ACMA Roster Profile • Van Damme Gets KO'd • 1969 World Championships Tape Uncovered

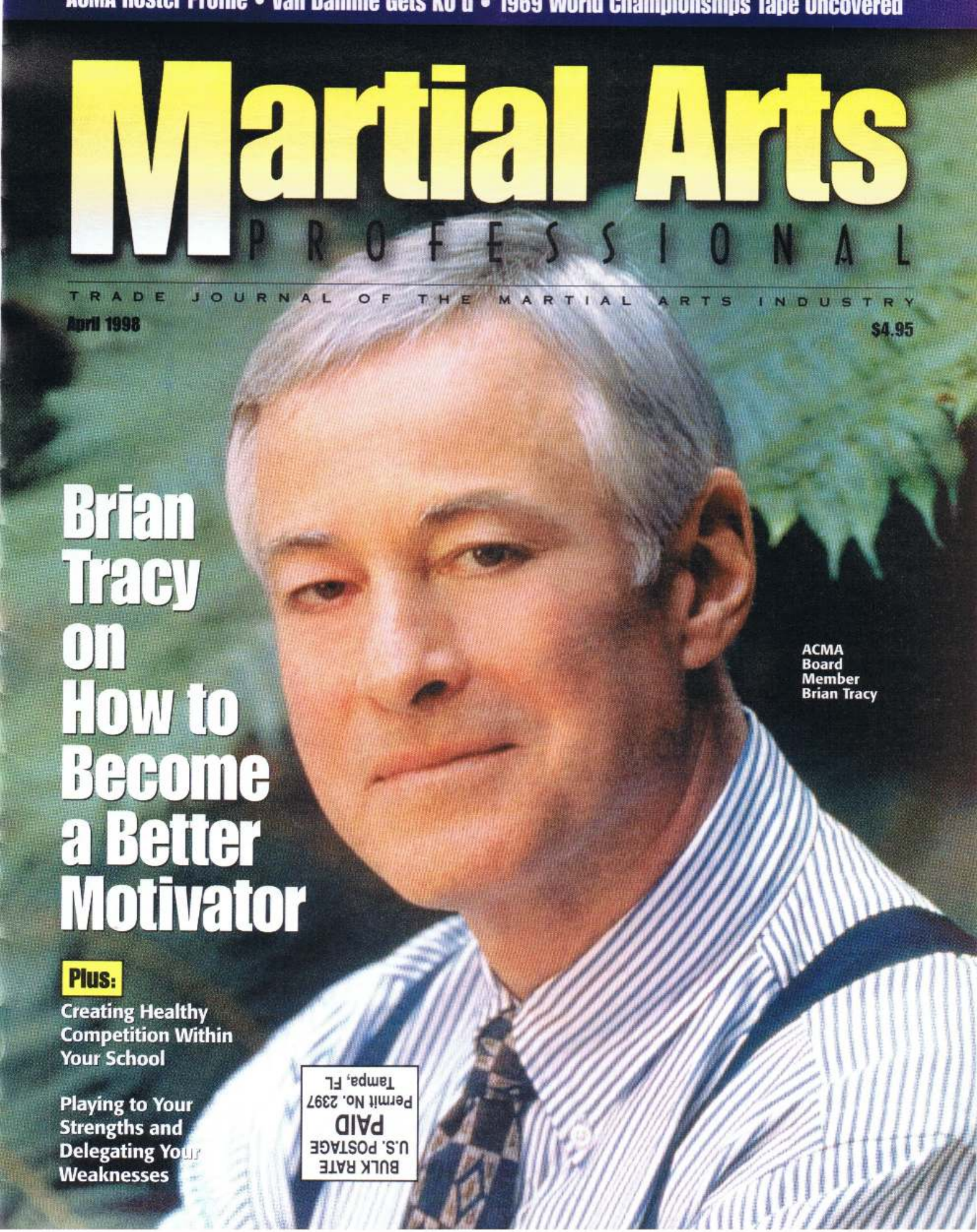
Martial Arts PROFESSIONAL

TRADE JOURNAL OF THE MARTIAL ARTS INDUSTRY

April 1998

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Brian Tracy on How to Become a Better Motivator



ACMA Board Member Brian Tracy

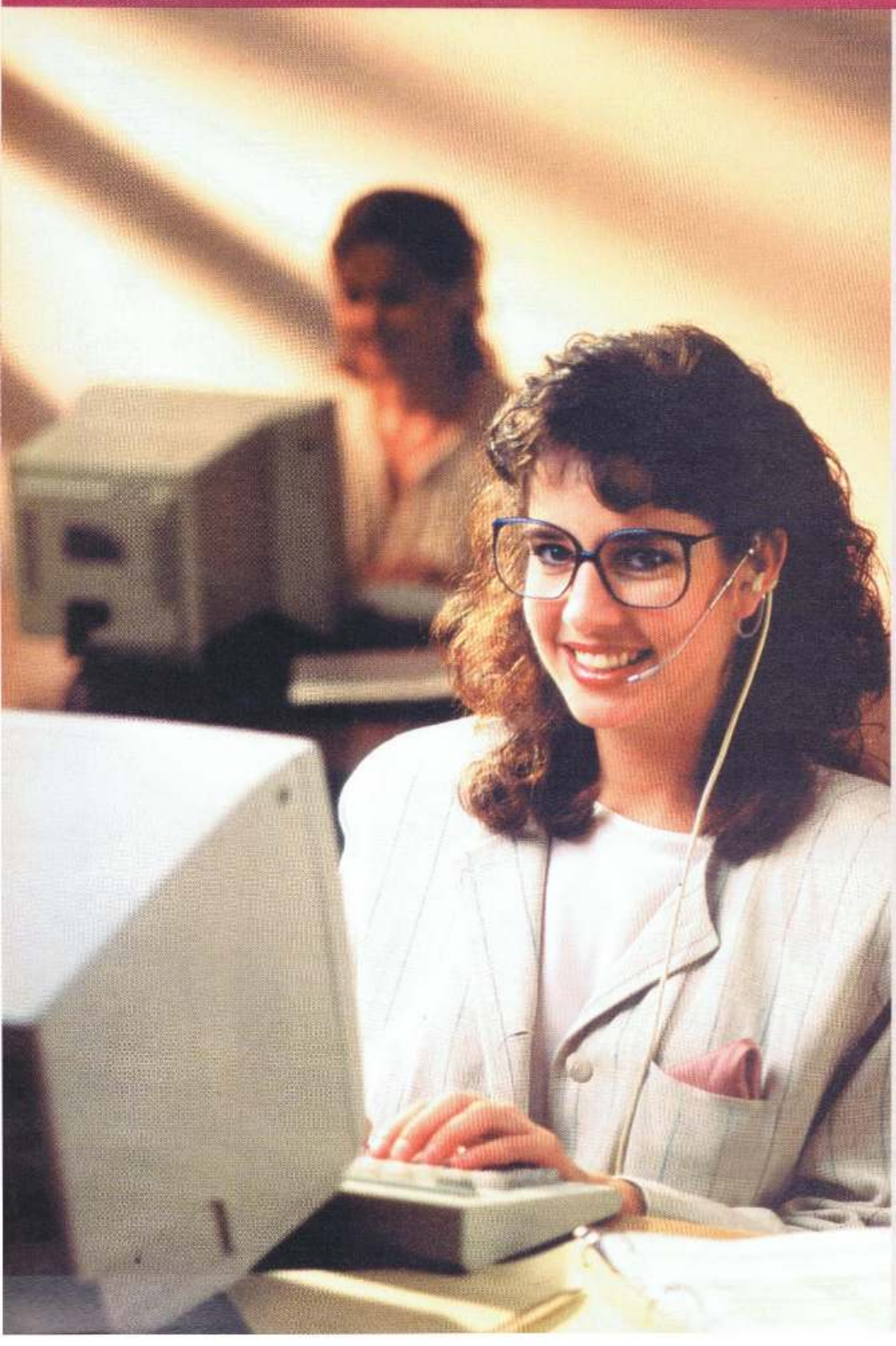
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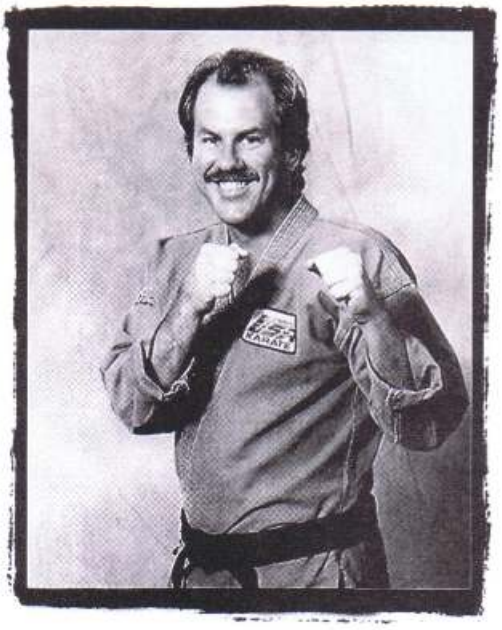
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AS I SEE IT

letter from the editor



What is the ACMA and What is it Not?

As questions and comments pour in regarding the formation of the American Council on Martial Arts (ACMA), one misconception is that this instructor certification will mirror other organizations who already offer a "teaching certification" program. While we certainly applaud this effort, our research shows that, typically, these programs are very style-specific in nature.

For instance, a style organization will have a teaching certification to insure that all forms (katas; kuens) are taught consistently from school to school; or that a technique, such as a side kick, is taught in a style-specific manner. Again, we applaud and encourage such programs.

Still, a review of the ACMA Certification Manual's Table of Contents will reveal that our content is much more universal in nature. A review of the ACMA Board roster indicates the very unique qualifications of this board. We have purposely chosen individuals who were experts in their respective fields of endeavor and also martial artists. We specifically chose not to include well known, high-ranking martial artists.

In this industry, inclusion automatically means exclusion. If we chose famed black belt John Doe from the XYZ style of martial arts, then other famed black belts in and out of his style may resent not being chosen also. So, instead, for the ACMA Board we sought out active martial artists whose primary career was in the area of expertise we needed. This way, we think, we can have the best of both worlds.

As expected, the ACMA continues to generate tremendous interest. Here are some of the more provocative questions we've received in regards to the development of this program.

Question: *Many unethical professionals are able to hide and practice their trade behind the veil of regulations and certification boards. How is the ACMA Board able to prevent this?*

Answer: The ACMA will not be a board of enforcement. The ACMA is simply an instructor education program designed to present scientifically-proven methodologies of teaching to martial arts instructors. Our goal will be to help instructors be less reliant on "hand-me-down" teaching methods. The ACMA will not be involved in the operation of any school's business.

Question: *What will be the anticipated costs of maintaining your certification?*

Answer: We know it's expensive to operate a martial arts school in today's environment. With that in mind, our goal will be to make this program accessible to all martial arts instructors by keeping the costs involved as low as possible. We fully anticipate on-site seminars and certification exams staying under $200. Conversely, fitness certification programs can run three times that amount.

