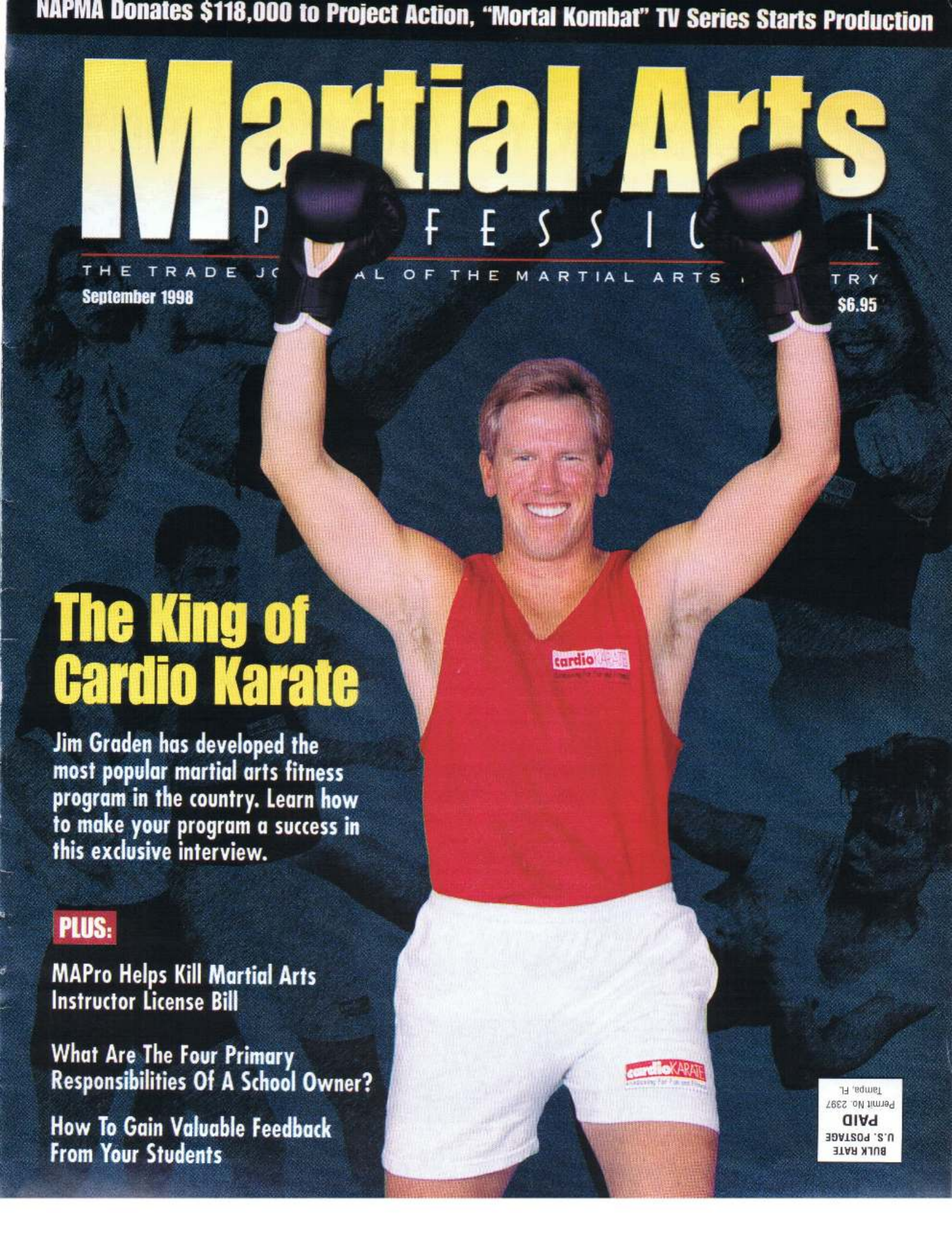
NAPMA Donates $118,000 to Project Action, "Mortal Kombat" TV Series Starts Production

