Bruce Lee Museum to Open • Summer Camp Instructor Tips • Lewis Named to ACMA

Martial Arts PROFESSIONAL

THE TRADE JOURNAL OF THE MARTIAL ARTS INDUSTRY

July 1998

$4.95

The Perils of Dating Students

Plus:

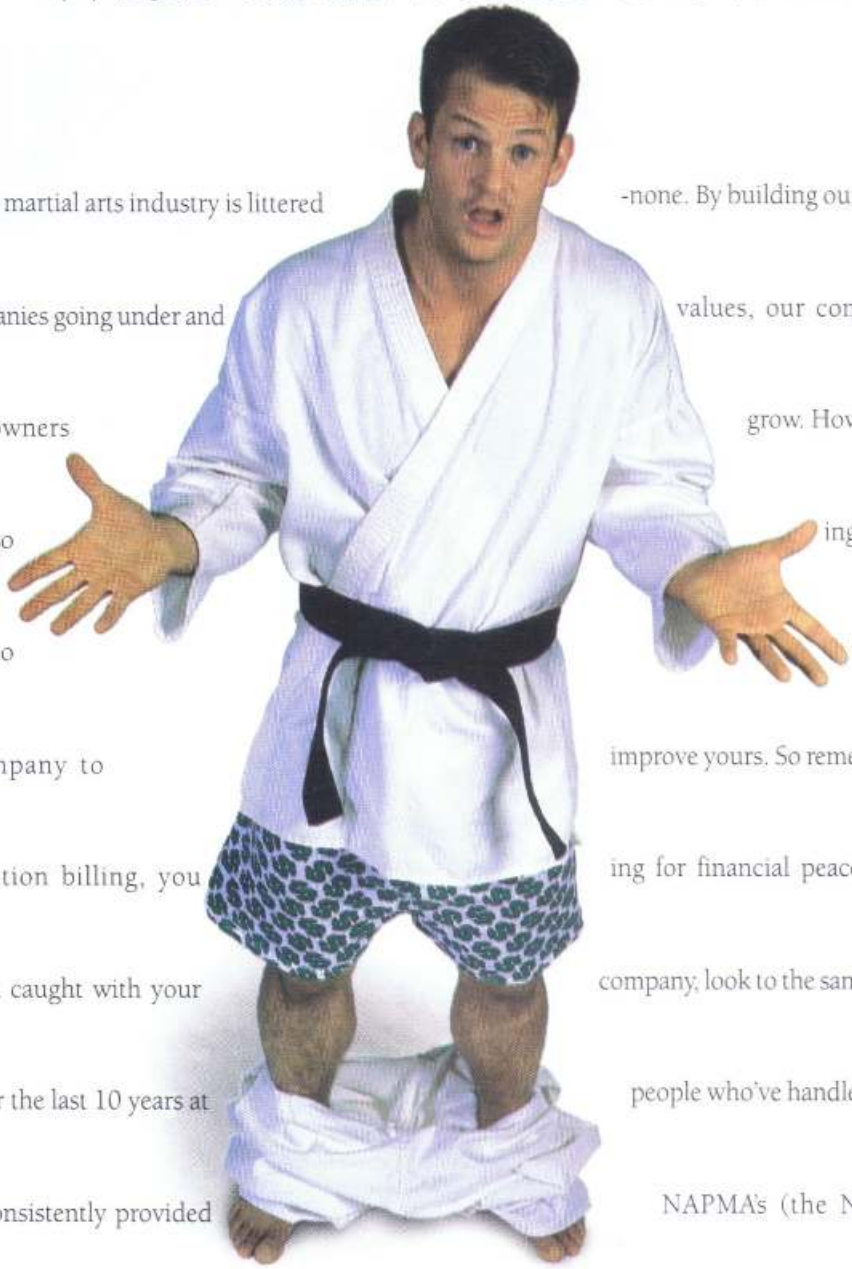
Are you driving your adults away?

Can a 130 school chain produce decent students?

How to become a martial arts millionaire

Bulk Rate
U.S.Postage
PAID
Tampa, FL
Permit No. 2397

If You Choose Any Other Billing Company, You Might Get Caught With Your Pants Down.



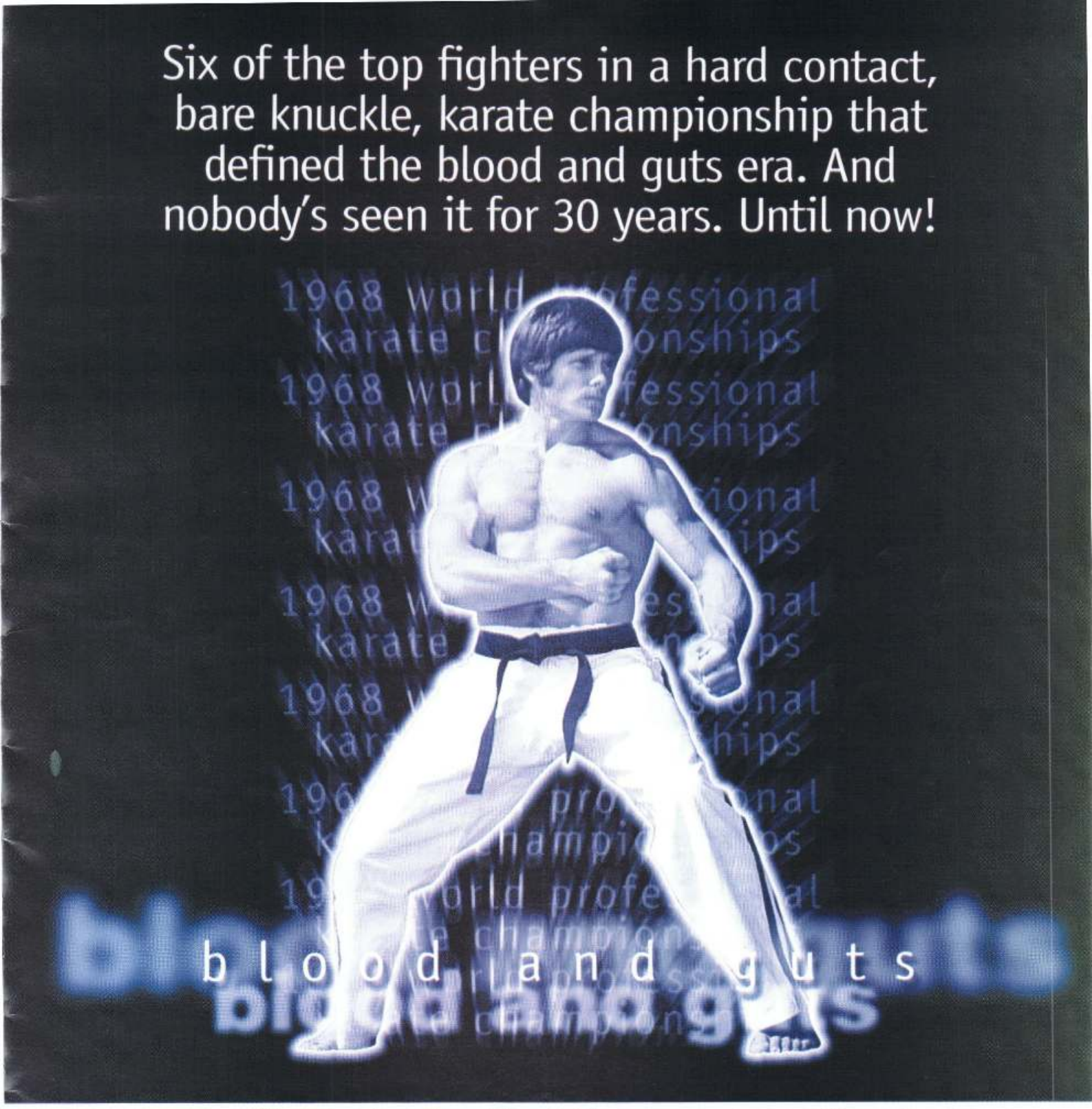
The history of the martial arts industry is littered with billing companies going under and leaving school owners nearly bankrupt, so when it comes to choosing a company to handle your tuition billing, you don't want to get caught with your pants down. Over the last 10 years at EasyPay, we've consistently provided outstanding service and financial stability for our clients that is second-to-none. By building our reputation on these solid values, our company has continued to grow. However we never stop looking for ways to improve our company so that you can improve yours. So remember, when you are looking for financial peace of mind from a billing company, look to the same people who've handled NAPMA's (the National Association of Professional Martial Artists) billing since day one—EasyPay.



EasyPay™
IFC Tuition Services

Before you lose your pants, call 1-800-852-4005 and get started for free.

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

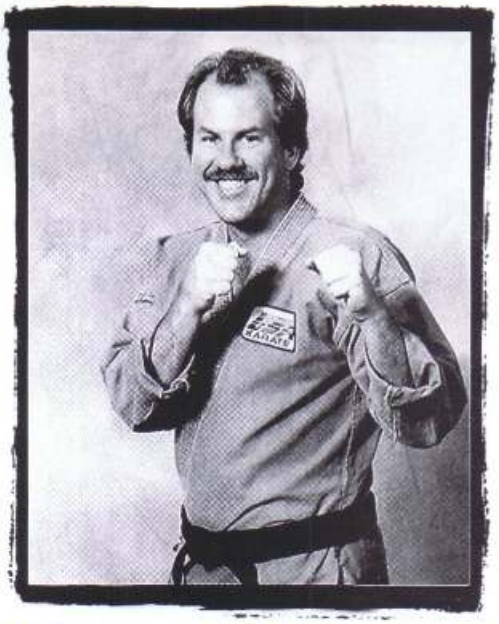
Full color professionally shot television production hosted by its producer Jim Harrison. Fighters include: Joe Lewis, Pat Burleson, David Moon, Skipper Mullins, Fred Wren, and Bob Wall. With referees Robert Trias, Allen Steen, and Louis Angel. Remastered with special retrospective commentary by Joe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



Who Cares What You Want?

You enrolled for self-defense? Sure, Dr. Jones, our style is the best. Do you mind if I call you Jane? But first this is the traditional for ward-walking stance. You must learn six blocks and three forms. No one ever really uses this in self-defense, but after doing it for decades, you may appreciate it. In the meantime, you'll feel frustrated and uncoordinated just a like a good white belt should.

Yes, Jane, you want to lose weight and gain confidence?

Here, let me unfold this beginner's uniform that I dug up from the back of the shelf. Don't worry, the wrinkles and fold lines will come out after you wash it. Just don't wash your belt or you wash your knowledge away. Go into the dressing room and put this on.

What's that? It's real baggy so you can kick. No, really Jane, it doesn't make you look 20 pounds heavier. Yes, white is the only color a beginner is allowed to wear. Why? Because in the martial arts, you must learn how to be humiliated before you can become a confident person like me. Call me sir or master.

...Yeah, that referee ripped me off. I told him off!...Jane, you did a good job with the uniform. Actually, the strings tie in front...

The first lesson in martial arts is, you must respect your teachers and your school. Bow to the school when you walk in. Bow to the shrine of Master Kim. Whenever a black belt walks into a room, you must stand and bow to him.

Why? I worked hard for my black belt. It took me four years of going to class twice a week and practicing. If you can make it to your black belt, then you'll get respect, too. It's just like being a Doctor or a Professor. No, there's no real standard for these titles. In fact, the guy down the street is a fraud. He's no master.

Really? You went through 12 years of medical school and two years as an intern working 120-hour weeks? Well, at least you didn't get your ribs broke! Anyway, respect is not just important in the school, but outside the school, too. So, if you ever see me in a KMart, you should bow and call me master.

Now, let's get this belt tied correctly.

Don't worry. It'll stop sticking straight out after a while. You see, Jane, the belt shows your rank. As a white belt, it lets everyone know you have no knowledge in the martial arts. There's no hiding. Of course, since everyone else in the school has a colored belt, you have to respect them.

Once I've decided that enough of your class is worthy of the next rank, I'll set a test date.

No, you can't test when you feel you're ready. What do you know? I am the master. Yes, you must go through the belts. It's our way of making you very nervous like in self-defense. By the way, we're going to charge you $40 for the privilege. Association fees, you understand, so I can get your yellow belt internationally recognized by the home office in Asia.

Before we get started, you have to learn the student oath of good citizenship.

Now, raise your right hand and repeat after me,

"I promise to develop my body and mind.

"I promise not to drink, do drugs, or swear.

"I promise not to use my martial arts training to hurt, but only to help."

Good, Jane, now promise not to break your promises. That's a good girl.

Well, Jane, that was your first class. How did you like it?

I see, yeah. You probably won't break a sweat for a few months, because martial arts instructors love to explain things. You have to learn the six basic blocks, three basic forms, six one-steps, four kicks, four punches, three arm-bars, and do ten hours of community service before you can test for yellow belt. Teaching you all of that means we have to do a lot of explaining while you stand at attention.

No, Jane. It really is what you want to do. You should be patient. You should wear what I tell you to wear. You really should subordinate yourself to all the upper-ranks. You really should go through the belts like everyone else. Why? Because that's what you have to doin order to learn what I have to teach. That's the way it's always been and that's the way it is.

Jane, where are you going? Jane? I didn't give you permission to leave!"