Question: *Who will decide the "acceptable standards" for us and what will they be based on?*

Question: Acceptable standards is not really the issue, since the ACMA will not be monitoring instructors' behavior. Instead, the ACMA will present participating instructors with methods of teaching that are scientifically valid and recognized on the highest educational levels.

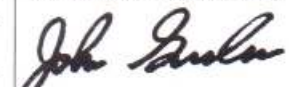
It's important to understand that, the ACMA is not going to ask you to throw a side kick to see if you're doing it right. Instead, the ACMA Certification Manual will deal with the psychology of teaching and motivation along with safety issues involved in teaching the martial arts.

The black belt should be representative of an individual's technical skill. You and your instructor are responsible for your technical skills. Still, the black belt has been mistakenly used as a standard for teaching skill as well. Experience shows us that this is not always accurate. A 7th-degree black belt may be a great martial artist, but have no education on how to teach a wide spectrum of people of different ages and physical abilities.

The psychology of teaching is not style-specific. It's universal. Maybe the best way to explain the ACMA is to describe what it is not.

- The goal of the ACMA is not to devise a massive control method that everyone has to live up to or be thrown out of business.
- It will not be style specific.
- It will not monitor how you operate your business.

Here's how to put it into the proper perspective: The ACMA will simply be a recommended educational supplement to the style-specific training a professional instructor has already received. No more. No less.



JOHN GRADEN
Editor-in-Chief

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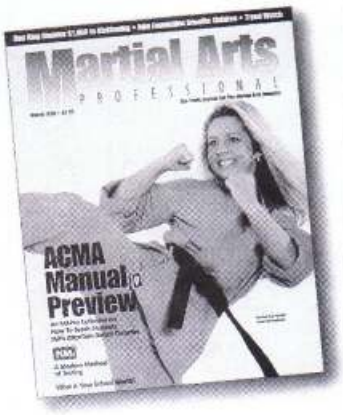
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LETTERS TO THE EDITOR

feedback from our readers



You Have My Support for ACMA

Your "Letter from the Publisher" in the Jan. '98 issue was right on target. I have been involved in the political arena for many years, vocally opposing all attempts to "regulate" our industry.

It seems that the monster of government control, regulations and licensing of the martial arts periodically rears its ugly head somewhere around the country. I have experienced first-hand the disastrous results of such controls in several European Countries, and we must not let that happen here. It would do tremendous damage to our industry.

Having said that, I am very interested in your American Council on Martial Arts (ACMA). The concept is intriguing and exciting. To make ACMA successful, you will need the strong support of the martial arts community, and I, with my three organizations, contacts and resources, am ready to assist you in this commendable endeavor.

JOHN PELLIGRINI
Founder, International Combat Hapkido Federation
Jupiter, FL

We Must Go Beyond ACMA

This letter is in response to the number of editorial letters concerning martial arts organizations (*MAPro* Dec. '97 and Jan. '98). I have seen that those who do not belong to an organization, are very quick to judge other schools/systems that do belong to one. Likewise, those who do belong to organizations are very judgmental about those black belts/schools that are on their own.

I happen to be a school owner who belongs to a very strong organization with thousands of member schools worldwide. We have many successful dojos, and contribute a lot of our success to the support, training and assistance of the senior advisors in our organization. Of course, we have to pay yearly dues and sometimes run into the "politics" of the organization. However, we have found that the benefits far outweigh the negative.

I have met many unqualified people with unknown credentials who teach various styles and call themselves "Black Belts." None are very commercially successful; however, the public is unaware of their inadequacies until it is too late.

I am not saying that all martial artists who don't belong to organizations are inadequate. I am not saying that all organizations are reputable. What I am saying, is that there needs to be a standard set within the martial arts community that the public is aware of. I believe this has to go beyond the American Council on Martial Arts.

If I study from a Taekwondo book, order a black belt from Century, and then become certified through the ACMA, does that make me a qualified black belt instructor? I might know how to teach to ADHD kids, or know the proper stretching techniques, but that does not mean that I am a qualified martial artist.

LIESHA PETROVICH
via Internet

Response:

As much as we all agree it would be nice if there was a universal standard for black belt, it will be an impossibility to create and get any support for it. Imagine the black belts you know. How receptive would they be to submitting to new exams by other black belts, who will judge them to determine if they are real black belts?

In our observation, the next best approach is one that the ACMA is taking. Education for current black belts.

The Martial Arts Needs ACMA

I have been reading the *Martial Arts Professional* magazine for some time and enjoy the articles. In your last issue, you wrote about a certification manual, which I feel is very important in today's martial arts business environment.

With thousands of schools open and more opening up every day, there has to be a method of certification. There has to be a professional code of ethics and education. There are many schools that are lacking in traditional and real knowledge of the right way to teach. There is more to martial arts than a belt.

In 1999, I will have been in the martial arts for 50 years. I have been to physical-fitness schools and massage schools. I went to a special school for martial arts in Tokyo, Japan, in 1953, while in the U.S. Air Force, and went on a goodwill tour to Japan in 1955. I competed for many years and have had my own school for 35 years.

Please feel free to call me if I can be of any assistance.

ED MALEY
Black Belt Hall of Fame
Florida School of Judo
Tampa, FL

Disappointed in Chuck Norris

This letter is in response to the "Industry Update" regarding Chuck Norris/James Belushi Cigar products, as well as the "Lone Wolf Lounge" which offers "premium liquors, wines, and champagnes".

As a father and grandfather, as well as a martial arts sensei since 1949, I am disappointed.

I spoke highly of Norris as a man who was intimately involved in "Kicking Drugs out of America." I supported that cause. Still do. I and my students contributed money towards that cause. None of us smoke or drink. Our bodies are our temples, and we believe in keeping them clean and just saying "No" to drugs or booze.

As an ex-Marine, I, too, went through the trendy period of being macho and posing with cigar in mouth and booze in hand. I then noticed that my students followed my example. I stopped. Some of them didn't. Some couldn't. Some now have emphysema, and some are in de-tox.

As far as I know, cigars and alcohol are drugs. I can't imagine "Walker, Texas Ranger," a.k.a., John Wayne, beaming into millions of homes and standing there with a cigar in mouth and drink in hand, saying, "Okay, Kids. Let's kick drugs out of America."

RICK LENCHUS
Benson, VT ■

INDUSTRY UPDATE

martial arts business news, people, and places

NAPMA RECOVERS 30-YEAR-OLD PROFESSIONAL KARATE TV SHOW

ST. PETERSBURG, FL—The National Association of Professional Martial Artists (NAPMA) has recovered and restored a 30-year-old TV pilot for "Professional Karate," a proposed sports television series featuring the great fighters of the "Blood-n-Guts" era of American Karate competition.

The pilot, bankrolled and produced by American karate legend Jim Harrison in 1968, consists of an invitational round-robin tournament populated by many of the era's most celebrated point-fighters. They include Joe Lewis, Fred Wren, Skipper Mullins, Pat Burleson, David Moon and Bob Wall.

The competitors fought in bare-knuckle point competition conducted in the TV studios of Channel 4 in Kansas City, Missouri. It marked the first time that U.S. karate fighters competed for money. The late Robert Trias, "Father of Karate in America," along with Allen Steen and Lou Angel, acted as officials, with color commentary by Harrison.

After spending $5,000 to produce the pilot, Harrison took the tape around the country trying to drum up interest with TV executives and investors. On one such trip, the master tape was lost by the baggage handlers of long-defunct Braniff airlines. Harrison then discovered that the back-up master had been accidentally destroyed by the production company that shot it. He was left empty-handed.

Miraculously, in 1979, ten years after the original production, the tape was found and returned to Harrison, who found little interest in the then ten-year-old competition footage. The tape was placed in storage for nearly 20 years.



Joe Lewis (r), pictured here winning the 1967 Jhoon Rhee Nationals, is one of the fighters on the "World Professional Karate Championships" television pilot from 1968.

In June 1997, Harrison donated the tape to NAPMA for its National Martial Arts Archives. But, NAPMA technicians found, recovering this priceless piece of history was not so easy.

"Videotape was not meant to store footage for that long a time," states Mark Graden, chief videographer for NAPMA and curator of the National Martial Arts Archives.

Thirty years of storage left the tape unviewable and an intense process of chemical decontamination and incubation was needed just for the tape to play in any machine. A long, frustrating and expensive restoration process— which included cleaning and rejuvenation, chemical decontamination and incubation in three labs in as many different states, over the course of six months— proved to be worth the wait. The footage turned out to be clear and in full color.

"I'm just thrilled with what we ended up with and that we were able to resurrect this piece of history from the brink of destruction," Graden said. "If we had waited much longer, recovery would have been impossible."

Now that the tape is viewable, what's on it? That gets Graden excited.

"This represents the clearest look available of the blood-and-guts era of karate, when many of our instructors and our instructor's instructors fought it out, bare-knuckle and winning was a measure of your toughness as well as your skill. These are great fights, clear and in color, with no less than two sets of broken ribs. It's incredible!"

While the actual footage has been recovered, NAPMA is reformatting the tape into an expanded program that will include recollections and commentary by Joe Lewis.

The National Martial Arts Archives is an ongoing preservation campaign by NAPMA for the purpose of honoring and promoting the history of martial arts in America.

To reserve a copy for $39.95 plus shipping, call (800) 973-6734. ■

INDUSTRY UPDATE

martial arts business news, people, and places

ACMA NAMES BOARD MEMBERS

ST. PETERSBURG, FL—The American Council of Martial Arts (ACMA) announces its board of advisors. These experts in their respective fields are authoring the ACMA Instructor Certification Manual. This manual will be the core of the ACMA Instructor Certification Exam. The manual has been excerpted in the past three issues of *MAPro* and will debut at the Martial Arts Professional Convention, June 12 – 14 in Clearwater Beach, Florida.



Mike Maliszewski, Ph.D. *
Psychologist; Black Belt
Harvard Medical School
Tewksbury, MA



Joseph J. Estwanik, M.D. *
Sportsmedicine Physician; Orthopedic Surgeon; Author; Black Belt
Chairman of the Sportsmedicine Committee for USA Boxing
Charlotte, NC



Brian Tracy
Personal/Professional Development Specialist; Author; Black Belt
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Psychologist; Red Belt; Husband Ron Owns U.S. West Coast Tae Kwon Do
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Attorney at Law; Black Belt; School Owner Guardian Kempo/ Christian Martial Arts
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Sharon B. Spalding, M.Ed.
Exercise Specialist
Assistant Professor of Physical and Health Education
Mary Baldwin College
Staunton, VA

Picture Not Available

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Biomechanist; Black Belt
University of Delaware Sports Science Lab (Specialist in biomechanics and movement sciences;)
Newark, DE

Picture Not Available

Ann Boyce, Ph.D.
Pedagogist; Black Belt
University of Virginia
Charlottesville, VA

** Indicates ACMA board members who will be making presentations at the MAPro Convention.*

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INDUSTRY UPDATE

martial arts business news, people, and places

GALLERY OF FAME A SUCCESS



Gallery members and award winners (l to r) Greg Dillon, Manuel Tanenco, Eric Lee, Cynthia Rothrock, Mike and Karen Berger, Mark Harrell, Wally Jay, and John Denora.