Martial Arts Professional

THE TRADE JOURNAL OF THE MARTIAL ARTS INDUSTRY
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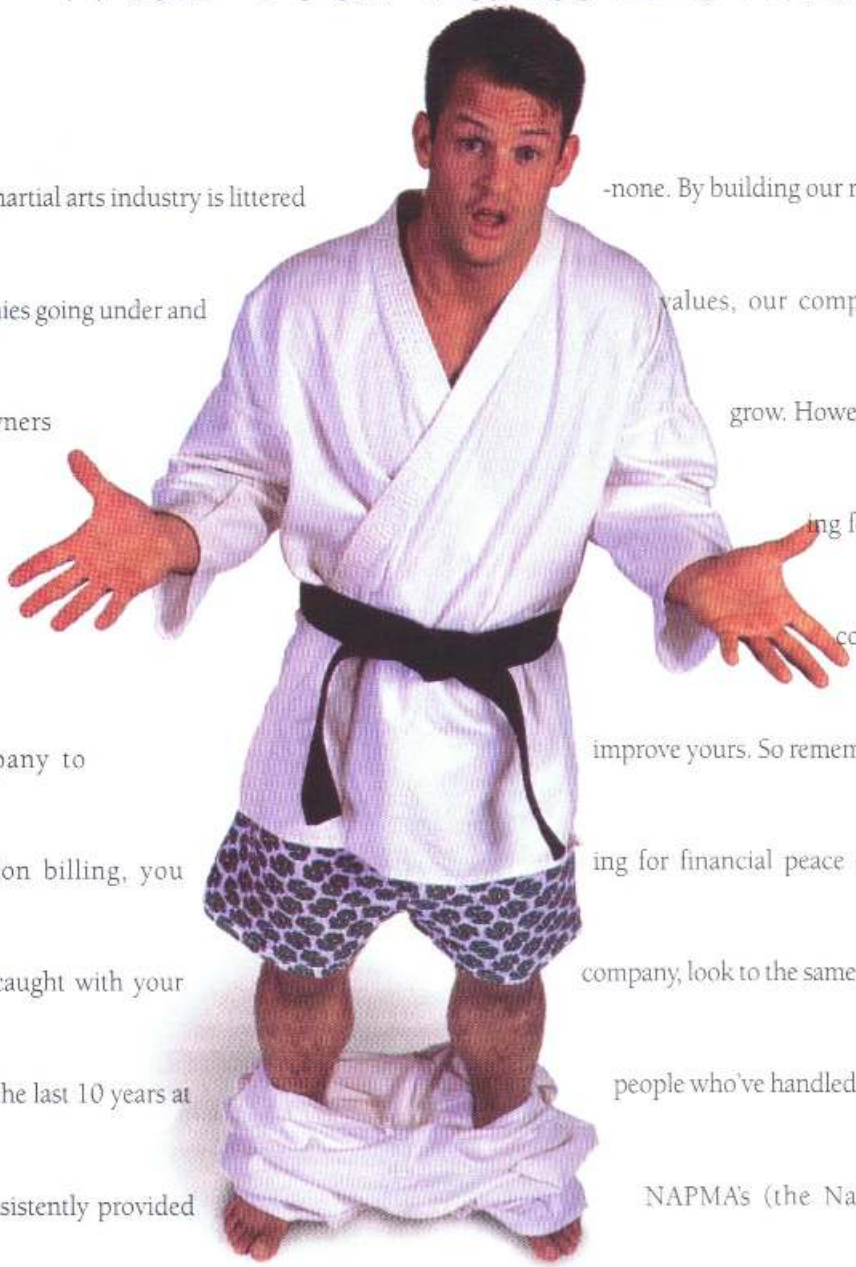
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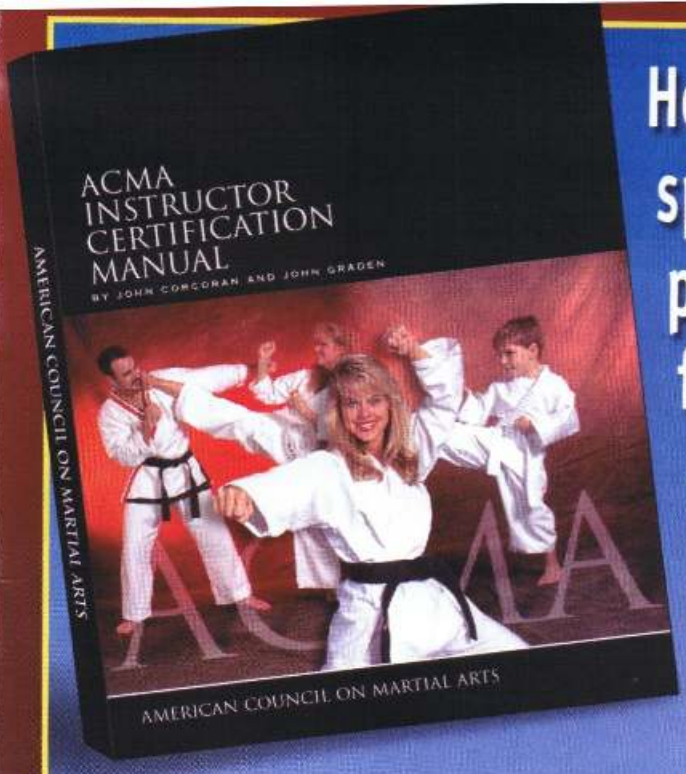


