respectfully,

ALAN L. BEST
Eugene, Oregon
JVandelaar@aol.com

Response to Critical Reader

Re: Jeff Bedard's letter in the February '98 issue of MAPro.

I so strongly disagree with your comments on American martial arts and rank certification that I'm compelled to respond. First, while I'll wager you're a nice fellow, the fact that you have 450 students, two 3,500-square-foot facilities, four full-time staff members and will gross almost a half-million dollars this year, hardly make you an authority who legitimately is a black belt. Nor does being a 3rd-degree black belt, an international karate champion or a Midwest Kickboxing title-holder give your argument more validity.

Despite that, you were very successful in illustrating several key points about the martial arts. But I doubt they were the ones you intended.

Your letter perfectly represented the very attitude that keeps so many martial artists from getting involved with "national governing bodies." You may have effectively condensed in less than 1,000 words the snobby ethnocentric attitude of those who look down their noses at American innovation and ingenuity. And without a doubt, you were able to remind us of one of our industry's most pressing problems: Closed-mindedness. You very successfully pointed out to all of us how important it is to keep an open and unprejudiced mind.

The martial arts do not belong to any federation, association, nation or race. They are part of the human experience. If every martial arts "governing body" on the planet was abducted by aliens tomorrow and shipped to another world, the martial arts would go on existing and evolving. The truth is that the martial arts would then probably go through a renaissance—after having the chains of so many limitations and preconceived ideas cut from its ankles.

But I hope that never happens. I couldn't sleep at night thinking of the horrid chaos, politics and war the residents of that other world would have to deal with—while all those governing bodies fought each other to be in control.

Furthermore, you should know that there are, at the very, very least, one-million martial artists in the world who couldn't care less about any federation.

TOM CALLOS
Keaau, HI

Pictures Offensive To Reader

After recently reading the article in Martial Arts Professional about "My first Martial Arts class" by Deborah Sommerville, I was insulted.

My partner and I have an American Kenpo school in Missouri and of course are interested in the point of view of prospective students. While the article was informative in that manner, it was also offensive to see a "martial artist" portrayed in that way. The photos included in the article looked like they should have been in a popular smut magazine instead. Your magazine is not only read by the male gender. Those images have their place.

I am a serious practitioner of American Kenpo (which happens to be the art that she is studying), and am insulted to think that I or any other female martial artist is being portrayed in such a non-professional manner. Frankly, she looks like a _____ bunny! These are not the images I would expect out of a Martial Arts "professional" magazine.

TINA GIORDANO
Biloxi, MS

More "Heavy Hitters" Please

I have enjoyed reading *MAPro* ever since I became a member of your organization. I particularly enjoyed reading about those schools who were recognized with a short interview at the end of the magazine ["Heavy Hitter"].

I have noticed that this section is no longer part of your magazine, but I hope that you will reinstate it. I believe that this was a very prestigious part of your magazine and those instructors and their schools who were recognized as a "Heavy Hitter" greatly earned that honor. I know that there are more of them out there who deserve this great recognition.

WILLIAM J. SLOVAK
via AOL

Editor's response: We don't typically seek out "Heavy Hitters." Instead, we rely on submissions and nomination from our readers. So, if you know of some "Heavy Hitters," we'd like to hear about them. Submit your nominations to Martial Arts Professional Magazine, Heavy Hitters, 3950 3rd Street N. • Suites C and D • St. Petersburg, FL 33702 • (800) 973-6734 • Fax (813) 895-1235 • email NAPMA@aol.com ■

INDUSTRY UPDATE

martial arts business news, people, and places

CHUCK NORRIS TO APPEAR AT EXPO

CHICAGO, IL—Chuck Norris, star of Walker Texas Ranger and numerous movies, will be guest of honor at a special dinner in Chicago on July 18th. From Friday July 17th through Sunday July 19th Robert Mason, Chairman of the Board of the International Sport Karate Association (ISKA), will host a series of seminars featuring top names in the martial arts.

The proceeds from the seminars and the dinner, along with contributions from sponsors and donations from martial arts schools will go to Kick Drugs out of America (KDOOA), the charity started by Norris to inspire and motivate children to live a drug free lifestyle. Scott Kifer of USA Karate Inc. in Chicago is coordinating the program for the three-day event for KDOOA. Kifer has been successfully raising money for KDOOA for several years along with his Chicago associates Fred Degerberg of Degerberg Academy and top kickboxing promoter Tom Letuli.

The seminars will be run in conjunction with the National Sporting Goods Association (NSGA), at the 1998 World Sports Expo at McCormick Place in Chicago, Illinois. This huge event draws around 90,000 people from the Sporting Goods, Fitness and Martial Arts industries.



With sixteen seminars planned for the weekend, any martial artist, young or mature would benefit from the opportunity to train with some of the best in the world. All adults over sixteen years of age who pre-register for the seminars or the dinner will be given complimentary entry to the Expo. Anyone who would like to attend the dinner or the seminars should contact Scott Kifer at (630) 665-8322. ■

DRAGA FIGHTER DIES FROM INJURIES

LOS ANGELES, CA—According to an Associated Press report, Redone Bougara, 23, a draka fighter who was punched in the head several times during a bout has died of brain injuries

A referee stopped the bout 21 seconds into the 11th round after Bougara took several punches and was obviously no longer able to defend himself.

Robert Karns, the supervising doctor assigned to monitor the bout, said the fight was stopped when it appeared Bougara was a beaten fighter. After Bougara was taken to his dressing room, he became weak and collapsed, Karns said. Bougara was then taken to the hospital where he underwent brain surgery.

Draka, a form of Russian martial arts, combines kickboxing and wrestling and allows kicking and punching to the head. Both fighters wore gloves.

Dean Lohuis, chief inspector for the commission, said that to his knowledge, the death was the first ever in martial arts in California. ■

INSTRUCTOR SETS UP FOUNDATION TO HELP CHILDREN

By Susan W. Smith

CHESAPEAKE, VA—A local karate instructor and ranked kickboxer here has set up a foundation for kids who he feels have been less fortunate than him. Clark Walters, 26, owner of Blackhawk Karate-Kickboxing, has recently founded the Blackhawk Foundation with plans to help local underprivileged children develop self-esteem and confidence through free martial arts lessons.

Last year, when he presented a demonstration at a community center in Portsmouth, Walters noticed the negative body language and bad attitudes of some of the teens in the audience. Walters asked some of the Portsmouth Community Services counselors to give him a chance with the surly group. Although the counselors were hesitant, arrangements were made to bring the first group of 20 at-risk teens to the Blackhawk studio.

"They came in looking for a challenge, and I gave it to them," Walters told "The Virginian-Pilot." "And the biggest and probably most difficult request and lesson was that they show respect for themselves and for each other."

Within weeks, Walters said, he and the counselors noticed an improvement in dress, grades and attitudes. The teens were also backing down from potential fights and using a more mature approach, like talking through the situation.

With a goal of trying to help even more young people who have financial, legal or family difficulties, Walters founded the Blackhawk Foundation. He has plans to hold tournaments, apply for grants and to call on local businesses to fund the non-profit organization. ■

INDUSTRY UPDATE

martial arts business news, people, and places

SCHWARZENEGGER MARTIAL ARTS FESTIVAL FEATURES MAJOR STARS

COLUMBUS, OH—Big-time Hollywood stars will be on hand, as well as thousands of participants, for The Arnold Schwarzenegger Classic & Martial Arts Festival here at the Veterans Memorial on March 6-8.

Celebrity guests scheduled to attend include Schwarzenegger himself, Steven Seagal, Jean-Claude Van Damme, Chuck Norris, Don "The Dragon" Wilson, Cynthia Rothrock, producer-director Paul Maslak (*Red Sun Rising*), no-holds-barred champion Dan Severn, and *Martial Arts Professional* publisher John Graden. Rob Fletcher will attempt a new world record by breaking 12 baseball bats consecutively with his shin.

Over 40,000 people are expected to jam the event to view competitions in martial arts, body building and gymnastics.

National Sponsor VKT, Inc. run by black belt Frank Morrocco, & Virtual-Martial-Arts (www.vkt.com) who are responsible for the official Martial Arts Festival Web Site (www.MA-Festival.com), will broadcast the three-day event live through video and audio streaming and multiple-chat technology. Four cameras will be strategically placed covering the event. One camera will be dedicated to backstage coverage and celebrity interviews.

All seats are reserved. For tickets and information, call (614)431-3600. ■

JACKIE CHAN SPEAKS OUT TO SAVE TIGERS



HONG KONG, CHINA—Jackie Chan is putting his skills tackling bad guys to use on a new front: saving tigers and other exotic animals used in making traditional Chinese medicines, according to an Associated Press report.

"Some forms of Chinese medicine are a hoax and I don't believe in them," the martial arts star, who is immensely popular in Asia, recently told the press. "I want to tell Asians not to use these products."

Tiger bones and bear gallbladders are used in Chinese medicines. Chan said herbal alternatives and Western medicine should be used instead.

Fewer than 5,000 tigers reportedly survive in the wild. ■

NEW YORK STATE STILL SQUARING OFF AGAINST KARATE CHAIN

By Jeffrey A. Tannenbaum

NEW YORK, NY—According to a *Wall Street Journal* ("WSJ") report, the New York state's attorney general is continuing its battle with owners of a chain of karate schools.

Daniel "Tiger" Schulmann, who owns UAK Management Company, and his younger brother Ronnie, "have been known to flex their martial-arts skills" to intimidate current or former operators of Tiger Schulmann's Karate Centers, charges Dennis Vacco, New York state's attorney general.