NOVELTY, OH—Mike "Kato" & Karen Berger of Action Portrait Studios and Tony Marcial of the Philippine Institute of Martial Arts co-sponsored the 3rd Annual Gallery of Fame here. Their goal is to create a synergy of brotherhood in the martial arts of all systems and to raise funds for their ultimate goal of building a Martial Arts Gallery of Fame. The Gallery of Fame would house Mike "Kato" Berger's professional drawings of great masters, along with artifacts, history, books, videos and other memorabilia tracing the history of martial arts.

Those selected for induction by votes of a well-respected nominating committee, on a national and international level, included the following: Wally Jay: Founder of Small Circle Jiu-Jitsu, Chuck Norris: Film/TV star; Retired Karate Champion, Benny "The Jet" Urquidez: American World Kickboxing Champion, Gene LeBell: World-renowned undefeated grappler, Don "The Dragon" Wilson: Film star and only person to have won world kickboxing titles in three different weight divisions. ■

AMERICAN ASSOCIATION RECEIVES AWARD FROM SOUTH KOREAN PRESIDENT

OCOEE, FL—The Korean Martial Arts Instructors Association (KMAIA), American Chapter, received a letter of commendation from Yang Sam Kim, President of the Republic of Korea, for its "outstanding contribution to the Korean martial arts."

The KMAIA, American Chapter, has been working hard to improve relations between Korean and American martial arts instructors by giving seminars on martial arts and the Korean language and culture. It has also started a pen-pal program between Korean and American martial arts schools.

The award was presented by Congressman Clif Stern of Florida to Masters Gregory N. Lee and Richard Hackworth. ■

EX-WIFE SOCKS VAN DAMME FOR $112,000 A MONTH

LOS ANGELES, CA—A judge ordered Jean-Claude Van Damme to pay $112,000 a month to support his two-year-old son and estranged wife.

The wife of the martial arts star, Darcy LaPier, cited irreconcilable differences when she filed for divorce in 1996. They later reconciled, but she filed for divorce again last year, alleging physical and emotional abuse.

Ms. LaPier had asked for $27,000 a month in child support and $85,000 a month in spousal support during the divorce proceedings.

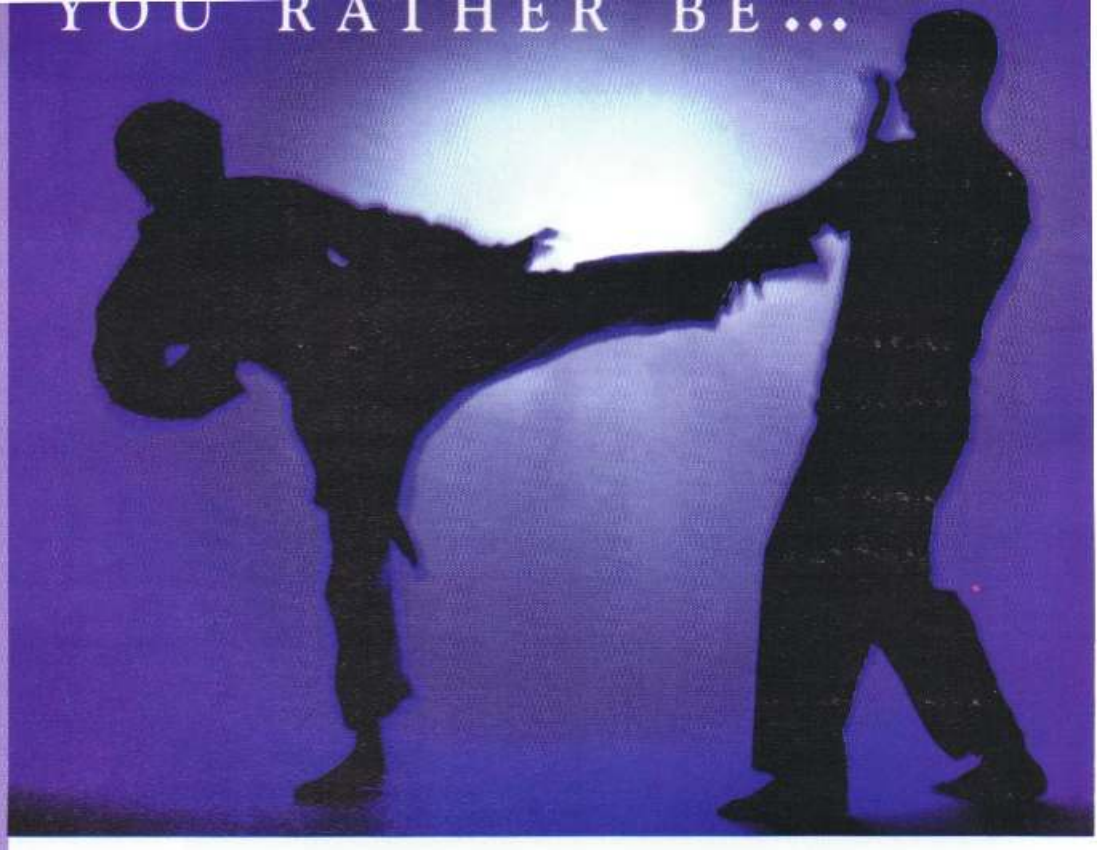
"This is a new beginning for Darcy that will enable her to get on with her life," her lawyer, Stacy D. Phillips. ■

INDUSTRY TRENDWATCH

In a random poll, school-owners were asked to compare retail sales in December 1997 vs. December 1996.



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THE POWER OF MOTIVATION AND CHARISMA IN THE MARTIAL ARTS INSTRUCTOR



BY BRIAN TRACY

The Webster's Dictionary defines charisma as "A personal magic of leadership arousing special popular loyalty or enthusiasm for a public figure." Charisma is also that special quality of magnetism that each person has and uses to a certain degree. You have a special charisma to the students who look up to you, who respect and admire you: the members of your family and your friends and peers. Whenever and wherever a person feels a positive emotion toward another, he or she imbues that person with charisma.

In trying to explain charisma, some people speak of an "aura." This aura radiates out from a person and affects the people around him or her in a positive or negative way. The halo around the heads of saints and mystics in many religious paintings was the artist's attempt to depict the light that people reported seeing or sensing around the heads of these men and women when they were speaking, praying, or in an intense emotional state.

As a martial arts instructor, your charisma can have a major impact on the level of motivation in your students. Top instructors seem to be far more successful than the average instructors in motivating their students. They're always more respected, more positively received, and more trusted than the others. They make a better living, and they build better lives. Instructors with charisma get far more pleasure out of their work and suffer far less from stress.

Few professions are as personality or charismatically driven as the professional martial arts instructor or leader. Charisma is often the X factor that will determine the success of one instructor over another.

As a martial arts instructor, developing greater charisma can help you tremendously in working with and motivating your staff, your students, your family, your student's family and everyone else upon whom you depend for your success. People seem naturally motivated by those who possess charisma. They want to help them and support them. When you have charisma, people will open doors for you and bring you opportunities that otherwise would not have been available to you.

The Law of Attraction

There is a close association between personal charisma and success in life. Probably 85 percent of your success and happiness will come from your relationships and interactions with others. The

Brian Tracy—*continued from page 13.*

more positively others respond to you, the easier it will be for you to get the things you want. In essence, when we discuss charisma, we are talking about the Law of Attraction. This law has been stated in many different ways through the centuries, but it basically says that you inevitably attract into your life the people and circumstances that harmonize with your dominant thoughts.

The critical thing to remember about charisma is that it is largely based on perception. It is based on what people think about you. It is not so much reality as it is what people perceive you to be.

For example, one person can create charisma in another person by speaking in glowing terms about that person to a third party. If you believe that you are about to meet an outstanding and important person, that person will tend to have charisma in your eyes. If someone told you that he was going to introduce you to a brilliant, highly accomplished martial arts instructor who was very quiet and unassuming about his success, you would almost naturally imbue that person with charisma, and in his or her presence, you would not act the same as you would if you had been told nothing at all.

Charisma begins largely in the mind of the beholder. Lasting charisma depends more upon the person you really are than upon the things you do. Nevertheless, you can increase the perception of charisma by utilizing the 10 great powers of personality that have a major impact on the way that people think and feel about others.

1. The Power of Purpose

Men and women with charisma almost invariably have a clear vision of who they are, where they're going, and what they're trying to achieve.

Great martial arts instructors and leaders have a vision of what they're trying to create and why they're doing what they're doing. They're focused on accomplishing some great purpose.

For instance, they may have a goal to enhance the lives of their students through the benefits of martial arts training. This higher goal is more motivating to them than a goal of simply turning a profit. This sense of purpose is critical to the development of charisma and all great martial arts leaders have it.



Great martial arts instructors and leaders have a vision of what they're trying to create and why they're doing what they're doing.

They're decisive about every aspect of their organization and their lives. They know exactly what they want and what they have to do to get it. They plan their work and work their plan. In more than 3,300 studies of leadership, and in every book and article I've read on the subject, the quality of purpose, or vision, was one of the qualities that was consistently used to describe leaders.

Leaders have vision. Followers do not. Leaders have the ability to stand back and see the big picture. Followers are caught up in day-to-day activities. Leaders have developed the ability to fix their eyes on the horizon and see greater possibilities. Followers fix their eyes on the ground in front of them and are so busy that they seldom look at their activities in a larger context. George Bernard Shaw summarized this quality of great leaders in the words of one of his characters: "Most men look at what is and ask, 'Why?' I instead look at what could be and ask, 'Why not?'"

You can enhance your charisma by setting clear goals for yourself, making plans to achieve them, and working on your plans with discipline and determination every day. The whole world seems to move aside for the person who knows exactly where he or she is going. In fact, the clearer you are about your purposes and goals, the more likely people will be to attribute other positive qualities to you. They will see you or perceive you as being an admirable human being. And when you have clear goals, you begin attracting to yourself the people and opportunities necessary to make those goals a reality.

2. The Power of Self-Confidence

Men and women with charisma have an intense belief in themselves and in what they can do. They are usually calm, cool and composed in their personal lives and in their work settings. Your level of self-confidence is often demonstrated in your courage, your willingness to do what ever is necessary to achieve a purpose that you believe in.

People are naturally attracted to those who exude a sense of self-confidence, those who have an unshakable belief in their ability to rise above circumstances to attain their goals. One of the ways you exude self-confidence is by acting on the

Continued

Brian Tracy—*continued from page 13*

assumption that students naturally like you and respect you and want to learn from you.

The very act of behaving in a self-confident manner will generate personal charisma in the eyes of others.

3. The Power of Enthusiasm

The more excited you are about becoming a great instructor and helping your students grow through the martial arts, the more excited others will be about helping you to do it. The fact is that emotions are contagious. The more passion you have for your school, the more charisma you will have, and the more cooperation you will gain from others. Every great man or woman has been totally committed to a noble cause and, as a result, has had the encouragement and attracted the support of others — in many cases, thousands or millions of others.

The best way for you to motivate others is to be motivated yourself. The fastest way to get others excited about learning is to get excited yourself. The way to get others committed to achieving a goal is to be totally committed yourself. The way to build loyalty to your organization, is to be an example of loyalty in everything you say and do.

