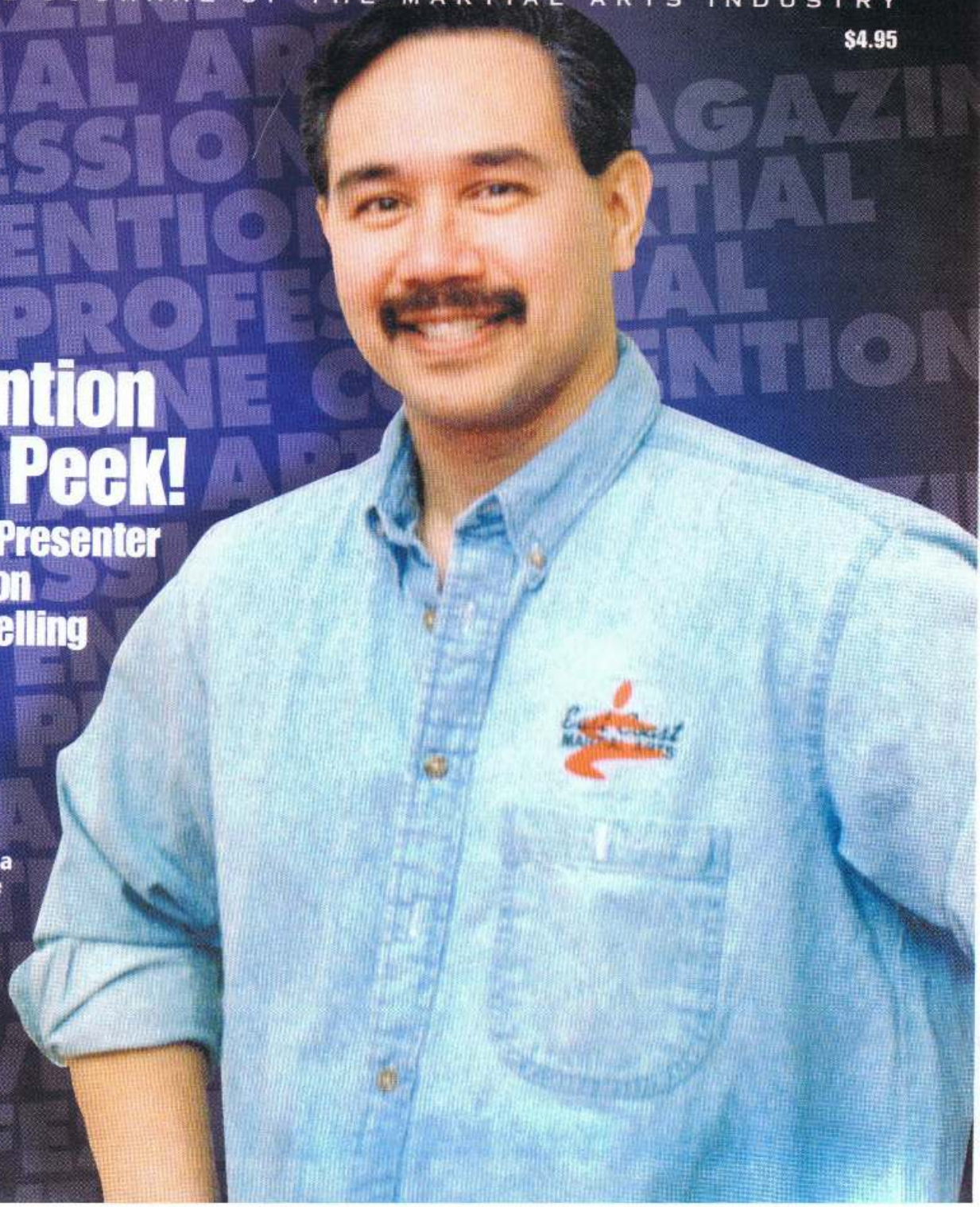
New Martial Arts Children's Show • Century Backs Norris Event • Design Expert to Speak at Convention

Martial Arts PROFESSIONAL

THE TRADE JOURNAL OF THE MARTIAL ARTS INDUSTRY

June 1998

$4.95



MAPro Convention Sneak Peek!

Convention Presenter Tommy Lee on Black Belt Selling

Plus:

How to Deal With a Demanding Parent

ACMA—Developing a Universal Reference for Teaching

Staff Training Tips

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*

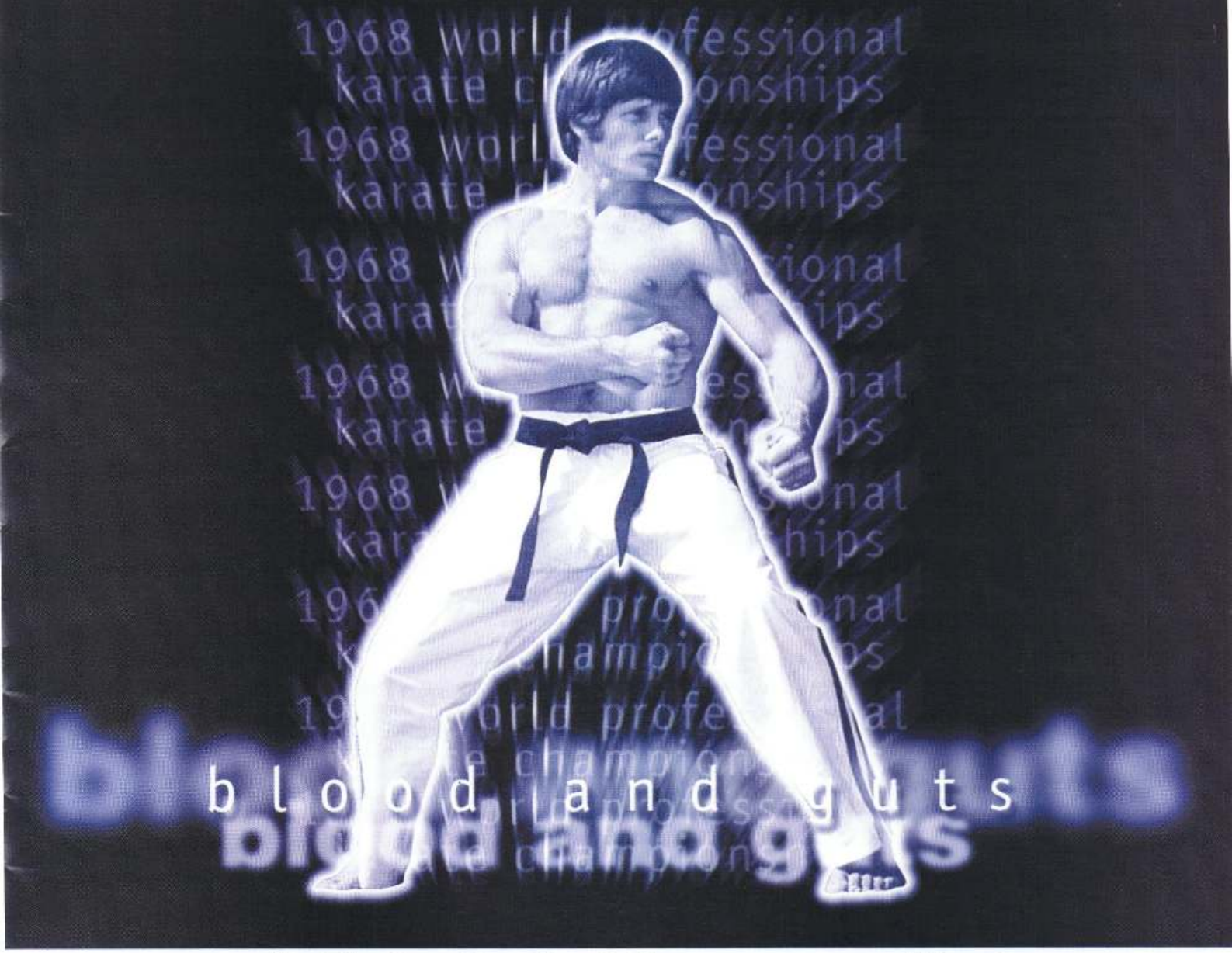
Call now and ask for our FREE video

EasyPay™
IFC Tuition Services

800-852-4005

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

Six of the top fighters in a hard contact, bare knuckle, karate championship that defined the blood and guts era. And nobody's seen it for 30 years. Until now!



available for the first time ever on video!

1968 world professional karate championships

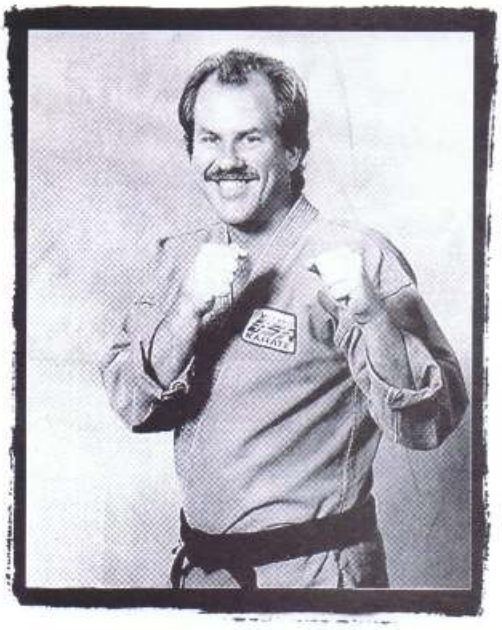
Full color professionally shot television production hosted by its producer Jim Harrison. Fighters include: Joe Lewis, Pat Burleson, David Moon, Skipper Mullins, Fred Wren, and Bob Wall. With referees Robert Trias, Allen Steen, and Louis Angel. Remastered with special retrospective commentary by Joe Lewis, hosted by John Graden.

only $29.95 call 800-973-6734 to order your copy today

JIM HARRISON ORIGINAL PRODUCER | JOHN GRADEN RETROSPECTIVE HOST | JOE LEWIS RETROSPECTIVE COMMENTARY | MARK GRADEN DIRECTOR OF REMASTERING | MAPRO PRODUCTIONS

AS I SEE IT

letter from the editor



A Universal Teaching Reference

I took my first karate class on February 12, 1974, shortly after seeing the classic kung-fu film, "The Five Fingers of Death." It was clear to me, from the beginning, that the relationship between the martial arts instructor and his student was different from most student-instructor relationships. The relationship was more military-like in nature than educational, such as the relationship a student has with a professor at college.

Through the years the martial arts relationship of the student to his instructor has been perceived and portrayed in the media as one of absolute subordination by the student. The "all-knowing" instructor had free reign to use any methods, no matter how brutal, to enlighten his pupil, whose only job was to submit without question. The master's pontification on the philosophies of the martial way often seemed to be accentuated with some method of inflicting pain or punishment.

The great Bruce Lee, in 1973's "Enter the Dragon," demonstrated this when he slaps a young student on the head and admonishes him to "Don't think. . . your opponent." In the following decade, virtually all of Jackie Chan's films included scenes of him submitting to outlandish and tortuous (and often, hilarious) training at the hands of his "Master".