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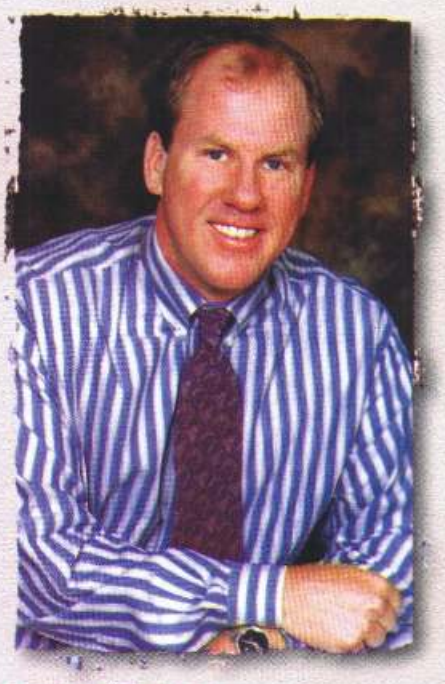
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As I See It



Isn't It Time For An Alternate Choice In Attire?

A local aerobics studio owner and I had lunch recently. Her studio is next to a karate school. She has over 500 women active in the studio; the karate school has 70 active kids and 10 adults. She and three of her students were looking through the window of the karate school one evening after class. One of the girls said, "That looks interesting. Maybe we could do that." Another girl shot back, "Yeah, but look at what we'd have to wear." That was it. End of subject. The prospect of wearing a gi was so unattractive they wouldn't consider it, despite their interest.

Here's a challenge. Without using the word "tradition," can anyone explain why we require that our students wear a karate gi (or kung-fu uniform)? Sure, when you're practicing kata, the long sleeves absorb a little shock. That's the best possible answer I can come up with unless you are grappling. The rest of the answers have to do with some sort of illusion of control. There's this myth in martial arts that students are incapable of learning unless the instructor controls how they dress, act, demonstrate respect, maintain eye-contact or breathe. I just don't know how ski, golf, dance, or college professors are able to teach their students anything without that level of control.

The gi is unattractive, restraining and funny looking to most people. Why, then, has it not been replaced with something more practical and attractive? Sure, the revolution of colored uniforms in the '70s was interesting. Until we started seeing tie-dyed gis and gis with capes. At that point, we were even more silly looking to the Nike-wearing public.