4. The Power of Excellence

The more knowledgeable you are perceived to be as an instructor, the more charisma you will have among those who respect and admire that knowledge because of the impact it can have on their lives. This is why programs such as the ACMA certification are so important to your success and the development of your charisma. This is the power of being recognized by others as an outstanding martial arts instructor.

Men and women who teach extremely well and who are recognized for the quality of their students are those who naturally attract the help and support of others.

One requirement of leaders is the ability to commit to excellence. Just as a good general chooses the terrain on which to do battle, an excellent leader chooses the area in which he and others are going to do an outstanding job. The commitment to excellence is one of the most powerful of all motivators. All instructors who effect change in students and organizations are enthusiastic about achieving excellence in a particular area.

Many instructors and organizations still adhere to the idea that as long as they are no worse than anyone else, they can remain in business. That is just plain silly! It is prehistoric thinking. We are now in the Age of Excellence. Students assume that they will get excellent instruction, and if they don't, they will go to your competitors so fast that your head will spin.

As an instructor, your job is to be excellent at what you do, to be the best. Your job is to have high standards in serving students. You not only exemplify excellence in your own behavior, but you also translate it to others so that they, too, become committed to this vision.

This is the key to servant leadership. It is the commitment to doing work of the highest quality in the service of your students.

5. The Power of Preparation

The fifth power of personality that gives you charisma in the eyes of others is thorough, detailed preparation prior to undertaking any significant task. Whether you are preparing for a class, a belt exam or a public demonstration, or any other kind of presentation, when you are well-prepared, it is clear to everyone. Conversely, when you are not prepared, it is equally clear to everyone.

Whether it takes you hours or even days, every class is important. Take the time to get on top of the subject you plan to cover. Be so thoroughly prepared that nothing can faze you. Think through and consider every possibility and every ramification. Think about who will be in class and how you can present the material in the most effective manner for them.

Often, this effort to be fully prepared will do more to generate the respect of others than anything else you can do. Remember that the power is always on the side of the person who has done the most preparation and has the best notes. Everything counts. Leave nothing to chance. When you do something related to your school, take the time to do it right the first time.

6. The Power of Self-Reliance

The most successful instructors in America are highly self-reliant. They look to themselves for the answers to their questions and problems. They never complain, and they never explain. They take complete ownership of their situation and they accept accountability if things go wrong.

An amazing paradox of human nature is that when you behave in a totally self-reliant manner, others will often be eager to help you achieve your goals. But if you seem to need the help and support of others constantly, people will avoid you or do everything possible not to get involved with you.

One of the most admirable qualities of leaders, which gives a person charisma in the eyes of others, is the propensity to step forward and take charge. The leader accepts complete responsibility for getting the job done without making excuses and blaming anyone. When you become completely self-reliant, you experience a tremendous sense of control and power that enhances your feeling of well-being and generates the charisma that is so important to you in attracting and keeping students.

7. The Power of Image

There are two types of images that you need to consider:

1. Self-Image.
2. Image of Appearance.

Your self-image has an enormous impact on the way you perform and the way others see you and think about you. Your self-image plays an important part in your charisma.

Second is the image of appearance that you convey to others. The way you look on the outside will strongly influence the way people treat you and respond to you.

Successful instructors and martial arts leaders are very meticulous about how they appear to others. They take a good deal of time to think through every aspect of their external appearance to assure that it is helping them rather than hurting them. Remember that everything counts. If an element of your image is not building your charisma and your respect in the eyes of another person, it is lowering your charisma and your respect in the eyes of others.

Nothing is neutral. Everything is taken into the equation. Everything counts.

The primary factors in your personal appearance are:

1. Clothing.
2. Grooming.

Continued on page 18

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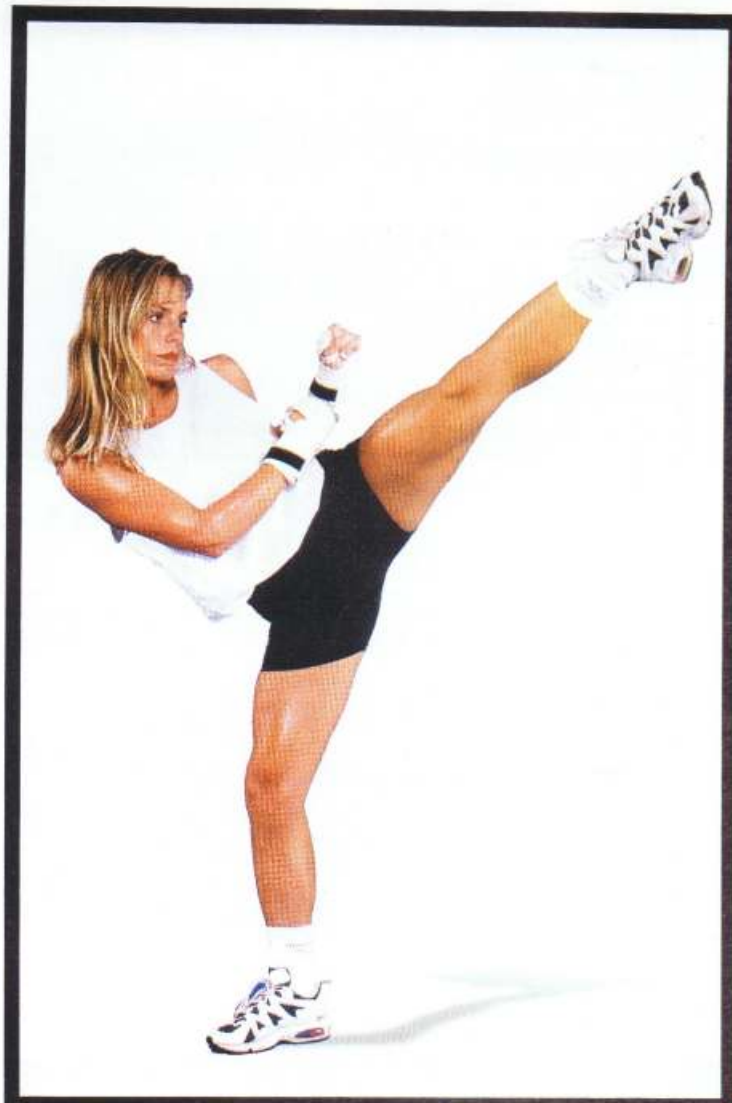
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"The seminar and the program were excellent. Jim Graden is a superb instructor. I've gained a great deal of knowledge, but have much more to learn."

"I liked that the seminar was hands-on and we had to workout and do the techniques!"

"I enjoyed the seminar and I'm looking forward to the next one!"

"I feel as though I have gained a lot of important information and new knowledge by taking and studying the examination."

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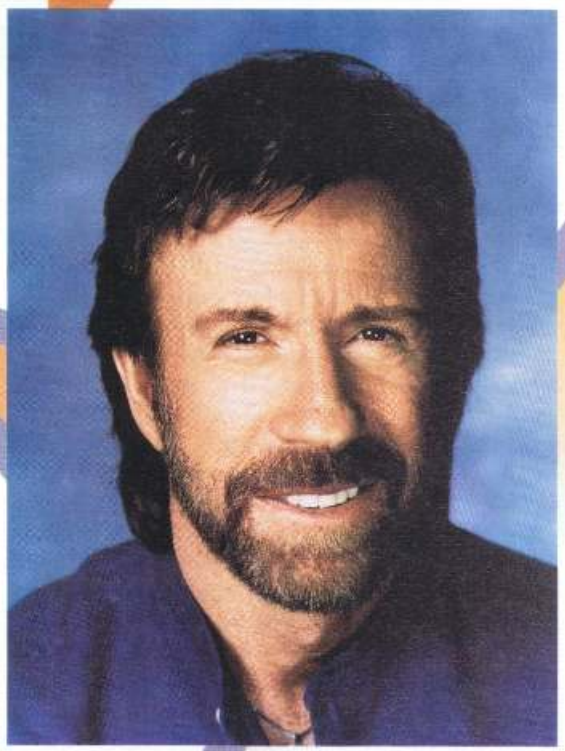
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CHILDREN UNDER 16 ARE NOT ADMITTED TO THE EXHIBIT FLOOR BUT CAN ATTEND THE SEMINARS

Brian Tracy—*continued from page 14*

3. Level of Fitness.

When you are choosing a uniform to teach in, ask yourself, "Do I look like one of the most successful martial artists in my field?" If you don't feel that you do look like one of the best people in your business, go back to the closet and change. It's natural to keep wearing the same uniform because you've broken it in and have fond memories of the bloodstains and holes as a result of your ring battles. However, to your students, it may look as though it's a dirty old uniform with stains and tears in it. Wear a fresh, new-looking, pressed and properly hemmed uniform when you're in front of the people you want to influence.

Note the personal appearance of the most successful people in the martial arts—their grooming habits. Pattern yourself after the winners in your field, the people who have personal magnetism or charisma. If you do what they do, over and over, you will eventually get the same results that they get.

Even more important than the look of your uniforms, is the condition of your body—your level of fitness. In the ACMA manual chapter on General Adaptation Syndrome (GAS) by Dr. Willy Pieter, the tendency for the body to adapt to the activities it does over and over again is explained. Without reexplaining the contents of that chapter, let me say that it is critical to your image to maintain a fit, healthy look as a martial arts leader. Anything less than an image of an excellent healthy lifestyle by the school's leadership is, by default, an endorsement of an unhealthy lifestyle. This flies in the face of the martial arts image and is enormously destructive to your credibility and charisma.

8. The Power of Character

True martial arts leaders who possess the kind of charisma that arouses the enthusiastic support of others are invariably men and women with high values and principles. They have very high ideals, and they continually aspire to live up to them. They are extremely honest with themselves and with others. They speak well of people, and they guard their conversation, knowing that everything that they say is being remembered and recorded in the memory of the listener. They are aware that everything they do is contributing to the formation of their perception by others. Everything about their character is adding to or detracting from their level of charisma.

When you think of the most important men and women of any time, you think of men and women who aspired to greatness, who lived their lives by a high moral code, and who had high expectations of others. When you act consistently with the highest principles that you know, you begin to enhance your charisma. You begin to become the kind of person others admire and respect and want to emulate. You begin to attract into your life people who can give you help and support and encouragement, people you admire. You activate the Law of Attraction in the very best way.

Integrity is complete, unflinching honesty with regard to everything that you say and do. Integrity underlies all the other qualities.

Integrity means that when someone asks you at the end of the day, "Did you do your very best?" you can look him in the eye and say, "Yes!" Integrity means that when someone asks you if you could have done it better, you can honestly say, "No, I did everything I possibly could."

Integrity means that you, as a martial arts leader, admit your shortcomings. It means that you work to develop your strengths and compensate for your weaknesses. Integrity means that you tell the truth in all your relationships. Integrity means that you deal straightforwardly with people and situations and that you do not compromise what you believe.

Alexander the Great, the king of the Macedonians, was one of the most superb leaders of all time. He became king at the age of 20, after his father, Philip II, was assassinated. In the next 11 years, he conquered much of the known world, leading his armies against numerically-superior forces.