In 1985, *The Karate Kid* took a different approach. Rather than the super-human and brutal master, Mr. Miyagi was portrayed as a caring, compassionate instructor. The message connected on an emotional level with parents who recognized that martial arts could be an excellent supplement to their children's education. Schools, whose clientele had been almost exclusively adult, were inundated with children. This dramatically changed the nature of the profession. Instructors quickly discovered that the harsh military-like teaching style they had been raised with as students, was often ineffective and inappropriate for the new young student.

Instructors, seeking to stem the tide of drop-outs, turned to each other for help in creating a classroom that would motivate children to stay in the martial arts. The criteria for being a good instructor went from high *quality* of student to high *quantity* of students.

Any teaching method or gimmick that might result in higher retention was considered valid. This was a classic case of the ends justifying the means. Rather than doing what is right to move a student closer to being a competent black belt, schools began pushing students through the belt ranks regardless of competence.

The result has been a significant drop in the quality of the black belt. Instructors often placed the intangible goal of building a child's self-esteem ahead of the technical requirements of the rank. This "sidewalk psychology" placed the student's feelings in front of the student's performance.

The result is an incredibly fragmented, hodge-podge of teaching methods that ranged from ignorantly brutal to so sterile as to resemble a pop-psychology seminar more than a self-defense class.

This created a vast inconsistency in the methods between the more traditional "old-school" instructors, who tended to stick closer to technical criteria to judge a student, and the new-school instructors, who tended to favor effort over technical performance. In the end, the combination of both schools seems to be the most effective.

Our goal with the American Council on Martial Arts (ACMA) is to establish a universal reference for instructors to use as a foundation for the presentation of their particular style. Rather than hand-me-down teaching, instructors will have a clear understanding of how to motivate, educate and stimulate learning in our students, regardless of their age and regardless of the style being taught.

While many schools have come a long way since the release of "Five Fingers of Death," too many others are still teaching classes with bamboo sticks to smack the students for a mistake. Just as many, it seems, have distanced themselves so far from "violent" aspects of self-defense as to hardly resemble a martial arts school so much as a motivational day-care center.

The ACMA, conversely, will favor high-technical qualities presented in a professional manner. This program will debut at our convention in June with a video presentation and an open forum with the ACMA board members. We hope you make plans to attend.



JOHN GRADEN
Editor-in-Chief

Vol. 3, No. 6

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
Brian Tracy
Melvin Grant

Marketing Director
Rob Colasanti

Layout and Design
Scott Kelby

West Coast Photographer
Ed Ikuta

East Coast Photographer
Charles Hodges

About the Cover
MAPro Convention presenter Tommy Lee. Photo by Dr. George Linhardt.

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

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

TABLE OF CONTENTS

news and reviews

Letters to the Editor
Bedard continues to receive feedback, and ACMA receives more support.
Page 6

Industry Update
Breaking convention information; Century backs Norris event; Reporter injured in martial arts reality story, and more.
Page 7

columns

As I See It
A Universal Teaching Reference
In today's fragmented industry, one teacher will hit a student with a stick for a mistake while another will avoid any contact for fear of "traumatizing" the student. The ACMA seeks to provide a universal teaching reference to help instructors develop an effective balance for their situation.
Page 4

Executive Decisions
Do Your Students Know You Care?
Rob Colasanti outlines how important it is to let your students know you care about them and provides four ideas for doing so.
Page 32

Good Question!
What Do I Do With a Pushy Parent?
ACMA Board-Member Don Korzekwa helps an instructor faced with an impatient parent who wants his child to advance faster than he may be able to.
Page 32

Master's Degree
Treating Your Staff As You Would Your Students
Tom Callos says we have to be careful that we are as patient with our staff as we are with our students.
Page 24

feature

Black Belt Selling
Annapolis, Virginia's Tommy Lee has a background in health-club sales and a love of the martial arts that's created a solid foundation for his five-school operation.
Page 12

LETTERS TO THE EDITOR

feedback from our readers



Supports the ACMA Concept

I've just received your April '98 issue of *MAPro* magazine and, as always, am very delighted with its content. I have always considered myself a "professional" martial artist, having been involved for nearly 25 years and teaching full-time now for about 14 years. This type of magazine and forum was way overdue.

A couple of comments on your editorial ("What Is the ACMA and What Is It NOT?"), if I may. I very much agree that being a black belt does not make one an instant instructor. I personally "groom" my seniors to help them learn how to effectively teach and, even then, they must teach for a period of one year under the direct supervision of an instructor before getting their instructor's rating. Aside from that, they must have basic First Aid and CPR training and it is highly recommended that they take an Athletic First Aid/therapy course to increase their knowledge of human anatomy, sports injuries, etc.

I'm firmly in agreement with the idea of the ACMA (American Council on Martial Arts) regarding martial arts instruction. I have a Bachelor of Physical Education diploma, Level II Athletic First Aid, Emergency Medical Technician, and other ratings that I feel have greatly improved my ability to be a competent instructor.

I also feel that an organization such as NAPMA (National Association of Professional Martial Artists) can be a very useful resource for club owners. However, as a Canadian, it is out of reach for most clubs to take advantage of because of the poor exchange rate on the Canadian dollar.

Keep up the good work and I look forward to your next issue.

MIKE McGUIRE
Head Instructor
Central Alberta Martial Arts Association

All Karate Styles are Mixtures

In response to Jeff Bedard (Feb. '98 *MAPro*): In his lecture about successful martial arts, he is forgetting one thing about the mixing of styles to make an Americanized style. For one, karate is not an original art in itself. It was composed of traditional Japanese fighting systems mixed with a traditional Chinese kung-fu Chinese system that existed hundreds of years before karate was even thought of.

The whole thing about having to pass some test, join some team, and participate in some national tournament is misguided. I'm sure the Shaolin monks would love to hear that they aren't any good unless they pass some karate test to get onto a team. I, for one, think that the test required to leave the temple was much harder.

dholder@swbell.net
via internet

Correcting an Ill-informed Traditionalist

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. And surely Mr. Bedard 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, yet who can defeat that champion.

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 old saying, "Biting the hand that feeds you," comes to mind.

What an ignorant statement he makes when he wrote that an instructor's diplomas are worthless unless they are part of an international karate association. Imagine my surprise to learn that my 5th-dan certificate presented to me by my instructor is worthless, and a product of deception by "the American Karate Master." I'm sure my instructor, Pat Burleson—with only 45 years of continuous training and teaching—will be disappointed to learn he is "practicing medicine without a license."

After all, Pat Burleson was the FIRST national karate champion in the U.S., who also fought in the FIRST professional karate tournament, presented by that "fake" American black belt, the great Jim Harrison. He also trained and competed with the likes of Bruce Lee and Jhoon Rhee just to name a few greats who Bedard apparently doesn't recognize, but probably couldn't carry their jockstraps. Last, Master Burleson is responsible for producing thousands of black belts and scores of martial art school owners, among them countless national and world champions.

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 artists; hard work, with the help of qualified instructors, produces great martial artists.

America should be a "martial *soup*". Suggesting otherwise implies one thinks one has no more to learn. 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, TX ■

INDUSTRY UPDATE

martial arts business news, people, and places

AMERICAN CHAMPION SIGNS ON TO PRODUCE CHILDREN'S MARTIAL ARTS TV PROGRAM

HAYWARD, CA—American Champion Entertainment Inc. (Nasdaq:ACEI) announced it has signed an agreement with San Jose Public Broadcast Station KTEH to produce 26 additional half-hour episodes and two one-hour specials of its acclaimed new children's television series, *Adventures With Kanga Roddy.*

Under the terms of the agreement, KTEH will pay American Champion $900,000 for the new episodes which are to be completed by May 31, 2000. KTEH is the co-producer of the show and KTEH has exclusive broadcast rights to distribute the program on Public Broadcast Service-affiliated stations nationwide.

Anthony K. Chan, American Champion's president and chief executive officer, said that, as a result of entering into this agreement, *Adventures With Kanga Roddy* will become available as a daily show by spring of 1999. He noted that the show had its national debut April 4, 1998 as a weekly program and expects it will soon reach more than 45 million households in major markets, including New York, Los Angeles, San Francisco/San Jose and Denver.

"The agreement for additional episodes is a major step forward for the show and for our company," said Chan. "It will provide greater national exposure and help make the Kanga Roddy character a household name, especially among children."

Starring Academy Award nominee Pat Morita of *Karate Kid* fame, Jennifer Montana and Karen Lott, the wives of football stars Joe Montana and Ronnie Lott, and an ethnically diverse cast of children, the show features a colorful 7-foot-tall kangaroo named "Kanga Roddy."

Using songs, dances and dazzling, non-violent martial arts, Kanga Roddy inspires and teaches children about values such as respect, compassion, humility and honesty. Joe Montana and Ronnie Lott are executive producers of the show, and Lott is a member of the board of directors.

"If quality content and production are the keys to a successful show, then I think 'Kanga Roddy' is going to be a success everywhere it runs," said Thomas E. Fanella, president of KTEH. "We can all feel that we have something unusual, creative and extraordinary on our hands."

"We are universally very excited," said Terrel Cass, chairman of New York-based Program Resources Group, and president of WLIW, the New York-based Public Broadcast affiliate. "The program's unique blend of superior production values, an appealing main character and the values most parents want their children to apprehend, make for a preschool children's program we are convinced will be effective and successful across the country."

American Champion Entertainment is also involved in licensing and merchandising rights related to the "Kanga Roddy" series, along with the development, production and marketing of various fitness tapes and workbooks.

In addition, the company operates five karate studios in California, under the name America's Best Karate Studios. ■

ACCLAIMED DESIGNER TO TEACH AD DESIGN AT CONVENTION



CLEARWATER BEACH, FL—Scott Kelby, Editor-in-Chief of *Mac Today* and *Photoshop User* magazines, will be presenting a one hour, full assembly workshop on, "How to Design a Successful Ad" at the *Martial Arts Professional* Magazine Convention, June 13 in Clearwater Beach, FL.

Kelby, one of the nation's most acclaimed designers, is the art director for The National Association of Professional Martial Arts (NAPMA). His martial arts ads are widely recognized as the most effective and cutting edge in the industry.

Scott will build an ad from scratch on a large screen in addition to discussing common errors he's witnessed in the marketing of martial arts instruction and how to correct them. Scott's presentation will be at 10:15 a.m. on Sunday June 14th in the main auditorium at the Clearwater Beach DoubleTree Resort. ■

Save money on the MAPro Convention! The early-bird discount rate of $149 for NAPMA members and $199 for non-NAPMA members expires May 31. Register now by calling 800-973-6734.

INDUSTRY UPDATE

martial arts business news, people, and places

REPORTER INJURED IN MARTIAL ARTS REALITY STORY

TAMPA, FL—It was supposed to be a news story that would help viewers of Channel 10, the local CBS affiliate, determine whether self-defense courses really work. But the venture backfired, according to the *St. Petersburg Times*, when the female reporter was injured in the process.