Robert P. Shirey, a former Tiger Schulmann's school operator in Philadelphia, PA, for example, complained last year of being punched in the head while standing outside an Orange County, NY, courthouse where he and others had sued UAK on allegations of fraud and breach of contract.

That suit has been dropped, though the charges recur elsewhere, according to the "WSJ." Ronnie Schulmann was found guilty of second-degree harassment in the alleged punching and paid a $100 fine.

UAK, based in Paramus, NJ, says it provides management services to 32 Tiger Schulmann's Karate Centers in five states. Attorney general Vacco deems the 11 outlets in New York state to be unlawful franchises.

In state court in Manhattan, Vacco's office is seeking to stop the sale and promotion of the centers, and recently won a temporary order to that effect. The problem, Vacco's office contends, is that "the Schulmanns have complete control over any money their franchisees make, and then defraud the franchisees of hard-earned dollars."

The Schulmanns, who deny that their business is even subject to franchise laws, say they don't intimidate or cheat operators. "These are false allegations—they are lies," says Scott Levenson, an UAK attorney. He says Ronnie Schulmann acted in self-defense in the incident that led to the harassment conviction. And Levenson denies that Da Costa was threatened by "anybody associated with Tiger Schulmann."

On a business front, he adds, UAK center operators receive their fair share of profits. "To be honest with you, we have a lot of young operators who are doing very well financially," Levenson told the "WSJ." ■

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INDUSTRY UPDATE

martial arts business news, people, and places



L-R: Carl King, WBA Middleweight Champ Julio Cesar Groom, ISKA Southeastern Champion David Bybee, and David's trainer Jim Graden.

DON KING DONATES $1,000 TO KICKBOXER

INDIAN ROCKS BEACH, FL—Don King has earned millions as the world's most influential boxing promoter. Now King plans to give some of that money back to the fight community.

The Florida Boxing Foundation was introduced by King's son, Carl at a news conference in Indian Rocks Beach, Florida. The Foundation, the first of its kind in the country, will contribute funds to young boxers education and community boxing programs.

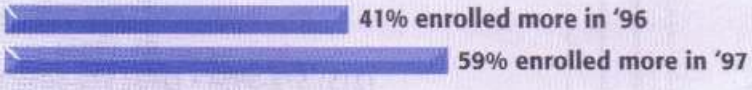
Don King Productions has earmarked $100,000 for the project. While most of the money will be directed towards boxers, kickboxer David Bybee of Seminole, Florida received $1,000. The money for Bybee will go towards college tuition. Bybee, who trains with former world kickboxing champion Jim Graden, won his last two bouts, The Florida State and The Southeast United States titles, with dramatic knockouts in the first round via head kicks.

Bybee said he's fortunate the money came when it did.

"I was in the right place at the right time." Bybee said. "They were looking for somebody who was involved in fighting and also in school. I'm thankful to have the chance." ■

INDUSTRY TRENDWATCH

In a random poll, school owners were asked to compare the enrollments during the September back-to-school seasons of 1996 to 1997.



Source: National Association of Professional Martial Artists (NAPMA)

NAPMA, MAPRO RECEIVE NATIONAL EXPOSURE



ST. PETERSBURG, FL–NAPMA was noted in the February 1998 issue of *Family Fun* magazine. The article on "How to Choose the Best Martial Arts School for Your Kids," pointed out that, "Although there is no required accreditation program for martial arts instruction, many schools voluntarily adhere to guidelines laid out by the National Association of Professional Martial Artists (NAPMA)." The article provided information for readers to reach the nearest NAPMA school. *Family Fun,* a Disney magazine, has over 1 million subscribers in addition to its newsstand sales.

The national exposure continued when *MAPro* publisher, John Graden along with senior editor, John Corcoran, were both quoted in segments of the A&E Network's documentary, "The Martial Arts", the most widely watched martial arts documentary in U.S. history. ■



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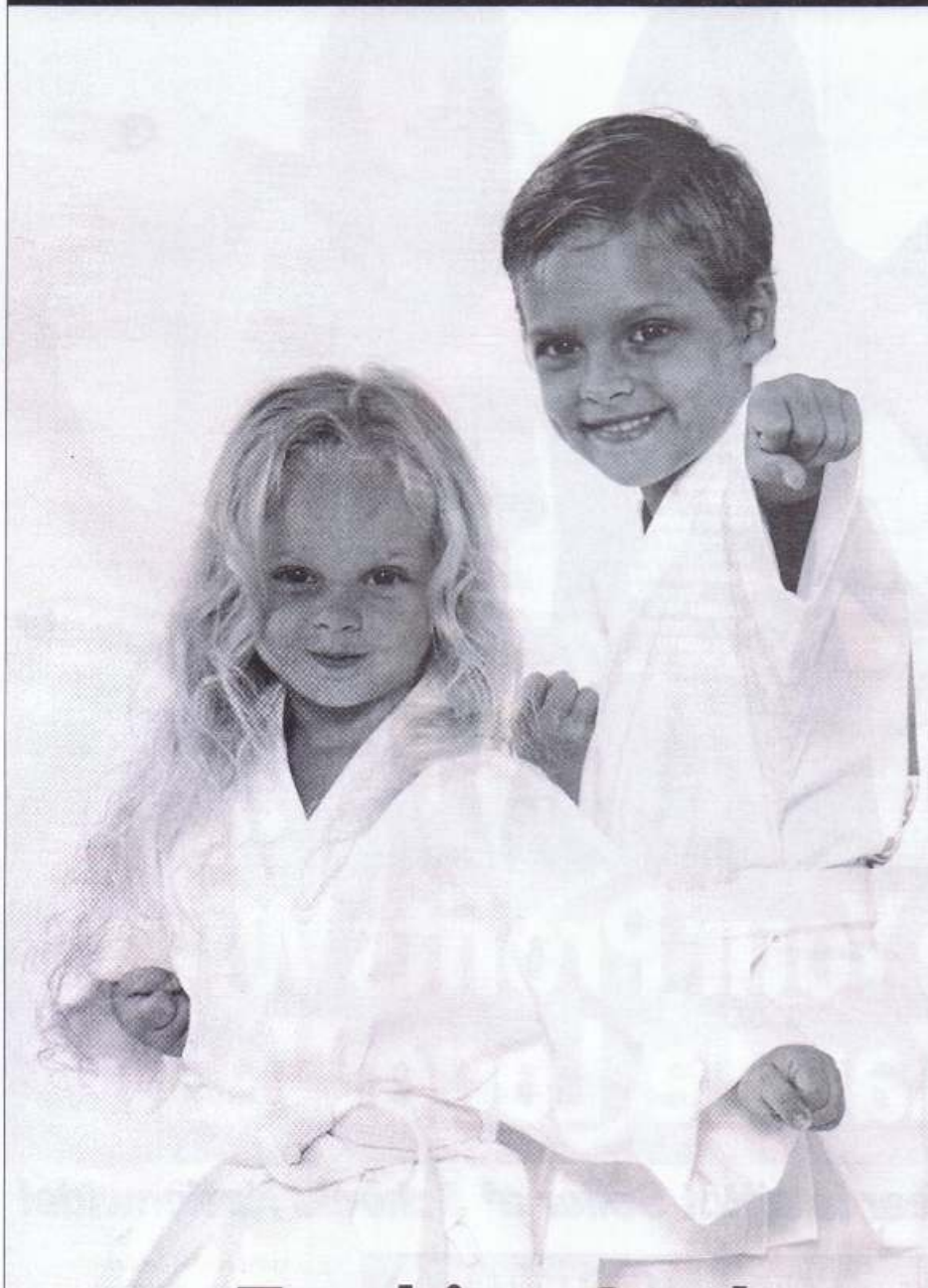
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Teaching Students With Attention Deficit/ Hyperactivity Disorder

By Derenda Timmons Schubert, Ph.D.
ACMA Board Member

Sensei Ron enters class and sees Johnny running around the training floor. He is kicking at his classmates, laughing, and distracted by the older students leaving the studio. Sensei Ron kindly but firmly speaks to Johnny reminding him of the rules and tenets of courtesy and respect. Johnny continues his activity. Finally, Sensei Ron stands in front of Johnny as he makes his final turn. Sensei Ron is in Johnny's line of site, and there is nowhere for Johnny to run! At last, Johnny stops and notices his instructor.

As Sensei Ron kneels down to look Johnny in the eye, he again repeats his remarks to Johnny. Johnny responds as though he has heard these words for the first time today. Johnny complies with the instructions and class begins. Sensei Ron takes a deep breath, sprouts a gray hair, and makes a mental note to check in with Johnny's parents. Johnny's parents inform Sensei Ron that their son has been diagnosed with Attention Deficit/ Hyperactivity Disorder, Combined Type. They report this busy, distracted behavior as typical. The parents and Sensei Ron brainstorm ideas to assist Johnny to have a successful martial arts experience. The first step is to separate myth from reality in regards to Children with Attention Deficit Disorder.

***Myth:* Children outgrow Attention Deficit Disorder.**
***Myth:* Attention Deficit Disorder only occurs in boys.**
***Myth:* Children affected by Attention Deficit Disorder are al ways hyperactive.**
***Myth:* Parents cause their children to be hyperactive.**

Attention Deficit/Hyperactivity Disorder (ADHD) is a neurobiological disorder that affects approximately 5% of American children (Amen, 1995). ADHD is characterized by inattention, difficulty concentrating, and for some children, hyperactivity. Early detection and therapeutic and medical interventions prevent serious consequences of school failure, depression, poor peer relationships, behavior problems, and substance abuse. This chapter will provide an overview of the definition of the diagnosis, causes, treatment interventions, and teaching strategies. Furthermore, the myths mentioned above will be dispelled.



