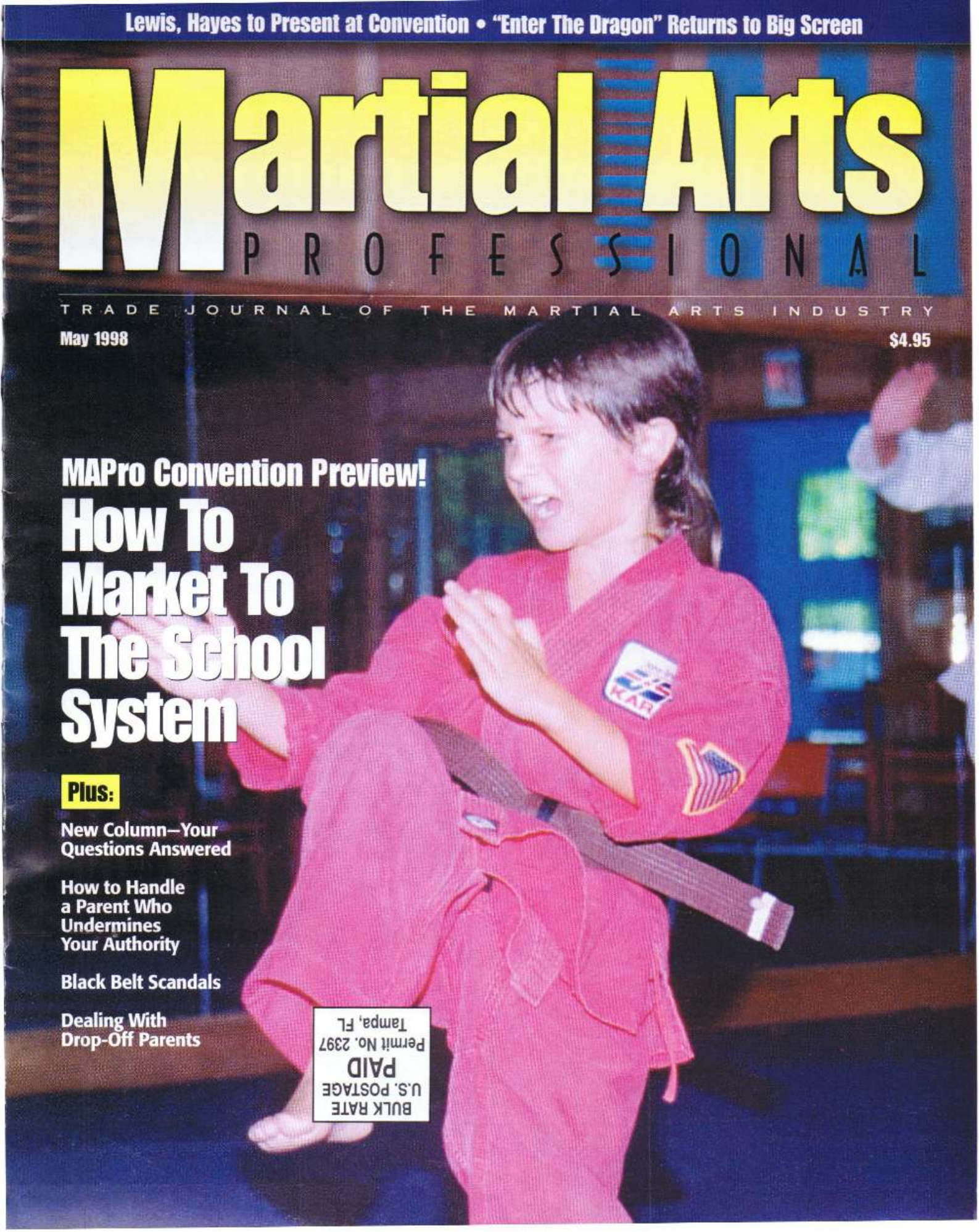
Lewis, Hayes to Present at Convention • "Enter The Dragon" Returns to Big Screen

Martial Arts PROFESSIONAL

TRADE JOURNAL OF THE MARTIAL ARTS INDUSTRY

May 1998

$4.95



MAPro Convention Preview!

How To Market To The School System

Plus:

New Column—Your Questions Answered

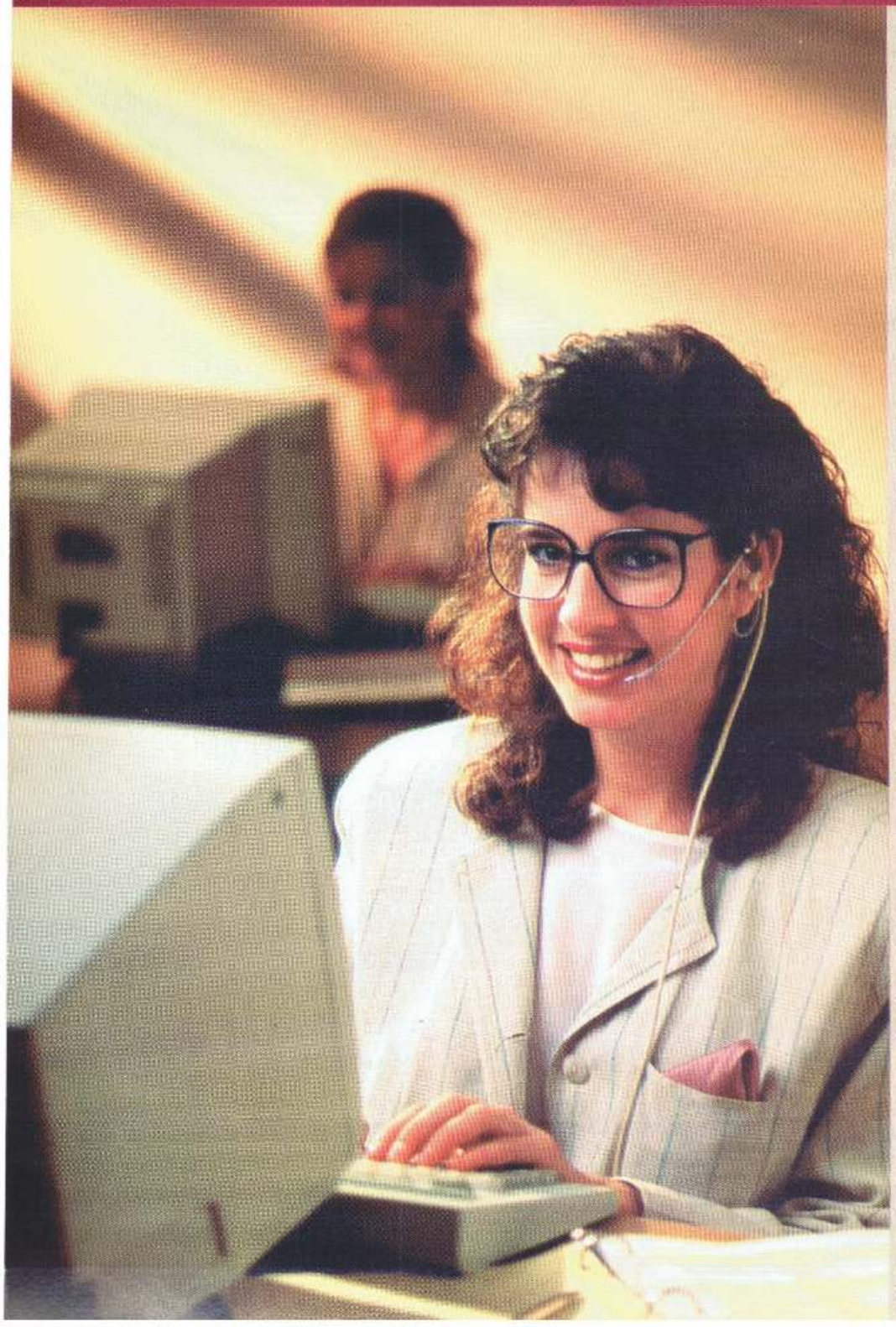
How to Handle a Parent Who Undermines Your Authority

Black Belt Scandals

Dealing With Drop-Off Parents

BULK RATE
U.S. POSTAGE
PAID
Permit No. 2397
Tampa, FL

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



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

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

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

Call now and ask for our FREE video

EasyPay™
IFC Tuition Services

800-852-4005

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

join napma for half price!

Enroll in NAPMA today for just $49

(Limited Time Offer—Expires June 30, 1998)

Now's your chance to get the NAPMA Startup Kit, and join the nation's largest martial arts professional association for only $49. You'll get the NAPMA start up kit, which includes:

The current month's member package, including:

- A video workshop with drills for your children's class, drills for your adult class, and a special management segment on successful operational strategies.
- Two professionally designed, camera ready ads that are proven to make your phone ring and the door swing.
- One camera ready newsletter designed as a marketing tool for your school.
- Free access to NAPMA's Cardio Karate program that includes ads, videos, marketing materials, and everything you need to roll out a Cardio Karate program.
- An audio seminar to learn how to be successful as you drive.
- Full color motivational poster for your school.
- And much more!

Plus two bonuses:

Bonus #1—THE BLACK BELT MANAGEMENT MANUAL (Retail $149.00)

This fully illustrated guidebook to operating a successful school is considered to be the best book ever written on the subject.

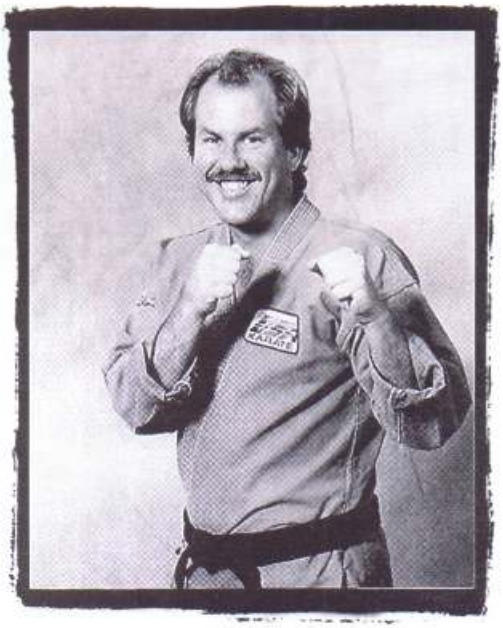
Bonus #2—THE NAPMA RETENTION AND FINANCIAL CONTROL SYSTEM

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

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

AS I SEE IT

letter from the editor



Black Belt Scandals

The Tampa Bay, Florida, area is the 13th-largest television market in the country. A few years back, the local CBS affiliate conducted an investigative series entitled, "Black Belt Scandals."

In the program, a number of local schools and instructors were profiled. One used White Out to change his rank certificate to a higher belt and had also been performing chiropractic adjustments on students. While the instructor denied giving adjustments, he had a chiropractic table in his school and a fake diploma on the wall from a chiropractic school. The reporter called the chiropractic school and confirmed that the guy never attended. His students also said he had adjusted their backs and necks.

Another instructor listed membership in the United States Karate Association (USKA) on his business card. A quick call by the reporter confirmed the man did not belong to the USKA.

The reporter also interviewed a number of martial artists in the area. One guy, a 7th-degree, was advocating government regulation of all schools. His reasoning was that anyone can open a martial arts school.

To illustrate just how easy it is to get a black belt and open a school, the reporter sent in $25 to a national organization that was advertising in a karate magazine. She received a black belt certificate identifying her as a 1st-degree black belt. To the camera, she said, "The certificate is worthless" and then threw it into the trash can.

On the next episode, she went to the county occupational license office. There, she paid her $15 city occupational-license fee to get licensed to open a school. She asked the clerk if anything else was required to open a martial arts school, such as her driver's license or a black belt certificate. The clerk replied, "No. Just the $15."

As embarrassing as this video is to watch—and I plan to show it at the upcoming *Martial Arts Professional* Magazine Convention in June—all of it is true. There is no educational, professional or technical prerequisite to become a professional martial arts instructor.

As an industry, either we can continue doing what we have been doing in this country for the past 50 years, or we can take some positive steps to create a higher standard of education for our instructors. This is the core of the American Council on Martial Arts (ACMA) "Instructor Certification Manual." The manual is divided into four sections:

Part One—The Science of Teaching.
Subjects include: How to Present Martial Arts Skills; Curriculum Design; and Classroom Management.

Part Two—Physiology.
Subjects include: How to Conduct a Proper Warm-up and Cool-Down; Proper Execution of Calisthenics; How to Teach Kicking Safely; How to Teach Self-Defense Safely; How to Teach Sparring Safely; and others.

Part Three—The Psychology of Teaching.
Subjects include: Teaching Strategies by Age Group; The Power of Motivation and Charisma in the Martial Arts Instructor; The Role of Discipline, Praise and Punishment; How to Teach Students with ADD; How to Work with Students' Parents; and others.

Part Four—Risk Management.
Subjects include: Sexual Harassment; School Layout to Minimize Risk; How to Use Proper Release Forms; The Use and Maintenance of Safety Equipment; Proper Use of Student Instructors; and others.

We're confident there will be revisions of the program in the future as we learn more and grow. However, at this early stage we hope we can embrace this concept as a positive move forward for all of us. Sure, there will always be those crackpots who will deceive the public with fake rank. That's difficult to stop. The ACMA is designed for the career martial artist who is serious about his or her profession. The ACMA is for those martial artists who are tired of "Black Belt Scandals."

With the support of the tens of thousands of martial arts professionals reading this, it can work. We know it's nearly impossible to get martial artists to agree on a subject such as this. Still, we're confident you'll agree that education such as this has value. On that, we can be about as united as possible in this fragmented industry. And, at this stage, that's close enough to make it work.



JOHN GRADEN
Editor-in-Chief

Vol. 3, No. 5

Martial Arts PROFESSIONAL

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

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

Publisher / Editor-in-Chief
John Graden

Senior Editor
John Corcoran

Contributing Writers
Rick Bell
Tom Callos
Rob Colasanti
Don Korzekwa, Ph.D.
Michael Mertens

Marketing Director
Rob Colasanti

Layout and Design
Scott Kelby

West Coast Photographer
Ed Ikuta

East Coast Photographer
Charles Hodges

On the Cover
Model Dylan Leach, Age 8.
Photo by Michael Schuhmann.