JOHN GRADEN
Editor-in-Chief

Vol. 3, No. 7

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
Andrew Breen

Marketing Director
Rob Colasanti

Layout and Design
Scott Kelby

West Coast Photographer
Ed Ikuta

East Coast Photographer
Charles Hodges

About the Cover
Black Belt Renee Lipps

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
The ACMA continues to generate response.
Page 6

Industry Update
Bruce Lee museum to open; how to be a martial arts millionaire; how you can get psychoanalyzed while training plus more.
Page 7

columns

As I See It
Who Cares What You Want?
If any of this dialogue is familiar, maybe you need to reevaluate your adult program.
Page 4

Executive Decisions
The Perils of Dating Students
Rob Colasanti reviews the liabilities of instructors dating students.
Page 38

Good Question!
How to Overcome a Student's Personal Problems
ACMA Board Member Dr. Don Korzekwa helps an instructor with an all too familiar challenge.
Page 30

Master's Degree
Accurate Stats: The Secret of Advanced School Management
Tom Callos breaks the numbers down to help you create a statistics program you can understand.
Page 24

feature

A Link in the Chain
Can a 130 school chain of schools produce good students? Steve DeMasco says yes and tells how in this exclusive interview.
Page 12

LETTERS TO THE EDITOR

feedback from our readers



Don't Prostitute Our Master's Work

You wrote in your June 1998 "As I See It" Editor's Note: "As an industry, either we can continue to do what we have been doing in this country for the past 50 years, or we can take some positive steps to create a higher standard of education for our instructors." The word 'industry' is a trite out of place, unless the entire purpose of this matter is to establish another base for financial gain towards the ever growing market of the commercialized and sport martial arts systems over that of the traditional systems for which the former would not exist. Herein, falling into the American Free Enterprise Market of capitalism. Is the character and the life of any student worth the prostitution of any of our Master's life work for more and more money? This has never been the lesson, but this is the lesson today. Just because an individual has attained a black-belt does not automatically qualify them to be a teacher, and yet, they seem to think so.

The problem (s), began in the early 1980's and exploded on the world by way of marketing. It happened because of schools competing with each other for more students. There was nothing to stop then and there is nothing to stop it now. It is unfair, unethical and against all of the moral codes handed down by our parents and our masters. It is more of an insult that black-belts would present themselves in any community below a very high standard and qualification. This is a slap in the face of their teachers and is unacceptable for anyone who is supposedly sanctioned. So if there are any black-belts who would 'feel' insulted to be tested for [technical] qualification at every level then they do not deserve their sanction at all and should join the ranks back out on the floor and listen to their teachers.

John, please understand, I am not attacking you, or your endeavors, even though it may seem that way from moment to moment... I am just giving you more ammunition towards your goal in this as it has been one of my primary concerns for many years and I'm just skimming the surface. Personally, I was told nearly 30 years ago that I would not be able, nor successful, in trying to teach a traditional system in the U.S. because it's society at large was rather undisciplined and they just don't have the focus to stay on the correct path...they were wrong.

Respectfully yours in the Martial Way,

SHIHAN J.D.ROBINSON
TJCMA

Black Belt Scandals Hypocritical

I find your shocked coverage of "black belt scandals" in the June '98 issue to be a bit disingenuous at best—and hypocritical at worst. In the same issue that discusses a local TV reporters purchase of a black belt for $25, a full page advertisement from the American Freestyle Grappling Association tells readers they will be qualified to teach grappling after viewing "Eight great video tapes" and reading an instructor's manual. Tell me, how comfortable would you feel about taking instruction in juijitsu and submission wrestling from an instructor whose sole qualification was that he or she had watched eight hours of tape and purchased a $169.95 program that "makes it easy for you to provide step-by-step instruction to your students, regardless of their experience—or yours!"

Perhaps you can explain the difference between a $25 "black belt" and a $169.95 "program" that purports to make a buyer with no practical experience or hands-on instruction a qualified teacher of juijitsu and grappling.

Wait a minute, I just got an idea. For less than $200, I can buy the credentials I need to open a school. Then I can join NAPMA and learn how to market my school and run it profitably. Once I have a cash flow coming in, I can take the ACMA course for instructors and become certified. Parents and students will flock to my school because I have all the right stickers on my door and diplomas on my wall.

I realize that advertisements make your publication possible, but accepting advertisements for something that practically shouts "scam" (although I'm sure that AFGA will tell you that they are legit) destroys your credibility and flames everything you are working so diligently to build.

MELANIE SHIMOFF KWESTEL

Editor response: "Martial Arts Professional" accepts a wide variety of advertisements, most of which are aimed at our market, the professional Black Belt instructor. We are not an industry agency of enforcement no more than "USA Today" which has scores of classified and display ads that you would probably find scam-like ■

NAPMA Takes the Lead

I wanted to express my sincere appreciation to you for giving martial arts this much needed boost. It is exciting to see NAPMA take the lead in professionalism, education, research and development.

Please know that many others support and salute your efforts as well.

Keep up the great work.

JOHN NOTTINGHAM
USA Martial Arts

Send letters to the editor via email at NAPMA@aol.com or fax them to 813-895-1235. Or mail to 1362 86th Terrace North. St. Petersburg, FL 33702

INDUSTRY UPDATE

martial arts business news, people, and places

HOW TO BECOME A MARTIAL ARTS MILLIONAIRE



While you may think of a martial arts millionaire as someone with a huge school, a big car and hundreds of students, that is probably not the case. In *The Millionaire Next Door,* authors Thomas J. Stanley and William D. Danko found in a survey of 3,000 affluent Americans that three out of four millionaires drive cars more than one-year old, and have never spent more than $29,000 for a car. Our own research shows that the most profitable schools tend to be smaller, with just 250-300 students and extremely low expenses with a very high profit margin.

Here are eight steps to help you become a martial arts millionaire.

1. Redefine wealth

Learn to gauge your financial situation as a measure of "net worth," rather than an increase in material possessions. Net worth is determined by taking everything you owe and subtracting it from everything you own. The result is your net worth. A millionaire has a net worth over $1,000,000.

2. Calculate what your net worth should be

Multiply your age by your pre-tax annual household income from all sources except inheritances. Divide by 10. This, less any inherited wealth, is what your net worth should be. For instance, if you're 32 and make $30,000 per year you would multiply 32 by 30,000. The resulting sum of $960,000 is then divided by 10, resulting in $96,000. If you are 32 and make $30,000 per year, you should have a net worth of $96,000.

3. Big hat, no cattle

This was a key quality of the millionaires studied. How do you think they got to be millionaires? Not by spending, but by saving. Even if you can afford them, cut back on high-status purchases such as cars, even if it requires you to lower your current lifestyle a notch or makes you seem a bit more down-scale than your neighbors. Buying expensive cars, housing or clothes robs you of potential capital to invest. According to the authors, Texans have a term for a person who lives a flashy lifestyle but has no real wealth: "Big hat, no cattle."

4. Study money

Millionaires spend twice as much time studying and researching their own personal finances than the average person. Learn how to invest. Learn how to make money grow for you. Make sure you are not paying any taxes you can legally avoid. Millionaires spend 20 hours per month on personal finance, whereas the average person spends less than ten.

5. Live in a house, not a castle

Buying a more modest house than you can afford lets you pay off your mortgage more quickly, cuts your payment and free up cash to invest. Real estate agents will typically tell you that you can safely afford to spend up to three times your annual income on a house, since the mortgage interest provides a sizable tax deduction. Limit that amount to twice your income.

6. Pay yourself first

This is the critical discipline that has a huge long-term effect. Make sure, when paying bills each month, that the first check written is for your money market account. Reduce spending so you can save 15 percent to 20 percent of your annual income before taxes.

7. Perform some plastic surgery

Whittle your credit cards down to two, the American Express Corporate Card and one Visa or MasterCard. Use these cards for your wholesale purchases of equipment to be resold to the students. This way, you'll earn frequent-flyer miles.

Also pay your cards off each month in full. Never, ever just pay the minimum amount due. Those who understand interest collect it. Those who don't, pay it.

8. It's what you do

Stanley and Danko found that most millionaires were not from wealthy families, nor did they have advanced degrees from elite schools or elaborate job titles at leading corporations. In fact, 80% of millionaires in America earned it themselves. 80% were also small business owners.

The accumulation of wealth is not an accident or divine intervention. It starts with the decision to become wealthy and the discipline to do what it takes to save day in and day out. ■

Source: The Millionaire Next Door, by Thomas J. Stanley and William D. Danko (Longstreet). Available at the NAPMA web site http://www.avaloncity.com/napma/.

INDUSTRY UPDATE

martial arts business news, people, and places

THE NEW RULES FOR SUMMER CAMP

INDIANAPOLIS, IN—With summer camps becoming more popular to help schools through the slow months, owners must be careful about avoiding potential liability in today's "sensitive environment."

It wasn't that long ago that a camp counselor could lead campfire songs about little Indians, conduct games that were competitive or pat a child on the back or let a child sit in his lap. But in today's world, this is no longer "innocent." Simple actions such as making sure your kids shoulders have enough sunscreen on them have lead to lawsuits over sexual abuse, discrimination and malpractice.

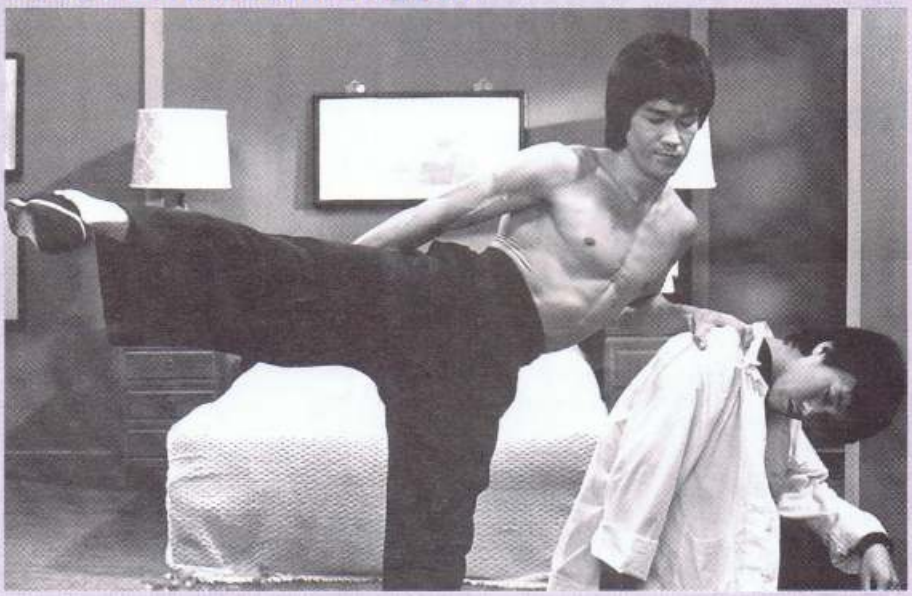
According to the American Camping Association, counselors once were expected only to be trusted leaders and role models. Now, accredited camps require them to undergo background checks, and to complete training in sensitivity.

The association, based in Indiana, suggests training guidelines and accredits camps if they meet certain standards.

The biggest changes have been heightened awareness of sexual molestation. Counselors may not give children hugs, affectionate pats on the back or rub sunscreen on children or be alone with children.

Counselors also are reminded to be sensitive to campers with low self-esteem. The Association encourages camps to use noncompetitive games that don't focus on winning. ■

BRUCE LEE MUSEUM TO OPEN



HONG KONG—A museum devoted to legendary kung fu film star Bruce Lee will open in Hong Kong this summer.

The museum, with more than 10,000 items of memorabilia, is expected to open in July as a shopping mall in the tourist belt of Tsim Sha Tsui. ■

WOULD YOU LIKE A REGRESSION WITH YOUR STAIRMASTER?

ALBANY, N.Y.—The Sweat Shop Fitness & Wellness Facility has taken mind-body fitness to a new level.

The Sweat Shop now includes psychodynamic counseling as one of their services. Owner Judy Torel, who has a Master's degree in Counseling Psychology from the State University of New York at Albany, opened her counseling practice on The Sweat Shop's premises.

Torel plans to replace the couch, a fixture for free-associative psychoanalysis with the StairMaster where she feels people are more apt to break through, "emotional/ psychological barriers to wellness."

And you thought a Student Creed was too much?



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

CHALLENGER ASTRONAUT'S BROTHER TO PRESENT NEW SCHOLARSHIP AT CONVENTION



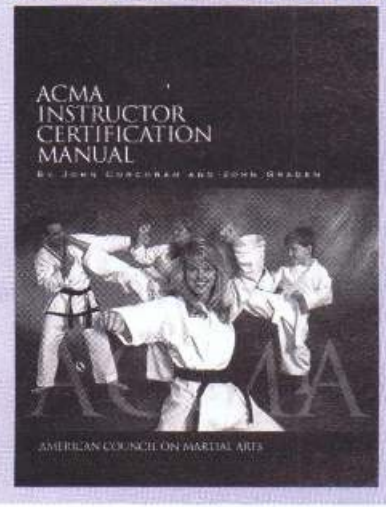
SEMINOLE, FL—Eric McNair, brother of Challenger astronaut, Dr. Ron McNair, will be a speaker at the Martial Arts Professional Magazine Convention Banquet June 13. Eric will announce the formation of the Dr. Ronald E. McNair $10,000 Martial Arts School Scholarship. Created by The Project Action Foundation to honor Dr. Ronald E. McNair. Dr. McNair was a member of the seven member crew of the space shuttle Challenger which exploded in mid-air January 28, 1986, minutes after take off from Kennedy Space Center at Cape Canaveral, Florida. In his freshman year at college, Dr. McNair started taking karate becoming an impressive instructor and attaining his 5th degree black belt.

This scholarship is to be awarded to martial arts schools which have contributed the most to their communities by helping "at-risk" children and will be used to help additional children. The creation of this scholarship will be announced June 13, 1998 at the *Martial Arts Professional* Magazine's National Convention Banquet at the Sheraton Sand Key Resort, Clearwater Beach, Florida.

Project Action Foundation, winner of the 1997 Florida Governor's Award, helps prevent juvenile crime by providing "at-risk" children with scholarships to attend established and recognized dance, gymnastics and martial arts schools across the country.

For further info on this event, please contact Kevin Walker at (813) 367-5437. ■

ACMA MANUAL NOW AVAILABLE FOR INSTRUCTORS



ST. PETERSBURG, FL—The American Council on Martial Arts (ACMA) Instructor Certification Manual has been published and is now available for martial arts instructors.

Nearly 300 pages and divided into four sections: The Science of Teaching; The Physiology of Teaching; The Psychology of Teaching; and Risk Management, the manual is the core of the ACMA Instructor Certification Program.