People with ADHD absorb less than 30% of what is said.

Understanding these aspects of ADHD will assist the martial arts instructor in becoming a more effective teacher to children affected by ADHD. Because of the emphasis on structure, self-control, and respect for others espoused within martial arts classes, martial arts is often recommended for children diagnosed with Attention Deficit Disorder.

History

In 1902 the medical profession first identified ADHD. Since 1902 ADHD has been called by many different names, Minimal Brain Dysfunction, The Hyperkinetic Reaction of Childhood. In 1980 ADHD was formally recognized in the Diagnostic Statistical Manual, Third Edition (DSM-III) which is the official diagnostic manual used by psychiatrists, psychologists, and social workers. It was popularly believed that children outgrew Attention Deficit Disorder. However, for 30-70% of those affected by the disorder many symptoms continue into adulthood (Amen, 1995). However, this recommendation is only as good as the instructor's preparation in dealing with the special needs of these students.

Definition

ADHD is a neurobiological disorder, which interferes with a person's ability to maintain attention, focus on a task, and delay impulsive behavior. Characteristics of ADHD occur during childhood.

The DSM-IV identifies three subtypes of ADHD. They include:

1. Attention Deficit Disorder with Hyperactivity (busy, moving)
2. Attention Deficit Disorder, Inattentive Type (distracted)
3. Attention Deficit Disorder, Combined (distracted and moving)

ADHD with Hyperactivity is characterized as inattentive and energetic. ADHD, Inattentive Type is characterized as difficulty paying attention, daydreaming, disorganized, complains of being bored, unmotivated, slow moving. ADHD, Combined Type is a mixture of inattentiveness and boundless energy. ADHD with Hyperactivity is frequently noted in young boys. These children are very active compared to same age peers. ADHD, Inattentive Type is often seen in girls and is easily missed because the girls display behavior consistent with acting like social butterflies, talking excessively with their friends (Amen, 1995).

In addition to the DSM-IV categories, Dr. Daniel Amen (1995) describes three more subtypes or styles of Attention Deficit Disorder. They include the following:

1. ADD, Over-focused (getting stuck on one thing)
2. ADD, Depressed (irritable)
3. ADD, Explosive

ADD, Over-Focused Type is characterized as erratic attention span, easily distracted by stimuli, excessive worry, disorganized or very organized, argumentative, locked into negative thoughts, dislike change, hold grudges, trouble shifting from subject to subject, difficulty seeing options or opinions. ADD, Depressive Type is described as inattentiveness or erratic attention, moodiness, negative attitude, low energy, socially withdrawn, hopeless, help-

continued

less, sleep difficulties, forgetfulness, and low self-esteem. Finally, ADD, Explosive Type is depicted as attention difficulties, impulse control problems, short fuse, periods of rage with little provocation, misunderstands comments as negative, periods of confusion, dark thoughts, frequent periods of deja vu, overly sensitive, history of head injury or family history of violence.

Some additional symptoms of ADD include:

1. **Problems taking turns.**
2. **Shifting from one uncompleted activity to another.**
3. **Difficulty playing quietly. Children with ADD often use a loud voice.**
4. **Talking excessively.**
5. **Does not seem to listen.**
6. **Taking high risks.**
7. **Difficulty with hand writing.**
8. **Poor eye contact.**
9. **Decreased coordination.**
10. **Difficulty getting to sleep and waking up.**
11. **Less mature than same age peers.**

Children identified with ADD have an increased likelihood of grade retention, school drop out, academic underachievement, and social and emotional adjustment difficulties. Children with ADD are more vulnerable to failure in the two most important areas for developmental mastery, school and peer relationships. A significant percentage of children with ADD are never properly diagnosed. Some sources estimate that up to 50% of children who are affected by ADD may be undiagnosed.

Children with ADD may not develop emotional problems. However, if the diagnosis is not obtained or treated, children can develop behavioral problems, low self-esteem, depression, and substance abuse.

Causes

Currently, the actual cause of ADHD is unknown (Barkley, 1997). Studies have examined the roles of neurological factors, genetic factors, and environmental toxins to understand how ADHD is acquired. Neurological studies have indicated that lesions or injury to the frontal lobe (front part of the brain) produce ADHD symptoms. Genetic research has indicated the primary transmission of ADHD is heredity. Investigations have revealed that between 10% and 35% of immediate family members of children with ADHD are diagnosed with ADHD (Barkely, 1997). Research indicated that 57% of parents diagnosed with ADHD would have a child with ADHD (Biederman, et al., 1995).

With regard to biology, a 1990 article reported the use of brain imaging techniques to compare the brain metabolism between adults with ADD and adults without ADD. The results of the study revealed that those affected by ADD utilize glucose (the brain's main energy source) at a lesser rate than do those without ADD. This reduction of glucose was most evident in the areas of the brain important for attention, handwriting, motor control, and inhibition (stopping) responses. This was a landmark study and helped researchers, medical and mental health professionals and families know that a metabolic disorder and not a chaotic home environment caused ADD.

Other causes including exposure to environmental toxins, especially lead, alcohol, and tobacco have been investigated (Barkley, 1997). However, these studies have been inconclusive for two reasons:

1. **The investigations failed to use appropriate criteria to identify the children studied.**
2. **The researchers failed to determine the presence of ADHD in parents of children in the studies (Barkley, 1997).**

Diagnosis and Treatment

A comprehensive evaluation is necessary for proper diagnosis to rule out other medical or emotional problems. An evaluation includes intelligence testing and the assessment of academic, social, and emotional functioning. Measures of attention and impulsivity and parent and teacher rating scales are also used. A medical examination is also an important element.

Treating children with ADD involves medical, psychological and educational interventions. Behavior management techniques are also useful. This type of multiple level of interventions is referred to as a multi-modal approach. A multi-modal approach includes:

1. **Parent Training**
2. **Appropriate educational program**
3. **Individual and Family counseling as needed**
4. **Medication, if appropriate**

The most commonly prescribed medications for ADD symptoms are referred to as psychostimulants. Between 70-80% of children diagnosed with ADD respond positively to the use of medications (Amen, 1995). The medication can improve attention, decrease impulsive behavior and hyperactivity, as well as, aggressive behavior.

Behavior management (which is an important part of parent training and educational planning) involves the use of consistent monitoring and rewarding of desired behavior to increase its frequency. The most important behavioral strategy for increasing compliant behavior is positive reinforcement. Positive reinforcement is defined as an immediate response (e.g. verbal praise or tokens such as, stickers or patches) to a desired behavior. So often children with ADHD are acknowledged for their misbehavior and thus, rewarded for misbehavior. It is important the instructor note when the child has performed or behaved in a desired manner. Charts that keep a visual record of the child's behavior can be developed to meet the specific needs of the child and instructor.

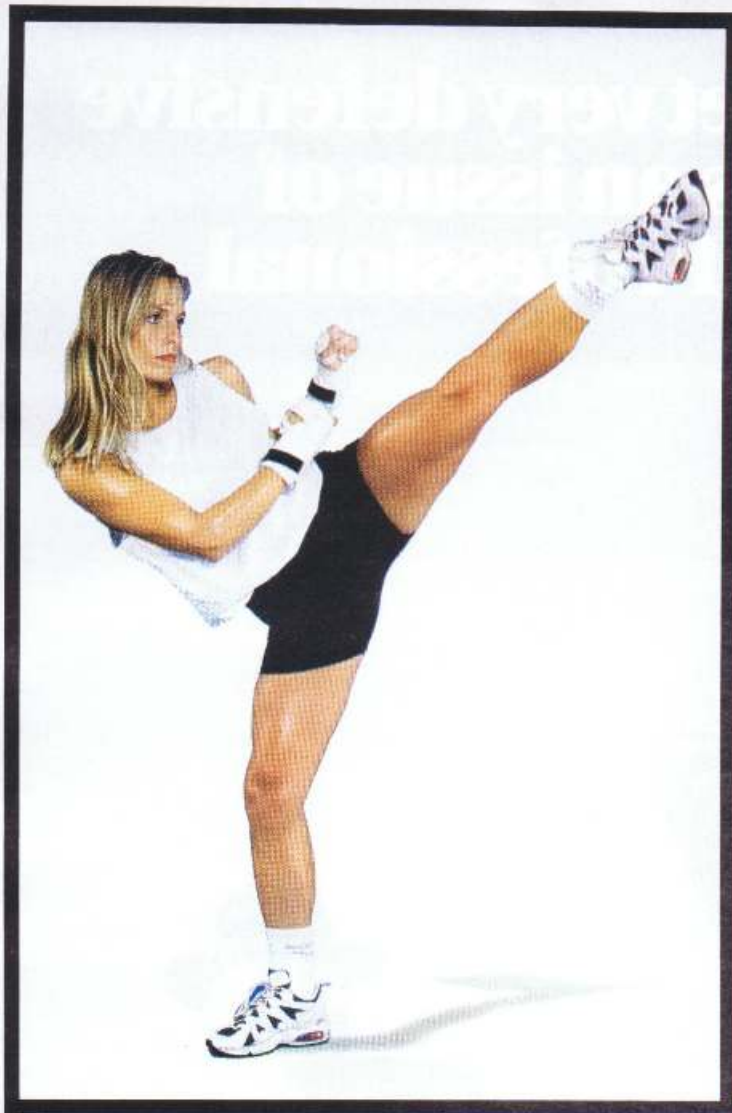
Prognosis

With proper early detection, diagnosis, and intervention children and adults can be successful and productive citizens. Intelligence, higher socioeconomic status, low degree of aggressiveness, positive peer relationships, emotional stability, few family problems have also been identified as factors related to a positive prognosis (Amen, 1995).