Alita Haytayan was told she would be attacked, without warning, in the near future and would have to defend herself. After the first attack, she would enroll in a self-defense course. She would then be attacked again later, to determine how her new self-defense skills stood up.

But the situation backfired when the fill-in anchor was hurt in the final attack, suffering an arm injury that may require surgery. The station, consequently, has not aired the story.

"My only concern now is to get better and get my arm to a hundred percent," said Haytayan, who confirmed she had participated in the story and was injured, but would not discuss details. "I'm just hoping I get better soon." ■

QUOTABLE

"[Mike] Tyson-promoter Don King tried to intimidate [Evander] Holyfield on the subject of survival. King claimed a 106-year-old martial arts master has informed him that Tyson possesses 'double-shock power' that adds torque to the impact of Tyson's punches with such organs as the kidney, liver, spleen and heart." ■

CENTURY STEPS UP SPONSORSHIP OF EVENT

CHICAGO, IL—Century Martial Arts, Inc. is now the lead sponsor of the newly-titled "Century Incorporated and Kick Drugs Out Of America Presents Chuck Norris Martial Arts Expo '98."

Said producer Scott Kifer, "Century has donated $15,000 and thousands more in goods and services to KDOOA through Martial Arts Expo '98 and we're thrilled to have Century, the world largest and best known martial arts supplier, join us in our efforts to help KDOOA. Century has been helping its spokesperson, Chuck Norris, and his KDOOA foundation for years. Through this effort they're pushing themselves towards the top of single-corporate contributors."

Century will be presenting a check for $15,000 to Norris on stage at the Tribute to Chuck Norris Celebrity Banquet on Saturday, July 18, at the Ramada Congress Hotel in Chicago. The evening will include a Celebrity Auction, a Tribute Banquet, with live entertainment and music.

Tickets are $150 per plate or $1,300 per table of ten, with a backstage party pass free with every table purchased. All proceeds will benefit Kick Drugs Out Of America. For more information, call (630) 665-8322. ■

PHONY INSTRUCTOR GETS ONE-YEAR JAIL SENTENCE

CORNWALL, ENGLAND—Richard Millin, 33, a phony martial arts instructor who taught children after learning the art himself from books and a video, was exposed and sentenced to 12 months in jail here.

Millin taught karate here for four years before a parent became suspicious at the high level of injuries in his classes and checked his credentials. He had none.

Prosecutor Iain Leadbetter told the court that Millin made a variety of extravagant claims, but always used the excuse of illness to avoid any physical activity. According to Leadbetter, Millin said he was a 4th-dan, held the British tile-breaking record, had been a British karate champion, a member of the British Olympic Team and a European medal winner. "In reality, he had no qualifications whatsoever," the prosecutor said.

Exeter Crown Court was informed that Millin had made more than 14,000 pounds (approximately $22,000 U.S.) from charging parents for lessons, belts and certificates he forged or photocopied. Some of his pupils, who were aged between 10 and 15, were devastated when they learned their belt-ranks were worthless. In England, where the martial arts is government-regulated, none of Millin's rank awards have any value and are not recognized within the martial arts.

Millin admitted nine counts of obtaining money by deception and one of forgery; he pleaded for 65 additional counts to be dropped. In sentencing him, Judge Graham Neville said, "You betrayed so many people. It is not the money, but the emotional betrayal and hurt you caused so many perfectly decent people, particularly all the young ones, which makes it essential there is a visible penalty."

Millin ran a series of karate clubs in west Cornwall before starting at the Swanvale Youth Club in Falmouth, where he ran three classes a night. He charged both for lessons and belt tests. When his pupils moved to other classes, they discovered that what they had learned was almost worthless. They also found there was much less physical contact and fewer injuries at proper classes.

A trial witness for Millin said he had a genuine interest in the martial arts and had raised money for charity with demonstrations of tile-breaking. He said many children had benefited from his classes, but Millin now felt so guilty about what he did that he was suicidal and was receiving in-patient treatment at a psychiatric hospital. ■

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

MARTIAL ARTIST/ ENTREPRENEUR PENS "BUSINESS BLACK BELT"

MOUNTAIN VIEW, CA—For the past 11 years, Burke Franklin has trained in karate and simultaneously worked with expert consultants, other entrepreneurs and business owners to put their best ideas to work in their constant search for better ways to start, build and run a business.

Today, Franklin is a 2nd dan and the founder and president of JIAN (pronounced "jee' on," an ancient word meaning the master of every art), the software company that developed products like BizPlanBuilder (according to PC Data, "the world's best-selling business planning software), Employee ManualMaker and MarketingBuilder. 550,000 people have reportedly used JIAN's software to succeed in business.

Now he's written *Business Black Belt* to give others the benefit of his success. The book draws many useful parallels between business and the martial arts.

"I learned a lot about myself as a businessperson during my karate training, but you don't need to know karate to use these ideas immediately to improve your perspective and build profits," said Franklin. The black belt theme throughout leverages the martial arts training to build the character and confidence necessary to follow your instincts and experience to build a successful business... in the face of big companies', competitors' and others' sometimes questionable business practices.

"I wanted to give people some practical information they can use today, and every day. I'm in a unique situation—I've built a business that is about building businesses. I think 'Business Black Belt' reveals hundreds of concepts unlikely to appear in business-school textbooks, on the radar screens of big companies, or in proposals from most business consultants," he said.

Wrote one reviewer: "The chapters are short and focus on a specific topic. The style and appeal of *Business Black Belt* can be likened to 'What They Don't Teach You at Harvard Business School' by Mark MacCormack and 'How to Swim with the Sharks' by Harvey Mackay. Like MacCormack and Mackay, Franklin actually works in his business—not just observing them from the sidelines.'

In 1995, Burke was elected delegate to the White House Conference on Small Business held in Washington, D.C. In 1996, he was nominated for Ernst & Young's Entrepreneur of the Year Award. Also in 1996, Burke's company, JIAN, was nominated for the Arthur Andersen's "Best Business Practices" award.

Business Black Belt, 356 pages, hard cover, retails for $24.95 and is available through major booksellers. Select excerpts are available on JIAN's website: www.jian.com. ■

ANOTHER SEMINAR ADDED TO MAPRO CONVENTION



CLEARWATER BEACH, FL—Yet another presentation has been added to the burgeoning venues at the upcoming *Martial Arts Professional Convention* here on June 12-14th. Peter Hill will be teaching a mini-seminar in some basic lock drills, in-control techniques and counters to locks and controls, while imparting the principles and theories behind these highly-effective techniques.

He'll also teach when, and when not, to use them based on the legal, ethical and physical circumstances you or your students may encounter.

These drills are simple, easy to learn, and will give participants something to integrate into their programs immediately upon their return from the convention. ■

KEY VENDORS TO EXHIBIT AT MAPRO CONVENTION

Exhibitors already include: Asian World of Martial Arts • Century Martial Art • MACHO • Swain Mats • Shihan Martial Arts Supply • Joe Lewis Karate Systems • Pre-Paid Legal Services • AAC Billing • IFC Billing • Tommy Lee Videos • NAPMA • Int'l. Combat Hapkido • Nutritional Supplements • K & K Insurance • CPA Billing • Goshin Products and Patches • Peter Hill –Videos on Tai Chi • Zebra Mats • AAU • Project Action Foundation • Futrex Body Fat Analysis • Motivational Posters • Robert Ferguson Grappling • Kicksoft Software • Muscle Masters • Shim Shin Do and Partners • Rev Gear • Summit Rubber Products • Murria and Frick Insurance • Boxergenics • Koppes Magnetic Enterprises ■

EARLY-BIRD REGISTRATION EXTENDED

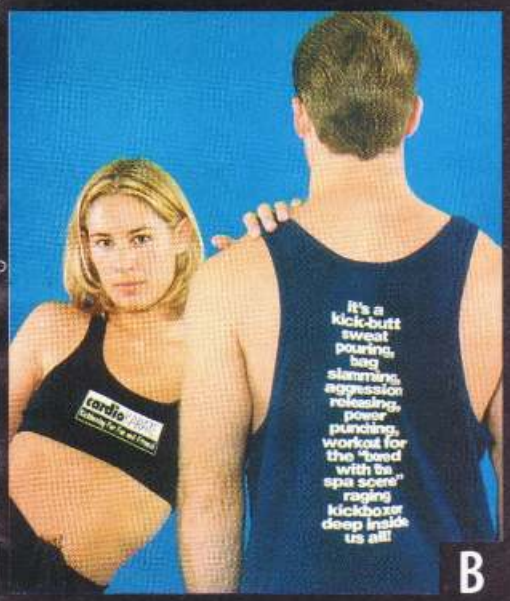
CLEARWATER BEACH,FL—Due to many requests regarding travel arrangements, the early-bird registration price for the *Martial Arts Professional* Magazine Convention has been extended to May 31, 1998.

Early-bird registration is $149 for NAPMA members and $199 for non-members.

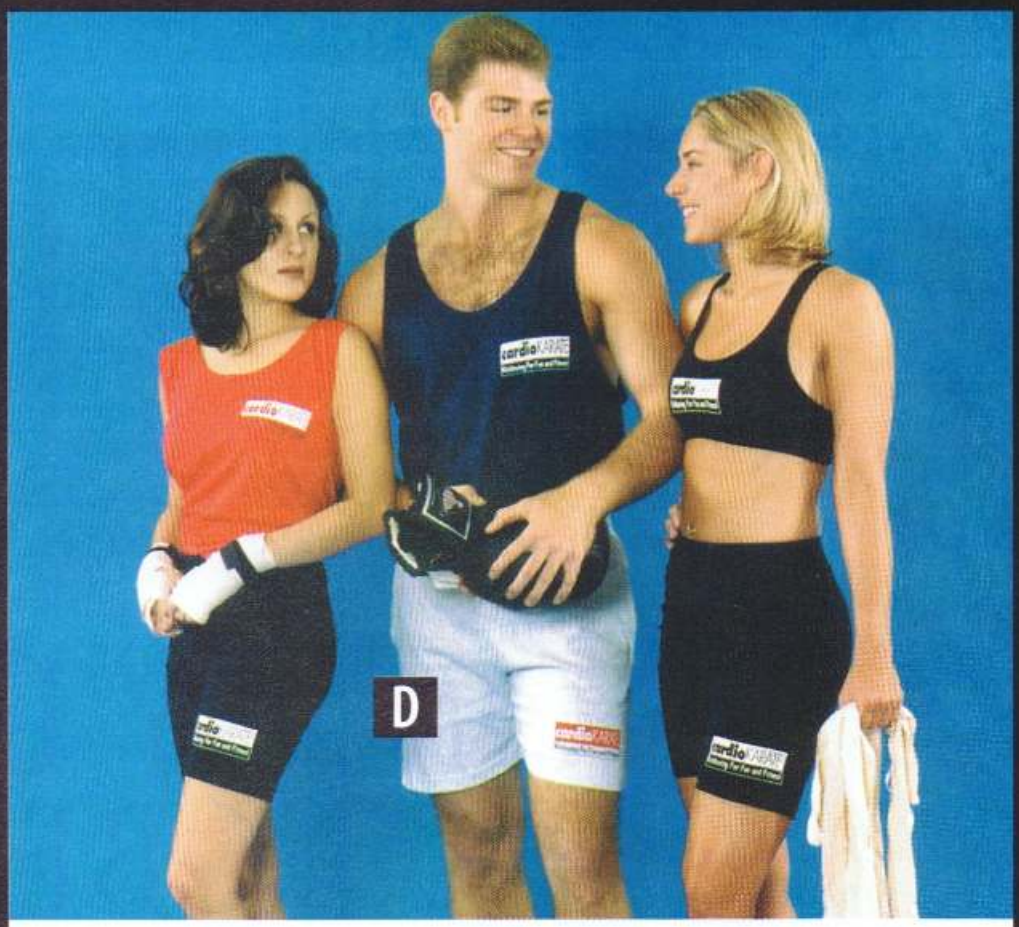
After that date, the registration increases to $199 and $249 respectively. As of presstime, there are only approximately 100 tickets remaining for the three day event. ■

Increase Your Retail Sales With Official Cardio Karate™ Gear









T-Shirts
Cardio Karate logo on the left front chest and Cardio slogan "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!" *on back, as shown in B.*

Cotton-poly blend high-quality. In White.
S – XL $7.99
XXL $8.98

Other Colors: Black, red, ash, yellow, steel and navy
S – XL $8.99
XXL $9.99

Tank Tops
100% cotton. High-quality.