Yet, when he was at the height of his power, the master of the known world, the greatest ruler in history to that date, he would still draw his sword at the beginning of a battle and lead his men forward into the conflict. He insisted on leading by example. Alexander felt that he could not ask his men to risk their lives unless he was willing to demonstrate by his actions that he had complete confidence in the outcome. The sight of Alexander charging forward so excited and motivated his soldiers that no force on earth could stand before them.

9. The Power of Self-Discipline

Martial artists of charisma are highly self-controlled. They are well-organized, and they demonstrate will power and determination in everything they do. They have a tremendous sense of inner calm and outer resolve.

The very act of being well-organized, having clear objectives, and setting clear priorities on your activities before beginning gives you a sense of discipline and control. It causes people to respect and admire you. When you then exert your self-discipline by persisting in the face of difficulties, your charisma rating goes up.

Charismatic martial arts leaders are invariably those who possess indomitable will power and the ability to persist in a good cause until success is achieved. The more you persist when the going gets rough, the more self-discipline and resolve you have and the more charisma you tend to have.

10. The Power of Extraordinary Performance

The goal of extraordinary performance, of course, is to achieve extraordinary results. These results then serve as an inspiration to others to perform at equally-exceptional levels. People ascribe charisma to those men and women who they feel can most enable them to achieve their most important objectives.

We develop great perceptions of those men and women we can count on to help us achieve what is important to us. Instructors who develop great organizations and quality students develop charisma in the minds and hearts of their students and peers. They are spoken about in the most positive way. They develop what is called the "halo effect." They are perceived by others to be extraordinary men and women who are

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NAPMA

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

NATIONAL ASSOCIATION OF PROFESSIONAL MARTIAL ARTISTS

As martial artists, most of us didn't decide to get into the martial arts business because we thought it was a quick way to get rich. We chose this life because we love to teach and we love to train. However, the reality is that a Martial Arts School is a business, and you can't make it in this highly competitive business without growing revenues, new students, and without constantly marketing and prospecting to make your school grow. That's why the National Association of Professional Martial Artists (NAPMA) was formed.

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



Each month NAPMA provides you and your school with the professional marketing, advertising, and operational materials to make your school grow faster than you ever dreamed possible. This allows you to focus on the area that motivated you to open a school in the first place; teaching Martial Arts. NAPMA was designed from the ground up to be so affordable that any school could afford to participate, and is set up to pay for itself by adding just TWO new students (not two students a month, just two students!) And the whole program is backed by NAPMA's unconditional money-back guarantee!

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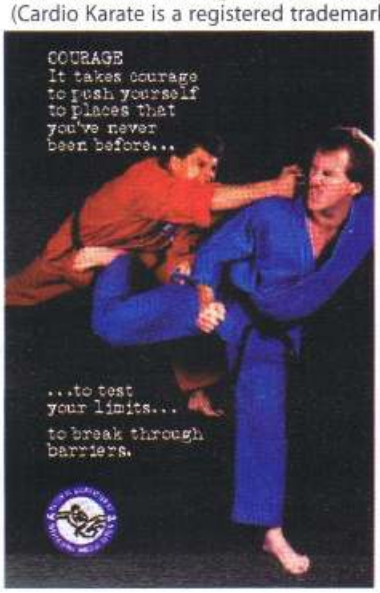
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- Increase your enrollment dramatically
- Give you a smoother running operation
- Reduce your stress
- And increase your profits

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:

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- 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.
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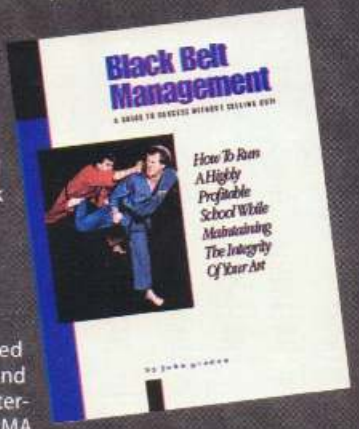
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NAPMA membership is an ongoing monthly subscription at $99 (+$3 shipping). There are no contracts and you can cancel at any time. If NAPMA helps you enroll just two more students and they stay in class, your yearly membership is paid for by their tuition. 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.

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

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sales and marketing

SAVED BY THE BELL

what is your martial arts school worth? part II

By Rick Bell

Last month we began a series on the selling value of a martial arts school. We learned that a martial arts school is like the private practice of an attorney, and the value of a private practice is based largely on the personal traits and qualities of the practitioner. We also learned that our product, martial arts instruction, is intangible, and must be valued differently than other types of businesses.

"Lets face it, there's not much value in used martial arts equipment."

A manufacturing or retail business (what I refer to as a "hard business") is not valued the same way a private practice is. A hard business has tangible assets that can be sold. For instance, the hard assets of a manufacturing company could be: equipment, vehicles, buildings, and anything else that can be touched.

Hard assets are more difficult to define in a martial arts school. Let's face it, there's not much value in used martial arts equipment, and very few instructors own the building in which their school is housed, so what possible assets could a school owner sell? Besides the obvious things like new uniforms and equipment, here are a few assets to consider:

1. Mirrors. Some people don't realize it, but new mirrors are expensive. When you're selling an existing school, you should factor the "replacement cost" of all your mirrors and add that to the value of the school. Mirrors hold their value because used mirrors, large enough for a school, are nearly impossible to find and move without breaking.

2. Buildout. Anyone planning to open a martial arts school will need to do some remodeling of whichever commercial location they choose. Since you've already done the buildout at your location, you can charge the buyer the replacement cost for the work done. If you've added wet areas such as showers or hot tubs, this should obviously be included.

3. Sign. The sign on the front of your school, if it is professionally done, has value to a new owner. Sometimes a new owner will want to change the name of the school when he/she buys it, but I don't recommend a name change unless the old school has developed a terrible reputation. Name changes can look like a business failure to the public.

4. Carpet. If your carpet is still relatively new, the same replacement-cost principle used for mirrors and buildout applies. One word of advice. Even if the carpet in your school is still in good shape, one of the best psychological improvements a new owner can make is to change the floor covering. Changing the carpet gives existing students the feeling that the sale of the school is going to be a good thing. New carpet also gives the buyer a nice advertising angle. Now he/she can invite everyone to come and see the "new" classroom.

5. Telephone system. If you have an expensive voice-mail system you purchased or leased to purchase, you can add the amount you have invested in the system to the value of your school.

6. Computer(s). Everyone knows used computers aren't worth much. However, if your computer includes a software program that you can train the new owner to use, your computer becomes much more valuable. By teaching the new owner to use your computer, and by being available for computer troubleshooting questions for the first six months, you will save the buyer dozens of hours learning and troubleshooting on his/her own.

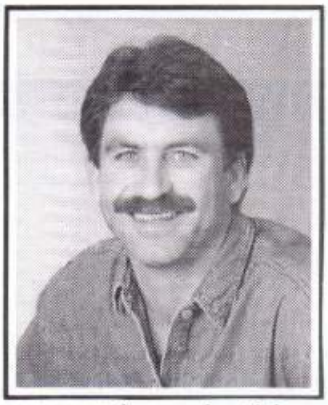


7. Professional library of videos and books. The money you invested through the years in your vast collection of martial arts training material is also a recoverable amount. Before you include your library in the sale of your school, however, you should realize that at some point in the future you will need access to that library, and once you sell it, it's gone.

I've built and sold four martial arts schools in the last 20 years, and never once have I sold my library with the school. Most instructors, just like me, can't stay away from teaching for very long. When you decide to dust the cobwebs off your old uniform to start a Thursday night self-defense class at your church, you will want your library.

Next month we're going to look at the selling value of your paying-student base. Your paying students are the most valuable asset you have as the owner of your school, but does that asset hold the same value for a new owner? Find out next month when we examine the "transferable value" of a student base, and whether or not student contracts add any value to your school when you want to sell it.

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.



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

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

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

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

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

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

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

WORDS FROM MARTIAL ARTS SCHOOL OWNERS

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

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

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

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

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

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MASTER'S DEGREE

instructions for instructors

by Tom Callos

Creating Healthy Competition

Are you teaching and using the concept of "healthy competition" in your classes? I've found it to be an easy way to get students to put more energy and effort into their training.

Healthy competition is about challenging your students to perform better than each other. I often pit the incoming class against the one I'm just wrapping up, the older kids against the younger ones, the girls against the boys, and different ranks against each other. But rather than create a situation where everyone is trying to defeat each other, I teach the concept of developing a healthy competition. It's a competition that's more about "Let's try to out-do each other," than it is about "I'm better than you." It works for everything from lining up to saying the Student Creed to throwing kicks.

"The bottom line is, [healthy competition] makes students apply themselves at a whole different level."

Sometimes it's a healthy competition to see who's faster. Sometimes it's to determine who's stronger, or more intense. The bottom line is that it makes students apply themselves at a whole different level. Give it a try. Hey, I've got an idea—let's see which one of us can get their students more pumped-up and energized. I'll go first.

A New Source for Pad-Work Ideas

How many different workout drills can you do with a piece of x-ray paper? I think I've exhausted just about all of the x-ray paper possibilities. I've held x-ray paper on chairs, near stairs, on ladders and in pairs. I've held it high, low, indoors, outdoors and between my legs (not my best idea).

I don't have anything against x-ray paper, it's just that I'm in search of new and exciting ways to add variety to my classes. Until recently I was getting the same stale feeling when it came to drills using kicking shields, hand paddles and focus mitts, too. But a few months ago, while in California for Ernie Reyes' 50th birthday party, I met an instructor who introduced me to a bonanza of new methods. Oh sure, I'd like to claim these new ideas as my own invention—you know, sort of "adopt" them—but instead I'm going to give credit where credit is due (don't ask me why the sudden change in my personality). My new friend's name is Alex Gong.

Alex owns and operates the Fairtex Muay Thai Kickboxing Camp located in the financial district of San Francisco, California. Fairtex-San Francisco is a branch of the famous Fairtex Muay Thai Kickboxing School in Bangkok, Thailand. For those of you unfamiliar with the sport, Fairtex is Thailand's premier training center for Muay Thai kickboxing. The world's most elite—and toughest—Muay Thai fighters say "Fairtex" with a reverence that hardcore football fans use when they say "Lombardi."