Teaching Strategies

Attention Deficit Disorder can make learning a challenge. Chil-

continued on page 18



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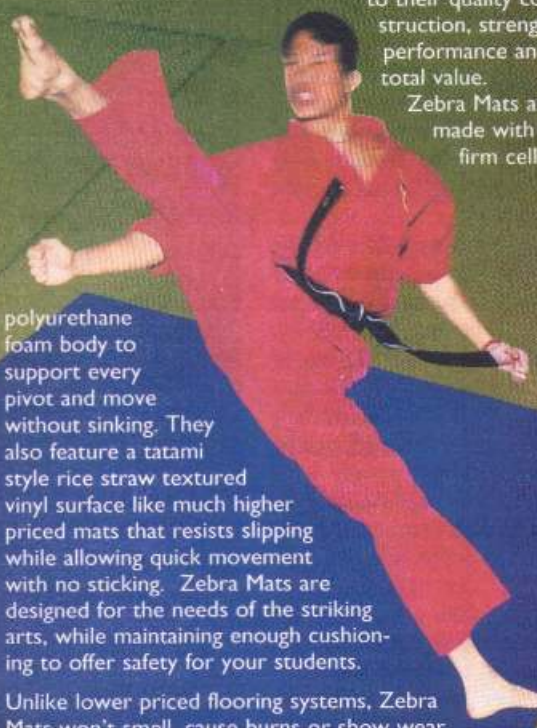
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Teaching Students with ADHD—*continued from page 14.*

dren affected by ADHD are able to learn, but they may have difficulty with academics because of poor concentration, organization, and attention. Classes that are small and very interesting provide a successful learning environment for the child with attention deficit disorder. Martial Arts classes can be an enjoyable, popular place for children to learn new skills, self-control, and self-confidence. Children with ADHD will be impacted by restlessness, which can be irritating to other students and the instructor. The restlessness can be disruptive to classmates who are distracted by the movement. Short attention span and being easily distracted impact a student's ability to follow the instructor's directions and perform consistently on tests. The student may intermittently attend to the instructor's directions and therefore, the student only hears pieces of the information presented.



Impulsiveness can cause the child to blurt out answers or begin a task before a teacher has fully explained the activity. Children with ADHD can be described as acting before they think. Procrastination can be a challenge for those affected by ADHD. Many people with ADHD wait until the last possible minute to complete an activity. People impacted by ADHD can have problems shifting their attention from one activity to another. They are prone to becoming highly focused or "stuck"on an idea. As the instructor moves on to other topics, the child may be several thoughts, ideas, kicks, forms or punches behind the instructor. The child with ADHD is often described as forgetful. Children with ADHD have difficulty with timed situations because the pressure of the "timing" interferes with their ability to be successful. Therefore, instructors need to avoid using timed drills with the student with ADD.

Brandon was having a positive day in class. Then the instructor announced a drill to see how fast the children could hop on one foot to the other side of the room. All of the children were excited and ran to the side of the room to prepare for the drill. Brandon lined up next to his friend, the instructor yelled, "GO"! The children began hopping. Brandon began to stumble and cry. He was loudly sobbing and writhing on the floor by the time the instructor ran to check on him. Brandon was having a "meltdown."

The combination of timing and motor coordination required to be successful at the drill was beyond Brandon's abilities.

Due to these learning challenges presented to children with ADD, several modifications need to occur in their learning environment to help them be successful student. Within the martial art training environment it is best to have the child placed near the front of the room. Such placement will increase the probability that the child is paying attention to the instructor and not distracted by other students. Since within the martial art training situation, belt rank determines placement in the line up, it is recommended the child be placed near as few visual, auditory, or physical distractions as possible.

Consider visual and auditory stimulation within the training environment. How many posters and pictures are on the walls, how loud is the noise, how distracted are students by the audience of parents, and how loud are the phones, air conditioner, heater, and outside traffic? Reducing the amount of auditory and visual distractions will create a better learning environment for the students and save the voice of the instructor. One piece of information the instructor needs to display is the rules of the school. Due to the forgetfulness and distractibility of the student with ADHD, a visual reminder of what is expected of the martial art student in the training environment is recommended. Additionally, surrounding the children with ADHD with "good role models" can provide visual reminders of appropriate behavior. Finally, encouraging the child to attend the smaller classes can reduce the distractions and increase learning and concentration.

When training children with ADHD, the manner in which an instructor presents information is a key to a successful experience. Dr. Amen (1995) noted that people with ADHD absorb less than 30% of what is said. Children with ADHD need information presented in short, direct phrases. For example, "Line up!" gets the point across better than "Line up with your hands at your sides, looking straight ahead, toes pointed forward, facing the flags, stand there for five minutes." By the time you have ended such a sentence the child with ADHD is thinking about the how cold the floor feels on his feet, and how he is going to play with his video games after class. Furthermore, he probably only accomplished one of the requests you made. Commands to the children need to be short and straight to the point.

continued on page 32

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NAPMA

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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!



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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!

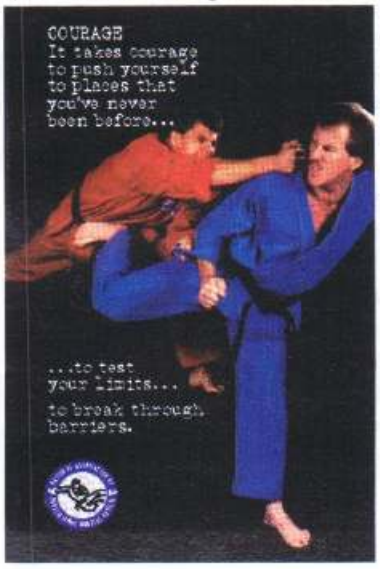
Each month NAPMA members receive a package packed with proven, professionally designed marketing and operation materials that are designed to:

- 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.

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- Your monthly package includes a full color martial arts motivational poster for use in your school. (See the sample at left.)
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- 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.

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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.

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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.



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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.

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SAVED BY THE BELL

what is your martial arts school worth? (part 1)

By Rick Bell

You've worked your fingers to the bone building a successful martial arts school. You've spent long hours and late nights and you've had to endure rude, unreasonable parents demanding everything from special class times to refunds for their one-week summer vacation. You've scrimped and saved every penny, faithfully plowing most of your hard-earned profit back into your school, and finally all that hard work is paying off in the form of good income and an easier job than most working stiffs have.

"In almost every case, the money spent buying an existing school is more than the purchaser would have spent to start a school from scratch."

You always thought that success in the martial arts business would mean peace of mind. But lately something's come over you and you've been toying with the idea—*just toying*, mind you—of selling your little kingdom. You're wondering what it would be like to try something different.

Most martial arts instructors at some point in their career get restless and began to fantasize about other opportunities. The grass is always thought to be greener on the other side of the fence, and most of us are curious, if not driven, to graze in that grass at least once in our lives. But before you leap...you need to look.

If the sell-bug bites you, the first thing you must do is put a value on your school, and that process will reveal some very interesting facts about this business.

In this first of a series on valuing your school, we're going to explore exactly what a school is worth, and what you can do to ensure your school's continued success if you ever sell it.

The first thing to realize is that a martial arts school is worth the most to the instructor who built it. That's right, your school has a higher value to you than probably anyone else, for a couple of reasons;

A martial arts school is more of a private practice than a product-oriented business. Instructors are like attorneys who must slowly develop a reputation in their community. An instructor must build a teaching practice just like an attorney builds a law practice. The attorney's success is as much dependent on his personality and interaction with clients as it is on his knowledge of the law. Even if he builds a profitable law practice, there is no guarantee that the practice would continue to thrive if it is ever sold. What if the attorney who buys the practice is a real jerk? It's easy to see how the practice would undoubtedly suffer and could even fail.

I've seen the above scenario played out many times in the sale of thriving, profitable martial arts schools. I've seen good schools sold to competent people who had good intentions, but things didn't work out because they were just not quite right for the school. I advise instructors to think of their school as a custom-tailored suit specifically made to look great on them. If they sell the suit to another person, there's only a small chance that the suit will fit the buyer as well as it did the person it was intended for. Even though the buyer could wear the suit and it would basically function to cover his body, it would not be worth near as much to the buyer as it was to the seller.



Martial arts schools are built around the individual personality of the instructor, and like a fine suit of clothes, they often "don't fit" a buyer the same way they did the seller.

Another consideration in the real value of a school is the start-up cost of a comparable "start-from-scratch" school. In almost every case, the money spent buying an existing school is more than the purchaser would have spent to start a school from scratch. So what is the purchaser buying for the extra money, and why doesn't he/she just start a school from scratch?

That is a very good question that any banker loaning money is going to ask. In most cases, a new school can be up and running for under $12,000, and this being the case, your financier is going to want to know why you want more.

If your argument is that the buyer is paying extra for the outstanding marketing materials you have, your case is weak. It is common knowledge that the same marketing materials and how-to books that you read, are readily available to anyone with a few hundred dollars to spend.

There are some important areas where you can build value into your school that will allow you to get top dollar for it if you ever decide to sell it, and we will continue to explore these areas next month in *MAPro*. ■

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.

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

TURN TO PAGE 26

continuing education



MASTER'S DEGREE

instructions for instructors

by Tom Callos

Ladies and Gentlemen, Start Your Engines!