C. Women's tank tops
White, black, ash, red and yellow
S – XL $8.99

B. Men's tank tops
White, black, ash, red and navy
M – XL $8.99
XXL $9.99

Shorts
High-quality 100% cotton
Cardio Karate logo on the left front leg

D. Shorts with pockets
Black, ash and navy
S – XL $12.99

A. Cotton-Lycra blend stretch compression shorts
Black only
S – XL $12.99

A. Sports Bras
Cotton lycra blend
Cardio Karate logo on the front center neckline
Black only
S – XL $12.99

S&H $.70 per item.

How to Order:

- 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.

Call Today!
800-973-6734

cardioKARATE™
KICKBOXING FOR FUN AND FITNESS™

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



Photo by Dr. George Lenhardt

TOMMY LEE BLACK BELT SELLING

BY ALLEN WASTLER

Good martial arts instructors don't necessarily make good business owners. The hundreds of schools that go out of business each year can attest to that unfortunate axiom. Conversely, a martial artist with a good mind for business doesn't necessarily make a good teacher. More often than not, the business drive can make someone lose sight of the values and fulfillment that brought them to the art in the first place.

To be truly successful in running a martial arts school, the teacher's skill and the business person's mind need to come together. Tommy Lee, operator of five successful schools in the Baltimore Metropolitan area and a popular lecturer at various conventions and seminars around the country, has that rare combination.



Clearly marked pathways and borders give Tommy Lee's East Coast Martial Arts school a professional, organized interior look.

"Business sense and good teaching have to come together—they need each other," the 32-year-old Lee explains. "A good business gives you the opportunity to teach and train. But you can't just be a good business person. You have to be a good teacher, because that is what your business is ultimately built on."

Indeed, the way Lee sees it, good teaching leads to more recruitment and strong business growth. "Sales followed by service leads to referrals, and then more sales," he says.

Lee is borrowing a page from the health club industry, where he worked off and on for about six years following his graduation from the University of North Carolina at Wilmington. Health clubs rely heavily on continued sales. As part of that industry effort, Lee was immersed in pages and pages of sales presentations and promotions designed to sell people on the benefits and payback of health club membership.

It wasn't long before Lee, a longtime martial arts devotee who first started participating in martial arts through judo classes at the age of seven, began to realize that the same presentations and sales arguments could be applied to martial arts studios. He began consulting with various owners and schools around the country, helping them apply health club-style sales techniques to bolster student enrollment and build their businesses. At the same time, Lee picked up a variety of martial arts techniques and styles from the various schools he visited, helping build his extensive Tae Kwon Do training into a formidable blend of self-defense skills.

Zero to 300 Students

But Lee was unsatisfied. "I started going to more and more places where they were all focused on signing people up and forgetting about backing it up," he laments.

And so on March 14, 1994, Lee opened his own school in Annapolis, Md. It was an operation that eventually grew from zero to about 300 students this year. But not without some fits and starts. Those obstacles, however, taught Lee some valuable lessons about merging good business practices and good teaching habits.

Lee, drawing on his health club experience and his degree in marketing management, already had a good idea of how to build out his school. With some refinement over the years, it forms a fundamental part of what is now a three-part strategy he describes for building and maintaining student enrollment.

The first element is aggressive marketing, using advertising in various types of media to attract potential students and get them to visit the studio. "You got to get your name out there," Lee says. "You got to get people in to see what you can do."

Pressing the "Hot Buttons"

Once they visit, the second phase of the sales plan kicks in—making the connection to the potential student and closing the sale. "They come in with a pain, a want, a need, and it's up to me to find out what it is and how I can handle it," he explains.

Lee does this through a series of questions designed to reveal the "hot buttons" that motivate a particular student — the things that a student, or the parent of the student, is hoping to accomplish through martial arts involvement. Lee is careful to undertake this procedure in a comfortable, relaxed setting — not an office atmosphere. He wants people at ease, so that they can be open about what prompted

Continued

Black Belt Selling

—continued from page 13

them to look at the martial arts and what they are hoping to get out of it.

Once the "buttons" are identified, Lee tries to address one or two of them in an introductory lesson. Making this connection lies at the heart of bringing the student into the school, he says.

"Say a kid has a self-esteem problem," Lee explains. "I'll try a number of things—a particular type of kick or punch or block—to find something they are good at, something that they can accomplish. That helps feed the need and gets them feeling good about being there."

Besides identifying "hot buttons," and just as important in Lee's mind, is identifying obstacles. He'll ask the student or parent what has kept them from getting involved in the martial arts up to that point, from money to time to logistics. And as he builds the list of obstacles, he also points out why each item is no longer an obstacle in the person's life anymore.

Retention Strategies

He even handles some of the objections he knows may come after enrollment, like warning adult students that everyone feels awkward at first on the studio floor. "I overcome every objection before the price is even given," he points out. That tactic, he adds, is highly successful in closing the sale.

But it's after the sale is closed that the final and perhaps most critical part of Lee's strategy, the one that sets his studio apart from the health clubs, comes in. And that is retention, working on the service end of the sale. This is where the businessman and the teacher meet and help each other. It is also the point where many martial arts schools lose sight of what they are supposed to be doing and what contributes most to healthy sales growth — satisfied students and word of mouth.

"You can't just be a good business person—you have to be a good teacher," Lee says. "And that actually helps your business." The key part of being a good teacher is caring, says Lee. That means focusing on the students and remembering the "hot buttons" that brought them to your class.

"You have to walk the lines and watch your students," he says. "You have to look at what they are doing and remember what they are trying to accomplish. You have to touch them in some way, either directly or indirectly, so they feel they are getting the attention they need."

This is particularly critical in today's modern world, Lee points out. Martial arts used to be a Darwinistic, weed-out-the-weak type of exercise. With today's values, however, it is evolving into a more supportive, strengthen-the-weak program. For that, teachers have to be keenly aware of the variety of physical, societal and cultural problems that can present themselves, and how to deal with them.



With the addition of Cardio Karate, Lee's adult program has grown in size and revenue.

"I feel the market is growing stronger everyday," he explains. "Competition is getting fierce because now studio owners are doing what it takes not only to sign up a student, but also attempting to keep that student. The old mentality of weed-out-the-weak and build the strong is going away. We now make the strong stronger and work with the weak to get them stronger."

The Vital Link with Students

Also important, he adds, is to have a set system for classes that will combine progress and fun — progress so the students feel they are achieving something, and fun so that they don't feel like it is drudgery doing it. "You want to leave them tired, but happy and feeling good about the experience," he says.

As a school grows, keeping this vital teaching link to the students can become difficult, Lee acknowledges. He encountered it when he opened his second school and found himself dividing time between the two studios.

"It happens to owners of a lot of successful schools," he says. "You open a second school and now your time is divided in half. You can't do all the things you used to do and you blow it. I know because it happened to me. When I had only one school it netted more than when I had the two schools put together. That told me something. So I fixed it."

Lee had to prioritize his duties and turn some of them over to staff. This allowed him to concentrate his time on the areas that would eventually give him the highest return. As part of that effort, he refused to let himself get distracted by smaller issues that would detract from more important areas of focus, like sales and teaching.

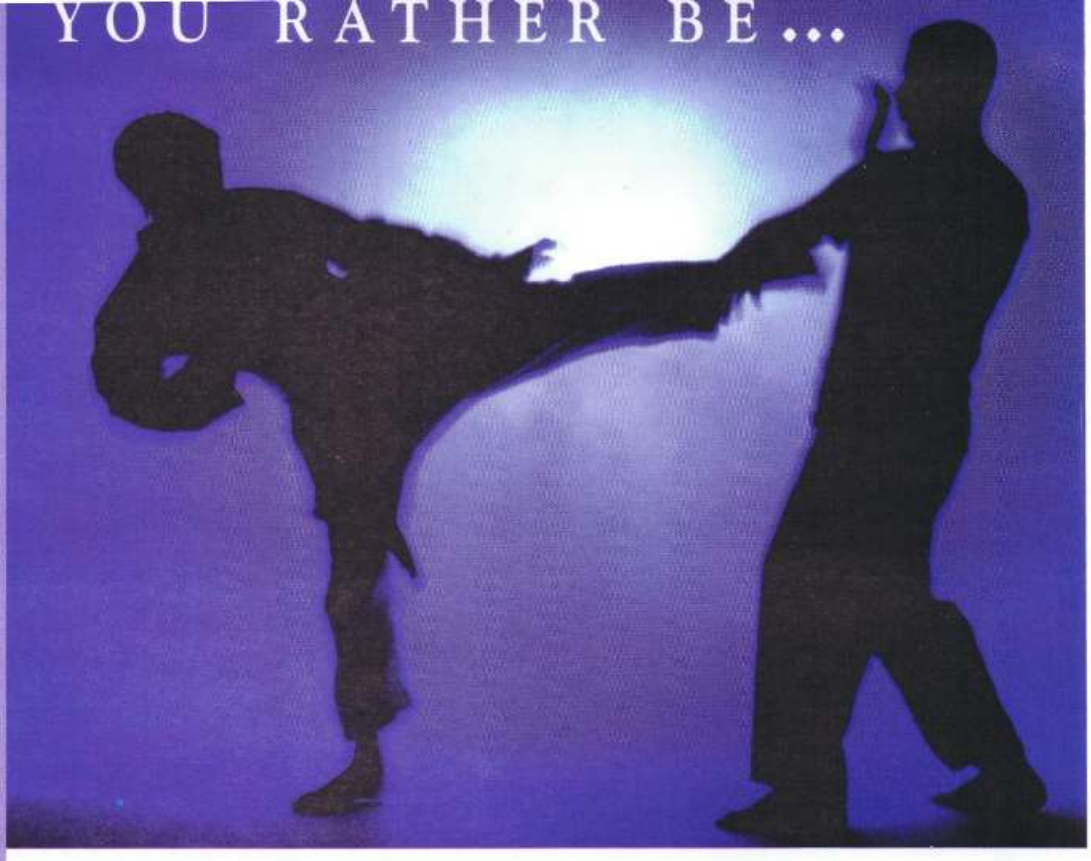
"It's funny, but a lot of owners seem to fall into that trap," he explains. "It's like an old aunt I had. She would drive all over town looking for the cheapest gas. She'd find it, but wasted what she had saved in the gas she burnt up looking for it. The same thing happens with studio owners. They'll look all over for the cheapest price on uniforms, spending hours getting prices and negotiating. They won't really save all that much and those hours could have been spent more profitably by teaching students, generating word of mouth and referrals, and getting sales."