But hold on. Before you start thinking about elbows, knees, bruised shins and thigh kicks, you ought to know that 40 percent of Alex's 250-plus students are women. If you're looking for some new ideas about pads and how to use them, network with Alex and the instructors at Fairtex. It's my prediction that you're going to hear a lot more about Alex Gong in the near future. Remember that you first heard about him here on the pages of "*Martial Arts Professional.*" ■

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





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

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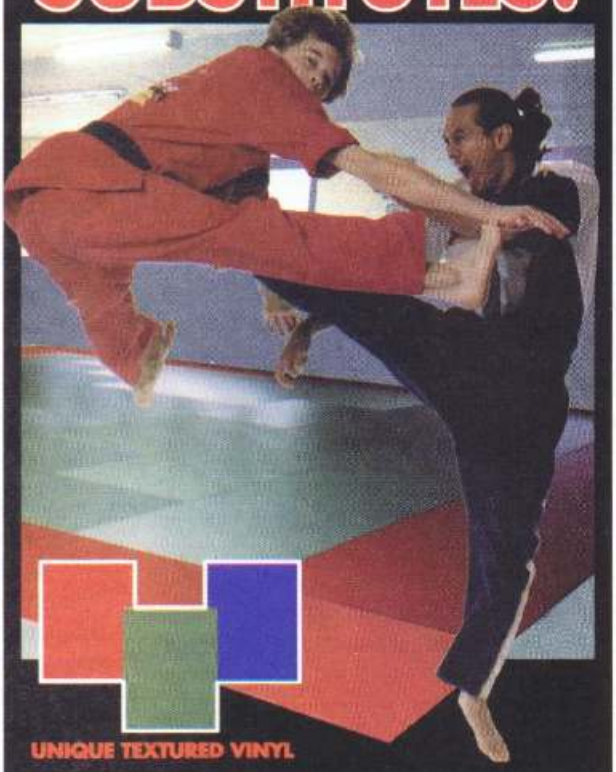
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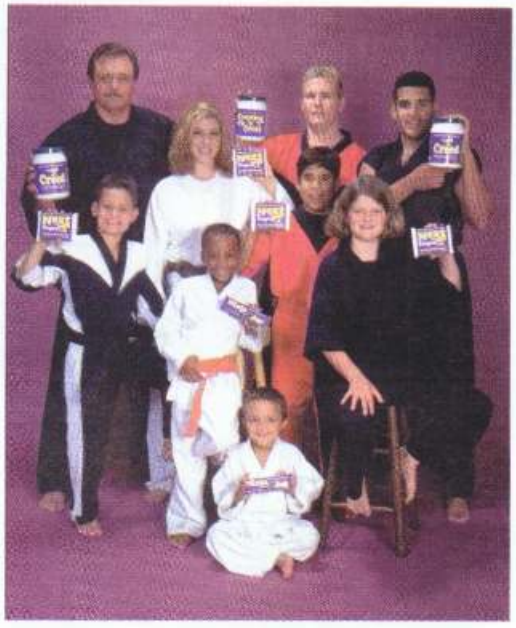
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20,000 MARTIAL ARTS SCHOOL OWNERS WANT TO KNOW :



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

The Good News Is:

Somebody Has!!!

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

Not anymore!!!

Dear Martial Arts School Owner,

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

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

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

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

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

"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."

And so, it was quite obvious that the time was right for martial artists to have their own line of sports supplements.

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? We contacted hundreds of schools all around the country. We asked them what they felt their students really 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.

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.

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

Oh! We almost forgot to tell you about our ***Satisfaction Guaranteed, 100% Buy Back Policy. 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 unhap-

py with it for any reason, simply refund them all of their money and we will reimburse you for that refund.

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 also have available beautiful cloth banners and posters for you to display at your school for increased student awareness of the product line.

The Ninja Bar is born!

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!

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!

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

Just as popular as the **Ninja Bar** is our high nutrition meal enhancer which we call **Next Degree.** 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.

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

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.

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.

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.

Creatine is hottest sports supplement on the market!!

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.

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.

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



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



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Brian Tracy—*continued from page 18*

capable of great things. Their shortcomings are often overlooked, while their strong points are overemphasized. They become charismatic.

Summary

In the final analysis, becoming a charismatic and motivating leader comes from working on yourself. It comes from liking and accepting yourself unconditionally as you do and say the specific things that develop within you a powerful, charismatic personality.

When you become determined and purposeful and set clear goals, and back those goals with unshakable self-confidence, you develop charisma. When you are enthusiastic and excited about what you are doing, when you are totally committed to achieving something worthwhile, you radiate charisma. When you take the time to study and become an expert at what you do and then prepare thoroughly for your classes and exhibitions, the admiration that others have for you goes straight up.

When you take complete responsibility for and accept "ownership" of problems or setbacks, without making excuses or blaming others, the example of control you set leads to the perception of charisma.

When you look like a winner in every respect, when you project the kind of image that others admire, you build your charisma. When you develop your character by setting high standards and then disciplining yourself to live in a manner consistent with them, you become the kind of person who is admired and respected everywhere. You become the kind of person who radiates charisma to others.

Finally, when you concentrate your energies on achieving the results that your students were seeking, the results that others expect of you, you develop the reputation for performance and achievement that inevitably leads to the perception of charisma.

You can develop charisma by going to work on yourself, consistently and persistently, and becoming the kind of black belt leader everyone can admire and look up to. That's what charisma is all about. ■

ACMA Member Profile—Brian Tracy



Brian Tracy

ACMA Board Member Brian Tracy is one of the world's most acclaimed and respected personal and professional development teachers.

Tracy began studying the martial arts in Montreal, Canada, in 1964, when he was 20 years old. During his extensive world travels, he has trained under six world champions in martial arts schools in such widespread cities as London, Paris, Berlin, Rome, Johannesburg, Bangkok, Tokyo, Vancouver and Mexico City. He has also competed successfully in national karate championships in South Africa, Canada and Mexico.

Over the years, Tracy has managed, and served as chief instructor for, various martial arts schools. He has a great passion for the martial arts and believes that much of the success he has achieved in business and in life in subsequent years, has been as a result of the structure and discipline he learned during his thousands of hours of martial arts training.

Brian addresses thousands of men and women each year on the subjects of personal and professional development, including the executives and staff of many of America's largest corporations. His exciting talks and seminars on leadership, self-esteem, goals, strategy, creativity, and success psychology bring about immediate changes and long-term results.

Brian has a B. Comm and an M.B.A. and is the President of Brian Tracy International, a human resources company based in Solana Beach, California.

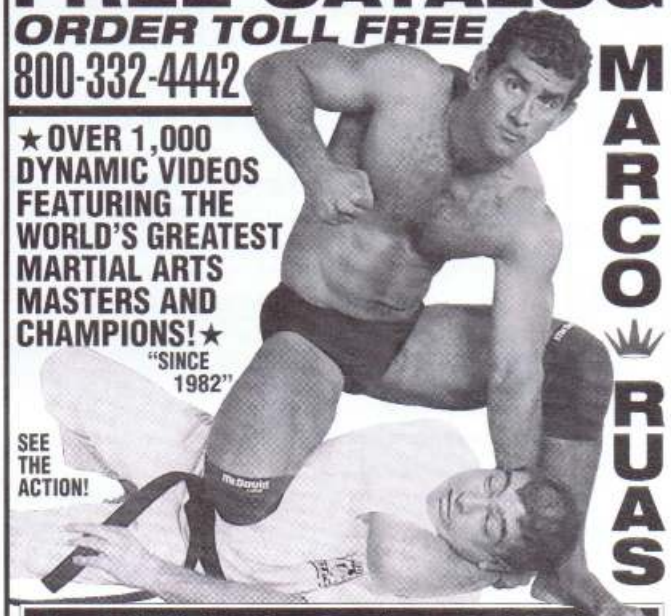
Prior to founding the Institute, Brian was the chief operating officer of a development company with $265 million in assets and $75 million in annual sales.

Brian has traveled or worked in over 80 countries on five continents and speaks four languages. He is an avid reader in management, psychology, philosophy, economics, metaphysics and history and he brings an unique perspective and style to his talks.

He is the author/narrator of several best-selling audio and video cassette programs, including *The Psychology of Achievement, The Psychology of Selling, How to Start and Manage Your Own Business, Peak Performance Woman, The Psychology of Success, 24 Techniques to Closing the Sale and 10 Keys to a More Powerful Personality.* In addition, he also produced a series of popular video training programs and cassettes which are now in worldwide distribution through Nightingale-Conant Corporation, Peak Performance Training, Inc. and Brian Tracy International. ■

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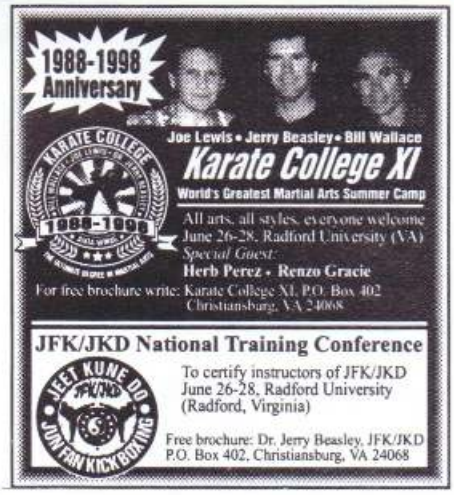
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EXECUTIVE DECISIONS

managing for success

by Rob Colasanti

Jack of All Trades...Master of One

As the Senior Consultant for NAPMA, there's a scenario that I frequently encounter. A school owner calls in. He informs me that his school is barely breaking even and new enrollments are at an all-time low. He's extremely frustrated and says he needs help before it's too late. After much contemplation, I have concluded how a school owner can reach this point.

"...many owners are so used to being regarded as an expert in their art, that they begin to think that they're an expert at everything."

The reason is because he is a black belt trying to run a business. Aside from reading *Guerrilla Marketing*, he may have never been taught by anyone how to operate a business. All these years, he's been studying martial arts, not business. Overwhelmed, the black belt struggles to survive with a great side kick and a near-perfect set of katas. But in the competitive world of business, such an arsenal does little good.

A force of one, he attempts to tackle the many tasks, besides teaching, that are critical for operating a successful commercial school. But these tasks are way outside of his area of expertise and are often executed with "white belt"-level competence. Even so, ego stands in the way as he continues to fly blind and wing it.

This is the common mistake we see that dooms many school owners to mediocrity. In fact, it has been my experience that a school will continue to suffer for as long as a black belt attempts to be a jack of all trades, when he's really only a master of one.

Consider this. Does being a black belt qualify an individual to create effective marketing strategies? Does it give someone the ability to design ad campaigns or write quality newsletters? Does it turn one into an accountant or a financial planner? How about a salesperson, counselor, or interior decorator? Across the board, the answer is No.

The fact is that being a solid black belt alone is not nearly enough to make a school successful. That's just one important ingredient in the overall recipe for success. Unfortunately, many owners are so used to being regarded as an expert in their art, that they get confused and begin to think that they're an expert at everything. This single incorrect notion is why a lot of school owners either go out of business or get stuck in a low enrollment rut.

I talk with so many owners that have been operating for more than a decade yet only maintain about 50-100 students. An active count such as that barely provides enough revenue to keep the lights on. Yet, others pack their schools with 200-300 students in less than a year! How? It's mainly because they've found a way to couple great martial arts instruction with an effective business plan.

There are two sides to running a school—The teaching side and a business side. Many owners attempt to tackle the business side even though they have little or no experience in it. This usually leads a lot of wasted effort.

The key is to recognize your areas of weakness and then delegate those areas to experts who specialize in improving them. Successful owners stick to their strengths, which usually center around teaching martial arts, and then they outsource the rest. Since outsourcing allows experts to handle the business side, its many challenging tasks get done professionally instead of sloppily. In addition, outsourcing makes life as an owner much less stressful and frees up twice as much time to spend working with students.

This whole scenario can be summed up using the famous 80/20 rule. It states that 20% of what you do will give you 80% of your results. Likewise, the other 80% of what you do will only give you 20% of your results. So it encourages you to prioritize your work efforts and focus on the tasks that will bring you back the highest return.