The ACMA Instructor Certification exam will be based upon the information contained within this manual. The exams will be presented in cities around the country in conjunction with an exam preparation workshop.

The manual is priced at $99 plus shipping and can be ordered at (800) 973 -6734 or (813) 895-0409 outside the U.S. ■

LEWIS NAMED TO ACMA BOARD



ST. PETERSBURG, FL—American martial arts pioneer Joe Lewis has been named to the American Council on Martial Arts (ACMA) board of advisors.

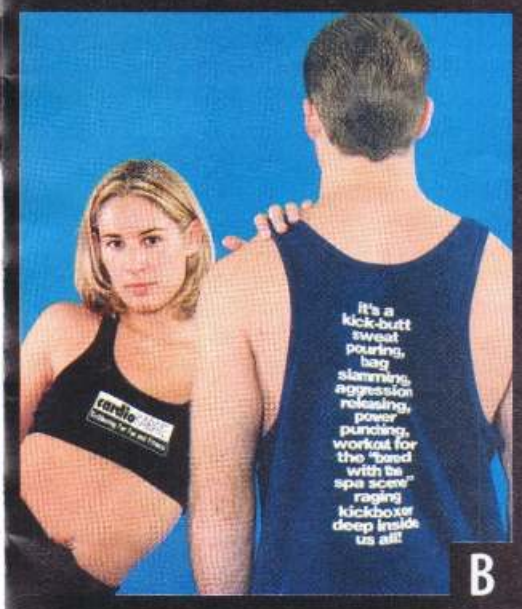
Lewis began teaching black belt instructor's seminars in 1968. He has since taught tens of thousands of students all over the world. His studies include research with acclaimed self-esteem psychologist Dr. Nathaniel Branden. In 1975, Professional Karate magazine published Mr. Lewis' pioneering three-level system for teaching martial arts.

He has been inducted into 12 international halls of fame, including the Black Belt Hall of Fame, both as "Fighter of the Year" (1974) and as "Instructor of the Year" (1985). In 1995, Lewis was awarded the prestigious Lifetime Achievement Award from NAPMA. His advice articles have appeared worldwide, including in two recent issues of *Parade (circulation* 37 million).

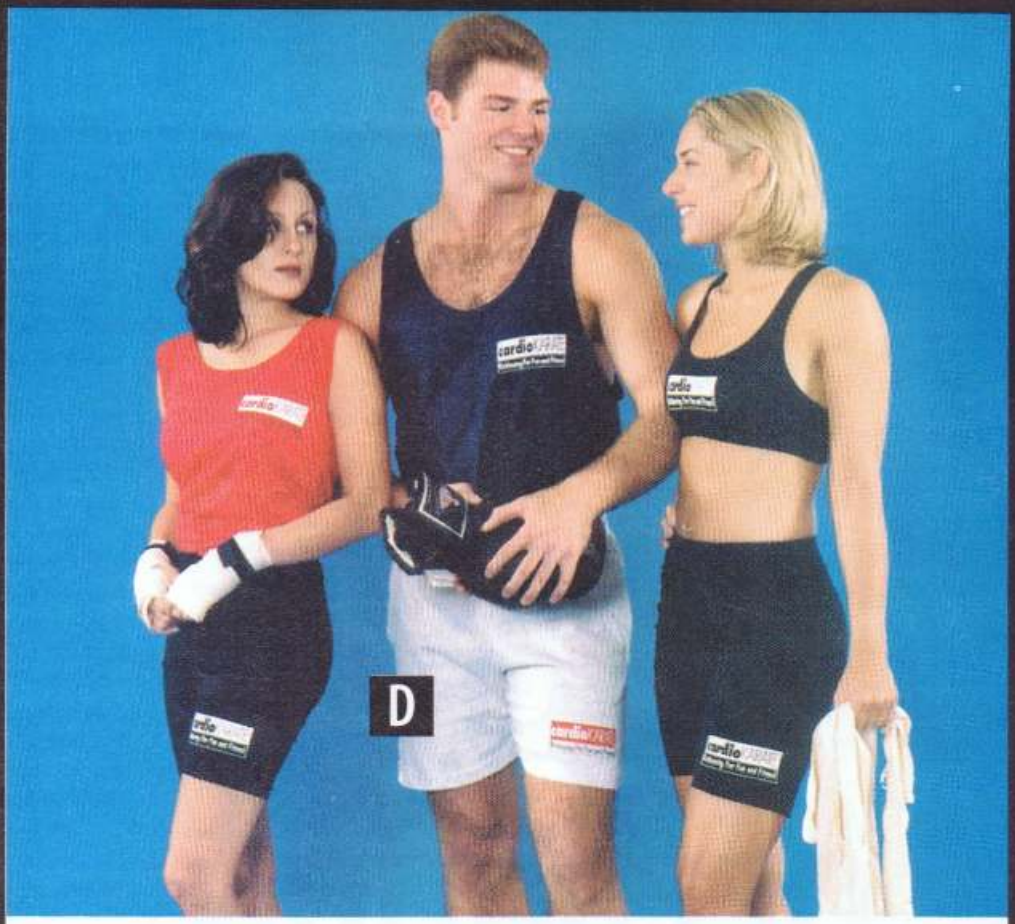
Lewis has written a chapter for the ACMA Instructor Certification Manual entitled, "The Power of Instilling Purpose in Teaching Martial Arts." ■

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.

FIXING THE WEAK LINKS IN THE CHAIN SCHOOL OPERATION

AN INTERVIEW WITH CHAIN SCHOOL OWNER STEVE DEMASCO



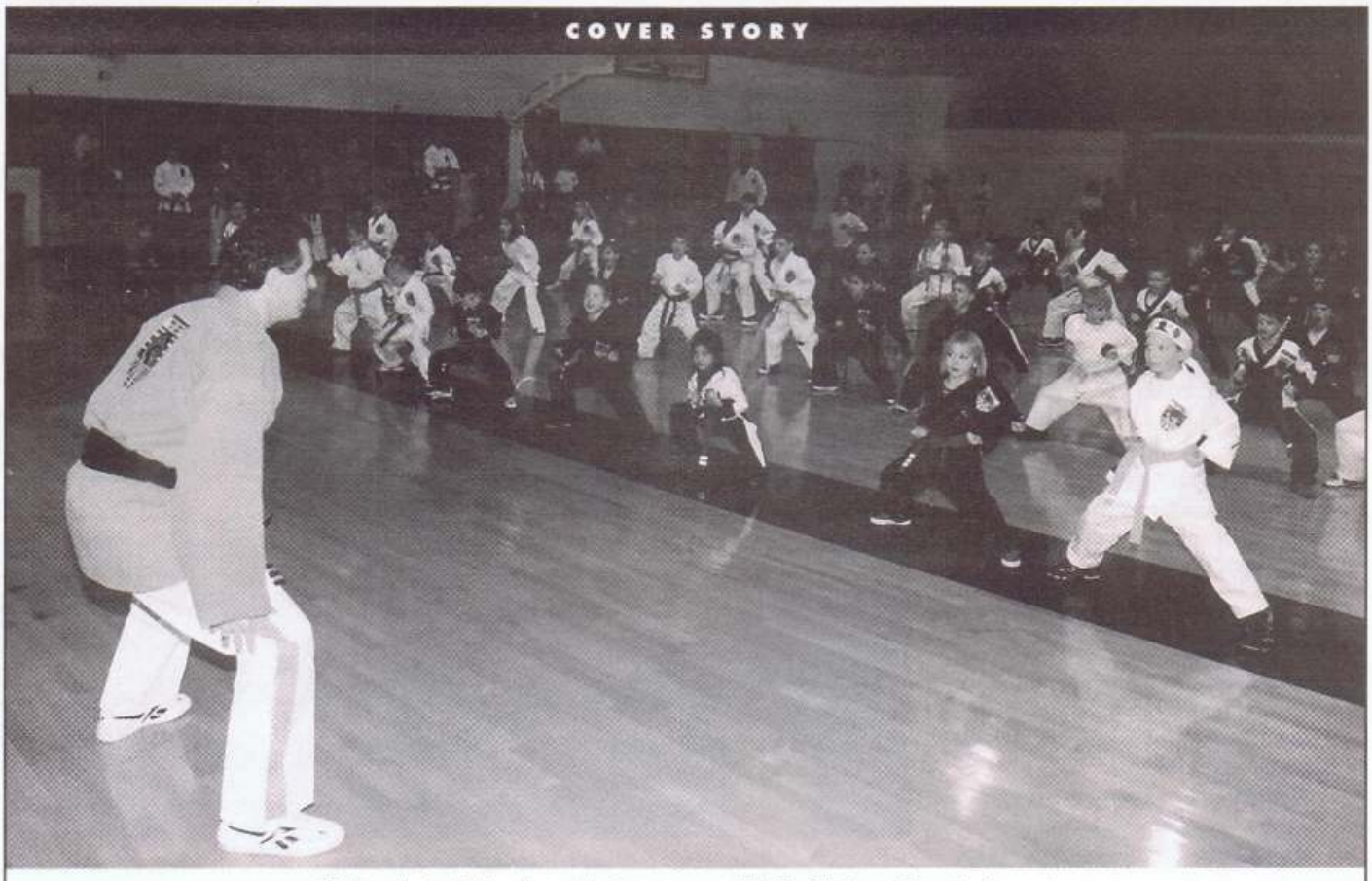
INTERVIEW BY ANDREW BREEN

Steve DeMasco may not be a household name in martial arts circles, yet he is an integral part of one of the most successful martial arts enterprises in the United States. DeMasco is co-owner of the United Studios of Self-Defense, which he says is the largest chain of martial arts schools in the country. Though he now drives a car that costs more than some homes and rubs elbows with Congressmen and Senators in his capacity as the founder of the "Kids for Life" foundation, the road wasn't always so smooth.

Steve DeMasco grew up in the tough housing projects of Spanish Harlem and Brockton, Massachusetts. As a natural outgrowth of his hard-scrabble upbringing, DeMasco gravitated first to boxing and then to the Asian martial arts. In a 30-year career encompassing Tae Kwon Do, the Chinese martial arts and, his art of choice, Kenpo, DeMasco has turned his interests in promotion and organization to the world of franchising—with respectable results.

The company DeMasco co-owns, United Studios of Self-Defense, was founded nearly two decades ago by Kenpo-stylist Fred Villari. A successful entrepreneur in his own right, Villari was often criticized in the martial arts community for what many considered deceptive business practices as well as lax promotional standards. Be that as it may, Villari's operation eventually splintered and the United Studios of Self-Defense organization fell dormant until Charles Mattera, one of Villari's original students, broke off, resurrected the name and reorganized the enterprise. Mattera, in turn, sold DeMasco the East Coast rights in 1991.

As a result, Mattera is presently the CEO and West Coast head while DeMasco serves as President of the East Coast. Even though both operate under the United Studios umbrella, each territory is an independent entity with its own management style and ideas about how to best grow its respective organizations. For example, while Mattera's West Coast operation is still committed to franchising, Steve DeMasco has recently opted to expand with company-owned schools. DeMasco is making the transition a gradual one as United Studios



DeMasco leads children through basics at a recent Kids For Life Foundation charity event.

now has varying degrees of ownership interest in seven of its 30 Connecticut-based schools.

Considering the vagaries of the martial arts business, just how did the chain manage to grow so steadily? One of the biggest reasons may have been the executives' ability to anticipate market trends. United Studios claims to have pioneered or refined many of the marketing techniques that are now standard practice in the industry (for example, $99 Summer Specials, family plans, free uniforms, etc.).

Moreover, they were quick to recognize and aggressively harvest the children's market. In the early 1980s, when most schools still looked to adult males as their primary student base, United Studios changed its focus to young children and family members, and consequently experienced explosive growth.

United Studios schools are definitely not "mom & pop" operations in the traditional sense. Each school carries a $110,000 price tag, as well as a franchising fee of 10% of gross revenue. In return, United Studios provides owners with a fully-equipped school, trained instructor(s), six months of working capital and ongoing monitoring. Just as importantly, operational aspects such as marketing, pricing (tuition) and curriculum are tightly controlled by Corporate Headquarters.

Chains such as United Studios have been derisively likened to "fast food restaurants." DeMasco, however, makes no apologies and readily acknowledges that his franchise operation holds certain parallels with fast food establishments. For example, just as McDonald's has its own University, DeMasco oversees a two-year Instructor's College in North Haven. Approved by the Connecticut Commission of Higher Education, this college ensures that United Studios instructors understand the components of effective teaching, not the least of which is how to communicate with customers in a respectful manner.

Obviously, the industries differ, yet the goal remains the same: Provide customers with a predictable product—regardless of where they take lessons. Indeed, Steve DeMasco insists that quality is a visceral concern and has worked hard to counter the belt-factory stereotype. Not surprisingly, it is also the reason he insists on operational control over his franchises, even to the point of taking all belt-testing out of the hands of the franchisees.

In the following interview, Steve DeMasco discusses his controversial approach and lays it on the line with *MAPro* readers with his perspective on the business of martial arts and what it takes to succeed.

MARTIAL ARTS PROFESSIONAL: *What is your background in the martial arts?*

STEVE DeMASCO: In 1968, I started boxing, basically to keep myself off the streets. Then in 1971, when I graduated from high school, I had a choice of going pro or going to college. I chose to go to college and while there, a friend of mine introduced me to Uechi-ryu karate.

Later, I discovered Kenpo and was really fascinated by the animal movements, so I studied Kenpo with Larry Manzoni up to second-degree black belt. While continuing to study Kenpo, I studied Tae Kwon Do, primarily to improve my flexibility and, later on, the Chinese martial arts. I've stayed with Kenpo throughout and [currently] hold an 9th-degree black belt.

Continued

Fixing the Weak Links

—continued from page 13

MAPRO: *When did you start your first school and how did the opportunity come about?*

DeMASCO: In 1980 or '81, I was sort of drafted into it. It wasn't a money thing. I had always been able to make money. I was an entertainment agent with offices in Boston and Pittsburgh, but I just had enough of being in and out of planes five days a week. So when Larry [Manzoni] told me that there was an opportunity to open a school in New Hampshire, I took him up on it and found that I loved it.