Training a Staff

Teaching also allows a studio owner to build a good cadre of black belts, which becomes crucial when it is time to expand. When Lee's first school took off, he had to hire black belts to help his expansion.

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™

Software Worth Protecting!

KickSOFT™ 3.0

This software could ~~increase~~ *double* your enrollment



Save Time & Money
- ★ Easy & flexible billing
- ★ Track attendance
- ★ Register students
- ★ Mailing lists with labels
- ★ Includes bar coding features
- ★ Inventory & much more!

get Physical! SOFTWARE CO.

Windows 95 & Macintosh

Only $89 in 5 easy installments or one payment of $359

Colorful & Easy to Use

Approved by NAPMA

NAPMA member discounts

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

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

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.

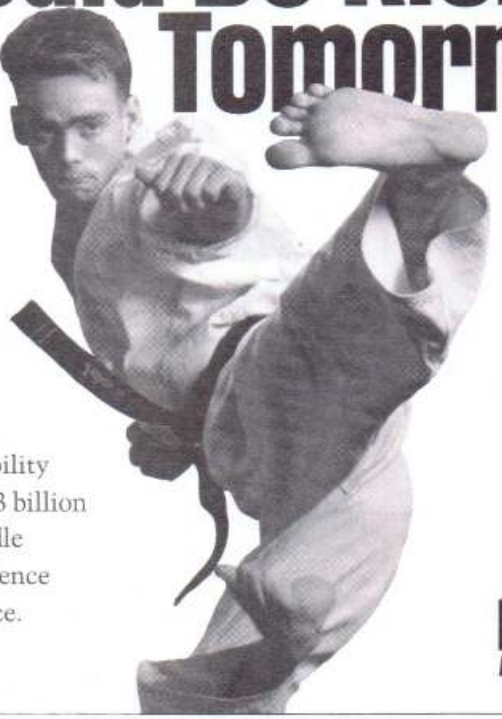
www.fairfinance.com

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

Black Belt Selling

—continued from page 13

This brought in a mix of outside attitudes that took time to work into the culture of the school.

"When you hire help and bring new instructors into the school, sometimes the various outlooks and opinions don't mesh," Lee points out. That was particularly troublesome since Lee, as the owner of two schools, had to work through his black belts to keep pressing the student "hot buttons" and keep the school retention rate high.

"We conducted leadership seminars so that black belts could share techniques for teaching and helping students with particular problems," Lee explains. "It also was a good way for me to get my values and philosophy across to the people who would have to do a lot of the frontline work. You have to have good back-up."

With good back-up, a martial arts studio operator can turn over various duties and concentrate on those areas where he or she can be most effective. However, this is often the ultimate stumbling block for many school owners, Lee says.

"Time management and not being able to delegate are the biggest problems—that's why some schools can't get past one-hundred students," he states.

But there is a danger there too, Lee points out. As his school and reputation grew, he ended up traveling more. The longer he was away, the more instructors tended to snap back into old habits and routines that didn't really fit in with the philosophy of his school.

"We had a good staff," he explains. "But when I stayed away too long things started to go awry. That was one of the main obstacles I had to overcome. I had to be present in order to inspect what I expected."

The Three Rules of a Quality Studio

That final lesson completed what has become for Lee a set of three rules for maintaining a quality studio: Keep enrollment active and up, care about what you are doing, and inspect what you expect.

That three-rule mantra helped Lee keep his school centered and focused. And that, in turn, helped it weather a major crisis—a primary instructor quitting.



"That's when I found out that my school was more than just an instructor," he confides. "When he left, only seven students went with him. It shows the kind of appeal a coherent, organized school approach can have."

More and more aids for time management are becoming available to school owners, Lee points out, not the least of which are computer programs to help small business owners with accounting, billing and other paperwork tasks.

In addition, organizations like the National Association of Professional Martial Artists (NAPMA) can help owners save a lot of time in marketing and operations, in addition to keeping them abreast of industry trends and developments that could have an effect on their business.

"NAPMA is good at getting information and getting it out to the instructors," Lee says. "It helps open eyes on how to teach in these times and what to look out for. It is a really helpful resource."

And he thinks that will be more important as the industry grows. "I believe that the market is increasing everyday and that with the help of organizations like NAPMA and ACMA [American Council on Martial Arts], the industry will grow not only in size but in quality and professionalism. I am so proud to be part of an organization that has the industry quality in mind and not just sales.

"Too many times, people only want to increase their bank accounts and give no thought to anything else. I pride myself in part on good sales and a successful business, but mostly on the quality and integrity that my studio represents. I feel NAPMA is on the same road. They are successful and have many clients, but have gone the extra mile to acquire people that are successful in their fields to help all the others."

That fits in with Lee's final advice—School owners should go to industry events to learn about others' experiences and share their own. Nothing in the industry stays static and new ideas for teaching and operating the business come up all the time. Whether it be business-oriented martial artists trying to learn more about teaching or teachers trying to learn more about running the business, everyone needs to meet and trade ideas.

"Every time I go to a convention or get involved in a seminar, I learn something new," Lee says, "and even with all I've already learned, learning more always helps."

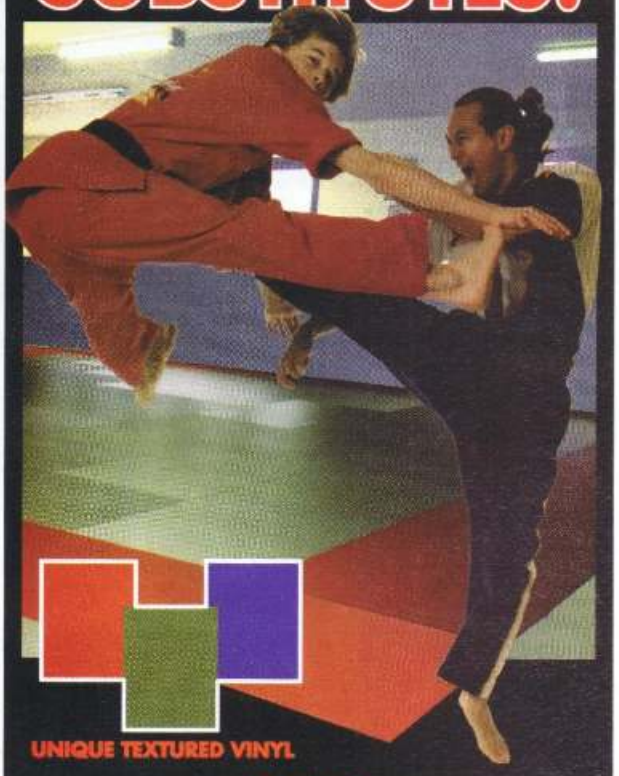
"You must fill your mind with as much good information as you can. I attend anything that will help me keep the quality in my teaching and studio. I do good in business, but back it up in service. You have to really care, and my staff really does."

Keeping in step with that constant learning process, Lee is in the midst of several projects he hopes will continue to develop and fine-tune his school development and sales system. He is designing a sales system—a set of videos, flipcharts, audio tapes, marketing programs and presentations—that anybody can use to develop enrollment. He is also putting together a color-coded system for incorporating various curriculum into a standardized color-coded template program. ■

Tommy Lee is a presenter at the MAPro Magazine Convention June 12 – 14.

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

AAC *Success Track* SERVICE PROGRAMS



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

EFT 25¢

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

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

PLUS...PRO-FINANCIAL© COLLECTION

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

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

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

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

CROWN TROPHY



Dept. MAP68

FREE CATALOG
(800) 227-1557
OR VISIT A FRANCHISE NEAR YOU

NAPMA

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



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

NATIONAL ASSOCIATION OF PROFESSIONAL MARTIAL ARTISTS

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

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



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



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

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

the benefits of napma membership



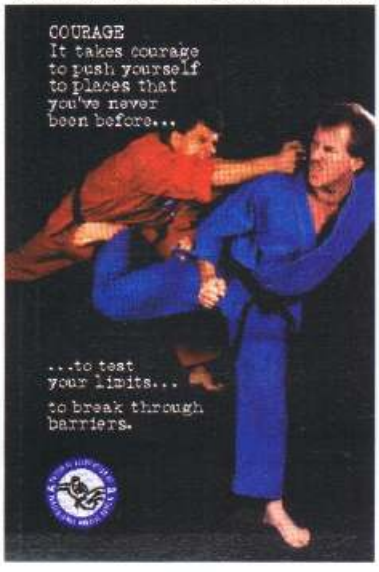
NAPMA has grown, in two short years, to become the nation's largest and fastest growing professional martial arts organization for one simple reason—NAPMA works for school owners nationwide!
Each month NAPMA members receive a package packed with proven, professionally designed marketing and operation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

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

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

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

cardioKARATE® THE WORKOUT THAT PACKS A PUNCH™



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

Each month you'll receive a great motivational poster!

How To Become A NAPMA Member

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

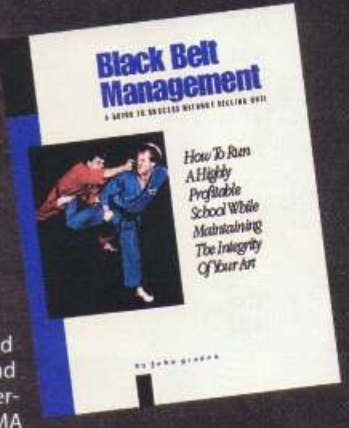
- A three-part Video Seminar each month
- Separate Audio Tape Seminars
- Camera Ready Advertisements that get quick results
- Proven Retention techniques and strategies
- Pre-designed Marketing Campaigns
- Authorization to use the NAPMA member designation on your printed materials
- In-house NAPMA sponsored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

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

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

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

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



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

Money Back Guarantee!

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

How To Get Started

Order your NAPMA start-up kit by calling:

Enroll today—before your competition does!