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

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

TABLE OF CONTENTS

news and reviews

Letters to the Editor
Sommerville responds to offending reader, Bedard continues to create counterviews and one school enrolls over 150 Cardio Karate clients.
Page 6

Industry Update
Joe Lewis, Stephen Hayes to present at *MAPro* Convention, The Dragon Re-Enters the Silver Screen and Corcoran wins national award.
Page 7

columns

As I See It
Black Belt Scandals
A major TV affiliate reporter gets a black belt through the mail as part of an expose' on corrupt martial arts instructors.
Page 4

Saved By The Bell
What is Your School Worth? Part III
Rick Bell provides the hard facts on valuing your soft assets.
Page 22

Executive Decisions
The 1-2-3 Attack
Vision, education and action! That's Rob Colasanti's version of the powerful 1-2-3 combination.
Page 32

Good Question!
How to Handle a Parent Who Undermines Your Authority
ACMA board member, Don Korzekwa, Ph.D., is a black belt, a psychologist and business consultant. Each month, Dr. Korzekwa responds to your questions regarding communication and relationship issues with students and parents.
Page 28

Master's Degree
Drop-Off Parents and the Six-in-One Rule
Tom Callos shares his experience with an all too familiar challenge that cost him at least two students last month.
Page 24

Heavy Hitter
Gary Meyer of Eastern Freestyle Karate in Boston, Massachusetts.
Page 30

features

MAPro Convention Preview:
How to Market to The School System
MAPro Convention speaker Michael Mertens operates three schools with a combined enrollment of over 900 students. Many of these students are a result of this powerful marketing strategy.
Page 12

LETTERS TO THE EDITOR

feedback from our readers



Retract Your Claws

Never in my wildest dreams did I ever think that the photos I sent in with my article ["My First Martial Arts Class" February 98] would have ever offended anyone. So I would like to respond to Ms. Giordano's letter.

As a national fitness champion and active martial artist, I pursue all my athletic endeavors very seriously. If you think having a pretty face and an athletically attractive physique means I'm not professional, then you have a lot to learn about people. I feel you should retract your claws and face this fact. True, I have only been in the martial arts industry for a two year period, however my dictation is not to be taken lightly. I study the Ed Parker American Kenpo system. I have read his books, "Infinite Insights" and studied the tapes of his seminars. My first class experience [described in the article] was not a Kenpo class. So I do take this new athletic endeavor of mine very serious.

I've dealt with women like you all my life. But to attack the integrity of John Graden's publication is wrong. I work for a company who also advertises with Mr. Graden's magazine and his publication, out of thirteen, produces the most responses and sales of our products. He has taken on the task of trying to raise the professional standards of the martial arts industry. Out of all the schools I speak with on a daily basis the ones that follow the advice and have read his books are my biggest clients and they produce the most sales.

I would like to invite you to submit a photo of yourself in the professional manner to which you think a female martial artist should be portrayed. In the meantime I am very proud of my prior accomplishments.

DEBORAH TOOLE SOMMERVILLE
Orlando, FL

Narrow Minded View

Jeff Bedard presents a narrow minded view of 'a legitimate black belt' in his letter in your February issue. I was forced to cancel a relaxing afternoon fishing trip to respond to his heavy handed, ill informed, partisan letter.

Stating that students who train in 'Americanized' systems forfeit their ability to qualify to compete in international competition is ludicrous. There are literally hundreds of organizations that hold open competitions, and many send teams internationally. And, believe it or not, there are some students who actually train for reasons other than competition. Some just to learn the art of what we do, and some to defend themselves in street situations where there are no rules. And surely Mr. Medlin knows that for every so called great 'national' champion, (as he describes himself), there's a student working hard in a studio somewhere, (who has never chosen to compete), that can kick that champion's butt. And isn't it curious to him that 450 American consumers he describes as 'less sophisticated than their European or Asian counterparts' are doing business with him and handing him a half million dollars this year? The phrase, "Biting the hand that feeds you" comes to mind.

What an ignorant statement he makes when he states that an instructors diplomas are worthless unless they are part of an international karate community. Imagine my surprise to learn that my 5th. dan certificate presented to me two years ago by my instructor is worthless, and a product of deception by 'the American Karate Master'. I'm sure my instructor, Grand Master J. Pat Burleson, (with only 45 years of continuous training and teaching, the FIRST national karate champion who also fought in the FIRST professional karate tournament, (presented by that fake, the great Jim Harrison), trained and competed with the likes of Bruce Lee, Jhoon Rhee, Robert Trias, Allen Steen, Ed Parker, and Bill Wallace, (just to name a few greats who Bedard apparently doesn't recognize, but probably couldn't carry their jock), responsible for producing thousands of black belts and scores of martial art school owners, countless national and world champions), will be disappointed to learn he is 'practicing medicine without a license'.

Mixing systems has nothing to do with business. It has to do with education. We must recognize that one style does not offer it all, as many of us once believed. And neither does any particular sanctioning body produce great martial artist; hard work, with the help of qualified instructors, produces great martial artist. America should be a 'martial soup'. Suggesting otherwise implies one thinks one has no more to learn. "When I was young, I thought I knew all the answers. But as I grow old, I realize I don't even know all the questions". Many of us fondly remember the days of nothing but 'traditional' martial styles. But the freedom to branch out and learn is helping the martial world grow and the artist become more knowledgeable and talented. I hope Mr. Bedard is around long enough to learn that lesson.

MIKE SWAGERTY
Swagerty's American Karate Systems
Ft. Worth, Texas.

Bravo ACMA

You continue to impress me with your organization's professionalism. I was delighted to listen to your interview of Tony Robbins, and even more interested in your launching of the ACMA. And, as always, your *Martial Arts Professional* magazine is the highest quality periodical in the industry.

It seems that our organizations are doing some complementary things. Apart from running our 30 karate studios, we too have tried to raise the standards in the industry. We have created the only "Instructor's College" that is approved by the state's commissioner of higher education (see enclosed catalogue). As we see it, someone will eventually regulate the industry unless we do it ourselves first. At our "College," we teach child psychology, health and nutrition, CPR and first aid, etc. We are hoping that this will allow us to answer to any state regulators that may ultimately threaten to tell us how to run our business.

RUSS FEIN
United Studios
North Haven, CT

INDUSTRY UPDATE

martial arts business news, people, and places

25TH ANNIVERSARY VIDEO OF "ENTER THE DRAGON" CONTAINS NEW FOOTAGE



Considered by many to be the definitive martial arts film, Bruce Lee's "Enter the Dragon" will be re-released in a special edition.

BURBANK, CA—Warner Home Video has announced the 25th Anniversary special-edition release of Bruce Lee's "Enter The Dragon," which the company is making available in a newly-enhanced video version on May 19. According to Warners, the newly-enhanced video includes never-before-seen footage from the Lee family archives, plus fight footage not seen in the U.S.

Bruce Lee has been the major force in driving the international success of martial arts films and his spectacular fighting technique and performance have kept his reputation alive since his untimely death in 1973.

Both picture and soundtrack (now in stereo) of the 25th Anniversary Edition have been digitally restored. Other new features include: a special introduction by Lee's widow (Linda Lee Cadwell); three minutes of added action footage not included in the U.S. theatrical release; and the original theatrical trailer.

In addition, a never-before-seen documentary is added—*Bruce Lee: In His Own Words*, a 20-minute compilation of personal footage from the Lee family archives with narration from Lee and a personal interview. Also included is *Location: Hong Kong With Enter The Dragon*, an eight-and-a-half minute, behind-the-scenes look from the original 1973 release.

The package is available from Warner Home Video at a suggested retail price of $19.98 and available in pan/scan (Catalogue No. 15920) or widescreen (Catalogue No. 15921) formats. ■

NAPMA RECOVERS 30-YEAR-OLD PROFESSIONAL KARATE TV SHOW

ST. PETERSBURG, FL—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 1968 pilot consists of an invitational tournament with Joe Lewis, Fred Wren, Skipper Mullins, Pat Burleson, David Moon and Bob Wall in bare-knuckle point competition. The late Robert Trias, "Father of Karate in America," along with Allen Steen and Lou Angel, acted as officials, with color commentary by Harrison.

This represents the clearest look available of the blood-and-guts era of karate.

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

ALOHA ENTERPRISES ACQUIRES DISTRIBUTOR

NEW ORLEANS, LA— Roosevelt Brown, president of Kamikaze USA, Inc., announced that Aloha Enterprises International (AEI) of Oakley, California, was selected as Kamikaze's newest distributor servicing the California market.

Burt Riveira, owner of AEI and co-founder of Kobudo Warrior Company, expressed excitement at being selected to represent a quality manufacturer such as Kamikaze USA.

AEI can be reached at (800)896-0229 or at its Website, http://www.ecis.com/~aci. ■

INDUSTRY UPDATE

martial arts business news, people, and places

HIGHTEC ACQUIRES RIGHTS TO BOXING LEGEND ROCKY MARCIANO

SAN FRANCISCO, CA—Larry Stockett, President of Hightec, Inc. (OTC Bulletin Board: HTEH) and Sinclare Group, Inc. (OTC Bulletin Board: SNCG) recently bought the license and product rights for legendary boxer Rocky Marciano for exclusive use in the state of California.

The purpose of the acquisition is to capitalize on Marciano's name recognition to establish and/or license a minimum of 100 premier fitness centers statewide. The centers will teach a fitness program combining karate, kickboxing and boxing.

Aerobic Boxing programs, also known as Cardio Boxing or Executive Boxing, are sweeping the nation. The hottest current trends in the health and fitness industry are kickboxing and boxing. Studies by the leading fitness magazines indicate that, of all current exercise programs, kickboxing burns the highest amount of calories per hour (800).

Rocky Marciano (49-0) is the only undefeated heavyweight champion in boxing history. ■

JOE LEWIS TO TEACH SEMINAR



CLEARWATER BEACH, FL—American karate legend Joe Lewis will be teaching a fighting drill seminar on Sunday, June 14th as part of the Martial Arts Professional Magazine Convention. Lewis, also a senior NAPMA consultant, will spend 90 minutes on drills, and tactics that can improve an instructor's skill and provide him or her with fresh material for the classroom.

On a related note, World Judo Champion Mike Swain is also tentatively scheduled to teach a seminar. Final confirmation had not been reached by presstime. ■

AMERICAN DIES IN NO-HOLDS-BARRED FIGHT



KIEV, UKRAINE — Douglas Dedge, 31, of Chipley, Florida, died of severe brain injuries in March here after collapsing in the ring immediately following a no-holds-barred bout lasting less than five minutes.

Dedge, on the mat, had taken a series of punches to the head while down on the mat, but was reportedly still 'defending himself when the referee halted the fight. Dedge stood up, but collapsed a few seconds later and was not breathing.

Dedge, who is survived by a wife and five children, had owned a school where he taught the sport in Enterprise, Alabama. He was one of three U.S. fighters who participated in the competition. No-holds-barred fighting is popular in the former Soviet Union, where it is called "Battle Without Rules." ■

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



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

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

INNOVATIVE BILLING • CUSTOM FINANCING •

APS

(800) 277-4407

Automated Payment Services, Inc.

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

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

Trust APS as your professional billing management company!

INDUSTRY UPDATE

martial arts business news, people, and places

BUSINESS EXPERTS TO PRESENT AT MAPRO CONVENTION

CLEARWATER BEACH, FL— While Saturday, June 13th at the *Martial Arts Professional* Magazine Convention, is dedicated to the debut of the ACMA (American Council on Martial Arts), Friday, June 12th and Sunday, June 14th will be devoted to martial arts business education.

MAPro has compiled an exciting and diverse group of presenters for the business-related topics. Some of the highlights of the business portion of the event include:

- How to Operate a Successful Traditional School in Today's Untraditional Environment (Roundtable Discussion)—*Moderator: Jim Mathers, President, IMAMS Billing and Consulting.*
- How to Operate a Successful Cardio Karate Program—*Jim Graden, NAPMA Cardio Karate Developer.*
- Reaching Our Aging Population—*Rick Bell, President IFC/EasyPay.*
- Low-Cost Marketing Strategies.
- Closing the Back Door: Retention Strategies for Success—*Michael Mertens, Director of Operation for Master Chong's Tae Kwon Do Centers.*
- How to Conduct an Introductory Lesson.
- How to Conduct an Enrollment Conference. —*Tommy Lee, Owner, East Coast Martial Arts.*
- How to Create Musical Forms—*Kathy Marlor, NAPMA Senior Consultant.*
- Kicking Drills to Make Your Class Exciting—Tim Niiler, ACMA Board member.
- Break Out!—How to Move Your School to The Next Level.—*Rob Colasanti, NAPMA Vice President.* ■

CORCORAN WINS JOURNALISM AWARD



MAPro Senior Editor John Corcoran (L) here with Don "The Dragon" Wilson.

ORLANDO, FL—John Corcoran, senior editor of *Martial Arts Professional*, was recently recognized for his work in journalism in the 1997 TMAN (The Martial Arts Network) Awards. Corcoran has been writing about the martial arts for some 25 years.

The TMAN Awards are the first in an annual series recognizing those individuals who are helping to promote and further martial arts in this country. The Martial Arts Network is working toward a goal of becoming the first 24-hour, martial-arts-themed cable-TV channel.