We know that adults, particularly women, are very conscious of how they look. Forcing them to wear an outfit that makes them look 20 pounds heavier because it's tradition, has proven to be a sure-fire method of turning that market away. Not only do most adults consider the gi unattractive on them, but typically, the new student's uniform is the ugliest in the school. New students are forced to wear an outfit that looks like a poorly cut pair of pajamas. The gi usually still has folds in it from being in the bag, and the stiff belt is sticking straight out.

Consider this indisputable fact: The number-one fear for adults is the fear of being embarrassed. Yet, the gi seems designed to re-create those same kind of sick feelings from back in high school when you knew you just didn't fit in.

Would you rather help 20 adults benefit from the martial arts in uniform, or 100 adults wearing workout clothes they are comfortable in? Personally, I'd go for the 100. I know what good martial arts training can do for someone. I won't let something as silly as a "traditional uniform" stand in the way.

I know that many of us were taught that the uniform represented a "stripping of the material stature of the student." Whether students arrived in a Rolls Royce or on their skateboards, they shared the same status in the eyes of the almighty sensei. Of course, sensei was wearing a nice uniform.

Americans are not attracted to having to completely subordinate themselves in order to learn a skill. In America, we're taught "Personal Power," rather than, "Collective Subordination." Subordination, while fine for other societies, is contrary to the American spirit. Americans prefer to stand out, be seen, feel important. Our background, values, and situation are drastically different from the Eastern roots of the martial arts. What was important to our Asian instructors generations ago is not always relevant in today's world.

I'm not suggesting that replacing the uniform with fitness attire is the complete answer to attracting adults. It's just part of the answer. The uniform is much more of a personal preference than an important tradition. After 30 years of progress in American martial arts, it's time for an alternate choice of attire if we have any hope of attracting a larger adult student base into our schools. ◆

JOHN GRADEN
Publisher

Martial Arts PROFESSIONAL

September 1998 • Vol. 3 - No. 9

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Jim Graden works with more school owners and instructors on developing a martial arts fitness program than anyone. In this candid interview, Jim discusses what works, what doesn't, and why some instructors should not teach Cardio Karate.

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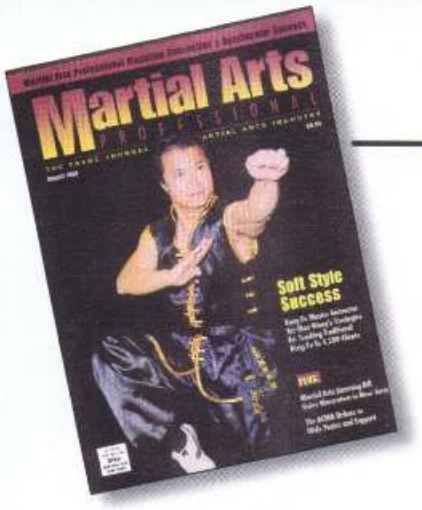
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LETTERS TO THE EDITOR



We've Made Great Strides without Legislation

Dear Assemblyman Azzolina,

I read with interest a news item in "Martial Arts Professional" magazine regarding the legislation you filed on June 15th. I have been involved in various styles of martial arts for almost 20 years and have been very actively involved in tae kwon do since March of 1988. So I meet all of the material requirements that you have set forth in your guidelines.

However, I would like to suggest another avenue. The martial arts industry has made great strides in bringing itself, its business practices, and its own ethics into the next century. Reference the efforts made by organizations like the National Association of Professional Martial Artists (NAPMA) and Educational Funding Company (EFC), to name just two which get martial artists of all styles together and teach cooperation and methods to raise the stature, skill, image and ethics of the entire industry.

NAPMA has already started implementing the American Council of Martial Arts (ACMA) to do this very same thing, and they are doing it across industry lines to make it balanced and fair for all. I strongly recommend that you take a step back and look at their efforts before pursuing your bill through the legislature.

You can contact NAPMA at napma@aol.com and I'm sure that they would readily provide you with details on their efforts.