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

SUPERIOR INTERIORS

bill clark's karate america – orange park, florida





School Name:
Bill Clarks' Karate America

Owner: Bill Clark

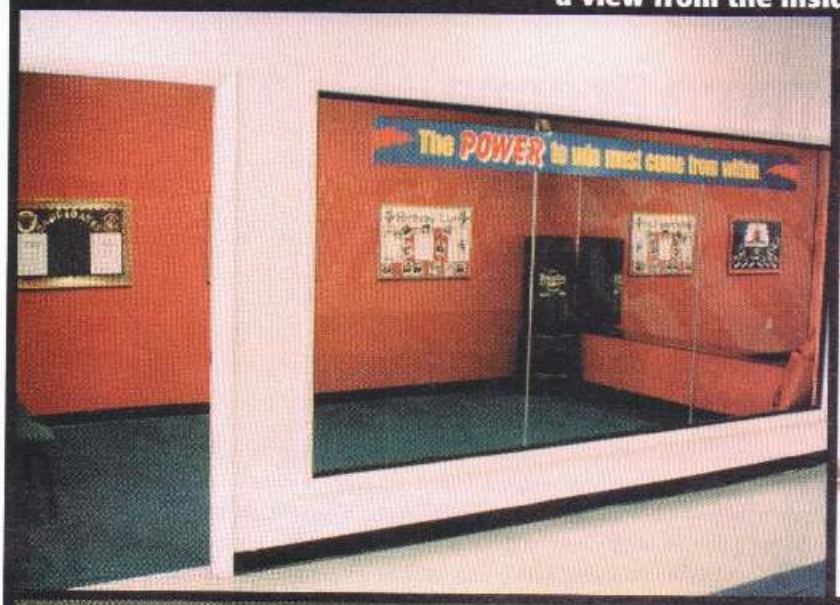
Location:
950 Blanding Blvd.
Orange Park, Florida

Student count:
350 students. All children

Size: 4,600 square feet

Opened: 1994

a view from the inside







Photos by David Wantling • (904) 571-0223

SUPERIOR INTERIORS

If your school (large or small) has a well-designed interior and would like to be considered for our "Superior Interior" feature, please send ten (minimum) color photos or slides to MAPro magazine at: 3950 3rd St., North, Suites C&D, St. Petersburg, FL 33703.



MASTER'S DEGREE

instructions for instructors

by Tom Callos

Have Patience With Your Employees

When we teach someone a new kata or a kick, we "expect" them to make a ton of mistakes as they work towards mastering it. When a student isn't able to perform perfectly after the fifth, tenth or even one-thousandth repetition, we don't get upset, right? As Jhoon Rhee, the father of tae kwon do in America, says, "Teaching requires never-ending corrections—with a smile."

"As Jhoon Rhee says, 'Teaching requires never-ending corrections—with a smile'"

And after all, if students perfected every technique we taught them too quickly, we'd run out of things to teach. The fact that our students take a long time to correctly perform some of their techniques, and that they value and appreciate our coaching, makes us feel needed and useful.

So then, if that's an easy enough concept to understand, then tell me if this strikes you as being odd. I can literally have the patience of Job when I'm working with my students:

"Oh, you mean I've been teaching you this form for the last three years and you still don't do it right? Noooo problem! Here, let me show you again."

But, put me in front of my staff in a similar situation, and I've been known to pull a Jekyll & Hyde:

"Hey! I told you exactly how to do that in a half-hour staff meeting TWO MONTHS AGO! Now listen, I need more attention to detail, more follow-thru and more…blah-blah-blah."

Does that sound familiar to you? Why, when it comes to training my front-desk staff and instructors, do I so quickly forget the concepts I use to teach punching and kicking? What makes me think that I can show someone once or twice in a few staff meetings how to close-out the register or answer the phones or organize the inventory—and that they're going to "get it" perfectly?

From now on, I'm going to remember (again) that my staff needs the same careful and detail-oriented training that I lavish upon my students. I'm going to be more patient, and I'm going to quit saying dumb things like: "Here, watch how I would do it! Now what's so difficult about that?" While sounding a bit testy, that doesn't sound "really" dumb, until you consider how it would play to a group of new students:

"Hey, here's how to do a back kick! Now what's so hard about that? Why can't you do it right? Look how easy it is for me!"

"Excuse me, Sir, with all due respect, haven't you been doing this for twenty-seven years? Well, I'm not sure you remember, but I just started four months ago. And my wife here, this is only her third week of classes."

"Oh. Yeah, you've got a point there."

How about you? Are you methodically—and patiently—training your staff and instructors the way you so carefully teach your students? Believe me, I know it's challenging. You want to tell them once and have them follow through on it. But unfortunately, until they're seasoned professionals, that's unrealistic.

Here are some tips for better staff and instructor training:

1) Keeping—and studying—accurate statistics can help you know exactly where training is needed. If the testing numbers are high and the quality is good, then training in that area isn't a high priority. The same goes for info calls to appointments, or retail equipment sales. Without statistics you can drive yourself nuts trying to shotgun-train all the different aspects of running a top-notch school.

2) Have a weekly training session where you cover the essentials of a martial arts business.

3) Have your staff work from daily, weekly and monthly checklists. A checklist cuts down on forgotten tasks and missed deadlines.

4) INSPECT what you EXPECT. Don't delegate a task without following up on it.

5) When training your staff, take time to role-play the skills you're teaching. Break down difficult skills into small chunks. For example, when I teach my staff how to answer the phones, I divide it into four basic parts:

A) The introduction;
B) Painting the picture;
C) Asking for the sale; and
D) Getting the facts.

It's just like breaking a kata down into sections. ■

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



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.

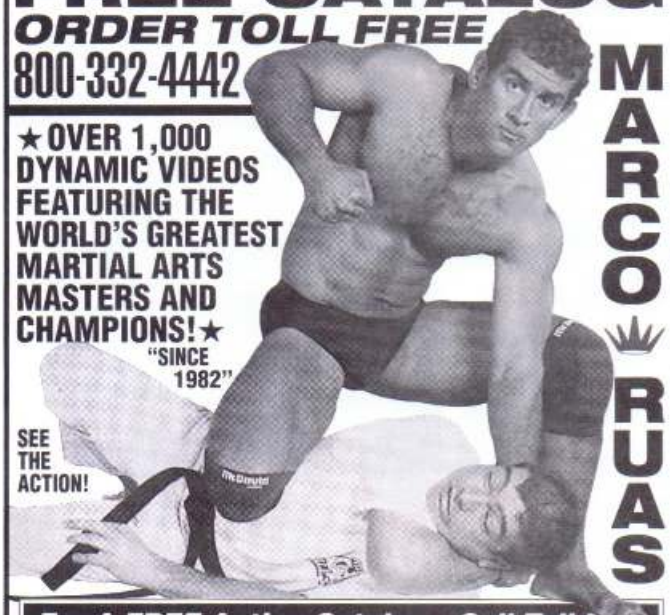
PANTHER PRODUCTIONS
MARTIAL ARTS TRAINING VIDEOS

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"

SEE THE ACTION!



MARCO RUAS

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



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**

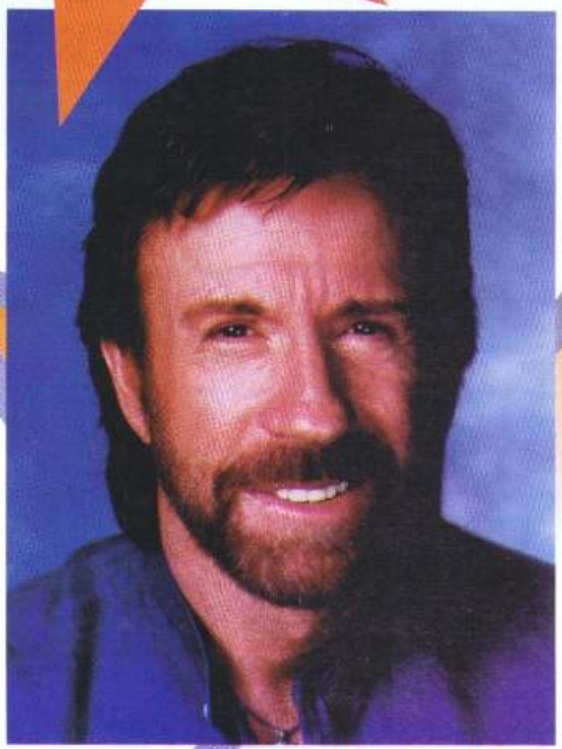
or contact **Goshin Martial Arts Services**
6245 E. Bell Road #120, Scottsdale, AZ 85254
FAX (602) 971 - 9788/email wmakarate@aol.com.

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

Century Incorporated and Kick Drugs Out Of America presents

CHUCK NORRIS MARTIAL ARTS EXPO '98

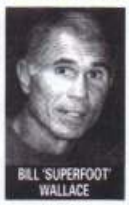
July 17, 18 and 19 • Seminars
July 18 • Auction and Banquet



All events to take place 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

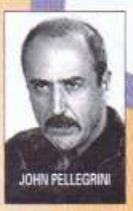

CHRISTINE BANNON RODRIGUES

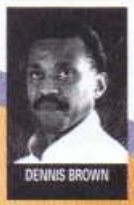

AL TRACY


DON 'THE DRAGON' WILSON


CYNTHIA ROTHROCK


ERIC LEE


JOHN PELLEGRINI

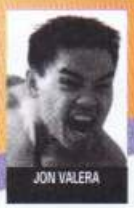

DENNIS BROWN


CARLSON GRACIE, JR.


ARLENE LIMAS


KAREN SHEPHERD


LARRY LAM


JON VALERA


BENNY 'THE JET' URQUIDEZ


DR. HE-YOUNG KIM


MIKE STONE


JHOON RHEE


RICHARD BRANDEN


JEFF SPEAKMAN

••• 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
I.F.K.A.
Plantation, FL 33324

SPONSORED BY

BLACK BELT Martial Arts / KARATE

KARATE NEWS MAGAZINE

EFC EAGLE EXPRESS

ERLICH

WESTSUBURBAN BANK

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)

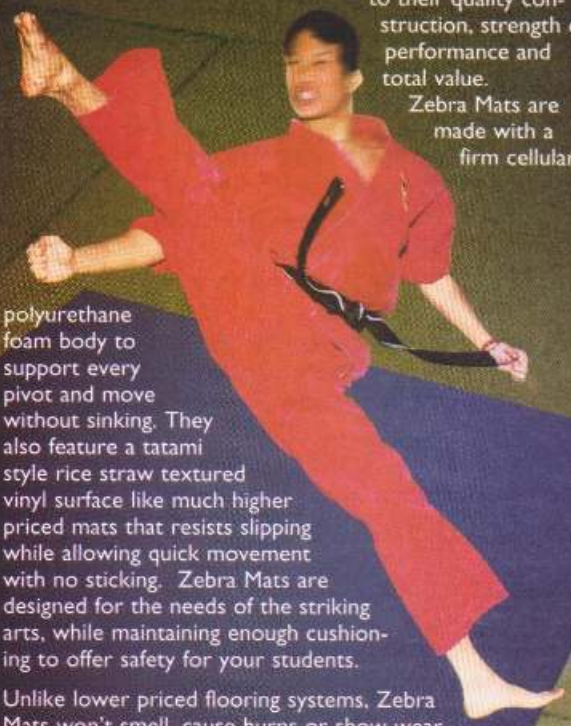
(All advanced registrations include admission to NSGA World Sports Expo & transportation between McCormick Place and all downtown hotels)

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

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

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.