The 1997 TMAN Award recipients are: Man of the Year—,Chuck Norris; Woman of the Year—Carlin West; Female Forms Competitor of the Year—Suzanne Wankett; Kickboxer of the Year—Jean-Claude Leuyer & Curtis Schuster (tie); Men's Weapons Forms Competitor—John Valera; Women's Weapons Forms Competitor—Anita Lopez; Best All Around Male Competitors—Youth: Jimmy Pham; Forms: John Valera; Fighting: Pedro Xavier; Best All Around Female Competitors—Youth: Casey Marks; Forms: Suzanne Wankett; Most Promising Youth—Guy Burkett; Best Official—Ken Eubanks; and Journalism Award—John Corcoran. ■

STEPHEN HAYES TO SPEAK AT CONVENTION

CLEARWATER BEACH, FL — Ninjitsu leader Stephen Hayes, a Black Belt Hall of Fame member, will present a one-hour program for the entire assembly at the *Martial Arts Professional* Magazine Convention, June 12-14 at the Double Tree Resort here.

Hayes, who operates the innovative Quest Centers around the country, will discuss how he has succeeded in creating a balance between the commercial realities of operating a school and the desire to maintain the highest martial arts standards.

Hayes' 10 a.m. Saturday presentation will follow the keynote speech of *MAPro* publisher John Graden. ■

WORLD JUDO CHAMPION MIKE SWAIN TO TEACH AT CONVENTION

CLEARWATER BEACH, FL — The first American World Judo Champion, Mike Swain, will teach a one hour seminar at the *MAPro* Magazine Convention June 12-14 in Clearwater Beach, Florida. Swain, whose line of Swain Mats was used as the official judo mat of the1996 Olympics in Atlanta, will teach a basic one hour course to introduce striking oriented attendees to the world of grappling.

Swain's seminar, along with Joe Lewis', is included in the event registration. ■



Increase Your Profits With Cardio Karate™ LogoWear

Cardio Karate LogoWear is a Hot Seller at Schools Nationwide!

Cardio Karate Tank Tops

A

Available in:
White, Ash, or Black

Wholesale pricing
$8.99 each

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

Cardio Karate Shorts

B

Available in:
Black or Ash

Wholesale pricing
$12.95 each

Note:
Logo on front left thigh.

Cardio Karate T-Shirts

C

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

Wholesale pricing
$8.99 each

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

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

Order Yours Today!

1-800-973-6734

cardioKARATE®
THE WORKOUT THAT PACKS A PUNCH™

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

How to Market to The School System

BY MICHAEL MERTENS

The Idea

As Director of Operations for three large tae kwon do centers in western New York, I am continually researching ways to increase both our enrollment and visibility. As a result, I attend seminars, subscribe to monthly business services like NAPMA (National Association of Professional Martial Artists), and am an avid reader and audio-tape listener.

One night, while driving home from our school, I was listening to an audio tape by famed motivational speaker Brian Tracy, who stated, "Fish for whales, not minnows." He went on to discuss ways and methods to land larger clients who would place larger orders.



At that moment, I asked myself how could I find a large client? Is there a big account I could "land" that would increase my school's growth and recognition dramatically?

Like many other professional martial arts schools, the majority of our membership is children. Naturally, the greatest number of children is found in local public and private academic schools. However, I had had limited success in my earlier attempts to reach that particular market. Previously, I'd conducted after-school programs, which were great for reaching a few dozen kids, but they often took my staff or me away from our schools right before our prime-time business hours.

I had also done Show-and-Tell presentations in individual student's classrooms. These were great for giving my students a chance to demonstrate in front of their friends. They also allowed me to build a rapport with an individual teacher, but again, I wasn't gaining exposure to more than 20 or 30 students at a time.

How, I asked myself, could I reach the largest number of school children in the



In approaching a school describe how the training would be conducted, observing strict safety, and that it would emphasize overcoming one's personal limits as opposed overcoming others.

most effective and efficient way? What could I offer a school that would entice them to allow me to work with their entire student body? Then the answer hit me. I would seek the permission of local schools to introduce tae kwon do to their students by serving as a "guest instructor" for their gym classes.

The Method

Knowing that preparation was going to play a key role in getting the program accepted, I placed my greatest effort in two areas: networking, and the creation of a thorough, benefit-oriented, presentation folder. For networking, I spoke with my local Chamber of Commerce (I was already a member) and the students and parents who were actively involved in the local school system.

Everyone I spoke with was enthusiastic about the idea, further fueling my determination to proceed with the program. Many of the teachers I spoke with also provided me with important "buzz words" used in academic circles. As a result, I knew that themes such as "promoting multi-cultural understanding," "an interdisciplinary approach," and "an interactive hands-on style" would all be important elements in my presentation to each school.

I also found out that in our local public schools, decisions regarding presentations by "outsiders" required approval from the central district office. For that reason, I made a conscious decision to begin working with private and Catholic schools first. I felt that if I gained experience and a positive reputation, it would increase the chance of my proposal being accepted by the central district for public schools later on.

Having chosen the Catholic schools closest to my tae kwon do center, I gathered names and appropriate titles. For my information package, I started with a presentation folder with our logo on it. Inside, I placed our brochure, copies of newspaper articles about our centers and their impact on children, as well as our fundraising efforts for our local children's hospital.

In addition, I included an outline of the class I was proposing, noting not only what I would teach, but why and how it would benefit the students. Finally, I also provided copies of testimonial letters from parents whose children attended the first school I planned to approach. One of those parents, who was actively involved in the PTA, also volunteered to tell the principal that I would be calling to set up an appointment.

I then sent an advance letter to the principal. This essentially stated that I was currently involved in providing physical, mental and emotional benefits to hundreds of local kids through martial arts training. I offered, free of charge, my time and skills and those of my staff as volunteer PE (Physical Education) teachers to instruct a unit on the martial art of tae kwon do. I went on to describe how the training would be conducted, observing strict safety, and that it would emphasize overcoming one's personal limits as opposed to overcoming others.

The Presentation

After years of managing martial arts schools, I was confident that I could speak clearly and meaningfully about the benefits of martial arts training for school children. I also knew of several children in the school and was able to create an even greater rapport by discussing their progress in our program. I mentioned to the principal that I would want to give each of our mutual students the oppor-

Continued

Marketing to the School System

—continued from page 13

tunity to demonstrate their skills in front of their classmates. I explained that, in addition to being more exciting for the audience, it would also serve as a tremendous confidence-builder for the demonstrators.

Throughout our discussion, one thing I never lost sight of was that I was not there to tell the principal how great I was, but rather how much our program would benefit her students by providing a fun, educational and inspiring introduction to the martial arts. I believe my preparation and sincerity were evident, because, in all honesty, she said yes right away. She also surprised me by encouraging me to provide flyers and other information about our school to all of the students.

I was next introduced to the physical-education teacher in order to set up a schedule for teaching the classes.

How Do You Teach 500 New Students in One Day?

Because I wanted to gain as much exposure to the student body as possible, I decided that I would begin by trying to teach one class to every student in each school. On average, I was given 30-to-40 minutes—the duration of a gym period—to work with each class. I divided my time roughly into a five-minute introduction, a 20-to-25-minute workout, and another five-to-ten minutes at the conclusion for closing comments and questions and answers.

Teaching 30 or 40 kids at one time—and on a few occasions, as many as 100—is a tremendous challenge. You have to remember that, even if you are used to teaching large classes, these are not martial arts students before you in an academic-school's gym class. They are not committed to studying the martial arts as are the clientele in your school, nor are they necessarily a "captive audience." You have to gain their attention and their respect right away, and you have to keep the class moving forward at a fast pace.

It was for these reasons that I settled on imparting martial arts philosophy as I taught the techniques, instead of providing a drawn-out lecture at either the beginning or at the end of classes.

Regarding staffing, I have taught programs both by myself and with assistants. Since you are not really focusing on refining techniques, a lot of instructors are not required. If, however, you want to develop your staff's teaching skills, or make a bigger impression on the principal and physical-education teacher at a particular school, you may choose to bring additional staff members to assist you.

Generally, I would introduce the following techniques:

- Brief warm-up and stretching exercises
- Bowing
- Horse-riding stance with punches.
- Front stretching kicks.
- Front snap kick.
- Front snap kick/double-punch combination.
- Partnering up and practicing kicking drills back and forth towards one's partner. (While partner drills were slightly more risky, I felt they were more exciting for the students than air-kicking alone. It also gave me a natural bridge to bring up the importance of teamwork, cooperation and safety in practicing the martial arts. I was certain to make sure that the students stayed far away from each other.)
- Tae kwon do student demonstration (if available).

If this sounds a lot like a giant trial lesson, it is! However, like any trial lesson, I made sure to adjust for the ability of the group I was facing. Kindergartners may have only learned two or three of the above techniques, while high school students could learn all of it plus two or three additional kicks. I even had one class of teens at an all girl's school learn virtually all of our required white belt techniques in just one 45-minute lesson! I found out later that virtually all of them had spent years involved with either dance, gymnastics or cheerleading.

The key point is that the techniques you teach must be taught in a language and at a pace that meets the abilities of your specific gym-class students. Like in any good martial arts training session, you must balance between a slow instructional pace and a faster active phase.

What About Discipline Problems?

I have to admit that a lack of discipline was one of my initial concerns. After all, the average ten-to-17-year-old boy is typically rambunctious, cocky, and perceives the martial arts (chiefly because of its portrayal in films and television) as deadly fighting techniques that would be great for removing one's enemies—at least, I know I did at that age. I found that it was fairly common for boys in this age group to issue a mock challenge, assume a Bruce Lee impression, or ask me if I was going to break something with my head (thank you, Hollywood!)

I discovered that the best approach was to essentially ignore these remarks and just smile politely. When the class began, I would further short-circuit the nervous energy of the students by issuing a challenge to them not to fight, but to learn more than any other class I taught that day. I told them that I had years of martial arts experience to offer, dozens of techniques to demonstrate and teach, and answers to many common questions. To succeed in sharing this information, however, would require the students' collective help. As a result, I respectfully asked for their cooperation and attention.

After issuing the above "most-learning challenge," I gained further trust and acceptance from the students by praising their effort and abilities as the lesson went on.

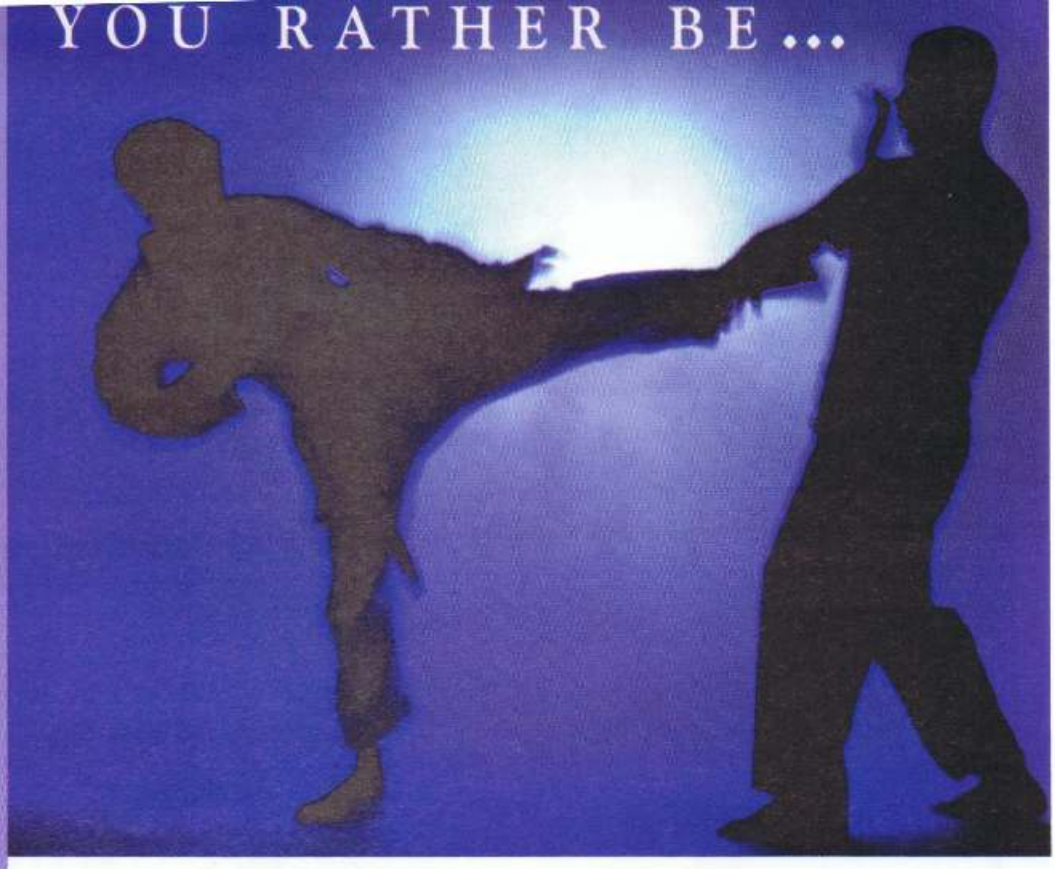
I should also note that in every class I taught, the school's regular PE teacher stayed for the duration. As a result, they assisted in maintaining the student's good behavior. I was committed to avoiding reprimands as much as possible. I must admit, though, that on two separate occasions I had to request that a student sit out due to continued attempts to kick one of their fellow classmates. While I hated to do this with someone who was not my own student, I felt it was an important message to send to the class and to the PE teacher.

In both cases, the PE teacher who witnessed everything, understood and was pleased with the way I handled the matter. I used no yelling, and no insults, just a simple request for the students to have a seat after failing to heed two polite requests to be more careful.

I cite these incidents for two reasons. One, because I feel that when working with children and particularly with first

Continued on page 18

WOULDN'T YOU RATHER BE...



here

- No sign up fees
- Custom reports for the information you need
- Free or discounted membership to NAPMA
- Professional, courteous account representatives
- Remittance checks when you want them
- Membership tracking
- Collection efforts at no extra cost to you
- EFT option available, bank account or charge card
- Renewal reminders at no extra cost to you

Tired of spending time on membership paperwork and collections? Sports & Fitness Billing, Inc. can relieve the tasks involved with growing your membership. Our economical, no-hassle approach addresses your everyday billing needs.