As a school owner, teaching is a high-return item since it leads to retention of students. Therefore, it is recommended that 80% of your time be spent on this 20% of the business. Conversely, it would be wasteful to spend 80% of your time working on administrative functions that you don't specialize in and can easily delegate to others.

So remember, rather that trying to be a jack of all trades, stick to your strengths and delegate the rest. You'll be surprised at how much your school will grow.

We'll chat again next month, but right now I have to take my car in for an oil change. My mechanic is an expert at that! ■

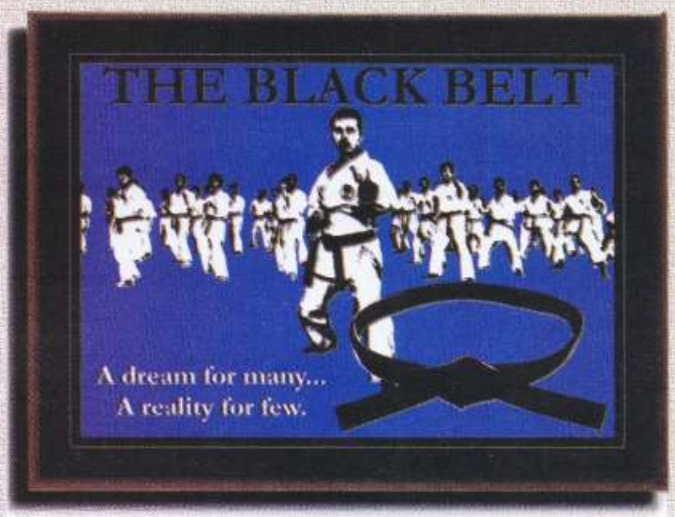
Rob Colasanti is a 3rd-degree black belt and, as Vice President for the National Association of Professional Martial Artists, speaks with hundreds of school owners across the country each week. Rob has a BA degree from the University of South Florida, and is the author of the soon-to-be-published "How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

Rob will be presenting, "Break Out—How to Take Your School to the Next Level" at the Martial Arts Professional Magazine Convention.

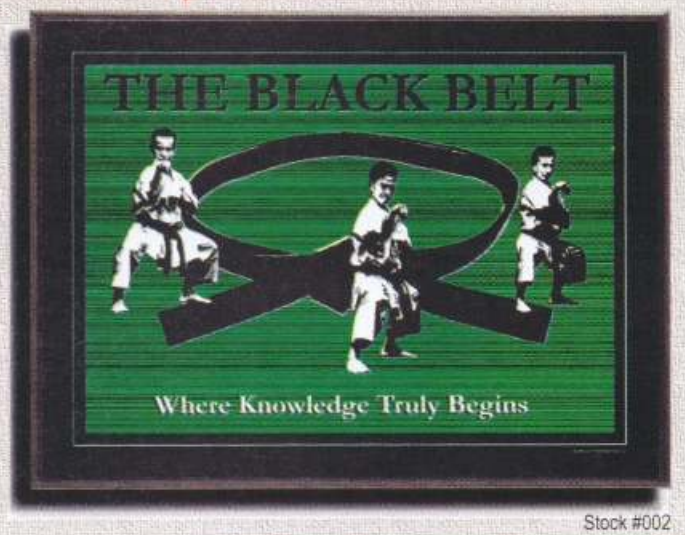
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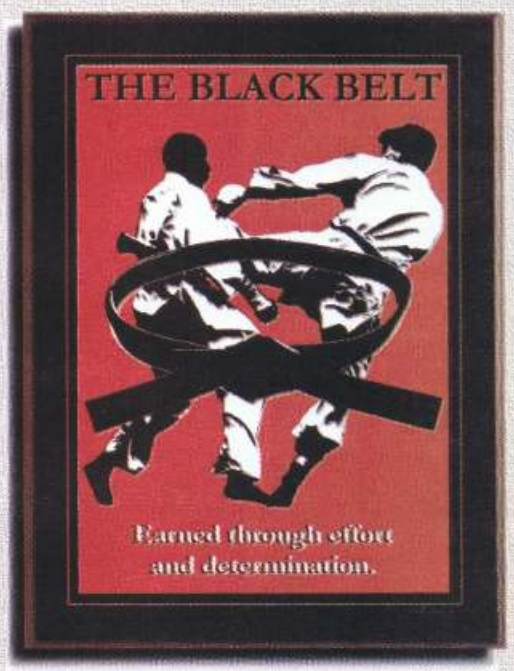
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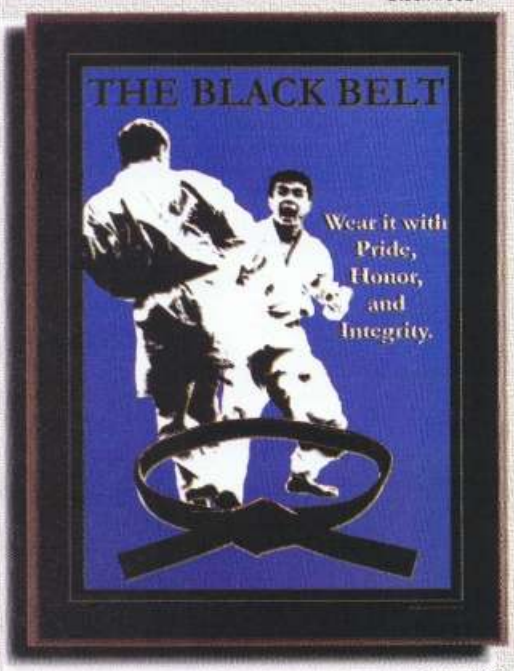
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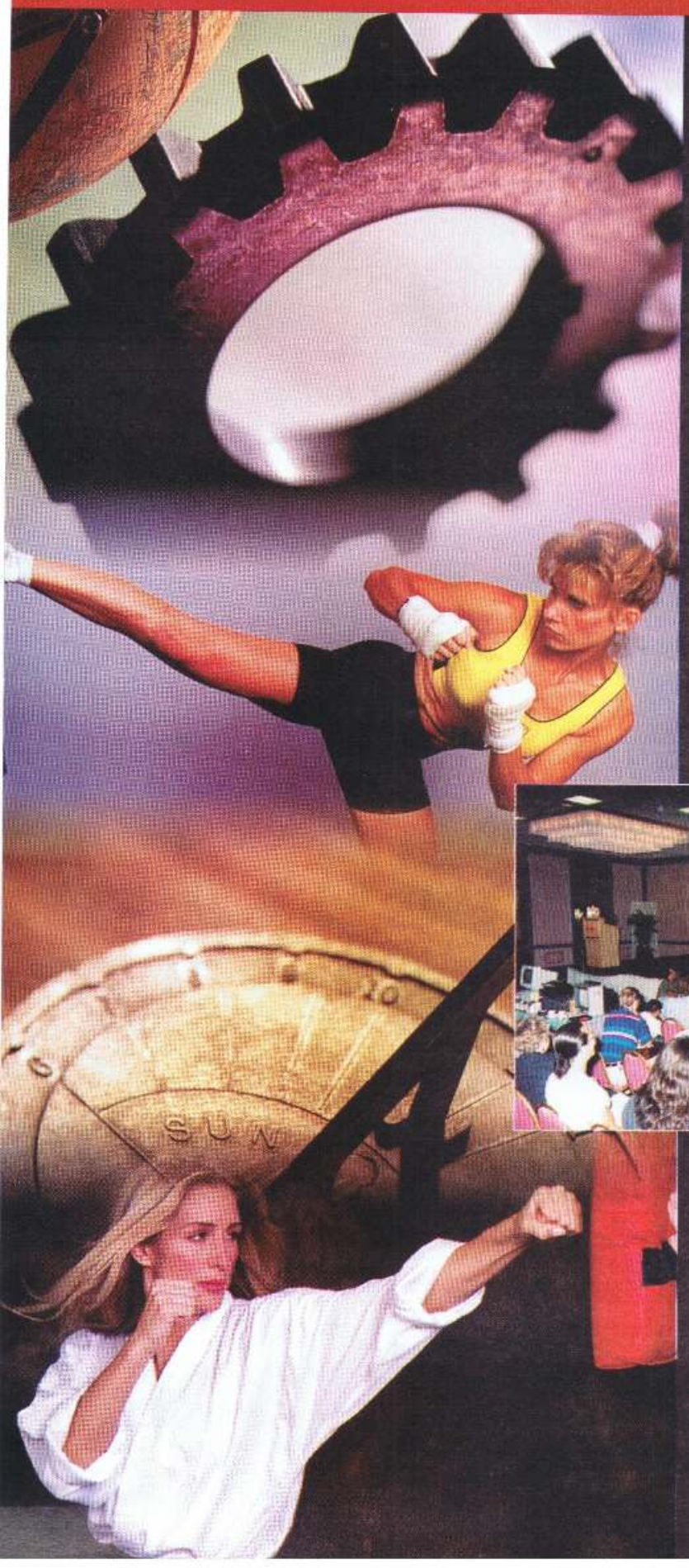
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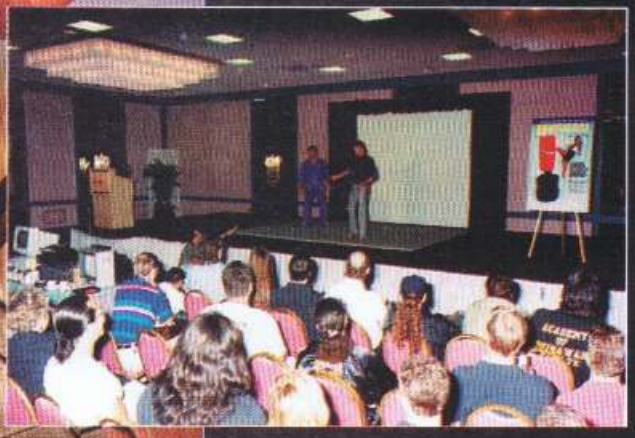
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The Martial Arts Professional Convention

Sunday Business Sessions

Reaching Our Aging Population
Recently, both the Baby Boomers and the Generation Xers have emerged as major economic forces. Rick Bell will provide the strategies and methods of operation necessary to break out of the shrinking children's market and recapture the huge and growing adult market.

Instructor: Rick Bell
Rick Bell is President of EasyPay Automated Billing. A popular national speaker and respected consultant, Rick specializes in targeting and successfully approaching new markets in the martial arts industry.

The Ingredients to Creating Successful Ads For Your School
There's a proven science to ad design and what makes a successful ad. Scott Kelby will show you step-by-step as he designs and dissects a print ad and gives tips to school owners for creating ads that make the phone ring and the door swing.

Instructor: Scott Kelby
Scott is art director for MAPro magazine and the National Association of Professional Martial Artists. Scott is Editor-in-Chief of Mac Today Magazine, is coauthor of the book Maclopedia, and is a national speaker on design and advertising related issues.

Low-Cost Marketing Strategies
Learn the secrets of "Triple-Win Promotions" that can fill your school with students without emptying your bank account.

Closing the Back Door: Retention Strategies for Success
In this practical overview of improving retention, you'll learn the four steps to high retention—Education, Motivation, Identification and Reaction.