I'm not much of a car mechanic. Changing oil and the occasional air filter is about the extent of my mechanical ability. But my older brother has been fiddling with cars and their engines since he was old enough to push a gas peddle. It was from him that I learned how different cams or exhaust pipes installed on an engine could dramatically affect its performance.

His first car was an old Jeep that he suped-up, and while it didn't look much different on the outside, it went from off-road crawler to street-racer in just a few weeks. We had a ton of fun in that car— that is, before his driver's licence was suspended.

"If your classroom is sputtering and backfiring, it might be time to look for a replacement."

Okay, enough about cars, let's talk classroom. If your goal is to dramatically improve the quality of instruction in your classroom, sometimes it pays to tinker with its internal workings. Those old parts, reliable as they may be, get a little crusty and rounded after awhile. Add some new parts, rearrange a few wires, and put some quality fuel in there, and you can have a machine that runs even better than it did when it was new.

Here are, in my opinion, some of the most important nuts-and-bolts of building a high-performance classroom.

1. Your instructors need a tune-up before every race.

The people who help you teach your classes need direction and inspiration. They need to be refreshed about your goals and objectives. In other words, they need a tune-up before every race.

Remember, every class is the Indy-500, and anything less than a record-breaking performance is not going to put you in the winner's circle.

2. Sometimes you're going to have to replace your engine.

Once in awhile, an engine just plain wears out. When that happens, the best remedy is to install a new one. Yes, the new ones often need some time to break in before they give their best performances, but when they hit their stride, look out!

Sometimes you're going to have to replace worn-out instructors. I used to rotate my instructors from the office to the floor every few months. Just about the time that they tired of giving introductory lessons and renewal conferences, they were ready to head back out on the floor and give a championship performance.

If your classroom is sputtering and back-firing, it might be time to look for a replacement.

3. An engine has to be kept clean.

Dirt, grime and gunk are the enemies of any engine. The same goes for a top-notch martial arts school. A dirty office reflects a sloppy business and it makes your potential students question your professionalism. Working out in a dirty classroom is like training with someone who doesn't wash his uniform. Yikes!

If you want to go to the "Next Level," get in the "Zone," and be a "Peak-Performer," then you had best spit-polish your school.

4. Use only the best fuel.

The fuel that powers a high-performance classroom is the personal energy and enthusiasm of the instructors. Attitudes are caught before they are taught, passion for black belt excellence is an undying enthusiasm that should be spread through the ranks of a good school—starting with those in charge.

You can call it "L-B-Triple E," which stands for "Leadership by Example with the Energy for Excellence."

5. Regular maintenance insures better performance and a long life.

You don't put up your flags, lay down your mats, send in your enrollment agreements, and then just let your school drive on indefinitely—any more than you drive a car off the showroom floor and let it run forever. Things need to be changed, oiled and polished.

The oil-change of the martial arts world is done by taking a close look at your curriculum and the way it's taught. Pour some new stuff in your engine, and see if it doesn't run just a bit smoother and purr a little louder. ■

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

Tom Callos is a school owner in Hilo, Hawaii, a NAPMA video instructor, and a former board member of EFC.

Look for Tom Callos showing you how to improve your childrens program on the NAPMA Professional Skills Workshop video each month.



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

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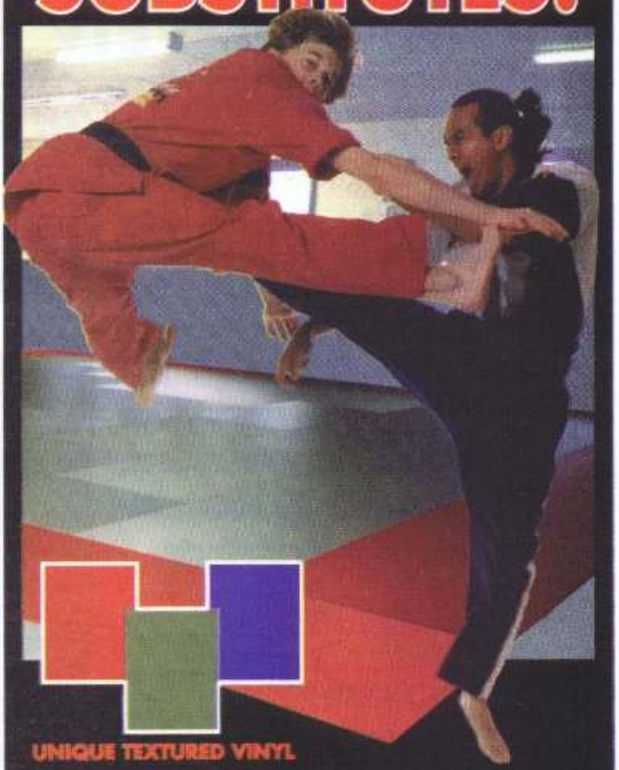
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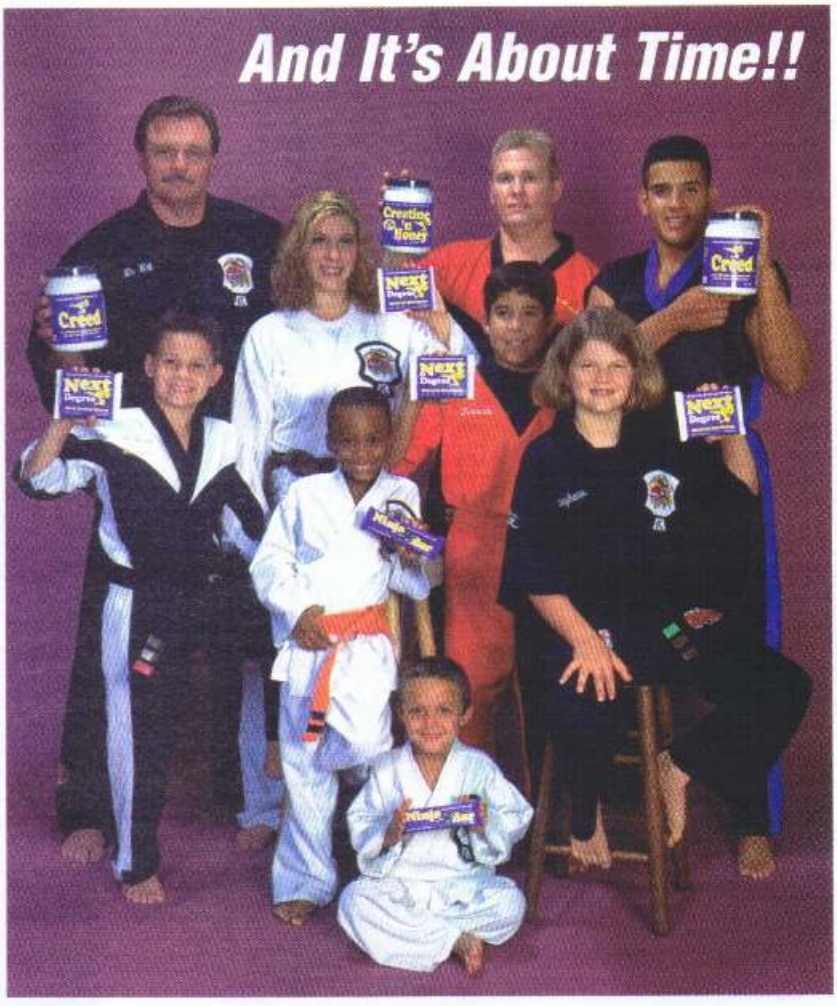
"Why Doesn't Someone Bring Out A Line Of Sports Supplements Exclusively For Our Students?"

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.

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.

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.

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!

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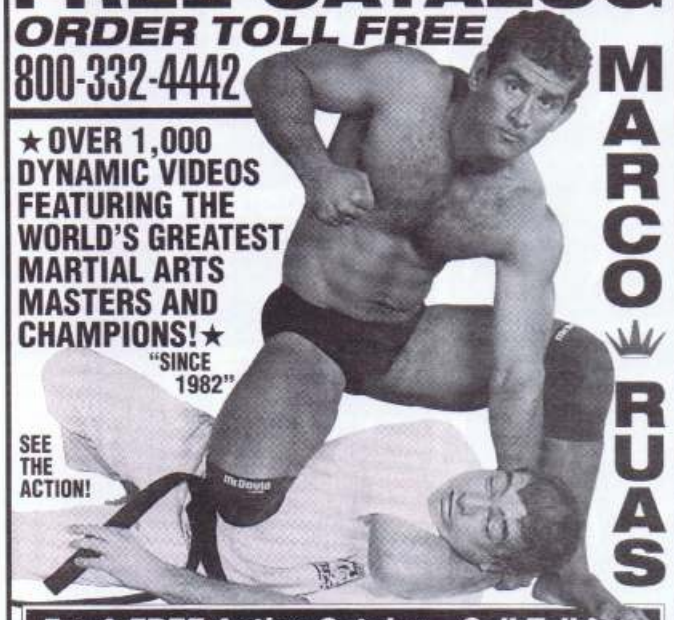
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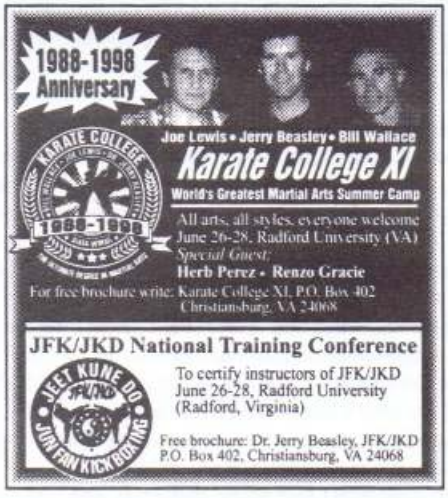


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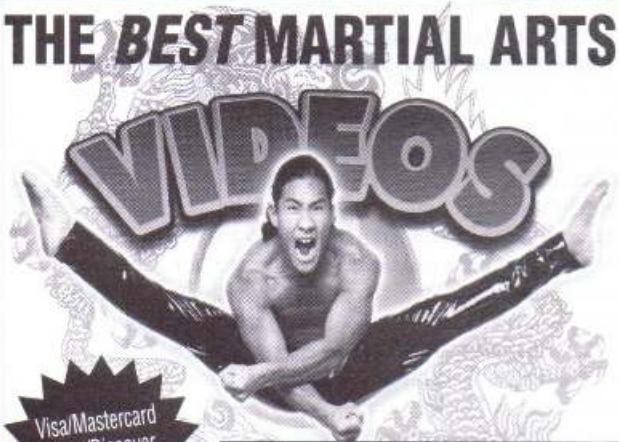
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Teaching Students with ADHD—*continued from page 18.*

Also, consider what you say to the children. An instructor will be most successful eliminating the word, "Don't" from his/her vocabulary. Phrase directions, commands, or instructions to describe what you want the child to do rather than what you want the child to stop doing.