At Sports and Fitness Billing, Inc., we are committed to providing quality, personalized service to help you in achieving your goals as a fitness facility owner.

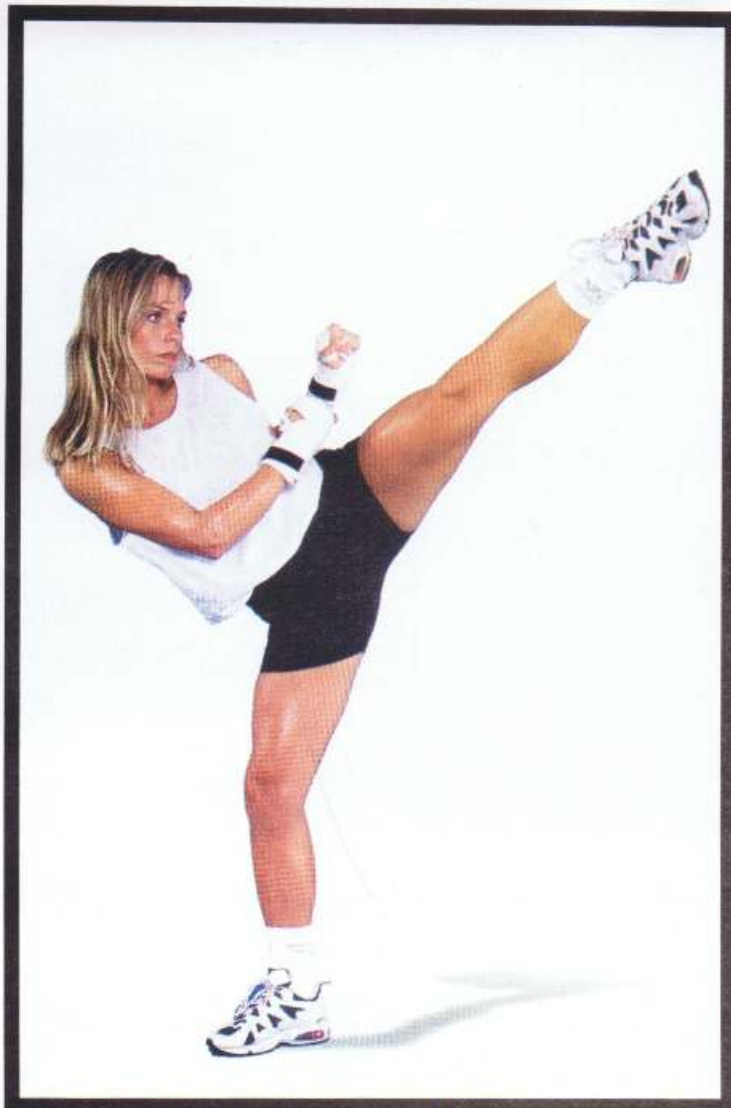
Why not spend more time doing what matters most? Contact Sports & Fitness Billing today.

Billing, Inc. Sports & Fitness

Call toll free
1 • 800 • 880 • 1198

let us do your paperwork.

Sports and Fitness Billing, Inc. • P.O. Box 280 • Fishers, In • 46038 • sportsnfitness@pobox.com



In just one day learn how to teach, market, and operate a Cardio Karate program!

"Very educational, very physical, and very interesting. I picked up a lot of information and will continue to learn as I go over my notes and study the manual."

"The instructor's manual was so informative, I will read it over and over."

"I really like the way the instructor would step us through and explain the portion of the class, then actually do it."

"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."

CITIES AND DATES

Phoenix –March 1
Phoenix Civic Plaza

Philadelphia, PA–May 17
Wyndham Franklin Plaza

St. Louis–March 29th
St. Louis Airport Hilton

San Diego–April 19th

Philadelphia–May 17th

Baltimore–May 31st

New York–July 26th

Over 1,000 instructors have already attended this ground-breaking seminar on the hottest new profit center for martial arts schools in the past decade.

In this one-day seminar you'll take an actual class with Jim Graden, the nation's leading Cardio Karate™ consultant. Jim will show you how to format a class, create combinations, modify the class for out-of-shape clients, and use music effectively.

Then he'll show you how to create variety in your program with Cardio Boxing, Cardio bag class, and a special sparring program for Cardio Karate students. After lunch Jim will cover the proven strategies, tools, and techniques of managing, staffing, and marketing your Cardio Karate program for maximum success.

Each attendee will be prepped for a written exam based upon a new version of the Cardio Karate Certification Manual (included with registration).

Registration is only $99 for NAPMA members and $149 for non-NAPMA members.

Call 800-973-6734 to register.

cardioKARATE®
KICKBOXING FOR FUN AND FITNESS™

The Largest Martial Arts Expo Ever Held In North America Is Returning Again

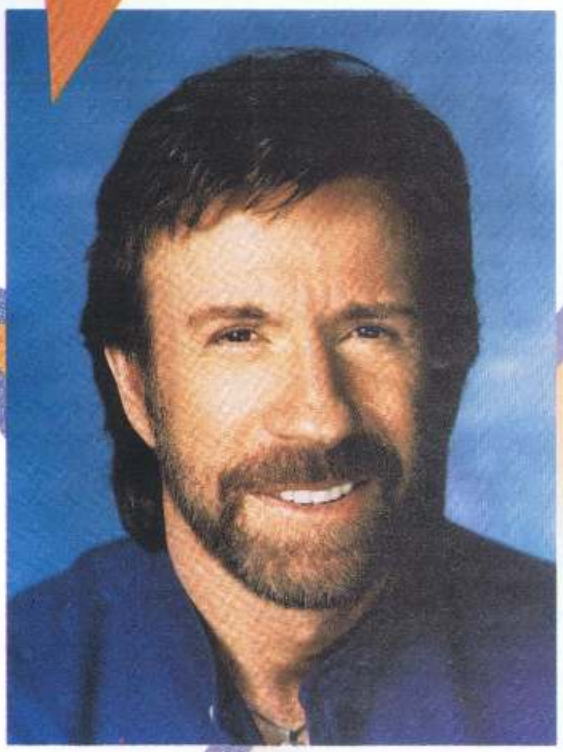
International Fitness Karate Association and
Kick Drugs Out Of America presents

I.F.K.A.

KICK DRUGS OUT OF AMERICA

CHUCK NORRIS MARTIAL ARTS EXPO '98

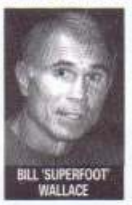
July 17, 18 and 19 • National Sporting Goods Association World Trade Show • McCormick Place, Chicago, IL



Saturday, July 18, Seminars & Banquet at Ramada Congress Hotel

One hour seminar by the following Seminar Sensations

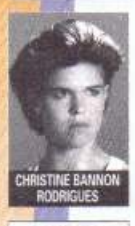

HAN JAE JI


BILL "SUPERFOOT" WALLACE


KATHY LONG


KEITH HACKNEY


WILLIE "BAM" JOHNSON


CHRISTINE BANNON RODRIGUES

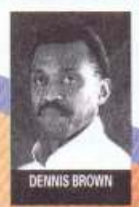

AL TRACY


DON "THE DRAGON" WILSON


CYNTHIA ROTHROCK


ERIC LEE


JOHN PELLEGRINI


DENNIS BROWN


CARLSON GRACIE, JR.


ARLENE LIMAS

••• ALL PROCEEDS TO KDOOA •••

PRODUCED BY

William "Scott" Kifer
USA Karate Inc.
Carol Stream, IL 60188

Fred Degerberg
Degerberg Academy
Chicago, IL 60625

Tom Letuli
Midwest Circuit
Northlake, IL 60161

Robert Mason
IFKA
Plantation, FL 33324

SPONSORED BY

BLACK BELT · Martial Arts · KARATE · USA INTERNATIONAL · KARATE NEWS MAGAZINE · EFC EAGLE EXPRESS · ERLICH · WEST SUBURBAN BANK


LARRY LAM


JON VALERA


BENNY "THE JET" URQUIDEZ


DR. HE-YOUNG KIM


MIKE STONE


JHOON RHEE


RICHARD BRANDEN


JEFF SPEAKMAN

To register call:

Ph. (630) 665-8322 • Fax. (630) 665-6831 • kwanjanim@aol.com

Registration Fees: Seminar Sensations • July 17, 18 & 19 • 11 a.m. - 5 p.m.
- **in advance:** $35 per seminar, $99 for any (5), all seminars $199
- **at the door:** $40 per seminar, $125 for any five (5), all seminars $250
- **spectators:** $25 for the entire weekend in advance, $35 at the door

Registration Fees: Tribute to "Chuck Norris Celebrity Banquet" and Auction, July 18 • 7 p.m. - 9 p.m.
- **in advance:** $150 per plate, $1,300 per table of ten (10)
- **LIMITED, at the door:** $175 per plate, $1,500 per table of ten (10)

"Tribute Ad Journal Message To Chuck Norris", Gold Page ad: $750 • Silver page ad: $500 • White page ad: $250 • 1/4 page ad: $100 • Inside covers: $1,000 • Back Cover: $1,500.

For special room rates at the Ramada Congress Hotel call:
Ph. (312)-427-3800 • Fax: (312)-427-3972 • www.CongressHotel.com

VISA · MasterCard · DISCOVER

Purchase a ticket by June 15, 1998 and receive a FREE ticket for anyone 16 years old and up to the NSGA show.
The **Chuck Norris Martial Arts Expo '98 Celebrity Party Passes** are not for sale. They can only be obtained by purchasing:
a table of ten in advance (1 pass per table), a full Corporate, or Martial Arts School sponsorship (2 passes per table)

(All advanced registrations include admission to NSGA World Sports Expo & transportation between McCormick Place and all downtown hotels)

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

Marketing to the School System

—continued from page 14

timers, safety must be of utmost importance. Second, it is important to know going in that not every student will "tow the line" right away, but that if you are firm, yet friendly, you can gain both the respect and response of hundreds of students in a single day.

Walk Your Talk

If there is a key point that I would want to emphasize about my gym classes, it would be that what I taught physically is not nearly as important as how I taught it. I would venture to say that, regardless of which style of martial art you teach, you can find three to five techniques that can be taught quickly and easily in a group setting. It is important to remember not to worry so much about the quality of martial art technique developed (after all, it is only one lesson), but to concern yourself with the quality of the message that you communicate.

All of my classes heavily emphasized the role of martial arts in developing life skills. I taught attention stance not as a martial arts posture, but as a way of demonstrating one's focus and willingness to learn. Similarly, I introduced bowing as a way to express trust and respect. The martial arts yell was explained as an expression of confidence and a way to develop the emotional strength necessary to speak up for oneself.

Even during the question-and-answer session, I tried to provide motivation and deeper meaning with my answers. Asked about the different belt colors, I not only described what they were, but how they served an important role in learning to set and achieve goals. When asked the common question, "Have you ever had to use it," I turned the question around and explained that I use my martial arts training everyday when I stay focused on my work, treat others with kindness and apply my self-confidence towards facing new challenges.

To me, there was not anything phony or fake about emphasizing those interpretations of the martial arts. I knew that I could not make everyone a black belt after one visit, but, hopefully, I could inspire them towards the overall concept of black belt excellence. In addition, I was providing a deeper understanding of my school's philosophy to the gym teacher and any other teachers or parents in the room.



Also worth noting is that I did not—repeat—did not shamelessly plug my school. Sure, I am proud of our program and told anyone who asked that we had highly-qualified instructors and fun, beneficial classes, but I didn't use every chance I had to say, "Join our school." To do so, I felt, would have lessened the impact of my message and hurt my credibility with the principal and teachers of the school. If anything, I was going for a soft sell. I even told the students that the best martial arts school is one where they felt most comfortable. I also explained to them that if they liked the way I taught classes, then they should seek their parent's permission and make a visit to our center.

I'm confident that the overall approach was well-received by both teachers and students because I received glowing testimonial letters and have always been invited back to each school in the following year.

Expanding the Program

After I completed the classes, I asked for a testimonial letter and a referral. Armed with this support, I was able to continue adding schools to my list. Each time I taught, I continued to network, acquiring testimonial letters and pictures of the classes. It was this information that ultimately prepared me to ask for, and receive, permission to begin offering the same program in the public schools. While the public schools in my district would not allow me to distribute any flyers, I still felt the added exposure, positive public relations, and interaction with thousands of additional kids would be well worth my time and effort.

The Results

In my first year of teaching the program, I worked with over 6,000 school children, ranging from kindergartners to high school seniors, all within a five mile radius of my school. Approximately a dozen students joined our school immediately following their participation in my gym class. Others continue to join even months later. The gym program has also given all of our marketing "greater bang for our buck." As numerous prospects have said, "I saw your ad and I know you were at my daughter's school this fall."

Most of all, the program has dramatically increased our visibility and reputation in our community. School representatives are frequently calling me asking to be involved in the program. I also am able to use local principals, physical-education instructors and other academic teachers as references for my school. Some of them have gone so far as to recommend our program to their students' parents or have even enrolled their own children.

Conclusion: The Triple Win Philosophy

Ultimately, I believe a martial arts school will be successful only if it promotes the interests of three groups equally well: its students, the school itself, and the community at large. What I love most about martial arts gym classes is that they satisfy all three interests at once. My students receive a confidence boost and an opportunity to be elevated in front of their peers, my school receives increased enrollment, word-of-mouth referrals and credibility, and the local school children receive a positive, motivating message and a free introduction to the martial arts that will benefit them whether or not they ever pursue classes. I feel our centers have been rewarded for this ripple effect and I encourage you to try it for your own gratification. It works!

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

MAPro Classifieds

MARTIAL ARTS CAREER?
Growing MA organization is expanding in the Houston area. Must be willing to be a part of a team and have good people skills. Will train the right people. Taekwon-Do America, P.O. Box 1293, Friendswood, TX 77549-1293.