MAPRO: *What is the name of your organization and what is your position?*

DeMASCO: The company is United Studios of Self-Defense and I'm the East Coast President. Charles Mattera is the CEO and founder of United Studios. Basically, I bought the area, I bought that name for the East Coast.

MAPRO: *How many schools operate under the United Studios name?*

DeMASCO: The total operation is 130 schools.

MAPRO: *Could you briefly outline the ownership structure of your organization?*

DeMASCO: For the past several years, it's been a franchise. We're registered with the FTC [Federal Trade Commission] and sell turnkey studios for $110,000 apiece.

MAPRO: *Do owners pay a franchise fee as well?*

DeMASCO: Yes, and in return, we run and staff the dojos. We provide training to the owner and operator, and if they need other black belts, or they want to go on vacation or don't want to teach anymore, we provide the personnel. All of our black belts come from within our own operation.

MAPRO: *You mention that you provide the black belts. Are you selling franchises primarily to martial artists or businessmen?*

DeMASCO: In the beginning it was mostly martial artists. But now it's mostly investors, because it [each studio] costs a good amount of money. Most small businesses fail within the first two years because of two factors: lack of capital and a lack of management skills. We have addressed these two problems while still providing great paying jobs for people who want to be martial artists.

But most of the money that comes through now is from investors. There aren't a whole lot of guys in their early twenties who can come up with $110,000.



DeMasco instructing junior adult students.

MAPRO: *Are all of the schools franchised or do you license the United Studios name?*

DeMASCO: Currently, they're all franchises. On the West Coast, Charlie Mattera is still franchising, but I made the decision a year ago not to franchise any more studios. I have enough working capital at this point so that from here on, they're all going to be company-owned.

From a company standpoint, I have to do the same work. This is not a franchise where I set you up and say good luck. When you open a United Studios on the East Coast, you have contact with a manager from the corporate office at least seven times a month. McDonald's doesn't see their people that often, neither does Subway. So, I have to do the same work whether you buy a studio from me or I own the studio myself.

MAPRO: *How much operational control do franchisees maintain? For example, are they allowed to add Cardio-Karate or hold celebrity seminars if they wish?*

DeMASCO: Operationally, anything they do has to be approved by Corporate. But more than a matter of control, what I try to do is maintain consistency. Although they [individual franchisees] might have a great idea, it doesn't necessarily mean that it will work for all the schools.

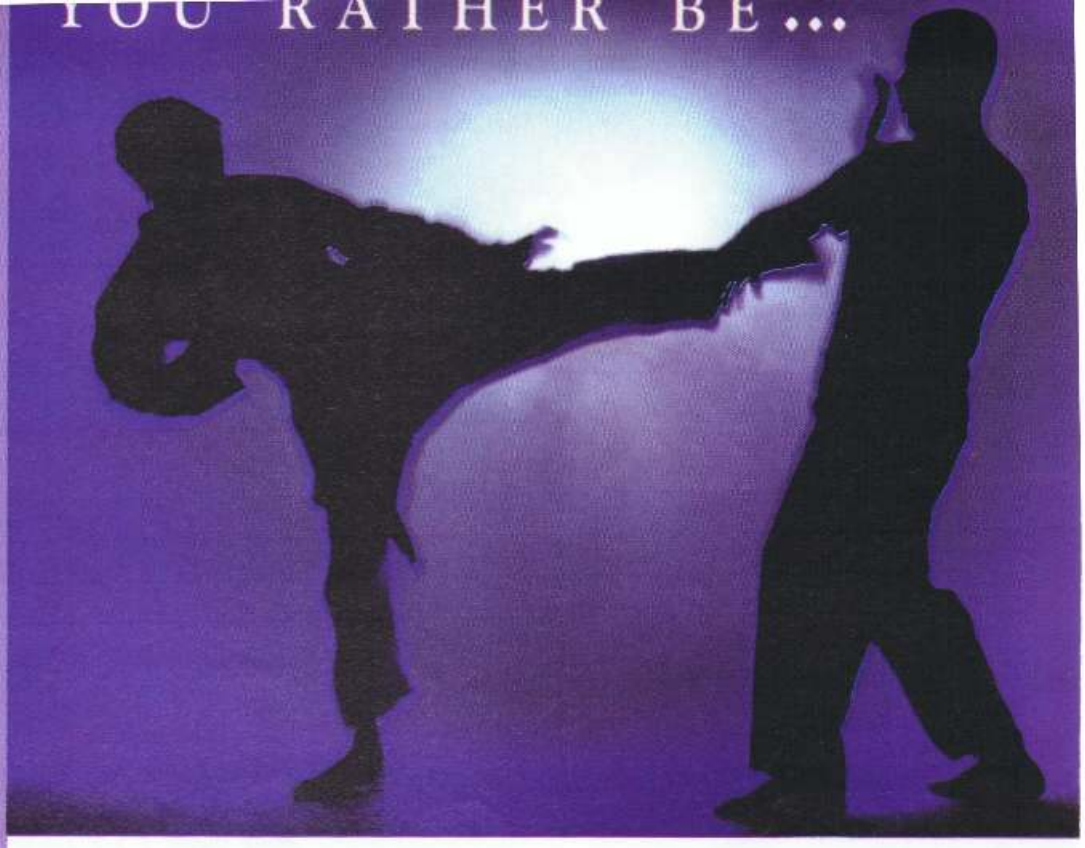
[But] I don't stifle. In fact, I pay for great ideas. If a black belt comes to me and says, 'Look, I have something that I think will work,' then bring it to the table and if we use it, we pay them for it. I encourage people to be creative, but if you've got a good idea, bring it to the table so we can all share it.

People come to us because they know they're going to get quality instructors, because they know the pains I go through and what the instructors have to go through in order to work for me. They know that when you have consistency, you're not going to walk into one studio and pay $55 for a Little Dragon class and pay $75 for a Little Dragon class at another studio. The only places prices will differ is in extremely affluent neighborhoods because rents are more [expensive]. A rent of $1,800 a month in central Connecticut will cost $2,500 or $3,000 in Southern Connecticut, so people expect to pay more.

For 90% of the studios, though, rates are standard. I'd say anywhere between

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.

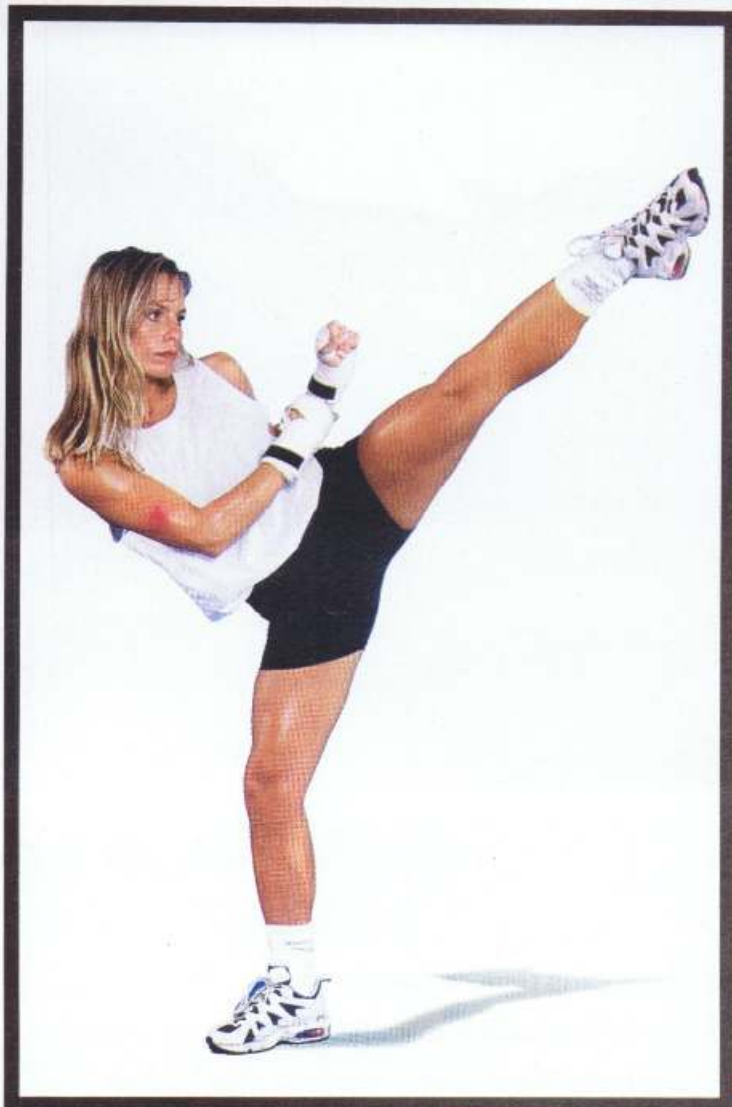
Why not spend more time doing what matters most? Contact Sports & Fitness Billing today.

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™

PROFESSIONAL RECEIVABLES MANAGEMENT

AAC Success Track®

SERVICE PROGRAMS



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

EFT Electronic Draft 25¢ PER PAYMENT

Mastercard/Visa Electronic Debits 45¢ PER PAYMENT

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

AAC Quick Cash® REVOLVING CREDIT LINE

Call BUSINESS DEVELOPMENT Today!

INTERNATIONAL TOLL FREE

1-800-233-8483

AFFILIATED ACCEPTANCE CORPORATION

International Operations Facility

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

FAX: (816) 753-1429 E-MAIL: 74041.2525@compuserve.com WEBPAGE: http://www.affiliated.org

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.

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

Fixing the Weak Link

—continued from page 14

150 and 300 students. The average gross of a studio could be anywhere from $100,000 to a quarter-of-a-million dollars a year.

MAPRO: *What style is taught in your chain?*

DeMASCO: All of the schools teach Kenpo. We teach Tai-Chi in about a half-dozen schools and Kung-Fu classes in another half-dozen or so, but they are totally separate—as if you were setting up a Cardio-Karate class.

MAPRO: *While we're on the subject, do any of the United Studios offer programs such as Cardio-Karate?*

DeMASCO: We're experimenting with it; we've kicked it around and are experimenting with Cardio in a few schools. I think in some areas it would do well, knowing that on the West Coast, it has obviously done incredibly well out there.

MAPRO: *Do your schools have Black Belt Clubs?*

DeMASCO: We have Black Belt clubs, but it's not something we really push. We do offer it, but it's not a big part of what we do. Black Belt Club members get a special uniform and a private or semi-private lesson a week, but the Black Belt club for kids is more structured.

We try to motivate adults differently. My experience is that the people on the East Coast are much more conservative. I try to use the more intellectual approach for adults on the East Coast. I've been in the business of selling since I was 17, and you'll always find the West Coast is a much easier sell than the East Coast.

MAPRO: *What do you look for, demographically, in choosing an area to open a school?*

DeMASCO: We do demographic studies—which are now easy to pull out from the Internet—that look at the average income of people in the [selected] town, what the housing costs are, and where people get their jobs—professional, factory, skilled workers, etc. I work up a type of checklist, a formula to check out if the area is economically viable. And since the majority of our business, at least on the East Coast, is kids between the ages of seven and eleven, we check to see if the town has a strong population of young children.



DeMasco with Kung Fu instructor Tak Wak of England.

Basically, we do a demographic analysis of average incomes and how many kids per household.

MAPRO: *You mention that most of your market is children. Could you provide a rough approximation of how that breaks down?*

DeMASCO: We probably have a breakdown of 75% children to 25% adults.

MAPRO: *Has it always been that way for United Studios?*

DeMASCO: If you study Charlie's schools on the West Coast, I would say he has a 50/50 or 60/40 breakdown of children to adults. I think my student base is primarily children because I've always been very involved with kids. Because of the philanthropic work I've done with kids, work that I have done with the U.S. Department of Education, and my radio show about families and kids, people closely associate Steve DeMasco with kids and the welfare of children. So they want to bring their kids to my schools. A lot of it is not so much the [martial arts] industry as the fact that I'm so involved with children.

MAPRO: *You've established a foundation for helping at-risk youth. What is its name and how did it come about?*

DeMASCO: It's called the "Kids for Life" foundation and it's been in operation for about six years. Originally, I raised money under that name and gave it to such causes as Paul Newman's "Hole in the Wall Gang" and Michael Bolton's foundation. We have obtained non-profit status and in the last year we are starting to do our own things.

MAPRO: *Was this what brought you into the political arena?*

DeMASCO: No. Actually, it was just the opposite; it was the political arena that got me to form the organization. I've always worked through local school departments, and people were starting to recognize the success I've had working with the core of the population of at-risk youth, the really at-risk youth.

MAPRO: *What are the goals of the foundation and the methods for reaching these goals?*

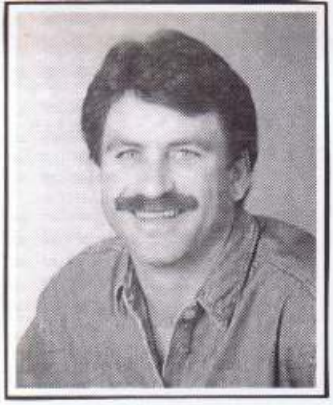
DeMASCO: Quite simply, we utilize the martial arts as a vehicle to motivate and teach life skills. It has nothing to do with styles, but with inspiration and quality instruction. As an individual activity, the martial arts are a great tool for self-expression and [to build] self-esteem. I start in elementary schools, going right into the schools and doing it right in the school systems, not after-school programs, but right in the schools.

MAPRO: *When did you begin doing that?*

DeMASCO: Back in New Hampshire about 17 years ago.