Ashley was playing with the Nunchucku instead of practicing her form. The instructor said, "Ashley don't play with the Nunchucku." Ashley kept on twirling. The instructor became frustrated and repeated his phrase. Ashley kept on twirling! Finally, the instructor said, "Ashley, practice your form." Ashley put the Nunchucku on the wall and began to practice.

Children with ADD learn best when they are taught in a step-by-step manner. Break down the information in small, incremental steps. The information needs to be given in small chunks. It is recommended the children be given one direction at a time. Children with ADD tune in and out, so a teacher needs to keep it simple. For example, when teaching a form, describe and display the first move. Practice this several times, then move on to the second move. Once this step is learned, combine the two steps. Once this combination is learned, move on to the third move. Follow this strategy throughout teaching the form. This strategy will extend the time it takes to teach a child with ADD. Therefore, the instructor needs to expand his/her expectations about the length of time it will take to teach the child a skill.

Children with ADD face many challenges and often experience a sense of failure and frequent frustration. These emotional experiences can have a negative impact on their self-esteem. Frequently, the children report feeling like they are "always messing up." They watch how easily their peers complete homework or a form, and it can make them feel inferior. One of the benefits of martial arts is that the only competition is oneself. The child with ADD needs encouragement and positive reinforcement. Instructors can enhance self-esteem by providing praise and opportunities for the child to be in a leadership position. The simple act of smiling and welcoming the student to class can help the child feel a part of the community of your school and enhance his/her self-esteem.

Furthermore, using visual cues (posters, worksheets) and movement (showing a child the step) enhance the child's ability to understand and learn concepts. Therefore, supplementing the instruction with worksheets, books, videotapes, and posters can be invaluable.

In summary, there are four basic concepts to remember when teaching a child with ADD. An instructor needs to reduce the number of distractions, expand the time frame for learning a new skill, compliment and create a positive environment, and keep the instruction simple. An easy way to remember these four basic steps is to think about the DECK.

When you're on the DECK remember:
D.E.C.K.

Decrease distractions
Expand the time frame
Compliment to create a positive experience
Keep it simple

Adults with ADD

Adults with ADD will experience difficulties at work and within personal relationships, as well as, other mental health problems, including substance abuse. Many adults with ADD may have not been diagnosed as children. As a result, they grew up frustrated and struggling with the disorder. Still others were told they were hyperkinetic and would outgrow those symptoms during adolescence. Because of this, they were vulnerable to developing emotional problems such as, substance abuse, depression, legal problems, and financial problems. Their symptoms of ADD became overshadowed.

Adults with ADD appear restless, distracted, impatient, impulsive, forgetful, disorganized, easily angered or frustrated, and difficulty planning ahead. These problems manifest as career problems, poor performance reviews, and relationship problems. When adults properly diagnosed with ADD learn to manage their symptoms, they can flourish as creative, productive citizens.

Diagnosing ADD in adults involves a review of childhood academic and behavioral records.

Adults with ADD benefit from learning in a structured environment. Medication can also be a helpful intervention. Job counseling to help adults choose a career or job which matches their abilities is also beneficial. Mental health counseling can help the person deal with the emotional experience associated with the discovery of the diagnosis, the impact on peer and marital relationships, and mood swings. ■



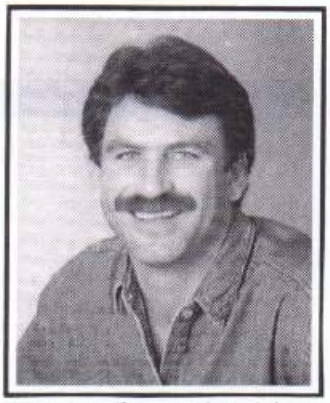
Derenda Timmons Schubert, Ph.d.

ACMA Member Profile—Derenda Timmons Schubert, Ph.D.

Dr. Derenda Timmons Schubert is a Licensed Psychologist who has a specialty in child and family issues. Her doctoral degree is from DePaul University, Chicago, Illinois, and she completed her internship at the Morrison Center for Children and Family Services, Portland, Oregon. An active martial artist, Dr. Schubert also serves on the Board of Directors for Martial Arts Fitness Center, Inc., operated by her husband Ron. Dr. Schubert has been influential in assisting Ron and his instructors improve their abililty to develop age specific programs for children.

Currently, Dr. Schubert is in private practice in the Portland, OR, area. She has worked with children and their families struggling with depression, anxiety, Attention Deficit Disorder, trauma, and life changes, as well as addressing the mental health issues of children with special needs and their family members. She conducts individual, family, and group therapy, and psychological testing. ■

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



How Does a <u>First Degree Black Belt</u> Teach His Instructor To Fill Up His School With New Students <u>And Then Go Open His Own School</u>, 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 <u>spend your time enrolling and teaching</u> and not prospecting!**

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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*

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EXECUTIVE DECISIONS

managing for success

by Rob Colasanti

Stripe Exam: A modern method of testing

Many schools have stopped conducting the infamous Saturday-morning-marathon belt exams that so many of us experienced while progressing up the ranks. This type of exam takes place only once every four to six months and often causes students to feel bored, burned-out or stagnant. To correct these problems, many modernized schools have switched to a stripe system for promoting.

Stripe exams are mini-belt exams that occur on a monthly basis. Here, the students' rank requirements are broken up into sections in order to make learning easier.

In a stripe system, the curriculum to get from one belt to the next is commonly divided into thirds. For each of three consecutive months, the students test over a new third of their material. Every time they pass one of these tests they get a piece of black electrical tape wrapped around their belt. At the end of the fourth month, the students take a final exam. This time for a piece of red tape. The red-stripe test will cover all three thirds of their curriculum as a whole. Once the students pass this test, they are then promoted to their next belt rank.

Stripe exams are highly advantageous for the following reasons:

1. Stripe exams are convenient.

This is because they occur in class and actually take the place of the students' regularly-scheduled workout. Also, a good stripe test can be completed in less than an hour. This allows the entire group to leave the school at the end of their normal class time.

Too, stripe exams prevent both the instructors and examinees from having to make special trips out to the school for testing. I can tell you from experience that students and parents really appreciate it when they no longer have to adjust their busy schedules to attend weekend exams.

2. Stripe exams allow students to experience continuous progress.

Each month, they have the opportunity to earn a stripe by testing over a small portion of their requirements. The stripes are important because they serve as a visible sign of progress. They help students realize that they are indeed progressing toward their next colored belt.

The key is that every month students have something to look forward to. This sense of continuous progress allows them to feel like they are constantly getting closer to black belt. For this reason, a stripe system can dramatically raise the level of enthusiasm within the school.

3. Stripe exams help instructors provide more organized instruction.

Rather than "winging it" on the deck, stripe instructors tend to stick to lesson plans. If they don't, then the students won't be prepared for their monthly exams, which usually occur after about eight classes. Such a short period of time between exams puts positive leverage on instructors to organize and adhere to lesson plans. As a martial arts educator, this simply represents quality instruction and good customer service. With 191 college-credit hours, I can tell you that this is similar to the way university professors prepare their students for exams.

4. Stripe exams promote quality control.

That's because instructors can inspect their students' progress every step of the way. In doing so the instructor can make sure that each student is able to perform his current material before teaching him something new or more advanced.

Plus, instructors only have to grade their students over one month of new material during a stripe test. This makes finding and correcting challenges much more manageable. Also, the students aren't overwhelmed with a zillion corrections to work on like they are when they're tested only once every four to six months.