SEMINAR AND TOURNAMENT
Grandmaster Pan Quing Fu "IRON FIST" of China, featured in Discovery Channel, "Iron and Silk" and "Talon's of Eagle" presented by Dragons Way martial arts. Sunday May 31. Ft. Myers, FL. Limited space. Call 941-995-9333 ASAP. Dragons Way Tournament. Saturday May 30. FAME, NASKA Event.

HEAD INSTRUCTOR
Must be a minimum of 3rd degree black belt in Taekwondo with experience in Hapkido, have excellent teaching skills, and work well with children and adults. Fax resume and description of your martial arts philosophy to 973-696-0443 or call Tony at 973-696-0440.

HOW TO PRODUCE YOUR OWN TV SHOW
Tom Callos' martial arts TV show dramatically increased his info calls. Four 1/2 hr. programs just $39.95 (+$5 for S&H). Send check or money order to Tom Callos, HCR1 Box 5712, Keaau, HI 96749-9408. (808) 966-6814.

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

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

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

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

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

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

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

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

NO MORE ONE SIZE FITS ALL SOFTWARE
Specialized software to organize and maintain student and payment records easily and efficiently. Prints reports, make labels and more! For Windows 95 and 3.1. Created by a Black Belt for Black Belts. Limited and deluxe versions availble. For information Contact Siegel Software, Dept.-M, 334 Willow, Deerfield, IL 60015. 847-940-7941. Email: SglSoft@aol.com.

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

Dominate Your Opponent!

With Zebra Mats

Introducing Zebra Mats™. The first flooring system designed specifically for the striking arts of karate and taekwondo. Zebra Mats dominate other martial art flooring systems due to their quality construction, strength of performance and total value.



Zebra Mats are made with a firm cellular polyurethane foam body to support every pivot and move without sinking. They also feature a tatami style rice straw textured vinyl surface like much higher priced mats that resists slipping while allowing quick movement with no sticking. Zebra Mats are designed for the needs of the striking arts, while maintaining enough cushioning to offer safety for your students.

Unlike lower priced flooring systems, Zebra Mats won't smell, cause burns or show wear after years of use. In fact, an investment in Zebra Mats is one of the best available for schools of all sizes. With a useful life twice that of carpet, and a nearly equal installed per square foot cost, Zebra Mats cost less to own and maintain than carpet. What's more, they're portable–meaning they can move with you as you grow, and can be added to when you need more space.

Call for a free sample and learn how Zebra Mats can help you dominate your opponents.

Zebra Mats. Winning You Under.

Call Toll Free: 800-989-8085



Tatami rice textured top

ZEBRA MATS™
Winning You Under

© 1997 Crescent Products, Inc., 7410 Lakeland Ave. N., Minneapolis, MN 55428

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!

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





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

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

the benefits of napma membership



NAPMA has grown, in two short years, to become the nation's largest and fastest growing professional martial arts organization for one simple reason—NAPMA works for school owners nationwide!
Each month NAPMA members receive a package packed with proven, professionally designed marketing and operation materials that are designed to:

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

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

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

cardioKARATE™ THE WORKOUT THAT PACKS A PUNCH™



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

Each month you'll receive a great motivational poster!

How To Become A NAPMA Member

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

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

NAPMA membership is affordable for every school

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

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

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

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



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

Money Back Guarantee!

We are so confident in our program, and so many schools have had such resounding success with our program, that we extend a full 30-DAY MONEY BACK GUARANTEE from receipt of your Start-up Kit. Run the ads, watch the tapes, read the material and learn all you can. If you don't agree that your school will benefit from NAPMA membership (at $3.25 a day), then return our package for a full refund.

How To Get Started

Order your NAPMA start-up kit by calling:

Enroll today—before your competition does!

NAPMA
National Association Of Professional Martial Artists

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

SAVED BY THE BELL

what is your martial arts school worth? part III

By Rick Bell

For the past three issues, we've been looking into the selling value of a martial arts school. So far, we've learned that a martial arts school is a private practice that can easily be worth more to the instructor who builds it than it is to the instructor who buys it.

We've discussed the difference in "hard assets" and "soft assets," listing some of the hard assets of a school as: Mirrors; build-out investment; lighted sign; carpeting; matting; telephone systems; computers; and professional training libraries and materials.

"Student contracts have very little to do with the value of your school."

Now we will discuss the other side of the asset sheet, your soft assets. A soft asset is an intangible item that has a reasonable, probable value. Your reputation in the community is a soft asset, and so is your school's goodwill value.

As you might imagine, a soft asset like goodwill value is much harder to appraise than a hard asset. Goodwill value is referred to as "blue sky value" by the buyer in a business deal because of the difficulty in defining and measuring it.

The definition of goodwill as an asset is: The current and future value of the student relationships the school has established, based upon the probability of those relationships continuing at an undiminished level after the original instructor is gone.

Unfortunately, there is no guarantee that current students will like the new owner, and certainly no guarantee they will continue paying the new owner to teach them martial arts, even if they have signed so called "contracts".

Billing companies with self-serving interests will tell you that student contracts guarantee retention even if the school is sold. They will also tell you that contracts give your school a value worth at least the total value of all your contracts. Both of these statements are false.

Student contracts have very little to do with the value of your school for three reasons: 1) A signed contract for future martial arts lessons (the courts define martial arts lessons as "future services") is not recognized as enforceable in most small claims courts in America. 2) Martial arts tuition contracts have no value in the eyes of the financial community because banks and other credible lending institutions don't accept them as collateral. 3) Current students may, and often do, dislike the new owner and could easily argue that their tuition contract is null and void because, when they signed it, they believed they were signing an agreement to learn from the current owner, not some unknown future owner.

School owners must be very careful how they portray student contracts to a buyer. If a seller convinces a buyer that he/she should pay several times the hard-asset value of a martial arts school because the students are on contracts, the buyer may have a very good legal case for fraud against the seller if the school fails.

I have seen dozens of schools bought and sold and I have personally sold four schools. The most important advice I would give an instructor wanting to sell a school is to be realistic about the profit potential for the school under a new owner.

Experience has taught me that even if you have a buyer you really have faith in, and you are sure he/she is going to carry on the fine tradition of your school, you should take your current amount of profit each month and subtract 25% from it. The amount that's left has to be enough for the buyer to live on and pay back the loan to buy your school. And, since most school sales are owner-financed, that loan is due to you.



If the buyer is disappointed in the profit he/she is making from the school, he/she will soon become disillusioned and start looking for a way out. Even if the buyer was your best friend and number-one student before the sale, if he/she feels the ship is sinking, he/she will jump on a life boat and sail away so fast it will make your head spin.

When it comes to the probability of continued success after a school is sold, there are no guarantees, but there are some steps to take that will improve the buyers chances at success. They are:

1) Have a thorough and complete operating system that covers everything from advertising to cleaning the floors.

2) Require the buyer to go through a (minimum) one-month training program to teach you how you do everything you do.

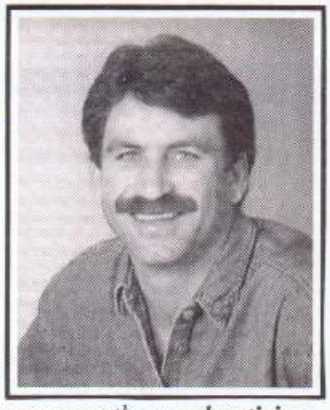
3) Slowly integrate the new owner into the program and continue to operate just as you have for the first few months.

4) Don't get in a hurry to leave the school, even if the new owner is convinced he/she can handle it without you after the first week.

5) Be available as a consultant for the first six months after the sale, and insist on talking to the buyer at least once a week during that time. ■

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*

1-800-932-6382

TODAY'S NETWORK GROUP 11999 KATY FREEWAY #500 HOUSTON, TEXAS 77079



MASTER'S DEGREE

instructions for instructors

by Tom Callos

Drop-Off Parents and The One-in-Six Rule

I made a mistake—and it cost me two of my best students. These two kids, brothers, had interest, potential and the drive to succeed. They were "A" students, destined to be black belts and future leaders in my school. Or so I thought.

Unfortunately, their parents didn't see the same martial-arts-fire-and-potential in them that I did. In fact, their parents didn't see them at all—in my classes anyway. You see, these particular parents never came in and watched their children take classes. They would drive up in front of the school, drop their boys off, and pick them up in the parking lot when class was over.

You know what I'm talking about, right? Chances are you have a few parents in your own school who are doing the same thing.

Of course, in my case, allowing these folks to be "drop-off parents" is where I made my big mistake. Here I was, teaching my guts out for their two boys, giving them my best stuff, and making good progress, too. But since mom and dad never came in to watch, they had little or no idea what was going on. Subsequently — as you can probably guess — when it came time to renew their children's programs, they decided it was time to do something else.

Perhaps they thought, after six months of classes, that their boys had "done" the martial arts? Or maybe it was an economic decision? After all, my classes were costing them more than $100 a month. On top of that, they had to drive to and from the school three times each week. And I had just asked them to come a fourth day for demo-team practice. Maybe they compared my prices to the cost of taking their boys to the YMCA? Or they decided to save the tuition for a trip to Disneyland? Or to buy a new bedroom set?

Whatever it was, it probably wasn't because they were unhappy with all of my emphasis on goal-setting, respect and courtesy. It wasn't because their children had learned my "Three Rules of Concentration," or the "Black-Belt Success Cycle".

More than likely, my drop-off-parents assumed I was just teaching punches and kicks, that they were paying, basically, for a fancy exercise class. And where's the value in that? I failed to make sure that they knew any better. So, I guess, I deserve to be compared to a trip to Disneyland or a chest of drawers.

But the good thing is, I've learned my lesson (once again). From now on, I'm going to spell it out plain-and-clear in my Introductory Course: Parents Are Required to Participate! I already know that the chances of uninvolved parents renewing their kid's courses is slim or next to nothing. So I'm going to take the action necessary to get and keep parents involved, starting with a requirement that they be there for at least one class in every six. I'm going to call it the "One-in-Six Rule".

Furthermore, this next month I'm going to classify the parents of my current students into A, B, or C categories. A-parents will be the ones I know the best and that fully participate in their child's education. B-parents will be those who occasionally watch, but aren't as involved as the A's. And drop-off-parents will be rated as C-parents. After that's accomplished, I'm going to take massive action in building a better rapport with the B's—and getting the C's to park their cars and come in to see what their kids are learning.

I suggest you take some preventive measures against drop-off parents in your own schools. Make them take the time to come in and see what you're teaching. That way, when it comes time to renew, parents know exactly what they're paying for and why their children need and love your classes.

I'm going to put my foot down—and I hope you do too. From now on, it will be called the One-in-Six Rule. Good Luck! ■

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!*

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

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

CALL TODAY For Your **FREE** catalog!

☎ **602 951-2236**

or contact **Goshin Martial Arts Services**
6245 E. Bell Road #120, Scottsdale, AZ 85254
FAX (602) 971 - 9788/email wmakarate@aol.com.



Did you know there is a charity that actually pays your school to help children!

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

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

Rip up that flimsy carpet. Forget those cumbersome, expensive folding mats.

MIGHTY LITE DOJO MAT HAS ARRIVED!





Absorbs the impact of throws and takedowns... Fast surface for sparring and fighting.

Affordable and tough to cover your entire floor... Light and portable for demos and tournaments.

Satisfies padded floor safety requirements for black belt competition... Safe and comfortable training surface for everyone, every day.

Call for a **FREE** sample **1-888-FOR-MATS**

SUMMIT RUBBER PRODUCTS, LTD.

Can you VISUALIZE the perfect Martial Arts Billing Company?

CHECK OFF THE BENEFITS YOU WANT TO SEE!!!

FREE OFFER!

"Profit Enhancement Package" ($150 value) with new membership

Call Toll-Free For Your Free Info Pack

1-800-807-2455

- **TOP RATED COLLECTIONS!** If we don't collect, you don't pay! D&S brings you the increased profit & student retention you demand.
- **MORE FREE TIME & ZERO HASSLE!** Achieve peace of mind while freeing time for more meaningful pursuits; teaching, training, family, and the betterment of YOUR school.
- **SUPERIOR SERVICE!** Gain confidence because you know D&S has exclusively served the Martial Arts Industry for eight years, with 80% of its business referred by happy clients.
- **UNBEATABLE PRICE!** D&S Coupon & Smartpay © EFT pricing is the most competitive. No minimum monthly fees, No cancellation fees, No hidden fees.

D&S ACCEPTANCE, INC.
The Premiere Billing Company of the Masters

PROFESSIONAL RECEIVABLES MANAGEMENT

AAC Success Track

SERVICE PROGRAMS



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

EFT Electronic Draft 25¢ PER PAYMENT

Mastercard/Visa Electronic Debits 45¢ PER PAYMENT

"Mail-In" Payments from Coupons $2.00 PER PAYMENT

AAC Quick Cash REVOLVING CREDIT LINE

Call BUSINESS DEVELOPMENT Today!

INTERNATIONAL TOLL FREE

1-800-233-8483

AFFILIATED ACCEPTANCE CORPORATION

International Operations Facility

Main Post Office Box 419331Kansas City, Missouri USA 64141-6331

FAX: (816) 753-1429 E-MAIL: 74061.2505@compuserve.com WEBPAGE: http://www.affiliated.org

ENERGY • ENDURANCE • MUSCLE • RECOVERY • NUTRITIONAL SUPPLEMENTS



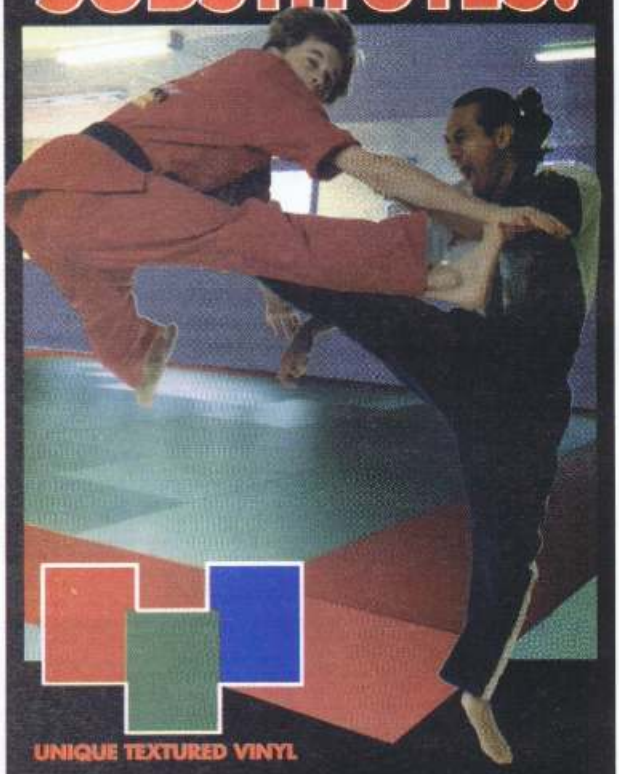
To order, or for a free catalog:
MUSASHI USA, INC.
6666 Odana Rd. Suite 133
Madison, WI 53719
608-829-5010 • Fax: 608-829-2189

MUSASHI®

info@musashiUSA.com • www.musashiUSA.com

The Choice of Champions!