MARTIAL ARTS EVENTS WEBSITE
School owners, tournament directors—FREE listing space available at Martial Arts events. Students, instructors—locate competitions and events. All in one place. http://www.martialartsevents.com.

TAEKWONDO BLACK BELT HEAD INSTRUCTOR
Earn over $40,00++, plus medical benefits
Head instructor sought for new school in Northern New Jersey. Qualified applicants must posses at least a 3rd degree black belt and have excellent teaching skills. Ability to supervise multiple locations a plus. Fax/mail resume, references, and a letter describing training and teaching philosophy to: SMP Investments. 1211 Hamburg Turnpike, Wayne New Jersey, 07474. Fax to 973-696-0443. Phone 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.

POLICE TACTICS INSTRUCTORS O.A.
Join now! Be recognized by an International Police Instructors organization. All Police instructors welcome: Firearms, self defense, impact weapons, SWAT, etc. For info Call/Fax 813-577-1181, or write PTI, 4701 49th St. N., St. Petersburg, FL 33709.

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 available. 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

ACMA Consultation



GOOD QUESTION!

answers to our reader's questions

by Don Korzekwa, Ph.D

How to Deal With a Demanding Parent

Dear Dr. Korzekwa,
I have a parent who just enrolled his son. It seems like he expects his son to be able to do everything that the upper-ranks can do. He is constantly suggesting to me that his son needs to do push-ups because he can't do what the upper-ranks can. I have told this father that the student will improve in time, but that it does take time. Yet this still continues. Any suggestions?

BERNIE J. FRITTS
4th-Degree Black Belt
Family Tae Kwon Do Center

Dear Bernie:
Parents who are highly involved in their children's training can present quite a dilemma for instructors. We respect the parents' interest in their children, and the fact that they want them to do well in the martial arts. On the other hand, this involvement may, at times, place demands on students and instructors which make such situations difficult ones.

The challenge is to have this father understand and support your efforts in training the child, and to be patient with the process. He appears to want to exercise some control in his son's training by persistently telling you how the child should perform and be motivated. Be aware that this may be due, in part, to the fact that he has just enrolled his son in your school, and feels a need to communicate to you what he sees as best for his son. It may also represent a pattern of involvement which this father has in various aspects of his son's life, and a desire for his son to be a high achiever.

It is of some concern that this parent appears to believe that having his son do push-ups, because he cannot perform advanced techniques, will improve the boy's skills. Unfortunately, if the child is making a genuine effort, this may cause him to feel that his attempts are unappreciated, or that he is being punished, leading to frustration and discouragement. Thus, even though the parent's desire for his son to improve is understandable, this method may not be one that is appropriate to the situation.

In order to lessen this father's feeling that he needs to regularly push his ideas (and his son), it is important to let him know that he is being heard and understood by you. Otherwise, he will continue to press the issue, and his suggestions, until he believes that you truly understand and address his concerns.

A private conversation with this parent, in which you encourage him to fully express his thoughts regarding his son's training, is essential. Your approach must be one that shows appreciation for his involvement, and the fact that he has years of experience in observing his son function in a variety of situations. At the same time, he must accept that you are the instructor, and the expert in training children in the martial arts.

Let him know that he is being heard by responding with sincere interest. If he tells you that he thinks his son should be performing better than he is at present, ask, "How so?" Remember, your initial objective is to allow the father to feel that he is being heard and understood. Your attention and consideration of his comments will accomplish this end, without having to express agreement or disagreement with him.

Once this parent feels secure in knowing that you understand his position, it will be easier for him to hear and work with you. Look for common ground with the parent in responding to his concerns. A statement such as, "Encouraging your son in his efforts to correctly perform the techniques is important," provides a platform for discussion and movement toward a mutual goal.

It is essential that you help this father set reasonable expectations in his own mind regarding his son's performance. Emphasize the importance of his son currently focusing on basic techniques. Express concern that if the child attempts to master advanced techniques too quickly, he will lack the foundation which is required for any martial artist. Get in the habit of telling the parent, and the child, the things which this boy is doing correctly. This provides appropriate motivation and reinforcement for the child's efforts and focus on his accomplishments.

The most important thing which you can do to assist the son in his training, and the father in having realistic expectations, is to continue your patient approach with both of them. As the father sees his son progress with your professional guidance, he will feel less need to insist on his own standards and methods. ■

Dr. Korzekwa is a Licensed Psychologist, an advisory board member of the ACMA, and holds the rank of black belt in tae kwon do. He is the owner of Core Research and Consulting, providing business consultation and moderating focus groups. He can be reached at (972)492-6293, or e-mail address core1dk@aol.com. Please submit all questions in writing to core1dk@aol.com, or Core Research and Consulting, 3044 Old Denton Road, Suite 111-112, Carrollton, TX 75007.

MARTIAL ARTS EMBLEMS

custom embroidered patches

medallions lapel pins

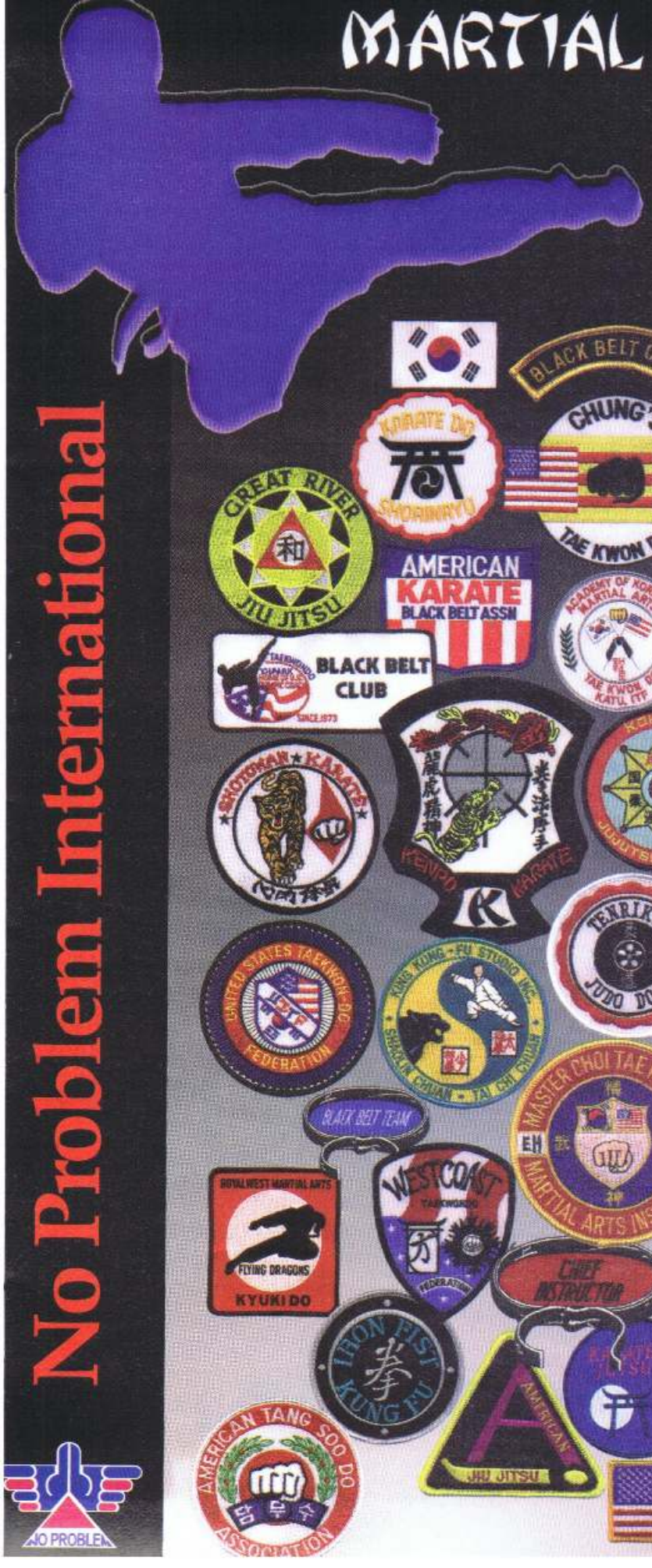
factory direct

Best Quality • Service • Price

Call Him
No Problem Harry

1-800-356-4779

No Problem International





NO PROBLEM

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.

JONES SPORTSWEAR COMPANY INC.

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

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

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

JERZEES
FRUIT of the LOOM

Our Products Are Of The Highest Quality With Very Competitive Pricing

CALL NOW FOR FURTHER INFORMATION & PRICING



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

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



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

CARDIO - KARATE MUSIC

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

WELCOME TO OUR WORLD!

B & K HOWE Music Services

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

Value Packs With Cassettes As Low As $11.95!

NAPMA MEMBERS RECEIVE AN ADDITIONAL DISCOUNT ON OUR ALREADY LOW PRICES!

CLUB & TECHNO MIXES | MARTIAL ARTS MIXES | TOP 40 DANCE MIXES | HIGH IMPACT MIXES

The Only Martial Arts Music Company

888 - 4 - BK - HOWE

7745 Camino Colegio - Rohnert Park, CA 94928 - (888) 425 - 4693 (707) 573-6008

Martial Arts Group Inc.

We Endorse Martial Arts School Insurance

$2,000,000 LIABILITY

'A' Rated Insurance Company
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.



Most Members Pay
Three Easy Installments of
$130.00
$390.00 Minimum Premium

Insurance Types
- Liability
- Medical
- Contents
- Tournament

INSURANCE

Monthly Payment Plans 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

6041 Kimberly Blvd. Suite A N. Lauderdale, FL 33068
PH: (954) 917-6889 FAX: (954) 917-6892

Once a member, your students are eligible for discounts on nationally recognized: CAR RENTALS - HOTELS - MOTELS

Visit Our Web Site at: http://www.martialartsgroup.com



EXECUTIVE DECISIONS

managing for success

by Rob Colasanti

Do Your Students Realize How Much You Care?

You've heard the old saying, "Little things mean a lot." Well, that saying holds especially true when trying to retain students in a martial arts school.

If you appreciate your students, you've got to let them know it. Otherwise, they may feel like they're just one of the herd. When this happens it becomes easy for them to stray away from your school and get involved in other activities.

"When students feel you have a genuine interest in them, they become emotionally attached to your program."

Instead, it is recommended that you make every student feel special as often as possible. When students feel like they're important and believe that you have a genuine interest in them, they become emotionally attached to your program. They begin to look upon you as a friend rather than just a paid martial arts instructor. Building a relationship like this with your students takes a lot of effort, but can have a huge impact on your retention.