5. Stripe exams enhance retention.

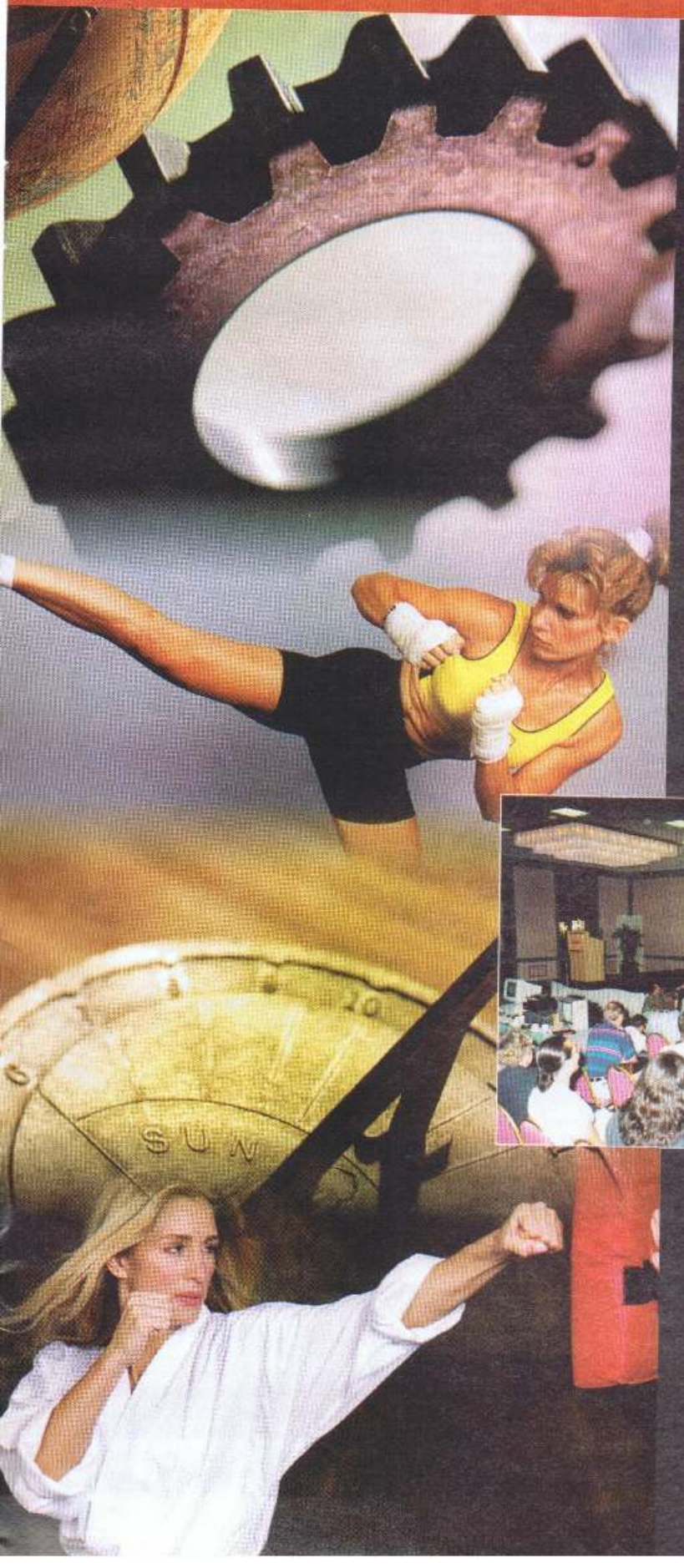
First, students who do not pass their stripe test have the opportunity to "try again next month." Remember, that's only about an eight-class delay. So if a student fails, it's not a major letdown. They can retest the following month after they've brushed up their material or had a free private lesson with the Leadership Team.

Second, schools that use a stripe system usually host a monthly belt promotion. Here, all of the red-stripe students demonstrate a portion of their best material in front of their friends and family. At the end of the ceremony, the students are individually presented with their new belts and each receives a big round of applause. This is a very powerful retention-building event that gets the whole family to support the students' training.

As you can see, a well-organized stripe system can improve retention while making learning both fun and easy. I'll bet you never thought that electrical tape could be worth its weight in gold. ■

Rob Colasanti is a 3rd-degree black belt and, as Vice President for the National Association of Professional Martial Artists, speaks with hundreds of school owners across the country each week. Rob has a BA from the University of South Florida, and is the author of "How To Be A Black Belt."

The Martial Arts Professional Convention



The MAPro Convention

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Session Overview

Martial Arts Roundtables
Here are just some of the highlights of the programs being presented at the Martial Arts Professional Magazine Convention June 12-14th at the Doubletree Resort on Clearwater Beach, FL.

EXECUTIVE ROUNDTABLES

• How to Run a Successful Cardio Karate Program
The brave new world of Cardio Karate and related programs is rapidly growing across the nation. Most owners understand the potential impact of a successful Cardio Karate program, yet many have not attempted to implement it into their overall curriculum. In this special two-hour program, Jim Graden will lead the classes through specific activities in small-group sessions that will create a wealth of information on launching, marketing, designing, managing and teaching a successful Cardio Karate program.

Instructor: Jim Graden
NAPMA Senior Consultant
Author; Black Belt
Seminole, FL
A former world kickboxing champion and member of many world champion kickboxing teams, Jim Graden is the senior Cardio Karate Consultant with the National Association of Professional Martial Arts (NAPMA). Jim has taught over 1,000 instructors How to Teach, Manage and Operate a Successful Cardio Karate Program. He is also the author of the "Cardio Karate Instructor's Manual." Jim will be celebrating the 15th year of his highly successful Jim Graden's Cardio Karate Center in Seminole, Florida.

• How to Operate a Successful Traditional School in Today's Market.
With the growth of multi-program schools, traditional schools, offering one specific style, are facing more challenges in surviving and succeeding than ever before. This special networking opportunity will be designed to lead all participants through a series of activities and small-group discussions to discover the very best concepts, strategies and practices of the most successful traditional schools in the country.

• For Women Only. Personal and Professional Growth in the Martial Arts Industry
This special first-of-a-kind session for women in ownership or management positions will provide a wealth of learning activities to help you grow both personally and professionally. This provides a rare opportunity for women owners and managers to network with each other on the special challenges and opportunities of being a woman owner/manager in an industry perceived by many as male-oriented.

SPECIAL CLASSES TAUGHT BY BOARD MEMBERS OF THE AMERICAN COUNCIL ON MARTIAL ARTS (ACMA)

• How to Present Martial Arts Skills
Pedagogy (pronounced, ped'a-go-gee) means the science and art of teaching skills—not specific skills such as kicking or punching, but the process that instructors use to teach these skills. Improve your ability to teach more effectively for all of your clients, regardless of age.

Instructor: B. Ann Boyce, Ph.D.
ACMA Board Member
Associate Professor of Pedagogy; Black Belt
University of Virginia
Dr. B. Ann Boyce has trained in martial arts for 20 years in both traditional and non-traditional schools. An Associate Professor of Pedagogy at the University of Virginia, Dr. Boyce earned a Ph.D. in Teacher Preparation/Pedagogy with a specialization in Instructional Design from Florida State University in 1982. She currently coordinates the five-year teacher education program in physical education as well as the master- and doctoral-level programs.

• How to Conduct a Proper Warm-Up and Cool-Down
How safe is your warm-up routine? Do you know what exercises are considered safe and unsafe? How does stretching fit into the warm-up? Or does it at all? ACMA Board Member Sarah Chung will debunk the myths and misconceptions that are rampant in the martial arts industry regarding the proper methods of warming-up and the importance of a cool-down.

Instructor: Sarah Chung, M.A.
ACMA Board Member
Human Keneticist-Sport Psychologist; Black Belt; World-Caliber Taekwondo Champion
Sarah Chung is currently a Ph.D. student in Psychopedagogy at the University of Ottawa, Ontario, specializing in Curriculum Design and Educational Psychology.
Ms. Chung earned her Master of Arts in Human Kinetics, with a specialization in Sport Psychology - Performance Enhancement, in 1995 at the University of Ottawa, Ontario.
Ms. Chung is a 5th-degree black belt in Taekwondo. She was a quarterfinalist at the 1992 Barcelona Olympics in Spain. She has won five gold medals at the Southeast Asian Games from 1987-95, a gold in the 1992 Asian Championships, and was a quarterfinalist in the 1993 World Championships.

• Discipline, Praise & Punishment in the Martial Arts School
From the brutal martial arts classes taught in the military to the pre-school classes taught in today's professional school, the subject of discipline has always been associated with martial arts training. However, what is the difference between discipline and punishment? When is praise effective and when is it useless? This fascinating program will help you establish specific guidelines for your school.

Instructor: Gianine Rosenblum, Ph.D.
ACMA Board Member
Instructor; Red Belt
Pediatrics & Psychiatry
Dr. Gianine D. Rosenblum received her masters degree and doctorate in Psychology from Rutgers University. Dr. Rosenblum coordinates a mentoring program for young, aggressive children and conducts research on the psychological development of adolescent boys and girls.
Dr. Rosenblum has been a practicing martial artist since 1990. Her husband, Frank Bouchonville, runs the Japanese Karate Center in Hillsborough, NJ, and is the Chief Instructor for Japan Karate-Do Itosu-Kai under Master Fumio Demura. Dr. Rosenblum works with her husband to incorporate an understanding of child development, and the principles of learning into the teaching and curriculum at the Japanese Karate Center.

ssional Convention

• Teaching Children with Attention Deficit Disorder (ADD) - *By Derenda Timmons, Ph.D.*
Studies have indicated that as many as 40% of children suffer from Attention Deficit Disorder (ADD), yet many instructors are not educated on how to teach this growing segment of the population. Dr. Derenda Timmons-Schubert will take you step-by-step through the special teaching techniques, strategies and secrets of working with children with ADD.

• Preschoolers to Adults—Teaching to Meet Their Needs
While the majority of veteran instructors were taught in schools of the 1970s and 1980s that were primarily adult-oriented, today's market is 50% children. Dr. Derenda Timmons-Schubert will teach you age-specific teaching strategies to effectively keep students motivated and active within the schools.