ACCEPT NO SUBSTITUTES!



UNIQUE TEXTURED VINYL

THE ONLY TRUE MARTIAL ARTS SURFACE.

- OFFICIAL MARTIAL ARTS MAT OF THE 1996 OLYMPIC GAMES
- FINANCING AVAILABLE CUSTOM TERMS

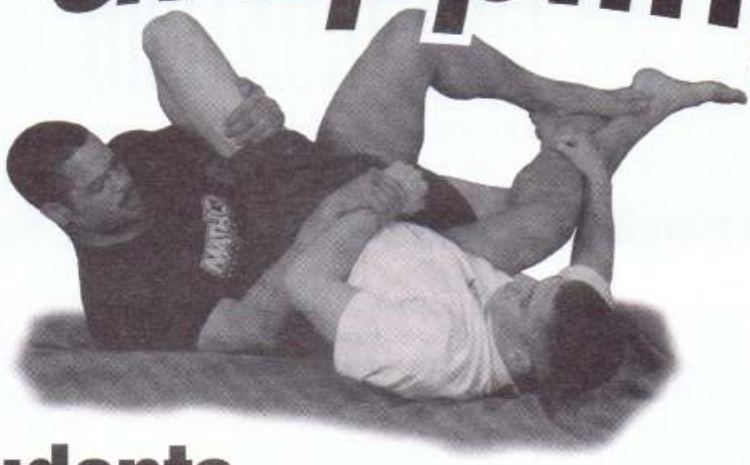
With 2 Olympians and an Olympic Coach on our Staff, You'll have Experience in Your corner!

1•800•662•4616

SWAIN SPORTS INTERNATIONAL

1530 The Alameda,Ste. 302 San Jose,CA 95126
Phone (408) 286-5836 Fax (408) 286-5952

Got Grappling?



Recruit & Retain Students

- Do you teach grappling at your school?
- Would you like to teach grappling?
- Are you an affiliate of the AFGA?

The American Freestyle Grappling Association (AFGA) empowers instructors to teach legitimate methods of jujitsu and submission wrestling through a comprehensive video curriculum series and optional monthly video lesson plan, complete with cross-referenced manual. The AFGA makes it easy for you to provide step-by-step instruction to your students, regardless of their experience...or yours!



INCLUDES:

- 8 Great Video Tapes
- Over 250 Techniques
- Instructor's Manual
- Monthly Newsletter
- 2 Bonus Videos (AFGA Drills & "Defeating the Blade")
- Three Video Lesson Plans every month
- Exclusive Instructor Territories
- Student Referrals to your school

Request FREE Video Demo

Order Now!! $169.95 (+$16.95 s/h, ca residents add 7.25% tax)

American Freestyle AFGA GRAPPLING Association

Ask about our Combat Taekwondo Series

Request Catalog & Video descriptions by phone, fax or e-mail today!

Amount Enclosed $_____ Visa☐ AmEx☐ Disc☐ MC☐

Card No. _____ Exp. Date ____/____

Signature _____

Name _____ Phone _____

Address _____

City _____ State _____ Zip _____

Order by mail: AFGA, P.O. Box 187, Pt. Hueneme, CA 93041

or Call: (310) 589-5437 Fax: (310) 457-4457 E-Mail: AFGA101@aol.com

question and answer



GOOD QUESTION!

answers to our reader's questions

by Don Korzekwa, Ph.D

How to Handle a Parent Who Undermines Your Authority

This month we are excited to present a new column which will appear regularly in *Martial Arts Professional.* ACMA board member, Don Korzekwa, Ph.D., is a black belt, a psychologist and business consultant. This column is designed to build strong training environments which value client satisfaction, and excellence in communication and relationships. Each month, Dr. Korzekwa responds to your questions regarding communication and relationship issues with students and parents.

We look forward to your letters.

Dear Dr. Korzekwa:
I have a parent who is undermining my "authority. She keeps gossiping about who should pass an exam and how I'm playing favorites. Her kid needs help and isn't going to progress at the same rate, but she thinks she knows better than me. Help!

C. SQUIRE
Los Angeles, CA

Dear Mr. Squire:
It is certainly in the best interest of the school, and all of your students, that your authority as an instructor and professional martial artist is respected. The situation which you describe is one that concerns not only you, but instructors and owners of most martial arts schools. It is necessary to appropriately deal with parents of students who express dissatisfaction with the school, its policies and training. A carefully thought about response to such concerns maintains the best possible training environment for everyone.

It is normal for some client to occasionally have complaints about any service which they receive. If someone does have concerns about the school, or training which their child receives, it is important for you to hear them. This provides an outlet for their frustration, and allows you to respond in a manner which is hopefully mutually satisfying.

Your goal is to have the parent bring her concerns directly to you, not communicate them to (and through) others. The more she can talk with you, the less she will feel the need to talk with others about these issues. It is possible, however, that speaking directly with you about these concerns can cause some anxiety for her. She may need your encouragement and support in doing so.

The fact that she still has her child enrolled at your school suggests that she has not lost all hope that the experience is, or can be, positive. Invite her to speak with you. Your invitation to have a conversation should put her at ease, and allow her to know that you are interested in what she has to say. One way to do this is to open up the conversation with this statement: "It's helpful for me to occasionally hear from parents regarding their child's training. Could you take a few minutes to give me some of your thoughts?"

The conversation should be private, in your office with the door closed if possible. It is not necessary that the child be present or at this point, even desirable. Keep the tone collaborative and focused. Let her know that you want to hear whatever she has to say about her child's training. Tell her that all comments, positive and negative, are useful in making the training experience a better one for her child. Show interest and ask questions which allow her to talk freely. If she attempts to compare her child with other students, and talks about "favorites," do not go down that road. Emphasize the importance of focusing on her child as an individual, with his/her own specific strengths and needs.

Your response to her concerns should be framed in a positive light. Thank her for the help which she is giving through talking with you. Let her know that you have a mutual goal, making the training experience a highly rewarding one for her child. Emphasize the child's successes in training. Tell her specifically what you are doing to develop her child's skills in areas where this is needed.

If the issue of belt-promotion exams comes up, provide some educational information by showing her the requirements for her child's promotion to the next belt level. Explain that promotions are based upon each child's abilities relative to these requirements. Tell her that your goal is to assist her child in his/her efforts to meet these requirements.

Because your current assessment of the child is that he/she isn't going to progress at the same rate (that is, relative to other students), it is even more important for you to remain focused on the individual strengths and needs of this child. If such concerns are communicated to the parent, they may reinforce in her mind the notion that comparing students and choosing "favorites" is part of the training at your school. Regular feedback to the parent and child, as needed, with specific comments about individual accomplishments and training needs is critical to your success as an instructor in these instances.

Following the above approach should reduce, and eventually eliminate the gossip. If it does not, this may have to be addressed directly, in the best interest of all. In the meanwhile, your professional and caring approach will clearly demonstrate that you are the authority at your school. ■

Dr. Korzekwa is a Licensed Psychologist, a board member of the ACMA, and a black belt in Tae Kwon Do. He is the owner of Core Research and Consulting, providing business consultation and moderating focus groups. Please submit questions to core1dk@aol.com, or Core Research and Consulting, 3044 Old Denton Rd., Ste.111-112, Carrollton, TX 75007.

PANTHER PRODUCTIONS
MARTIAL ARTS TRAINING VIDEOS

FREE CATALOG
ORDER TOLL FREE
800-332-4442



★ OVER 1,000 DYNAMIC VIDEOS FEATURING THE WORLD'S GREATEST MARTIAL ARTS MASTERS AND CHAMPIONS! ★
"SINCE 1982"

MARCO RUAS

SEE THE ACTION!

For A FREE Action Catalog – Call Toll-Free
1-800-332-4442 (24 Hours a Day)
Outside U.S. Call 1-714-498-7765 • FAX 1-714-492-7533

To Order and Preview Titles – www.panthervideo.com
To E-Mail or Request a Catalog – panther@rsabbs.com

1010 Calle Negocio • San Clemente, California 92673

Software Worth Protecting!

KickSOFT™ 2.5



This software ~~could increase~~ double your enrollment

Save Time & Money
- Easy & flexible billing
- Colorful & easy to use
- Mailing lists with labels
- Track attendance *now with barcoding*
- Register students
- Inventory & much more!

get Physical! SOFTWARE CO.

Windows 95 & Macintosh

Approved by NAPMA

Only $79 in 5 easy installments or one payment of $325

To order: **1-800-622-0025**

Ask about our 90-day trial

1-203-622-0108 • Fax 1-203-622-0033
www.getphysicalsoftware.com

NAPMA members receive discounts with purchase.

INSURING OVER 2,000 MARTIAL ARTS FACILITIES



Punch This Today.

Or You Could Be Kicking Yourself Tomorrow.



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

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

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

It Takes Just Five Minutes

Fast, Free Quotes Right Over The Phone!

Instant Coverage!

Installment Payment Plan Available

Call Now! (800) 943-3559

MARKEL INSURANCE COMPANY



heavy hitters

Gary R. Meyer

School name: Eastern Freestyle Karate. **Owner:** Gary R. Meyer.

School size and location: 4,000 sq. ft. in Reading, Massachusetts.

Year started in martial arts: 1976.

Styles Studied: Shotokan, Tae kown do, Kyokushin-kai.

School opened: 1991—in a 20 x 20' babysitting room next door to an aerobics studio.

Current student count: Total = 418 (361 Karate, 57 Cardio Karate).

Best career decision: Moving to current location. My old location was the second story of a two-story building and had no street visibility. I often lost business because people could not find us.

Worst career decision: Hiring the wrong Program Director and waiting over nine months before firing her. My wife was pregnant and due in two months, so we panicked and hired the wife of a good friend of mine (mistake #1). She was very introverted, cold, and not very good with children. We figured this out after about two weeks, but gave her the benefit of the doubt. We made excuses for her (mistake # 2), until we had no choice but to let her go. As soon as we did, and my wife started back as the Program Director, enrollments rose by 30%.

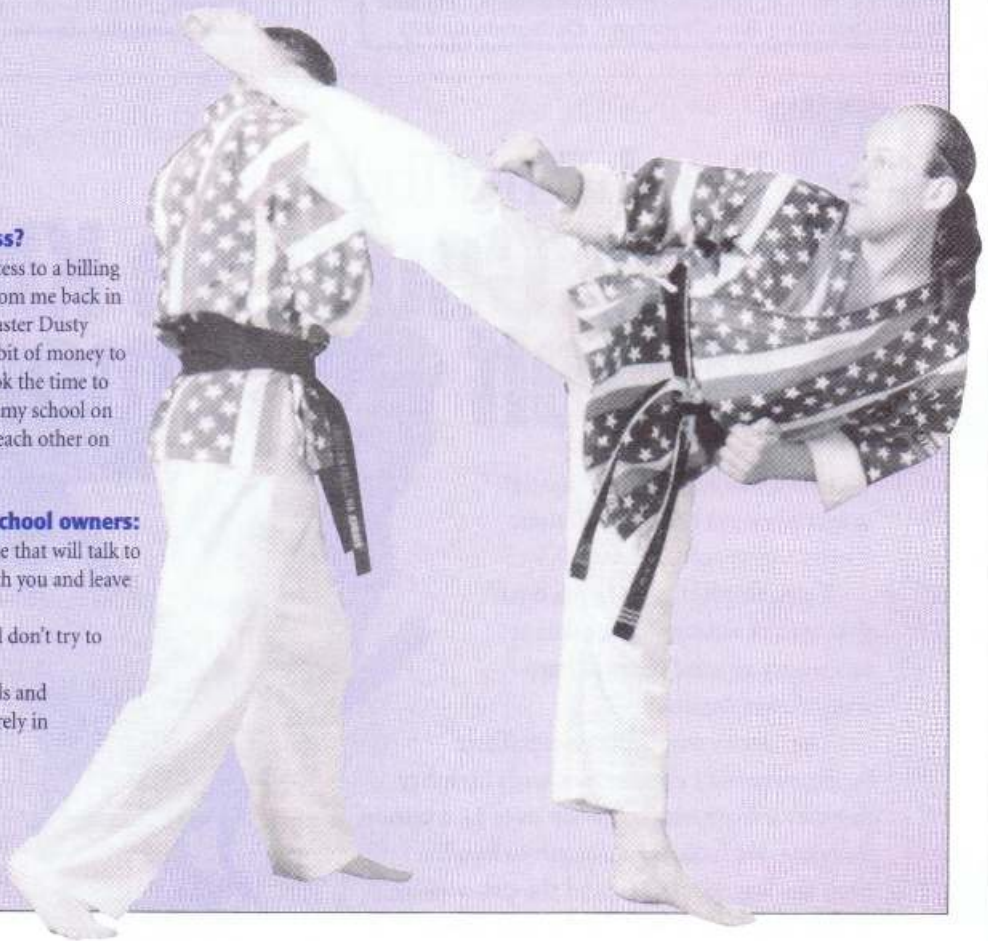
Salary:
1991 — $6,000
1992 — $24,000
1993 — $32,000
1994 — $41,000
1995 — $63,000
1996 — $74,000
1997 — $88,000

To what do I owe your success?