MAPRO: *One area that tends to suffer in a large chain is the quality of the black belt. I would like your comments regarding*

Continued on page 32



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

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

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

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

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

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

The **Lead generation** System is not only extremely effective; it is extremely **cost** effective. Based upon our lease purchase agreement, with **no money down**, you could nearly pay for the system before your first payment is due! Based on the lowest response rate you can get **20 to 40 qualified prospects a day**, and with a conversion rate of only 10%, that is **2 to 4 new students a day!!** Imagine the sales growth you can experience when **you are able to spend your time enrolling and teaching and not prospecting!**

WORDS FROM MARTIAL ARTS SCHOOL OWNERS

I just got this thing and it blows me away! ***The first day I got 20 leads in 3 hours and they are coming in like crazy!*** *I have been in this business for 30 years and have never seen anything like it. If you are willing to do the work, it will sure produce the leads. Call me or come by my school and I will show you what it does. These guys really made it happen. My hat is off to you TNG-Systems.*
Scott Woods Karate International 510-339-7736

"I was also skeptical at first, until I saw it work, and then I couldn't believe it. We get 50-70 leads every time we use it! ***They even showed me how to earn money on it outside the martial arts industry and it worked every time!***
Ronald Harris Success Martial Arts 919-220-4028

I use the system for several of my locations now, our growth has doubled in the last year. *I don't care what anyone says, this is everyth: g they say and 10 times more!* Thanks Guys!
Tony Martinez Westwind Karate 801-571-9696

"It's simply ***the best enrollment tool for the cost*** *in the business, and their company support is truly amazing."*
USA Karate Scott Kifer 630-665-8322

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

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

1-800-932-6382
TNG SYSTEMS 955 DAIRY ASHFORD # 207 HOUSTON, TEXAS 77079

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



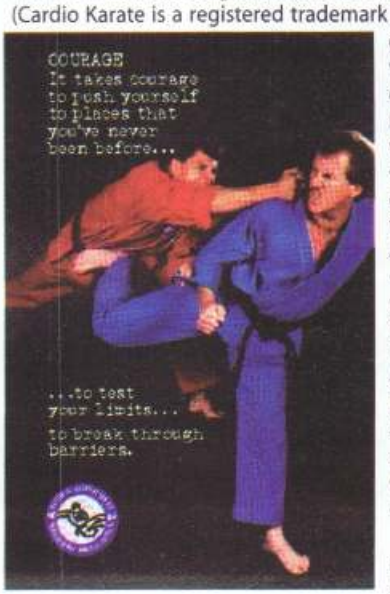
NAPMA has grown, in two short years, to become the nation's largest and fastest growing professional martial arts organization for one simple reason—NAPMA works for school owners nationwide!
Each month NAPMA members receive a package packed with proven, professionally designed marketing and operation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

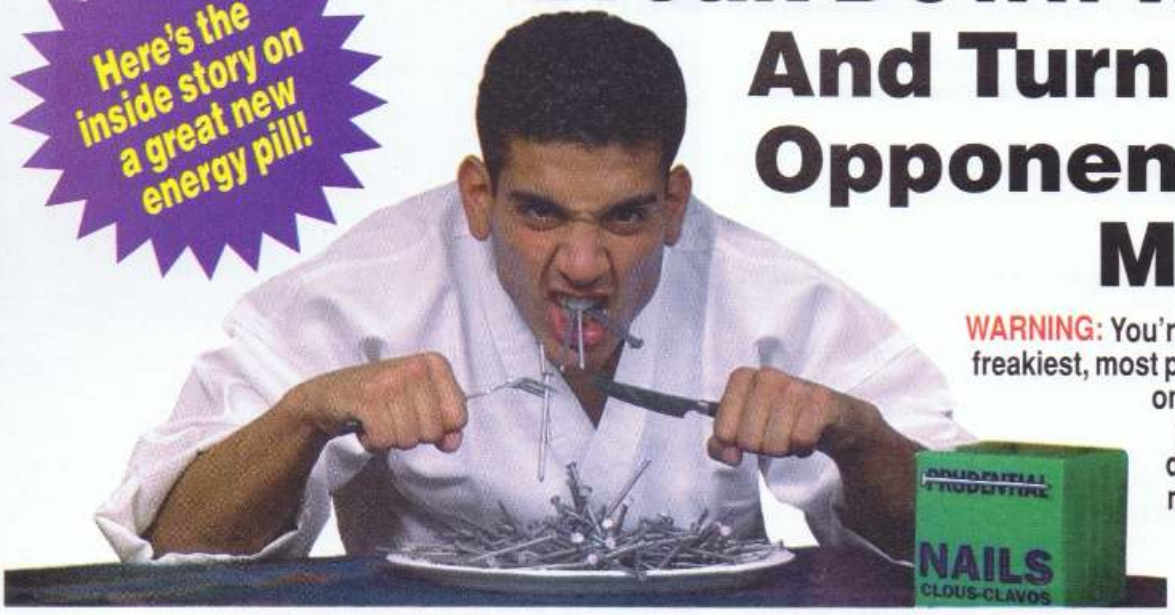
Enroll today—before your competition does!

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)

AFTER TAKING "KICK"

You'll Want To Chew Nails, Break Down Walls, And Turn Your Opponents To Mush!!

Here's the inside story on a great new energy pill!



WARNING: You're about to meet the freakiest, most powerful energy pill on the planet. But be forewarned - if you decide to try it, your martial arts training will move up to a whole new dimension.

You think we're exaggerating... right? Just a bunch of clever "B.S." that we made up to sell an energy pill. Claims that are just too incredible to be true! Not so!! We're talking the real deal here -- not some sissy-whissy, ginsana-wanna from your local drug store. And if you don't agree... we'll give you all of your money back. (see guarantee on next page).

KAZZAM!! POW!! BLAST!! You're a martial artist. You train hard! You push yourself to the limit day after day! You're a warrior! And that's why you need a very special kind of energy. An energy that's immediate... explosive...and powerful!! But not all energy is the same. The production of energy in the human body varies depending on specific needs.

Here's what we're talking about.

- Your body actually has two energy delivery systems. One provides sustained, long-term energy over the course of many hours. This energy system is what keeps you going all day long. No doubt about it, this kind of energy is a must for all athletes – including martial artists. But this type of energy is more the result of a long-term exercise program, good diet, rest and recovery rather than any nutritional supplement.
- The other energy system is the one your body calls on for shorter, quicker, more immediate performance needs. It's this system that provides your body with the power and stamina it needs to go all out for an hour or two – such as in martial arts class or at a tournament. And the good news is that nutritional supplements can definitely boost this energy system.

SQUASH OPPONENTS
Kick will help give you the energy you need to annihilate your competition.

In our course of conducting hundreds of interviews with martial artists around the country, so many of you told us that this was the exact kind of energy that you were looking for. Something you could feel immediately. Something that would rev you up instantly. Something you could take before class or at a tournament to make you more aggressive. A mega-supplement for *FIGHT – NOT FLIGHT!* That's what our great new energy product **Kick** is all about.

After hearing the same request over and over again, we decided that it was about time to give you what you really wanted. That's why we made **Kick** so much stronger than just your every day energy pill. In fact, we made it as strong as humanly possible while still keeping it all natural. *(To get anything stronger, you would need a doctor's prescription.)*

So how did we do it, anyway?

How did we manage to create the world's most powerful energy pill? To begin with, we closely

analyzed the research for every natural substance that helps boost energy. Honestly, the list was much larger than we thought and so this was no easy task. Some of the items were just so-so. Others looked like they might work. Still others were showing some impressive results.

We also noticed that most supplement companies were using one or two cheap ingredients in their energy formulas. Products like these are of very limited value. We knew that we didn't want to take the easy way out. Instead, we wanted to know what would happen if all of the top natural energy substances were combined in one SUPER ENERGY PILL.

We instructed our research department to begin experimenting immediately. They were somewhat surprised by this request to put so much into one product but they agreed it would really be fantastic. By the time they were done, they had taken energy supplementation to a whole new level. After several months of sampling out this experimental energy formula, everyone agreed that they had never experienced an energy product this powerful.

Once we nailed down the formula, we named it **Kick**, designed our labels, and began giving samples out at martial arts tournaments around the country. It didn't take long for the feedback to start rolling in. Martial artists everywhere were telling us that **Kick** was the greatest nutritional training aid they had ever used. As the word spread, we quickly sold out of product at every tournament we went to. People bought two or three bottles, fearing they might not be able to get it again in the future.

(It's always fun to see the look on doubters' faces after they've tried a free sample at a tournament. All it takes is about 15 to 20 minutes and they're back with a buzz to buy a bottle.)

And now we want you to experience the sensational and unreal boost that **Kick** delivers.

Frequently asked questions about "Kick"!

Q. *What does Kick contain?*

Each 1,200 milligram **Kick** tablet contains 19 of the most powerful all natural energy boosting substances on earth. These include: Guarana, Kola Nut, Yerba Mate, Ginseng, Bee Pollen, Niacin, Vitamin E and much much more.

Q. *Is it safe to mix all of these ingredients together?*

All of the 19 ingredients in **Kick** are naturally derived and safe. In fact, it is the mixing of them together that makes the product so effective.

Q. *Is Kick legal for competition?*

All 19 of **Kick's** ingredients are legal for sale in America. However, certain athletic organizations do ban specific substances. Therefore, always check with the sanctioning body before using **Kick** in competition.

Q. *Can young martial arts students use this product?*

Kick was designed for all students. However, anyone under 100 pounds should take only one tablet at a time.

Q. *Does Kick contain any MaHuang or Ephedrine?*

Kick does not contain either of these ingredients.

Q. *When's the best time to take Kick?*

Kick is specially formulated to meet the immediate energy needs of the martial artist. Therefore, the best time to take it is 15 to 20 minutes before class or competition.

Q. *How many tablets come in a bottle?*

Each bottle of **Kick** contains 30 tablets.

Q. *What does it cost?*

A 30 tablet bottle of **Kick** sells for $10.

We want you to feel how **Kick** improves your alertness, stimulates your energy and drives your muscles. We want you to see for yourself the difference that **Kick** makes at your next class or tournament.

We know that what we are claiming here may sound too fantastic to be true. That's why we offer you a 100% money back guarantee if for any reason you are not satisfied with **Kick**. The truth is – you have nothing to lose and energy to gain.

100% MONEY BACK GUARANTEE.
If at any time you are not completely satisfied with our product, simply return it to place of purchase for a full refund.

DISCOVER THE WAY AT GENERAL NUTRITION CENTERS

GNC LiveWell.

LOCATIONS NATIONWIDE

ATTENTION MARTIAL ARTS SCHOOLS:
If you're interested in selling any of our great martial arts supplements to your students, call

Century Martial Art Supply
for pricing and ordering information.
1-800-626-2787

If **Kick** is not yet available in your area, you may order directly from us by mailing $10 *(plus $2.95 shipping)* to the following address. Or call in your order for faster service using your credit card.



The Way™
731 Kirkman Rd., Orlando, FL, 32811
1-800-255-8906
www.masteringtheway.com

©The Way 1998 - WAY-00205-5/98



MASTER'S DEGREE

instructions for instructors

by Tom Callos

Accurate Stats: The Secret of Advanced School Management

You want to improve your school, right? That's why you're reading this column. Perhaps it's new ideas you are in search of? Or maybe you're looking for reminders of things you already know but haven't been doing? Well, if improvement is what you want, then here it is! Get ready to read some of the most important information you'll ever come across on advanced martial arts school management. But, before I can take you into my confidence, I need to ask you a few qualifying questions:

"Accurate stats give you a view of your school unavailable from any other perspective."

1) To make significant, long-lasting progress in your school requires time and commitment. Are you going to be working in your school for the next 12 months?

2) Do you have any mental or physical health problems (beyond the typical delusions of grandeur) that would keep you from enjoying the benefits of some sound advice?

3) If you find the information below to be valuable, would you be able to think about it once-or twice-a-week over the next year?

4) Do you have a place to practice what you learn?

5) Can you afford to budget the cost of a pencil and a few sheets of paper toward the dramatic improvement of your management skills?

6) What you're about to learn requires self-discipline and a positive mental attitude. Do you understand and agree with the positive philosophy that you're teaching in your school?

7) Is it a good time in your life right now to invest 30 minutes per week to improve your operation?

Very good! It sounds like you're ready, so here it is: THE most important information I will ever give you on advanced martial arts school management is...drum roll, please: KEEP STATISTICS—AND STUDY THEM!

Why is keeping ACCURATE statistics so important? Because without them it's like flying a plane in the dark—without any instruments. You might keep the bird aloft, you may even be able to avoid collisions and land it in one piece. But why put yourself through it?

Accurate stats tell you where you are—and where you're not. They give you a view of your school unavailable from any other perspective. Stats let you know where to put your energy for maximum return. Stats give you a yardstick with which to measure your progress. And most important, stats speak the truth. No amount of fresh paint, neon lights or glitter can dress up your statistics and make you look successful—if you're not.

Beginning in 1989 I began to meticulously keep—and study—my school's stats. Due in great part to what I learned, my monthly gross income went from $21,526 to more than $36,000 per month, in just two years. Below are my cash and contract amount statistics for the years 1991 and 1992. They speak for themselves:

In 1991, my average gross was $36,472 per month. My average contract amount was $47,757. I enrolled an average of 32 students and had 20 renewals per month.

In 1992, my gross dropped to $34,887, and my contract amount dipped to $40,304. I enrolled an average of 21 students and had 14 renewals each month. Despite that, due to lower advertising costs (in 1991 my Cost-Per-Call was $34, in 1992 it dropped to $19), an increase in tuition and a negotiated reduction in rent, I had a bigger net profit than the year before.

The point here is that statistics made the difference. Stats helped me know I was spending too large a percentage of my income on rent and advertising. They helped me plan my advertising and gave me a gauge to measure my success. As an instructor, testing statistics helped me pinpoint which belt levels needed more focus. They showed me where I was losing students and where I needed more help on the floor.