Instructor: Michael Mertens
A graduate of Cornell University, Michael Mertens is a 3rd-degree black belt and Director of Operations for Master Chong's Tae Kwon Do Centers in the Lancaster New York area. Their three schools have over 900 active students.

How to Conduct an Introductory Lesson
Witness an actual introductory lesson with one of the most successful school owners in the Northeast. See how the lesson is used to overcome objections and prepare the student to enroll.

How to Conduct an Enrollment Conference
Following up on the introductory lesson, Tommy Lee now demonstrates how to overcome objections and enroll a new student.

Instructor: Tommy Lee
The owner of the multi-location East Coast Martial Arts in the Annapolis, Virginia, area, Tommy has a long and successful sales background in both the health club and the martial arts industries. His school quickly jumped to over 300 students within the first 12 months and continues to grow. Tommy is the author of the Black Belt Selling column each month in the NAPMA program.

How to Create Musical Forms
If excitement is part of your student-retention strategy, then learning how to create musical forms for your classes is a must. These simple-to-learn, but fun and exciting forms make learning enjoyable for your students of all ranks and ages. *Note: This class requires attendee participation. Please dress appropriately.*

Instructor: Kathy Marlor
Kathy Marlor, the 1991 World Open Taekwondo Champion, is a veteran international competitor and member of the WAKO-USA Team. She currently serves as a senior NAPMA consultant in St. Petersburg, Florida.

Kicking Drills to Make a Class Exciting
The Wushu system has some of the most exciting and unusual kicking drills and techniques. Your students will love the classroom drills and applications taught by ACMA Board member Tim Niiler. *Note: This class requires attendee participation. Please dress for kicking.*

Instructor: Tim Niiler, M.S.
ACMA Board member Tim 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.

Break Out! How to Move Your School to the Next Level
Many schools get stuck at a certain level, such as 50 or 100 students. NAPMA Vice President Rob Colasanti will share with you the tried and true strategies and actions that will take your school to the next level and beyond.

Instructor: Rob Colasanti
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 degree from the University of South Florida, and is the author of "How To Be A Black Belt."

How to Develop a Successful Cardio Karate Program
NAPMA Cardio Karate Consultant Jim Graden will teach you the operational methods and marketing strategies that will fill your Cardio Karate classes with a brand new, untapped market of adult clients.

Instructor: Jim Graden
A former world heavyweight kickboxing champion and veteran member of the famed WAKO-USA teams of the 1980s, Jim Graden travels the country teaching school owners "How to Teach a Cardio Karate Program."





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.

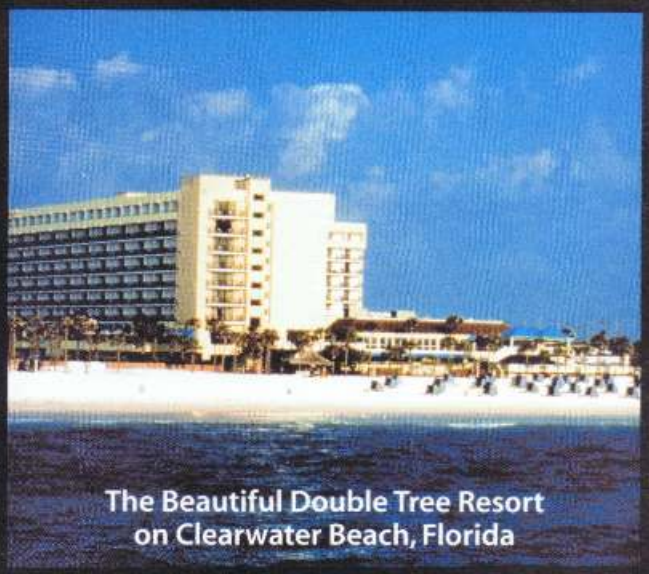
• How To Teach Kicking Safely
Many common causes of soreness and injury in beginning and intermediate students result from kicks and jump kicks being improperly taught. While each style's technique for the kick is fine, the instructor's presentation may be unsafe, resulting in soreness, injury and possible 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

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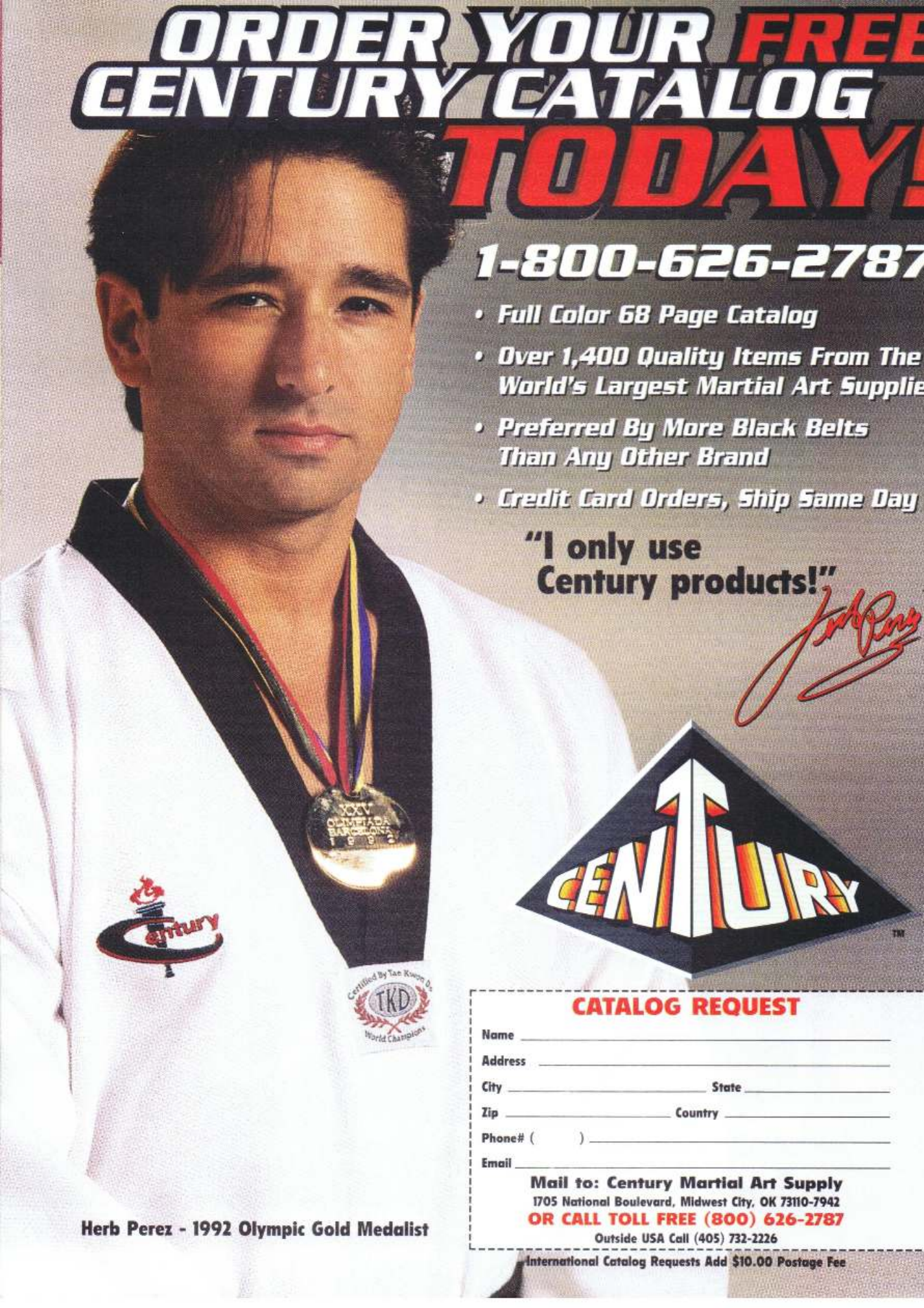
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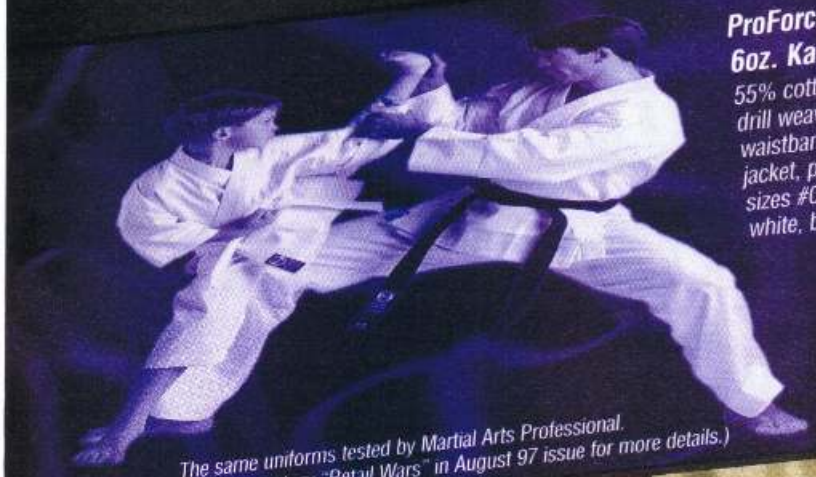
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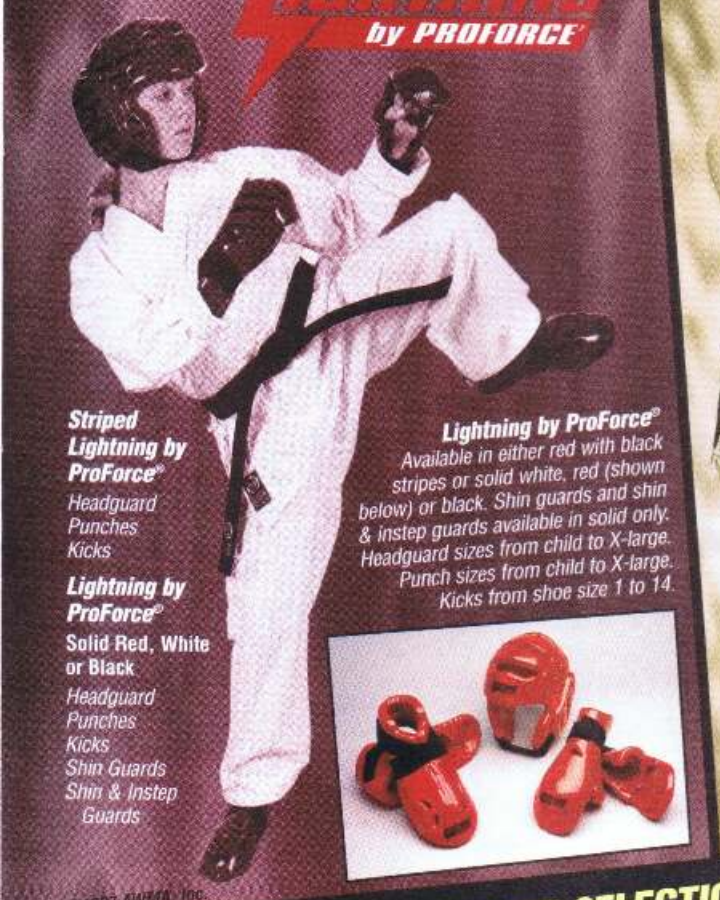
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