Believe it or not, I owe my success to a billing company which stole $8,000 from me back in 1992. It was then that I met Master Dusty Everson (who also lost quite a bit of money to this same company). Dusty took the time to meet with me and help me get my school on the right track. We still talk to each other on a weekly basis.

Recommendations to other school owners:

1. Networking! Listen to anyone that will talk to you. Take the good ideas with you and leave the bad ones.
2. Keep your overhead low, and don't try to expand until you are ready!
3. Enjoy your family and friends and don't immerse yourself entirely in the business.
4. Start saving for retirement today!
5. Have fun!





COMBAT HAPKIDO!

ATTENTION INSTRUCTORS!

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

JOIN THE INTERNATIONAL COMBAT HAPKIDO FEDERATION™!

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

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

VIDEO LIBRARY!

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

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

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

FAIR FINANCIAL
Since 1934

Serving the Fitness Industry
Sales and Service

- Our Immediate Cash Flow System™ Enables You To Sell Contracts And Generate CASH
- Your Portfolio Is Managed By A Staff Of Service Professionals
- Complete Management Reports
- Electronic Payment Programs
- Optional Front Desk Check-In Software

For More Details On How
FAIR FINANCIAL SERVICES
Can Help You Meet Your Immediate Cash Flow Needs
Contact Larry Gopp
1-800-877-0462.
www.fairfinance.com

JONES SPORTSWEAR COMPANY INC.

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



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

JERZEES
FRUIT of the LOOM

Our Products Are Of The Highest Quality With Very Competitive Pricing

CALL NOW FOR FURTHER INFORMATION & PRICING



Joe Lewis • Jerry Beasley • Bill Wallace

Karate College XI

World's Greatest Martial Arts Summer Camp

All arts, all styles, everyone welcome
June 26-28, Radford University (VA)
Special Guest:
Herb Perez • Renzo Gracie
For free brochure write: Karate College XI, P.O. Box 402 Christiansburg, VA 24068

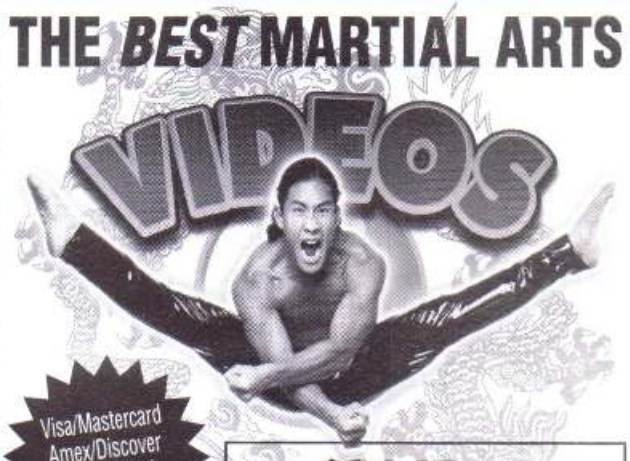
JFK/JKD National Training Conference

JEET KUNE DO JFK/JKD JUN FAN KICK BOXING

To certify instructors of JFK/JKD
June 26-28, Radford University
(Radford, Virginia)

Free brochure: Dr. Jerry Beasley, JFK/JKD
P.O. Box 402, Christiansburg, VA 24068

THE *BEST* MARTIAL ARTS VIDEOS



Visa/Mastercard
Amex/Discover
& Diners Club
Accepted

$24.95 each
$4.95 S&H for 1st tape - $3 each additional tape - Add $30 overseas deliveries

JIMMY PHAM
Jimmy Pham teaches you his secrets on performing the ultimate kicks, which earned him the #1 ranking in Weapons and musical form.
Also: *Check out Jimmy's 2 NEW Kama videos!*

MICHAEL CHATURANTABUT
Michael will teach you explosive kicks and strengthening exercise for the martial artist of all levels.

JOHN VALERA
John Valera will teach you explosive kicking combinations plus stamina and power training to reach new heights.

DAVID DOUGLAS
David Douglas shows you how to do it all! 540's, 720's, Butterfly twists & everything in-between.

GARRY WAUGH
Gary Waugh will teach you powerful striking combos & complicated hand rolls that have made him a National leading authority on Bo Staff.

THE BEST OF:
All footage '94 to'97 national / international
1. Tournament Fighting.....90min
2. Tournament Forms & Weapons.....2hrs
3. Tournament Demonstrations...2hrs

$15.00 ea. or all 3 for $29.99 + S&H

CALL for Free Catalog Packed w/ 100's of Premium Martial Arts Videos!

Black & Blue Productions
The Masters of Sport Video

6354 Arlington Road
Jacksonville, Fl. - 32211
1-800-711-9403

Martial Arts Group Inc.

We Endorse Martial Arts School Insurance

$2,000,000 LIABILITY

"A" Rated INSURANCE COMPANY
Insurance Plan Offered By Midland Insurance Group, Inc.

$10,000 Medical Included

Bonus
Studios with 50 or more students pay only .75 per student per month or less. 90 or more only .67 or less.



Don't let the axe fall on your school! Get insured now.

Most Members Pay
three easy installments of
$130.00
$390.00 Minimum Premium

Insurance for
- Liability
- Medical
- Contents
- Tournament

INSURANCE

Monthly payment plans also available

Instant coverage right over the phone
Pick the payment plan that's best for you

More benefits than any other membership, at far less cost!
Instant quotes

Call Now
For more information or to get insured over the phone

1-800-207-6603
5738 15 Mile Road-Sterling Heights MI 48310

When you become a member, your students automatically become eligible for discounts on nationally recognized:
CAR RENTALS - HOTELS - MOTELS

Visit our web site
http://www.martialartsgroup.com



EXECUTIVE DECISIONS

managing for success

by Rob Colasanti

The 1-2-3 Combination That Always Scores a Knock-out

It's interesting to talk to blackbelts across the country and find out just how, or why, they got into the martial arts school business. I often inquire as to what made them select teaching as their profession of choice. As you'll read, they report a number of different reasons. Here are some of the more common cases.

"...having a clear-cut vision as to where you'd eventually like to take your school is just as important as having a good jab."

Case #1–Passion

Most often, a blackbelt becomes a school owner because he has a true passion for the arts. Owning a school will allow him to continue doing what he loves to do most. He plans, saves his money and then he opens his school.

Case #2–Orphaned

Other blackbelts open schools when they get disconnected from their instructor somewhere along the way.

Case #3–Inheritance

Sometimes a blackbelt will become an owner when the school's main instructor retires or expires.

Case #4–Expansion

A blackbelt can become an owner when the school's main instructor expands into multiple locations.

Case #5–Income

Sometimes the school is simply a second income for someone. They work their, "real job" during the day, and then get to teach martial arts at night for some extra income and the satisfaction of staying involved in the arts.

Case #6–Transfer

Many blackbelts open schools after they build a following from teaching at local community centers, YMCA's, health clubs, churches, etc. An effective strategy, they accumulate students in each of these branch programs and then transfer them to one central location. Their large student base enables them to maintain a school and teach full-time.

Clearly, our industry is comprised of a diverse bunch of professionals that opened schools for a variety of different reasons. Regardless of how you ended up in the business, you have one thing in common with everybody else. Now that you own a martial arts school, which is also a business, it's up to you to make it successful!

Here's a simple 1-2-3 combination that will help you reach your goals and achieve peak performance in the very unique business that you've chosen.

1. Create A Vision (The Jab):

Many great fighters have claimed that the jab is the most important punch. It allows one to bridge-the-gap and set up other, more powerful techniques. As a school owner, having a clear-cut vision as to where you'd eventually like to take your school is just as important as having a good jab. It is, indeed, the critical first step towards success.

Furthermore, your vision will help you to create a defined set of goals. Write these goals down and review them regularly. They will add meaning to your actions and give you direction. Just remember that all great achievements begin with a vision and a specific set of goals. What are yours?

2. Seek Education (The Reverse Punch)

Think of education as being the reverse punch in our 1-2-3 combination example. In other words, once you have a vision as to where you'd like to take your school, you'll then need education to provide you with the tools to make it happen.

This kind of "industry specific" education will thrust your school light-years into the future. You simply have to be willing to try new ideas and make use of the plentiful information that exists all around you.

3. Follow-Through On Your Ideas (The Hook):

You've stunned the opponent with your jab and staggered him with your reverse punch. Now it's time to knock him out with your hook! In business, this means following-through on the many ideas that education provides. It's just as important as coming back with the hook after throwing a reverse punch.

Once education teaches you what to do, then you simply have to do it! Take action on your ideas, and finish what you've started. You've got to complete the job in order to be successful. Otherwise, your education becomes wasted knowledge and your vision can't happen. Without a doubt, follow-through is the "punch" that really makes the difference when trying to make your vision come true.

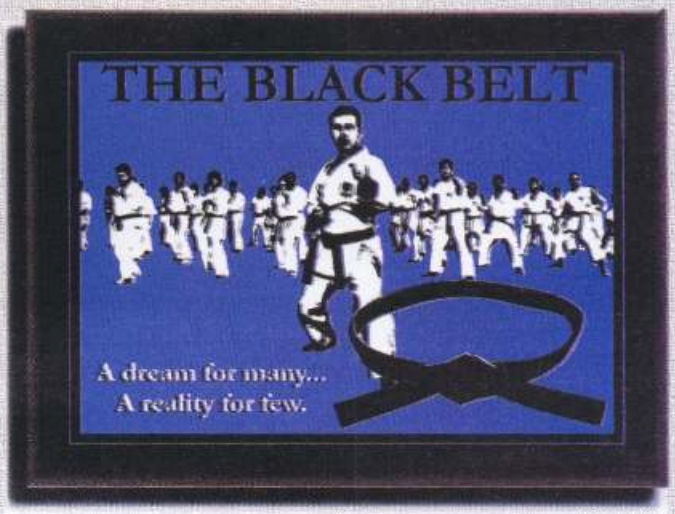
In conclusion, it doesn't matter how you ended up owning a school. The point is that you do. Now it's your responsibility to make the most of it. So remember to use your 1-2-3 punch combination as you fight your way to the top and turn your vision into a reality. ■

Rob Colasanti is a 3rd-degree black belt and, as Vice President for NAPMA, 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." Rob will be presenting, "Break Out—How To Take Your School to The Next Level" at the Martial Arts Professional Magazine Convention.

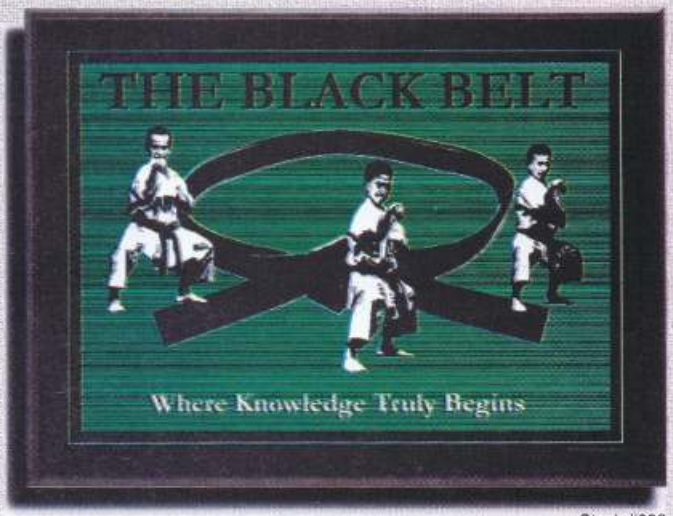
Motivational Graphics, Inc. is proud to present

THE BLACK BELT SERIES™

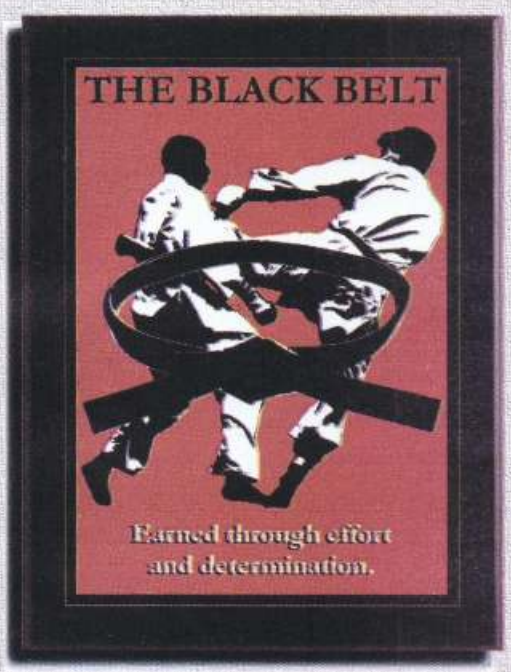
Martial Arts Posters That Will Provide Your School With the Professional Look That It Truly Deserves!