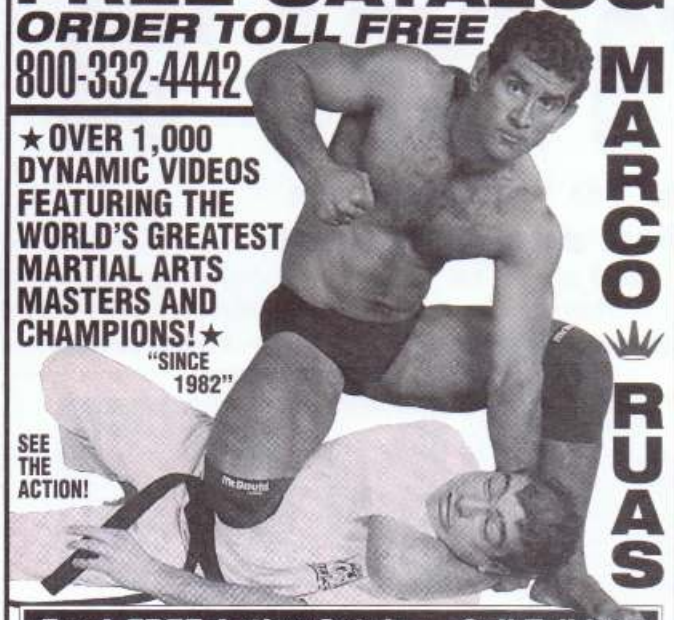
Want to improve your school? There's no more scientific and exact way to do it than keeping—and studying—your stats. Good luck! ■

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

1991 Contract	Cash	Amount	1992 Contract	Cash	Amount
Jan.	$39,971	$53,079	Jan.	$43,530	$55,765
Feb.	$36,497	$47,520	Feb.	$34,416	$37,733
March	$36,134	$34,293	March.	$39,572	$33,716
April.	$36,130	$47,149	April.	$34,954	$35,609
May.	$34,025	$39,293	May.	$31,545	$42,714
June.	$32,223	$42,305	June.	$31,804	$47,622
July.	$32,796	$34,125	July.	$30,097	$31,294
Aug.	$41,941	$61,622	Aug.	$31,895	$44,659
Sept.	$43,510	$60,340	Sept.	$41,437	$57,647
Oct.	$37,785	$42,998	Oct.	$33,928	$33,598
Nov.	$34,623	$47,901	Nov.	$33,608	$30,226
Dec.	$32,038	$61,266	Dec.	$31,853	$33,083

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.

Martial Arts
Fitness Centers
Personal Trainers

Fire
Bonds
Umbrella
General Liability
Tournaments
Medical Payments
Professional Liability
Employee Related Practice
Workers' Compensation

Insured by:
Member Companies of
American International Group, Inc.
Rated by A.M. Best Co. A++ (Superior)

SPORTS & FITNESS
INSURANCE CORPORATION
Since 1985



Exclusive to Sports & Fitness Insurance Corporation

- No Deductible
- Non-Auditable
- Full Limit On All Coverages
- 2 Year Policies

212 Key Drive
Suite A
Madison, MS 39110

Post Office Box 1967
Madison, MS 39130-1967

601.898.8464
800.844.0536
fax 601.853.6141
www.sportsfitness.com

PEACE OF MIND

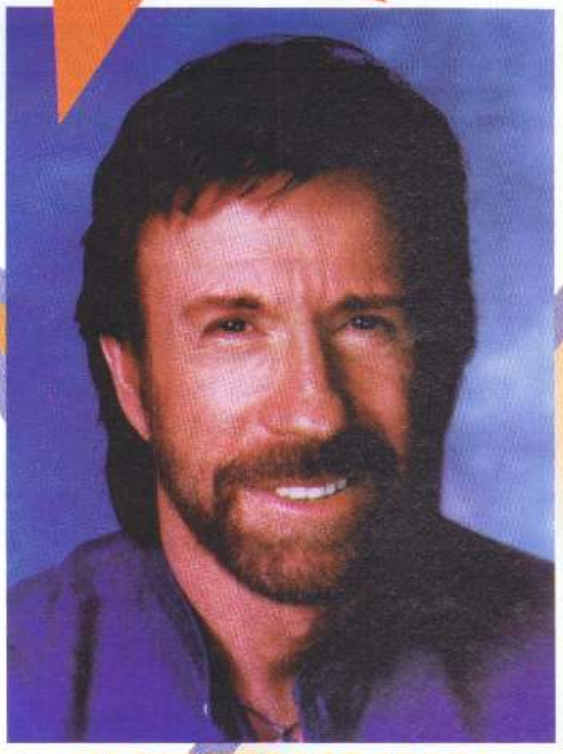
The Largest Martial Arts Expo Ever Held In North America Is Returning Again

Century Incorporated and Kick Drugs Out Of America
presents

KICK DRUGS OUT OF AMERICA

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

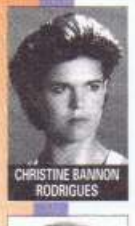

HAN JAE JI


BILL 'SUPERFOOT' WALLACE


KATHY LONG


KEITH HACKNEY


WILLIE 'BAM' JOHNSON

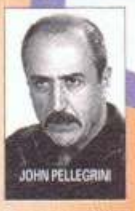

CHRISTINE BANNON RODRIGUES

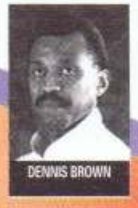

AL TRACY


DON 'THE DRAGON' WILSON


CYNTHIA ROTHROCK


ERIC LEE

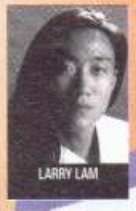

JOHN PELLEGRINI

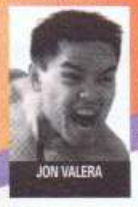

DENNIS BROWN


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
IFKA
Plantation, FL 33324

SPONSORED BY

BLACK BELT Martial Arts
TAE KWON DO
KARATE
USA INTERNATIONAL
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

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

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.

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

STRATAVOICE TELEMARKETING COMPUTER SYSTEM WITH PRINTER
1-year old—brand new, all factory marketing scripts included, all telephone connections and manuals. No money down! Take over payments and save thousands. Call 847-336-3322.

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 $40,000+, 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.

SCHOOL FOR SALE
South Florida 4,000 sq. ft. great street traffic, 16-years same location. Fully equipped computers, matted floors, full mirrors. Locker rooms with showers, two training areas. A steal and great business opportunity. Serious inquiries. $60K. Will consider trades. 954-963-1212

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) 895-1235 or email it to NAPMA@aol.com

SAVED BY THE BELL

By Rick Bell

How to develop switching barriers to dropout. Part 1: The friendship factor

"I have no problem signing students up", one instructor recently told me, "I just can't keep them from quitting."

I hear it all the time. Martial arts instructors all over the country tell me it's tougher than ever to keep students from dropping out of classes. Most believe that the root of the problem is entertainment saturation in our society. There are more activities than ever competing for a student's time and money, and so far we've not given enough students a good enough reason to stick with our classes.

"Are you suggesting that we actually become friends with our students?"

One helpful step we could take in the martial arts business would be to adopt a concept used widely in the business world known as captive market switching barriers.

A captive market switching barrier is a deliberate obstacle designed to make it more difficult for a current customer (captive market) to switch his business from your company to another. In the case of a martial arts school, a switching barrier would make it more difficult for a student to choose another activity instead of your classes.

An excellent example of a switching barrier in a martial arts school is friendship. If you have a student who is a personal friend, you can usually count on that person being one of the least likely to drop out. The friendship you have developed with that person acts as a switching barrier to his choosing another activity instead of your classes. By the way, other activities are not always sports or hobbies, in fact, the strongest competitor a school has for student's time is often the lure of the couch and T. V. remote control.

Friendship is a significant switching barrier in any service business, and especially in a martial arts school. It makes sense to take a more friendly approach to adult students, as well as the parents of your junior students.

I can hear the collective gasp of traditionalists all over America; Wait a minute Mr. Bell, are you suggesting that we actually become friends with our students? The answer is: Yes, if you want to give yourself a much better chance at keeping them.

I know the concept of befriending students goes against the grain of conventional martial arts thinking. One of the first rules I was taught when I was coming up through the ranks was that an instructor should never become friends with his students. I was told that friendships with students undermine the authority and command presence of the instructor.

Even though it was discouraged, I became friends with my instructor because I literally spent every waking moment at the school, and I guess he got so used to seeing me that a friendship naturally developed. My friendship with him actually enhanced my martial arts training and bolstered my respect for him as a person, the exact opposite of what I was told would happen if he became my friend.

As I matured in my martial arts career, I discovered that the tough drill sergeant persona my instructor exhibited with others turned people off, and eventually made him a failure in business. Since I wanted to be successful in my own school and not follow in his failed footsteps, I decided to take a different approach and be more friendly to my students. I didn't know it at the time, but my friendly approach was actually building switching barriers to student dropout, and it worked.



There is an old business adage that says; People do business with people they like. That statement was true 20 years ago and it's true today. You must be friendly or you will not make it in the martial arts business, or any business.

I am not suggesting that you develop close personal relationships with each and every one of your hundreds of students, that would be impossible. The type of friendship I am speaking of is not a personal friendship, it is a professional friendship.

If you have a good accountant, one of the switching barriers that keeps you going back month after month and year after year is the fact that you feel like he is a friend. A good accountant, lawyer, plumber, or hair stylist will make you feel like you are more than a client, they will make you feel like a friend.

There are some specific techniques available to help instructors develop professional friendships with students and next issue we will discuss some of them, as well as other switching barriers to retain students. ■

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

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

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.

CROWN TROPHY





GOOD QUESTION!

answers to our reader's questions

by Don Korzekwa, Ph.D

How to Overcome a Student's Personal Problems

Dear Dr. Korzekwa:
We have an adult student with some personal problems. She was abused as a child and has a real problem with male adult superiors. She's on medication (anti-depressants) and just quit smoking. She came in today crying hysterically. We are at a loss. Our chief instructor is male, our assistant instructor is, too. She's okay when she's in my class (I'm a woman). What can we do, if anything? Or is this just too much for us to take on?

Name Withheld by Request

Response:
One of the greatest challenges that instructors face is dealing with the communication and relationship issues which come from working with a variety of students in a demanding training environment. Occasionally, the personal characteristics of the student and instructor may mix in such a manner as to present barriers in the communication and training process. The goal for the instructor is to recognize and overcome these barriers, and give the best quality of instruction possible to that individual.

One potential barrier to effective communication can come from the way in which instructors "see" their students. For example, if a male instructor knows that a student has a history of abuse and depression, and that she tends to react in a highly emotional manner, his communication with her can be biased by that perception. The instructor may have a concern that saying much, if anything, to this student may upset her. The result may be that he rarely speaks to this person at all.

Unfortunately, focusing on this student's "problems" can, in fact, subtly perpetuate and escalate the difficulties which already exist. In the above example, the instructor's actions are out of concern for this student's emotional well-being. The student, however, may feel offended, or neglected if the instructor rarely speaks to her. The result is to further impair the communication between them.

An alternative to the "problem focus" is to consciously and consistently focus on the student's strengths. It appears that this individual values the benefits which she receives by training in the martial arts at your school. That is, she continues to attend classes even though this is, at times, an emotionally difficult experience for her. This requires a certain amount of personal strength and determination on her part.

As an instructor, it is helpful to recognize and emphasize this strength. One manner of recognition is to appropriately compliment her determination. A simple statement such as, "I admire the effort you put into coming in regularly and training," can do a lot to boost her self-confidence, and your communication. However it is done, the essential element is to find and focus on the personal characteristics of this student which can contribute to success in her training.

Another barrier to communication can come from the way in which a person's feelings influence his or her behavior in certain situations. If a student becomes upset and responds to instruction in an inappropriately defensive or angry manner, the instructor may feel frustrated (a normal reaction). Although the student may not be considering the impact of his or her own behavior, the instructor does not have this luxury.

Given that this student "has a real problem with male adult superiors," some feelings of frustration probably accompany working with her on occasion. As professionals, instructors must consistently respond to all students with the objective of assisting them in being successful in their training. Thus, the instructor must continue communicating and teaching in an effective manner, despite whatever feelings may exist.

In order to accomplish this end, it is helpful to remain supportive and task-focused. If the objective is to teach the student how to perform a kick correctly, the emphasis within the communication must be on the elements of the kick. If the student becomes defensive by saying something like, "You're pushing me too hard to do this kick the way you want, you're never satisfied," acknowledge that, "It is difficult to perform the kick."

Reinforce her efforts by pointing out the elements of her kick which are correct and can be built upon. Assure her that she can learn at her own pace. This type of response shows appropriate recognition of her frustration and support, yet focuses on her progress in performing the kick, and encourages her to continue in her attempts.

By emphasizing the student's strengths and remaining task-focused, you encourage the student to do the same. Over time, this should help diminish the number of problems which are present in the communication, and make training a more rewarding experience for the student and instructors alike.

Dr. Korzekwa is a Licensed Psychologist, an advisory board member of the ACMA, and is a 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 1-972-492-6293, or by email at core1dk @aol.com. Submit all questions in writing to core1dk@aol.com, or Core Research and Consulting, 3044 Old Denton Road, Suite 111-112, Carrollton, TX 75007. ■

JONES SPORTSWEAR COMPANY INC.

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

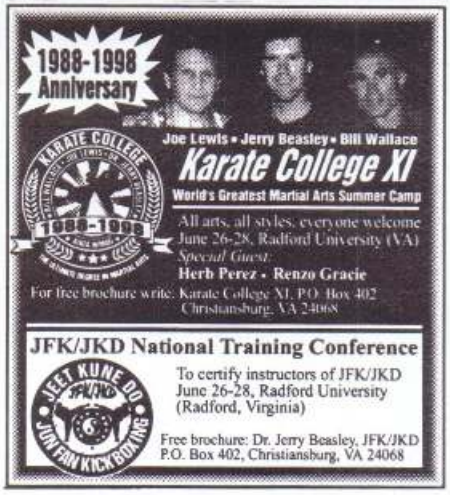


Studio Logos Reproduced or Let Our Inhouse Graphics Dept. Create A Special Design For You

JERZEES
FRUIT of the LOOM

Our Products Are Of The Highest Quality With Very Competitive Pricing

CALL NOW FOR FURTHER INFORMATION & PRICING





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

Music For The Martial Arts!