One way that you can show students that you care is by mailing them a variety of cards. The cards must be handwritten and specifically tailored to the recipient! Do not use cards that have a machine-stamped message inside. They are terribly impersonal and lack substance. Also, it is important to place an actual stamp on the envelope and handwrite the address information. Running the envelopes through a postage meter or using computer-generated labels takes away any sense of personalism and will give your card a junk-mail appearance.

Here are four types of cards that any school owner can begin mailing to make his/her students feel more appreciated:

1. Praise Cards: It's a good idea to get the entire staff in the habit of mailing out at least two praise cards per day to your students. The message written on the inside should praise your students for something they've done. It could be for their attendance, assistance in class, curriculum improvements, academic excellence, technical skills, etc. When students do something commendable, don't keep it a secret. Drop them a note in the mail or highlight them in front of the class. That will show them that what they've done hasn't gone unnoticed. Also, it will encourage them to keep up the good work.

2. Welcome-Aboard Cards: Every new student that joins your school should receive a welcome-aboard card within 48 hours after his/her enrollment. Sending these cards is a critical step in the enrollment process. Again, they should be handwritten and personalized by your Program Director or whoever enrolls new students into your school.

Also, these cards can reduce buyer's remorse. In other words, they can help remove any doubt a new student might have about his/her decision to join your school. So if you really want to help students validate their enrollment decision, make sure you send them a welcome-aboard card—pronto.

3. Attendance Cards: Sending out "We miss you" cards is super important. Of course, calling students on the phone to find out "where they've been" is the best approach. But mailing them a card with a handwritten message is an excellent backup.

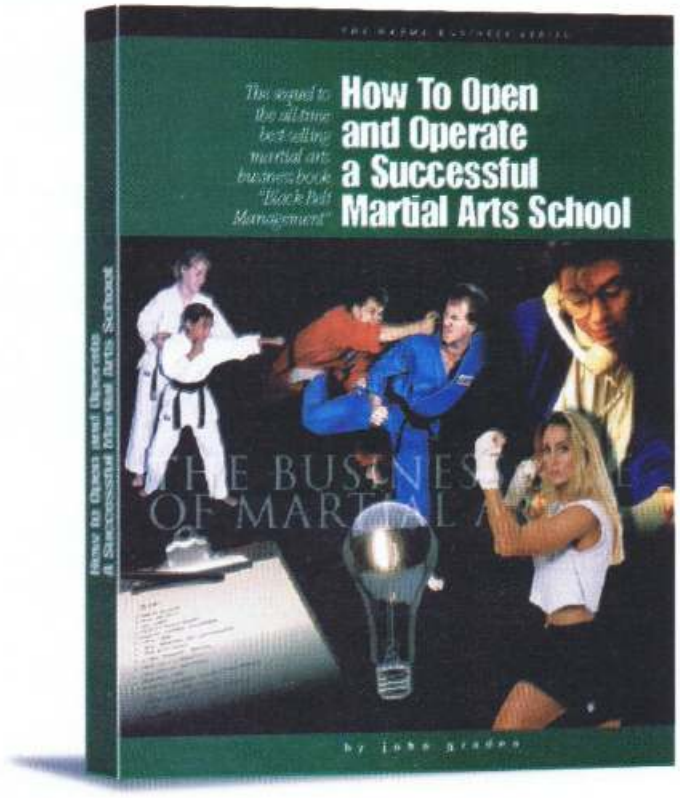
When students receive your card, they'll realize that you actually noticed that they haven't been in class. This shows them you're concerned and makes them feel important. Usually, the cards say something like, "We Miss You" or "Class Just Isn't The Same Without You." Whether you create your own or buy them directly, make sure that the Chief Instructor at your school sends these cards out regularly.

4. Birthday Cards: You may also consider mailing out birthday cards to your students. They should already be getting cards from family members and close friends around this time. Sending them a birthday card, too, will help students associate their "karate-school family" with the other people that care about them the most.

If you are using a computer in your school, you can easily find a way to keep track of each student's date of birth. The computer will then automatically generate a list of birthdays for you every month. Then, you can invest in a variety of birthday cards and mail them at the beginning of each new month. This is a nice gesture that will really make students feel special. They won't believe that you remembered!

Students respect their instructors so much that even a simple card with a few handwritten sentences can really make them feel appreciated. Besides, it shows students that you care enough about them to set aside a few moments out of your busy schedule to let them know you were thinking about them. ■

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." Rob will be presenting, "Break Out—How to Take Your School to the Next Level" at the MAPro Convention in June.



How to Open and Operate a Successful Martial Arts School

The long-awaited sequel to the best-selling martial arts business book

Black Belt Management

BY JOHN GRADEN

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

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

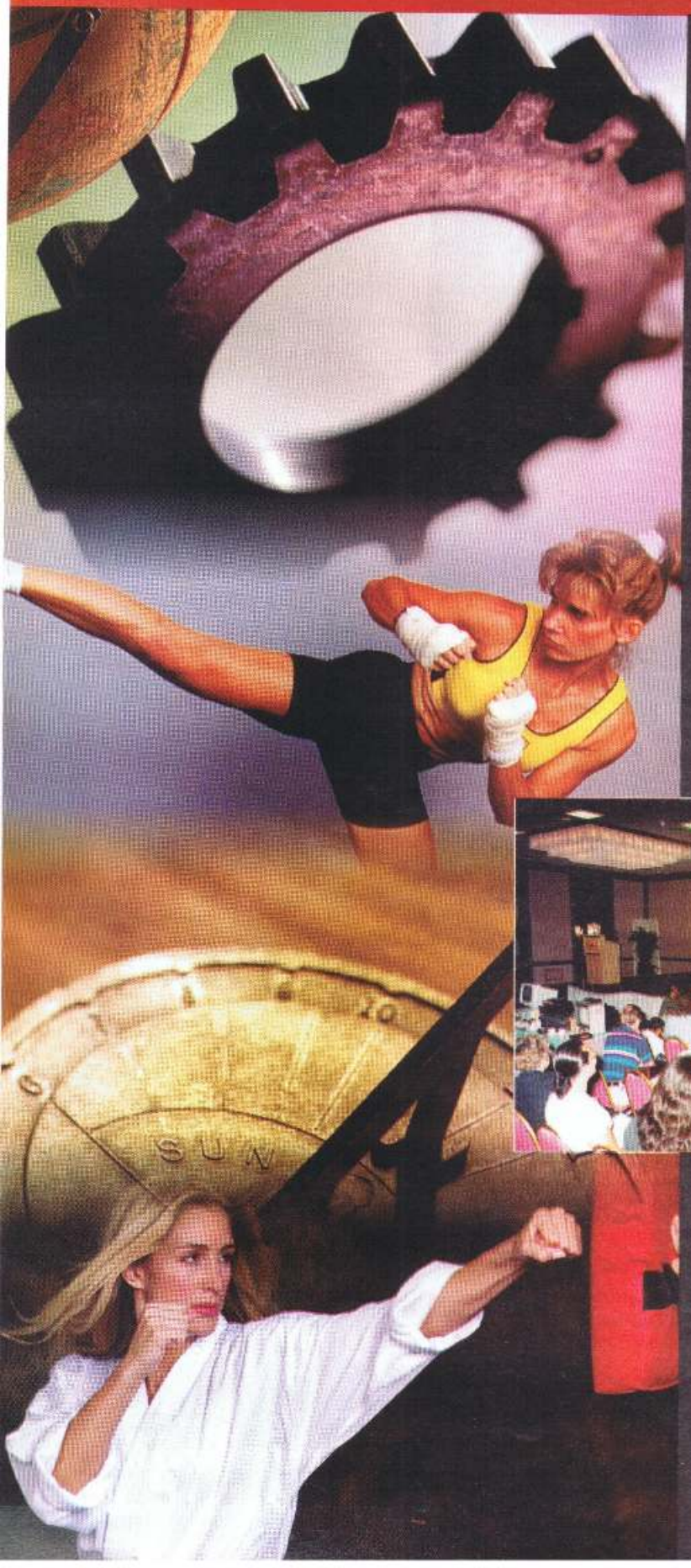
Not Available in Stores!

Now only $69.95*

*Plus $6 Shipping and Handling

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

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

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

• 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.

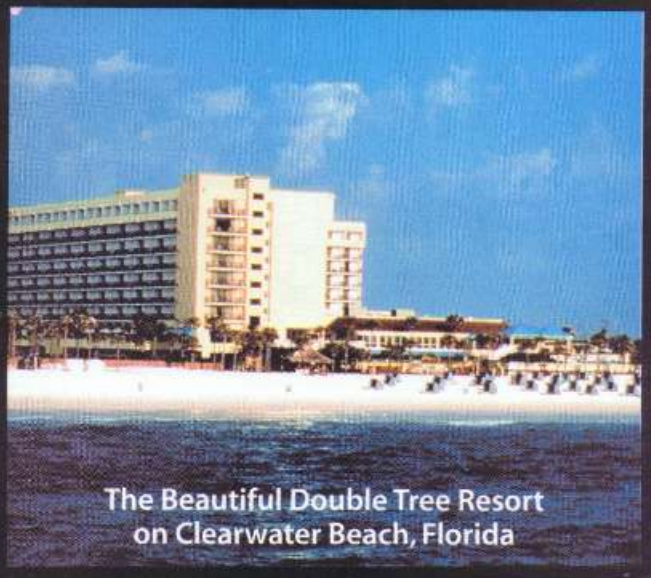
• How To Teach Kicking Safely
Many common causes of soreness and injury in beginning and intermediate students result from kicks and jump kicks being improperly taught. While each style's technique for the kick is fine, the instructor's presentation may be unsafe, resulting in soreness, injury and possible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

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

	Early Bird	Regular	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!"



Herb Perez - 1992 Olympic Gold Medalist

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

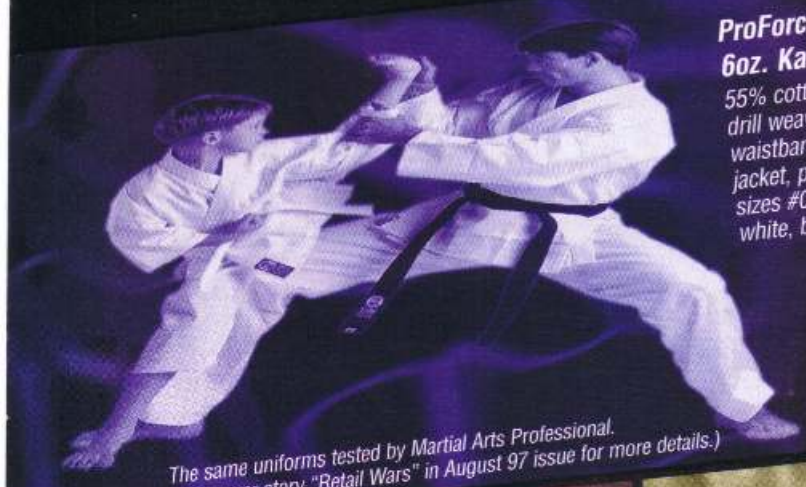
Wholesale and Retail pricing available.

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.)

AWMA® accepts all major credit cards.

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

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





©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