Instructor: Derenda Timmons Schubert, Ph.D.
ACMA Board Member
Instructor; Red Belt
Western Psychological & Counseling Services
A member of the Board of Directors for Martial Arts Fitness Center, Inc., in Gresham, Oregon, Dr. Schubert is a Licensed Psychologist who has a specialty in child and family issues. Her doctoral degree is from DePaul University, Chicago, Illinois. Dr. Schubert has been instrumental in developing age-specific programs for her husband Ron's martial arts studio, where she is preparing for her black belt.

• Teaching Sparring So Your Students Don't Quit
Few areas are as important within a program as sparring. However, few areas are also as apt to make a student drop out. In this active workout class, "MAPro" publisher John Graden will take you through the drills and rank-specific strategies that can help turn a student's fear and apprehension about sparring into fun and excitement. Workout clothing preferred.

Instructor: John Graden
"Martial Arts Professional" Publisher; Author; Black Belt
Author and martial arts publisher, John Graden, has been a fighter or coach for many World Champion U.S. Karate Teams. Author of the landmark martial arts business manuals, "Black Belt Management" and "How to Open and Operate a Successful Martial Arts School," Graden publishes "Martial Arts Professional" magazine, the first widely-accepted martial arts business journal.

• Establishing a Healthy Martial Arts Hierarchy within Your School
How does a master instructor establish a healthy rank hierarchy and atmosphere within the school without losing decorum or tradition? In this unique presentation, Dr. John Donohue will discuss different examples, both good and bad to help all school owners establish a positive atmosphere of respect and courtesy.

Instructor: John J. Donohue, Ph.D.
ACMA Board Member
Vice President of Academic Affairs; Author; Black Belt
Medaille College
A martial arts instructor since 1990, Dr. John J. Donohue currently teaches karate-do at Medaille College and also trains in kendo. Dr. Donohue holds a doctorate in anthropology with a concentration in Japanese martial arts. His doctoral dissertation, "The Forge of the Spirit: Structure, Motion, and Meaning in the Japanese Martial Tradition," was published in 1991. An interest in the meaning embedded in martial arts led to his book, "Warrior Dreams: The Martial Arts and the American Imagination" and the recently published "Herding the Ox: The Martial Arts as Moral Metaphor."

• How to Reduce Liability in Your School
In today's litigious society, the ongoing threat of a lawsuit is not to be taken lightly. Everything you own and have built up in your career can be wiped out with one mistake. ACMA Board-member Scot Conway will teach you how to evaluate your school and program to reduce the chances that you may be sued for damages by an unhappy student or parent.

• How to Avoid Sexual Harassment in Your School
20 years ago, martial arts schools were primarily populated by adult men. Today, with 50% children and a growing population of women (especially with Cardio Karate), the incidence of sexual harassment and molestation charges are increasing at an alarming rate. Scot Conway will help you to protect your school from the possibility of a sexual harassment suit or molestation charges.

Instructor: Scot Conway
ACMA Board Member
Attorney at Law
Black Belt School Owner
Scot is a black belt school owner and attorney who specializes in Consulting Defensive Law (avoiding problems rather than post-problem litigation). Scot, who holds black belts in several styles, is also the director of the Christian Martial Arts Federation.

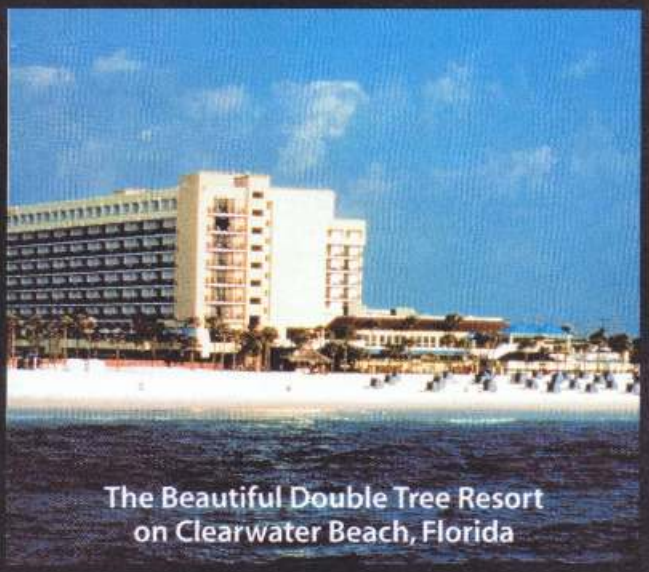
• How To Teach Kicking Safely
Many common causes of soreness and injury in beginning and intermediate students result from kicks and jump kicks being improperly taught. While each style's technique for the kick is fine, the instructor's presentation may be unsafe, resulting in soreness, injury and possible drop-outs. Tim Niiler has studied this subject exhaustively and has the specific methods for presenting kicking skills in a safe, effective manner.

Instructor: Tim Niiler, M.S.
ACMA Board Member
Biomechanist; Black Sash
University of Delaware Sports Science Lab
Timothy A. Niiler earned his M.S. in Biomechanics and Movement Sciences at the University of Delaware. His master's thesis involved the study of the landing mechanics in jump kicks and was entitled, "Landing impact, loading and injury risk to the lower extremities in Chinese Wushu."
His other martial arts projects include a computer code to model the impact of a punch as a function of glove weight, and a study of side kick mechanics.

Registration Information is on the following page



The Martial Arts Professional Convention



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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.

Who should attend?

The Martial Arts Professional Convention has been designed for all:

- School owners interested in improving their business
- Instructors interested in becoming the best instructor in their area
- Office personnel interested in enhancing their skills
- Anyone interested in enhancing the martial arts professionally, including part-time instructors, college instructors, personal trainers and other fitness and martial arts-related professionals will discover how to expand their skills in teaching, operations, marketing, injury prevention, conditioning and many more topics crucial to your future career success and the professional growth of our industry.

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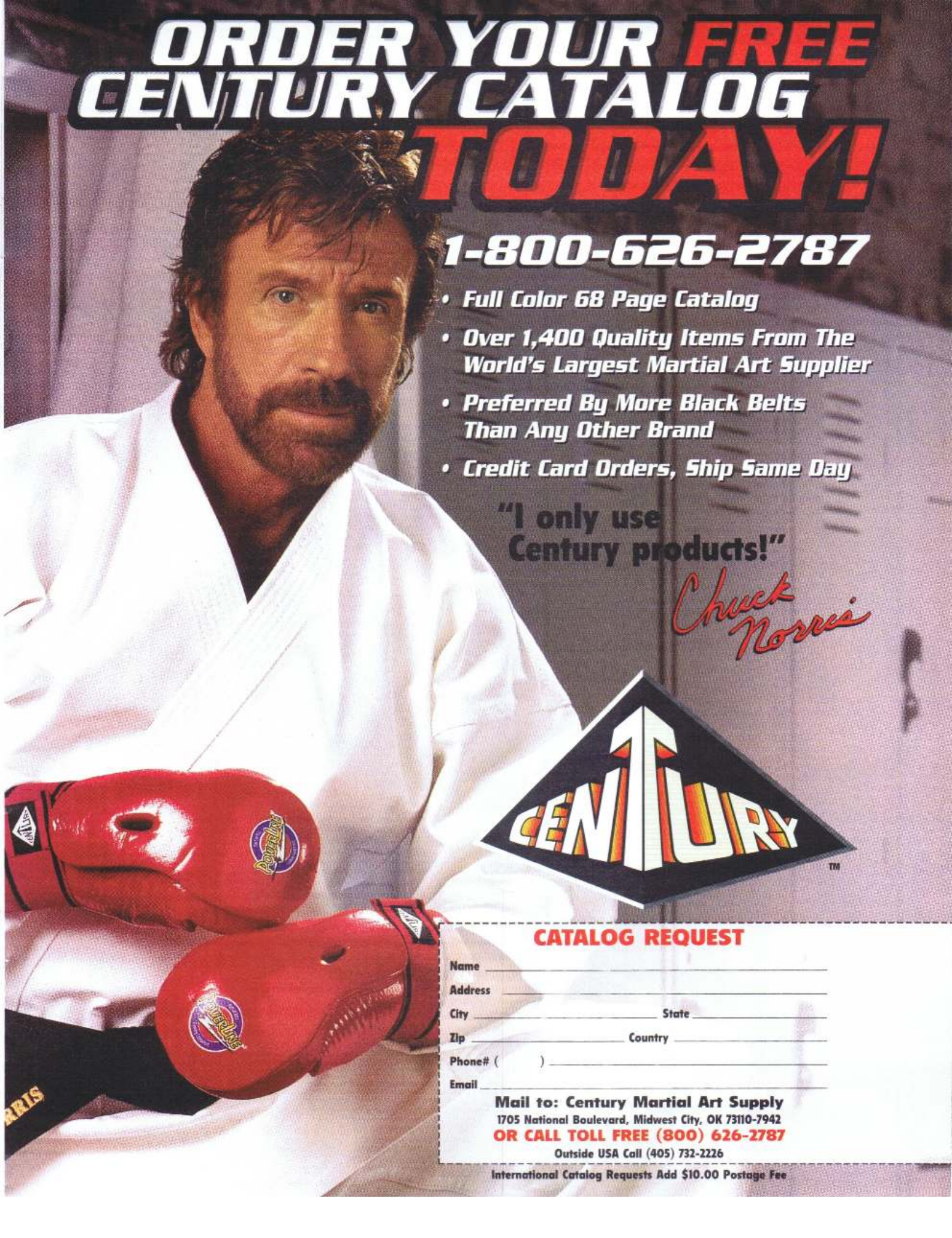
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