Stock #001



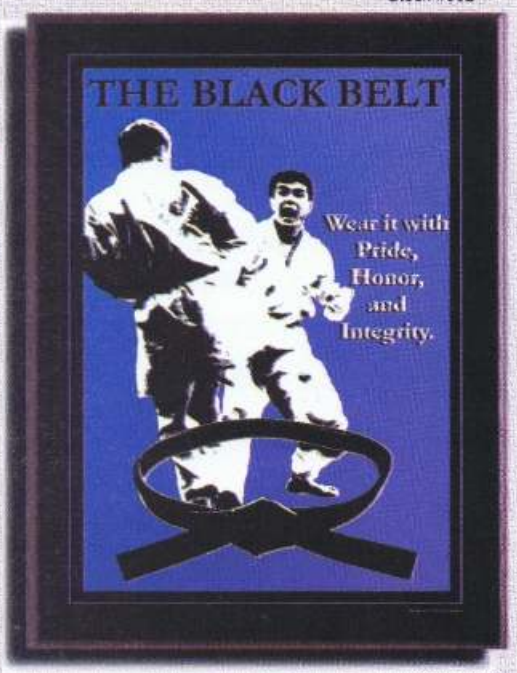
Stock #002



Stock #003

Use these great looking 18x24 graphics for:

- Enhancing profits in your school's retail center
- Rewarding students for referrals
- Special achievement awards
- Black Belt Club membership
- Motivational visuals to display and discuss with students



Stock #004

Unframed

1-5 ..... $19.95 ea. + $4 S&H
6-10 ... $16.95 ea. + $6 S&H
11+ .... $13.95 ea. + call for S&H

Suggested retail $24.95

Mounted and Framed

$59.95 ea. + $10 S&H

Suggested retail $74.95

ORDER TOLL FREE:

(800) 546-0924

Fax your order to:

(800) 546-0925

Name _____

Address _____

_____

City _____

State _____

Zip _____

Phone # _____

Card # _____ Exp. Date _____ Signature _____

Qty	Stk#	Description	Price	Total

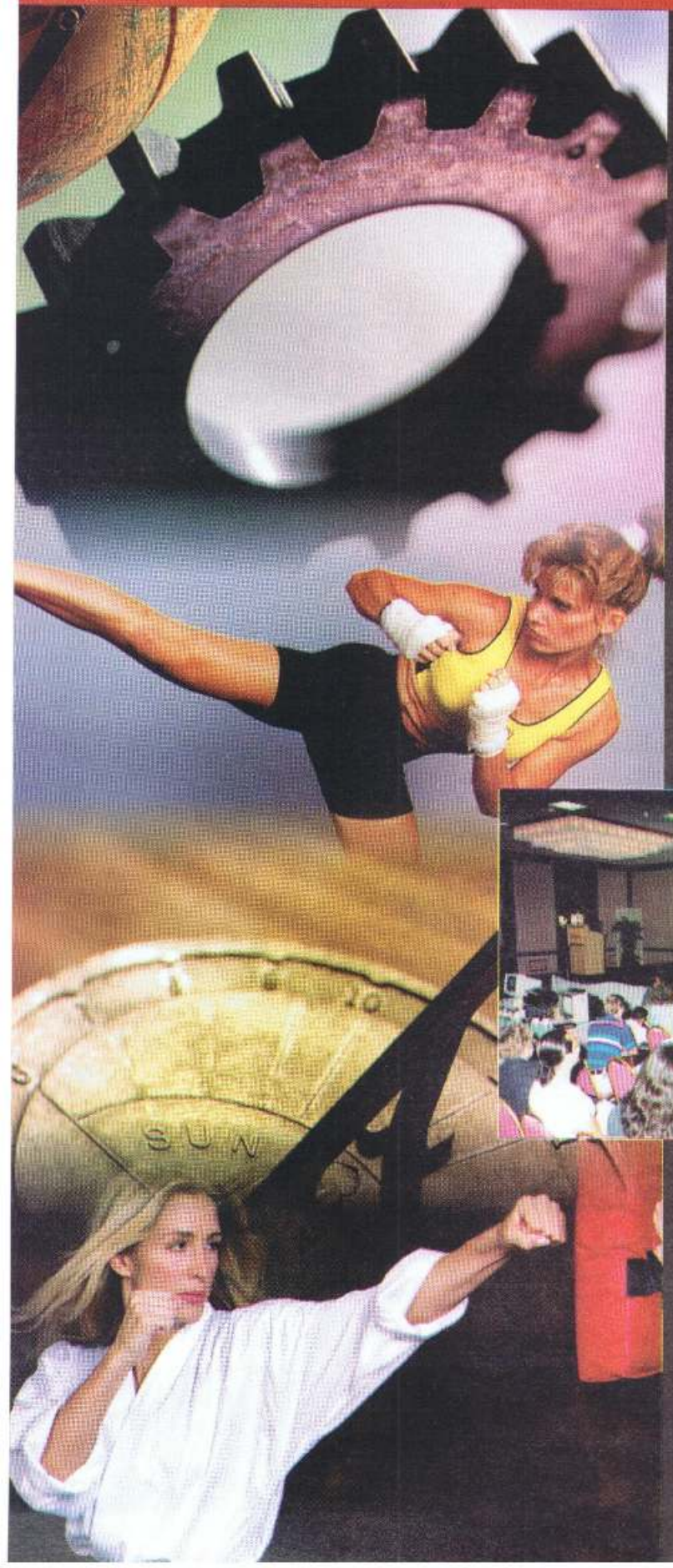
Make checks payable to:

Motivational Graphics, Inc.
#192
PO Box 1009
Oradell, NJ 07649

Subtotal	
6% tax (NJ)	
Shipping	
Total Due	

o Check o Money Order
o Visa o Mastercard

The Martial Arts Professional Convention



The MAPro Convention

The Dawn of a New Era



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

12 REASONS WHY YOU CAN'T MISS THIS GROUND-BREAKING CONVENTION:

1. Your choice of the most unique and previously uncovered programs ever presented.

2. A carefully chosen faculty of internationally-renowned researchers, successful martial artists, and lecturers along with fitness and teaching experts.

3. An open forum with Board members of the American Council on Martial Arts (ACMA). This provides the perfect opportunity to get your specific teaching, fitness and martial arts curriculum questions answered by the experts.

4. Brand new drills and skills classes to give you specific material to make your classes more exciting!

5. Unique three-hour roundtable discussions allowing you to interact with other school owners and instructors who share your situation.



6. Martial Arts Expo and Showcase where you can see, try and buy the latest equipment, services and products to use with your students and to improve your business.

7. Outstanding and all-too-rare networking and socializing opportunities where you'll learn from your peers as well as the presenters.

8. Morning and afternoon workouts and beach runs.

9. Enjoy a beautiful sunset at our Friday night beachside reception, with tasty treats and your favorite beverage.

10. Exciting and fun Saturday night banquet, followed by a huge celebration with a live band and a special Casino Night with proceeds to benefit Project Action.

11. A great location that's within driving distance of Disney, MGM, Busch Gardens, and too many more attractions to list.

12. The excitement of knowing you are experiencing history by participating in the most cutting-edge martial arts event ever. Exactly what you'd expect in quality and education from *Martial Arts Professional* Magazine.

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.

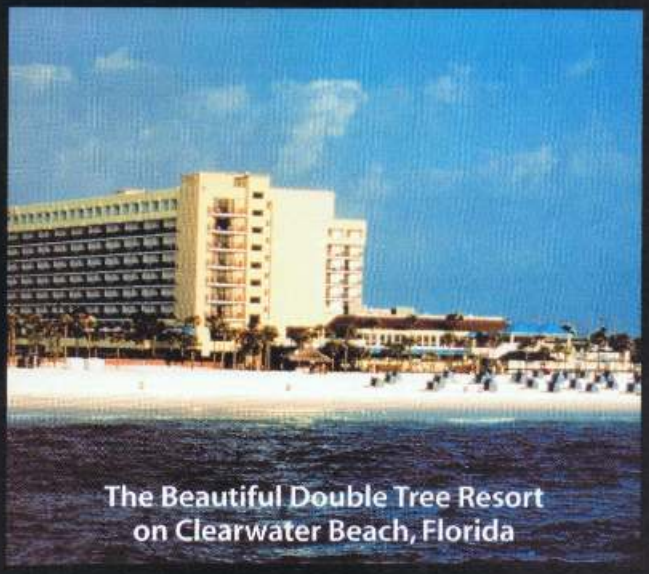
Instructor: Scot Conway
ACMA Board Member
Attorney at Law
Black Belt School Owner
Scot is a black belt school owner and attorney who specializes in Consulting Defensive Law (avoiding problems rather than post-problem litigation). Scot, who holds black belts in several styles, is also the director of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

The Martial Arts Professional Convention



The Beautiful Double Tree Resort on Clearwater Beach, Florida

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

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

Who should attend?

The Martial Arts Professional Convention has been designed for all:

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

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

Register today by calling 800-973-6734

Special Hotel Rates (Only $110 per night. Must mention MAPro Convention) For Reservations call 800-753-3954.

mapro convention registration form

Registration Information

Name _____

School Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

Payment Information:

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

Register by April 30, 1998 and Save $50.00

	Early Bird (by 4/30)	Regular After 4/30	On-Site
NAPMA Members	$149	$199	$219
Non-Members	$199	$249	$269

Check/Money Order # _____

❑ Please charge my: ❑ VISA ❑ MasterCard ❑ Discover

Acct. # _____

Exp. Date _____

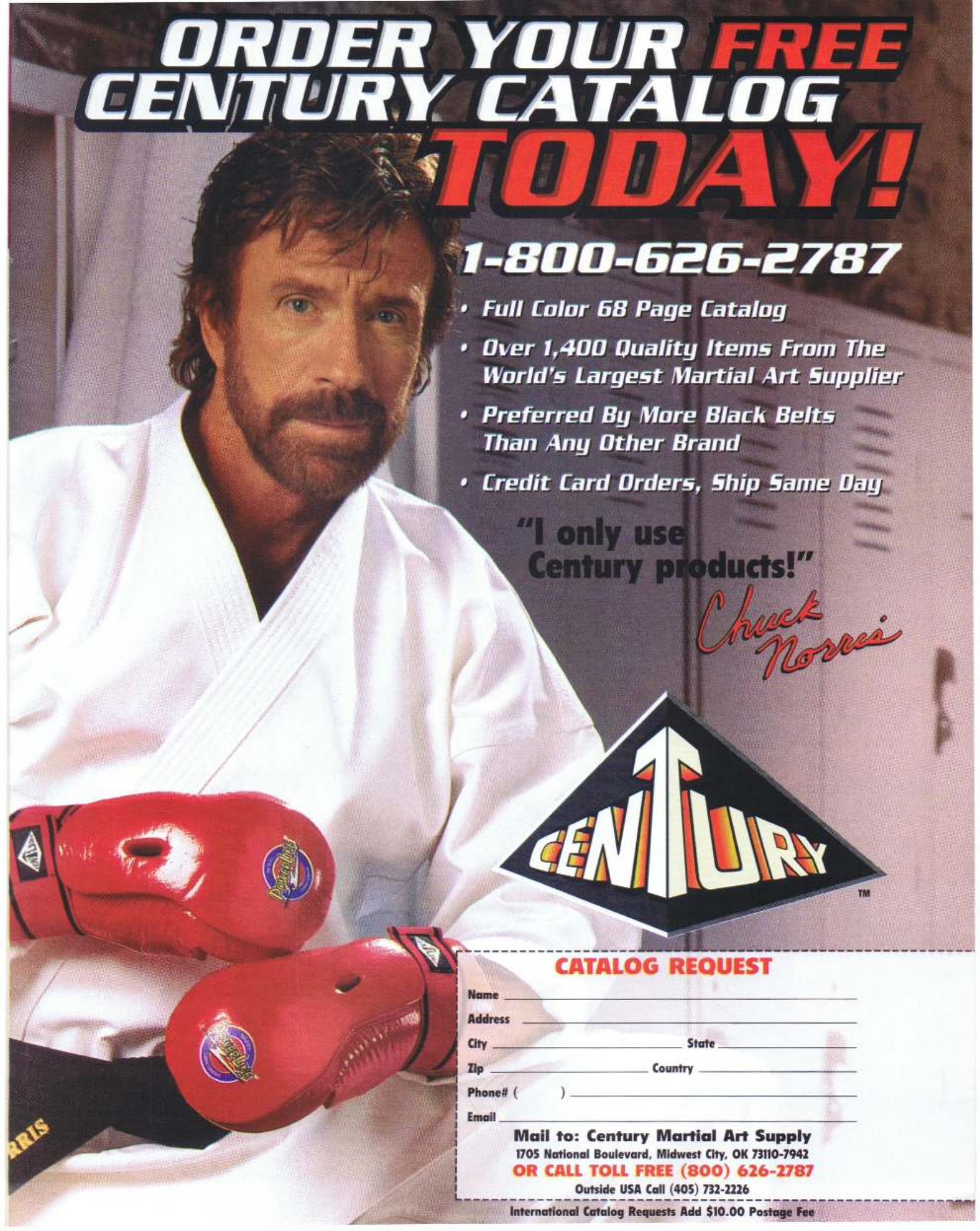
Cardholder's Name (please print) _____

Cardholder's Signature _____

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

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

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


ORDER YOUR FREE
CENTURY CATALOG
TODAY!
1-800-626-2787
• Full Color 68 Page Catalog
• Over 1,400 Quality Items From The World's Largest Martial Art Supplier
• Preferred By More Black Belts Than Any Other Brand
• Credit Card Orders, Ship Same Day
"I only use Century products!"
Chuck Norris
CENTURY
TM
CATALOG REQUEST
Name
Address
City
State
Zip
Country
Phone# ( )
Email
Mail to: Century Martial Art Supply
1705 National Boulevard, Midwest City, OK 73110-7942
OR CALL TOLL FREE (800) 626-2787
Outside USA Call (405) 732-2226
International Catalog Requests Add $10.00 Postage Fee

Wholesale and Retail pricing available.

AWMA®
Asian World Of Martial Arts, Inc.

800-345-AWMA
Dept. MAP97

http://www.awma.com

KEEPS YOU GEARED UP!



ProForce® Cotton/Poly 6oz. Karate Uniforms

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

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

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

AWMA® accepts all major credit cards.

LIGHTNING by PROFORCE



Striped Lightning by ProForce®
Headguard
Punches
Kicks

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

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

NEW!!



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

Black ProForce® Sports Bra
Small to X-Large

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

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



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

White ProForce® Sports Bra
Small to X-Large

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

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

Adidas® Sneakers
Sizes Jr. 12 to Adult 13





EVERLAST

©1997 AWMA, Inc.

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



FREE CATALOG!!

Call 800-345-AWMA

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