Cardio - Karate
Awards & Belt Ceremonies
Children's Classes
Traditional Ambience
Team Demonstrations
Creative Musical Forms
Instructional Videos

B & K HOWE
Music Services

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

Special NAPMA Meberships Discounts!

COMPLETE MARTIAL ARTS POWER PACK!
Includes music for every aspect of your program!



The Only Martial Arts Music Company

888 - 4 - BK - HOWE

7745 Camino Colegio - Rohnert Park, CA 94928 - (888) 425 - 4693 (707) 794-0881

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

your testing processes for black belt.

DeMASCO: That's something I'll keep control over as long as I breathe air. I guess it really comes from your background. I grew up very hard-core and trained very hard-core, but there has to be some sort of happy medium. I give every single black belt test that this company gives on the East Coast and I believe Charlie does the same on the West Coast. I give the entire test. I don't have a hundred people in a room testing for black belt and then walk in the last hour in my gold uniform and give everybody this ra ra. I don't do that.

First of all, I don't give hundred-person black belt tests. That's one thing I'm totally opposed to. There are very few things you can keep quality control over these days, but when it comes to the black belt, I get a little fanatical. I don't give any black belt test [for] over 35, 40 people, period. I bring several black belts with me and I'm there from the beginning of the test to the very end. I test every single person. I look at them individually and know exactly who they are, what they're doing and whether they deserve that black belt or not.

So the way I keep standards high is first through their training and second, I give that test from start to finish and I don't pack the room so that I can't properly test them.

MAPRO: *Do all of your people test for black belts at your headquarters?*

DeMASCO: All students come to Corporate Headquarters for their black belt tests and that applies to the junior black belts as well. In our schools, our black belts don't test their own students; that's a function we provide to the schools.

MAPRO: *Does this apply to under-belts as well?*

DeMASCO: Yes, every under-belt is tested by someone other than their instructor. We took the tests away from the black belts years ago. It's not a good tool for them to have.

MAPRO: *Don't you get objections?*

DeMASCO: That's what they're used to doing! When we first switched over years ago, yes, there was some opposition. No doubt about it, I was making a change and no one likes change. I've been doing it for so many years now, it' s part of our curriculum and it works out much better. I've studied why leaders fail. I've watched them fail. It all comes down to the same thing, especially in this industry, the egos in this business are fanatical. It's too much power, too soon.

Think about it. You have professional people, people who have worked their whole life to be a doctor or lawyer, to gain respect and knowledge in their line of work. They work their whole life to get this respect and you throw a black belt on a kid that's been studying two, three, four, five years and you've got these people who have spent their whole life getting to where they are, bowing to these people, and treating them like gods. It's too much respect, too soon.

These people, because of the mystique involved around the martial arts, believe that we possess something that they don't and, in fact, I would venture to say that 90% of the adult population that are in classes have more dedication, determination and are more successful than the people they're studying from.

The greatest quality of a leader is one who leads by example. My people have the power, but I train them to be coaches, to lead by example, not to act like Gods. I have eliminated the ego from this business. If you have that type of ego, you don't work for me.

MAPRO: *Other than money, what do you require of people who want to become involved in your business?*

DeMASCO: Money is not the issue. Some people think that it is the money that will get them into my company. I'm going to tell you something, it's not. I don't need their money. I can have the best of both worlds with this company. You can walk from one end of Wall Street to the other and in 15 minutes, raise eight-million dollars, if you've got a good deal.

I do not take money from black belts to let them in this business so that I can earn a living. I can take other people's money and give these black belts great jobs. That's what's made my company successful. I'm not surviving off of the money I get from my black belts; they don't have the money. I'd rather get an investor that's not emotionally involved and just wants to know the bottom line. I can handle that.

I have a Corporate Headquarters full of people; I have a senior Vice-President, Russ Fein, that was a CFO of a 10-million-dollar company. I'll put this guy against any person who works in EFC [Educational Funding Company] or any operation. I pay him in the high six figures and he's a black belt. He has nothing to do with the martial arts, but he deals with the people who give me lots of money to run this company. He runs the bottom line.

MAPRO: *Any final thoughts on what it takes to succeed in the business of martial arts?*

DeMASCO: Throughout my life I wanted to prove that you could be a good businessman and still run a quality martial arts organization, but you've got to pay people in order to do that. The mistake that these guys make is that they don't want to share the wealth. They don't want to share the profit. They try to do it all themselves.

I do not have the talent Russ Fein has. I don't have that kind of financial background, so I either spend my time learning that business or I spend my time training my guys to be good chief instructors, good trainers and good martial artists.

I have people all around me who will give me money. I just need qualified instructors and that's what I spend my time doing. That's my job. It's just a matter of ethics and knowing what your strengths and weaknesses are. People fail when they start to believe their own B.S. and believe that they can do it all themselves. You have to share the wealth and recruit strong people into your organization, people who have the expertise you don't have.

It's not a secret formula, but rather a matter of staying grounded and recognizing your strengths and weaknesses. I'll never get to the point where I think I'm the "man." I'll never believe that. I stood in welfare lines for free food with my mother. I put food on the table when I was nine years old. I have tracked myself in and out of Chinatowns, studying in places that were little more than pits to keep myself level. I keep myself a student all the time and I will never believe that I'm the king. Because once that happens, that disease will kill me. Then everything will be for Steve DeMasco and that's when you lose your power. ■

MARTIAL ARTS EMBLEMS

custom embroidered patches

medallions lapel pins

factory direct

Best Quality • Service • Price

Call Him
No Problem Harry

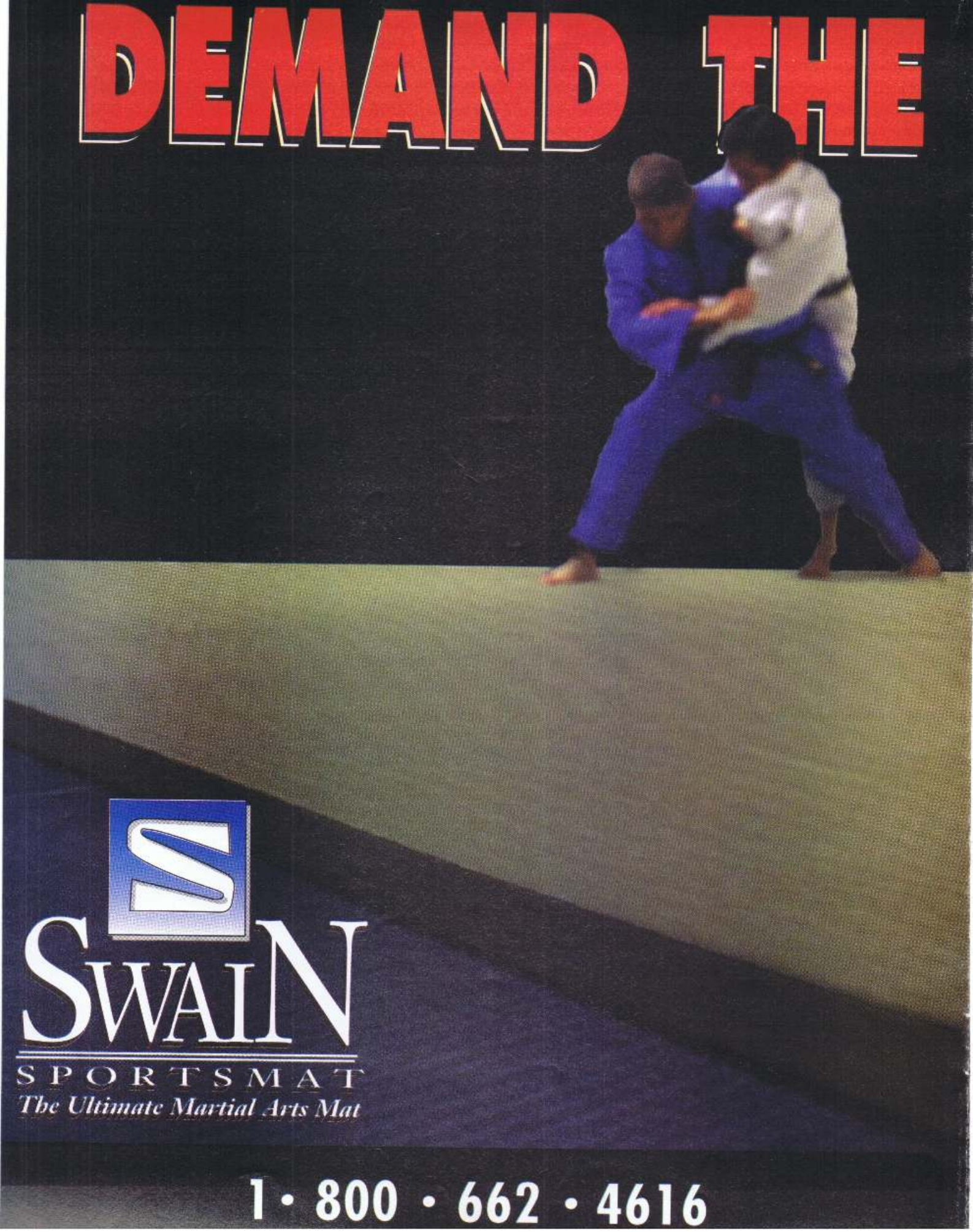
1-800-356-4779

No Problem International





DEMAND THE



SWAIN

SPORTSMAT

The Ultimate Martial Arts Mat

1 · 800 · 662 · 4616

BEST.



STRIKING ARTS



AEROBICS FITNESS



GRAPPLING

- OVER 25 YEARS OF PROVEN EXPERIENCE
- SEVERAL MAT SYSTEMS TO CHOOSE FROM

CHECK OUT OUR ALL NEW HOME MAT

1530 The Alameda Suite 302
San Jose, California 95126
(408) 286-5836 / Fax (408) 286- 5952

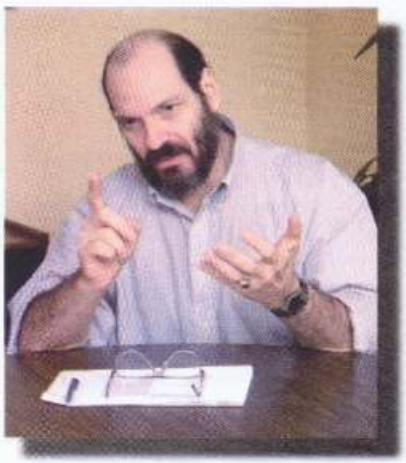
www.swainsportsintl.com

EVERYTHING YOU NEED TO KNOW ABOUT

CREATINE: The Wonder Supplement No Martial Artist Should Ever Be Without!!

You'd have to be living on another planet never to have heard of Creatine -- the most publicized sports supplement in history! And despite a few naysayers here and there, the majority of sports researchers are calling this the most effective supplement ever developed for athletes. Are they right? Is Creatine some sort of miracle supplement that can really boost athletic performance?

To get the whole scoop on Creatine, we interviewed Tom Ciola, Sports Nutritionist with **The Way –** a new line of sports supplements designed specially for martial artists.



Q. *So, Tom, what's all this buzz about Creatine? It seems to be the only supplement anyone is talking about these days.*

Ciola. You're right. . . and it's really amazing to see! For many years now, supplement companies have been working desperately to bring out products that would have a significant impact on athletic performance. While a few here and there have been of some value, most have been worthless. That is, until Creatine. No supplement in the history of sports nutrition has ever given this kind of results.

Q. *So what exactly is it and what does it do?*

Ciola. Creatine is an essential nutrient that occurs naturally in the human body as Creatine phosphate. This chemical substrate plays a key role in several bodily functions, including the production of quick, explosive muscle energy. It also helps to volumize the muscles, that is, give them more density and hence make them stronger.

The gram or so of Creatine you need for every day living comes straight from your diet and is found mainly in meat and fish with small amounts in milk and some fruits and vegetables. However, when the body's need for Creatine exceeds the dietary intake, some Creatine can be synthesized from its three amino acid building blocks: arginine, glycine and methionine.

Q. *Well if Creatine is available through the diet, why would anyone want to take extra amounts?*

Ciola. Recent Creatine research has shown that intense physical activity puts extra demands on the body's Creatine supply. Activities like martial arts training, for instance, can rapidly decrease Creatine stores in the body. To try and eat enough high-Creatine foods to satisfy this extra demand is just about impossible and that's where supplementation comes in. All of the studies which have shown that Creatine can improve athletic performance have been done using supplemental Creatine.

Q. *You said that Creatine assists in the production of energy. How does it do this?*

Ciola Energy production in the body is an extremely complex procedure and one that is not easy to explain in a single paragraph. Having said that, here's a very basic explanation. The body's basic energy igniter at the cellular level is a chemical compound called adenosine triphosphate or ATP. This is the substance that prompts all muscular motion in the body. Interestingly, the body uses Creatine phosphate reserves to produce ATP. Hence, the more Creatine phosphate reserves, the more ATP the body can produce and the more energy it will have. I'm especially talking here about short, quick bursts of energy -- again, as required in martial arts training. Therefore, Creatine helps the athlete work out longer with less fatigue.

"No supplement in the history of sports nutrition has ever given this kind of results."

Q. *And what about this muscle volumizing that you spoke of?*

Ciola. All muscle tissue naturally contains a certain amount of water. In fact, up to a certain level, the more water in the muscle, the better the muscle performs. Creatine enables your muscles to store more water -- an effect we call muscle volumizing. Studies have shown that athletes with Creatine-volumized muscle tissue tend to be stronger.

For instance, a study was recently reported in the *Journal of the American Dietetic Association* that examined the effect of Creatine on weightlifting performance. Fourteen resistance-trained men were divided into two groups: one given 25 grams of Creatine per day and the other given a placebo. Both groups were tested in the bench press and the jump squat at the start of the study and after one week of supplementation.

A significant improvement in both strength and muscular bodyweight was shown in the Creatine supplemented group. The placebo group showed no

change in either lifting performance or bodyweight. This is not an isolated result. At least 30 studies using Creatine supplementation have been conducted over the past several years and nearly all of them have given similar positive results.

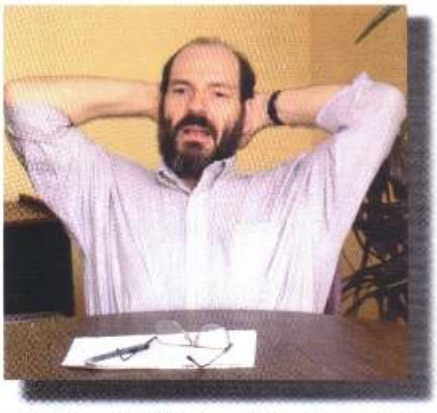
100% MONEY BACK GUARANTEE.
If at any time you are not completely satisfied with our product, simply return it to place of purchase for a full refund.

Q. *So far, you have used the words Creatine and Creatine phosphate. What's the difference?*

Ciola. I am using the word Creatine in a generic sense for all Creatine. Creatine phosphate, on the other hand, is the form in which it is stored in the body. And there's still one more type to add to the picture and that's Creatine monohydrate. Creatine monohydrate is the form that all Creatine supplementation comes in. The body then converts this into Creatine phosphate.

Q. *Some people say that there is a special way to start taking Creatine. Is this true?*

Ciola.. Yes there is. Research has shown that larger amounts of Creatine should be taken initially. We call this the loading phase and here's how it works. Take 10 grams of Creatine three or four times a day for the first week. This can be taken before and after training and with a meal. Once Creatine gets into the muscles, it seems to stay there. That's why, after the first week's loading phase, 10 grams twice a day is all that is needed.



Q. *I've noticed that The Way's Creatine product that your company markets is also blended with honey powder. Is there a reason for this?*

Ciola. Most definitely. Research has shown that Creatine absorption into the body is vastly improved when Creatine is mixed with various sugars. One recent study showed a 60% higher Creatine content in muscle tissue when the Creatine was taken with carbohydrates(sugars). Our own research at **The Way** has shown that powdered honey makes one of the best carbohydrate mediums for Creatine uptake into the muscles. After all, honey is nature's most perfect blend of sugars. That's why our Creatine and honey combination powder is far and away the very best Creatine supplement on the market.

Q. *Is Creatine safe for anyone to use?*

Ciola. Creatine may be used effectively and safely by all martial arts students - both male and female. However, younger students under 100 pounds should cut the recommended dosages in half. Earlier in the year, the media reported that Creatine may have been involved in the deaths of three wrestlers. Thankfully, it was subsequently determined that Creatine played no part in this unfortunate situation.

"Studies have shown that athletes with Creatine-volumized muscle tissue tend to be stronger."

Q.. *Can Creatine be used indefinitely?*

Ciola. So far, the research has shown no problems with long term Creatine usage and therefore, Creatine may be used safely and effectively by all martial arts students for as long as they continue to train. However, some athletes do report that an occasional week's break from Creatine usage does seem to make it work better when they start up again.

Q. *Where can someone purchase your Creatine 'n Honey product?*

Ciola. I am very pleased to announce that recently, **Century Martial Arts Supply** became the exclusive distributor for **The Way** products to martial arts schools in America and Canada. Consequently, our products are now being sold at ever increasing numbers of martial arts schools.

Also, **The Way** products are now available at many **General Nutrition Centers** (GNC) throughout the country. However, if our products are not yet available in a certain area, people can call us directly to place an order. *(See ordering instructions below)*

DISCOVER THE WAY AT SELECT GENERAL NUTRITION CENTERS

GNC LiveWell.

LOCATIONS NATIONWIDE

ATTENTION MARTIAL ARTS SCHOOLS:
If you're interested in selling any of our great martial arts supplements to your students, call

Century Martial Art Supply
for pricing and ordering information.
1-800-626-2787

If **Creatine 'n Honey** is not yet available in your area, you may order directly from us by mailing $30 *(plus $3.95 shipping)* to the following address. Or call in your order for faster service using your credit card.



1.1 lb. can

The Way™
731 Kirkman Rd.,
Orlando, FL, 32811
1-800-255-8906
www.masteringtheway.com

©The Way 1998 · WAY-00207-6/98



EXECUTIVE DECISIONS

managing for success

by Rob Colasanti

The Perils of Dating Students

One of the most difficult issues a school owner can face is when one of his instructors begins dating a student. This can be a very touchy situation. After all, both students and employees are involved, so the stakes are high. Let's look at the liabilities this situation creates and review some ways to prevent it from happening.

"Nobody wants their wives or kids to train in a school where the instructor is known for "hitting-on" the students."

Clearly, owners face many potential liabilities when an instructor starts dating a student. Those risks increase dramatically when the couple starts to experience difficulties in their relationship. The student may stop coming to class in order to avoid seeing the person he/she was dating. Conversely, an instructor may be distracted if the person he/she is dating shows up for class while the quarrel is still in progress. This could make it difficult for an instructor to concentrate on teaching. That, in turn, can affect the entire student body.

If the couple breaks up, the student will probably quit. So the owner suffers the loss of all tuition and other potential revenues the student would have generated. This could add up to thousands of dollars. Other students that are close friends or relatives may side with the ex-student, not the instructor. Soon, gossip starts and everybody involved loses their focus for training amidst all of the social politics.

Ultimately, the school risks developing a bad reputation if a student-instructor relationship goes sour. This is especially likely to happen in smaller cities and towns where word travels quickly. Nobody wants their wives or kids to train in a school where an instructor is known for "hitting-on" the students. That's not to mention what could happen if the ex-student was a minor. I'll leave that one up to your local newspaper and sheriff to explain.

Potential Liabilities

There are a number of potential liabilities involved with student-instructor relationships. One method of avoiding the problem is to create a company policy on the issue of relations with students. Draw it up like a contract and be specific about your instructors' limitations and the penalties they'll face for breaching the agreement.

The key is to try to prevent the situation from ever happening by being clear from the start. It's much harder to try to force two people, who may have developed deep feelings for each other, to stop seeing each other. This has been known to cause such a major conflict of interest between the owner and instructor, that the instructor either ends up getting fired or quits! Now the owner is not only out of an instructor, but the student that got caught up in this mess will probably leave too.

When hiring new instructors or evaluating current employees, explain to them exactly how you feel about this issue. Do not beat around the bush. It's critical that you make yourself clear to avoid any future misunderstandings.

Request that your employees read and sign the agreement. This will ensure that they understand your position on this matter and agree to abide by the rules. This is more commonplace in the fitness industry where many health clubs require their staff members to sign an employment contract which requires them to keep their relationship with the clients purely professional.

Create A Policy

Just for the record, some schools have created a very unique policy regarding this matter. It states that if an instructor is caught dating one of the students, he/she has to buy the remainder of that student's lessons. Furthermore, if the student has family members training at the school, the instructor has to purchase their memberships as well. That's what I call an expensive date!

There is much supporting evidence suggesting that student-instructor relationships can be risky for school owners. However, many instructors have settled down with and are now married to one of their students. That includes both male and female instructors alike.

So should student-instructor dating be prohibited? After all, instructors spend so much time at the school, it's no wonder they may end up meeting someone there. In the end, I guess it just boils down to another one of those difficult-to-make executive decisions. Good luck! ■

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."

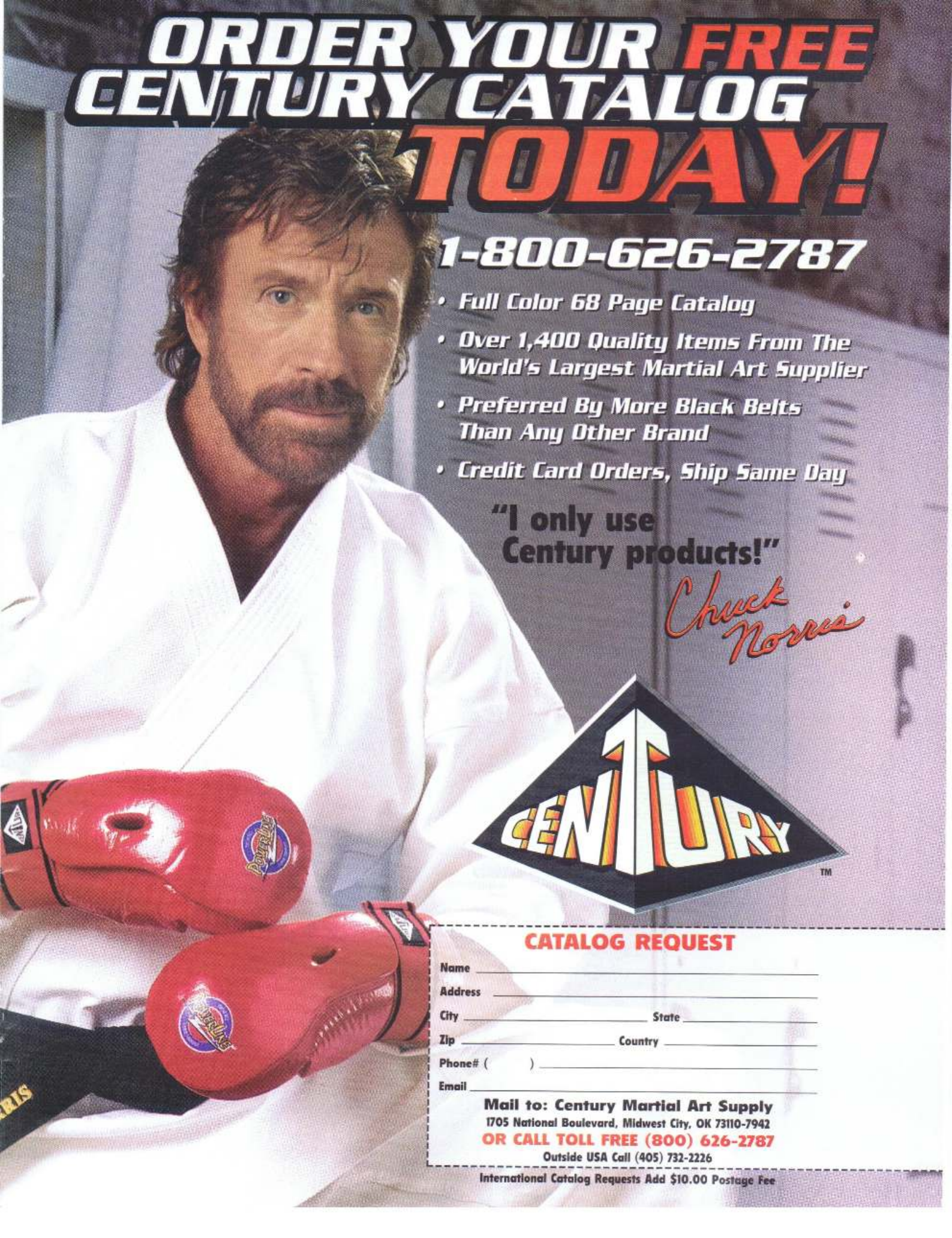
ORDER YOUR FREE CENTURY CATALOG TODAY!

1-800-626-2787

- Full Color 68 Page Catalog
- Over 1,400 Quality Items From The World's Largest Martial Art Supplier
- Preferred By More Black Belts Than Any Other Brand
- Credit Card Orders, Ship Same Day

"I only use Century products!"

Chuck Norris



CATALOG REQUEST

Name _____

Address _____

City _____ State _____

Zip _____ Country _____

Phone# ( ) _____

Email _____

Mail to: Century Martial Art Supply
1705 National Boulevard, Midwest City, OK 73110-7942

OR CALL TOLL FREE (800) 626-2787
Outside USA Call (405) 732-2226

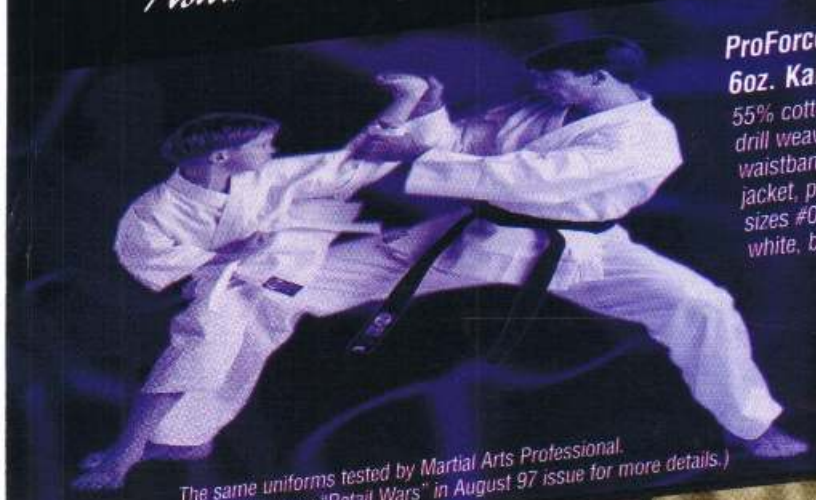
International Catalog Requests Add $10.00 Postage Fee

Wholesale and Retail pricing available.

AWMA®
Asian World Of Martial Arts, Inc.

800-345-AWMA
Dept. MAP97
http://www.awma.com

KEEPS YOU GEARED UP!



ProForce® Cotton/Poly 6oz. Karate Uniforms
55% cotton/45% polyester drill weave. Elastic drawstring waistband pants. Set includes jacket, pants and white belt. Full-cut sizes #000 thru #8. Available in four colors: white, black, red and blue.

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

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

AWMA® accepts all major credit cards.

LIGHTNING by PROFORCE



Striped Lightning by ProForce®
Headguard
Punches
Kicks

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

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

©1997 AWMA, Inc.

NEW!!



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

Black ProForce® Sports Bra
Small to X-Large

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

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

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

White ProForce® Sports Bra
Small to X-Large

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

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

Adidas® Sneakers
Sizes Jr. 12 to Adult 13

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