JOSEPH DWECK
jrdweck@monmouth.com

Strongly Opposed to New Jersey Bill Assemblyman Joseph Azzolina:

First and foremost, I do not see how you can fairly regulate such a diverse field like the martial arts. Do you realize that different martial art disciplines have different standards? For example, the Chinese martial arts do not use a "belt system" (though some schools have implemented the use of "sashes" to help motivate students). So how can one of the credentials be "third-degree black belt or higher?" Who is going to decide what a black-belt level is anyway? Who is deciding on the "sources recognized by the board?"

My current teacher lives in Richmond, VA. He learned in Korea from a Chinese martial arts master. He is the "Final Disciple" and only one who can pass on his teacher's system. He has students throughout the U.S., Europe and South America. He was never given any "belt ranking." Who, then, is going to decide if he is qualified to award me an instructor's license?

I am strongly opposed to this bill. There needs to be a better way to qualify who is qualified to teach. No "Board" strung together can judge all martial arts, especially outside of its Board members' own expertise (which is usually tae kwon do, which has no resemblance to what I have learned).

One alternative, especially in a free country, is allowing for some sort of "internal" teaching certification, such as one proposed by the American Council on Martial Arts (ACMA). This organization has a more generic solution to educating martial arts instructors.

RAY AHLES
Chief Instructor
Bergen Kung Fu Academy
WWW.BKFA.COM

The ACMA Program Compliments Your Art and Skills

I just returned from the MaPro Convention in Clearwater, Florida, this weekend, where the ACMA [American Council on Martial Arts] certification idea was publicly introduced. I think this is an exciting concept in an exciting time for the professional martial artist. I am eager to become certified and to continue my professional development through the ACMA, and I'm sure those of you reading this letter will enjoy it, too.

The ACMA is composed of board members from a variety of academic and professional backgrounds, including representation from psychology, exercise science, medicine, law, education, etc. The members compiled their written work into an instructor's manual, which is available through NAPMA for $99. Through studying the manual, and possibly attending a study seminar, you can take a test and become certified through the ACMA (I understand logistical details are still being worked out).

My wife and I attended numerous sessions given by ACMA board members at the convention, including teaching children with ADHD, teaching to different age groups, conducting proper warm-up exercises, the role of discipline and punishment, etc. While we learned something new from each seminar, we also learned that we were already doing a lot of things right — giving us important feedback and reinforcement.

The best part is that the instructor development modules are not style-specific and don't interfere with the historical and technical aspects of your martial art — rather, it complements your art and skills by providing the kind of information that every instructor should know in our complex social and legal society (that is, reducing liability, and teaching safely and effectively).

I had a chance to socialize with some of the board members and I can tell you that they are committed to what they're doing and are ordinary people who love the martial arts and want to contribute to the professionalism of teaching and learning in our industry — just like the rest of us. My feeling is that we should do all we can to improve the level of teaching skills and professionalism in our field — and the ACMA is one important step in that goal.

I hope this helps you to make your decision.

KEVIN HURLAHE
Frankenmuth, Michigan
www.tuck.org/kick.htm

INDUSTRY UPDATE

NAPMA Donates $118,000 to Project Action



John Graden (L) presents Project Action Vice Director Kevin Walker with a $118,000 check for martial arts tuition for disadvantaged children.

CLEARWATER BEACH, FL — When you have a charity that actually rechannels the money you raise at your school fundraiser back into your school as tuition for disadvantaged children, you're going to create some interest. It was in recognition of this unique approach to helping children through martial arts that NAPMA schools raised over $118,000 for Project Action. A check was presented on behalf of NAPMA to Project Action Vice Director, Kevin Walker at the Martial Arts Professional Magazine Convention banquet June 13th.

Walker, accepting the check, stated that, "No single organization has put more children into martial arts classes than NAPMA has through its member school's work with Project Action." ◆

Instructor Charged for Hidden Camera in Studio

BURLINGTON, CANADA — The coach of Canada's National Junior Karate Team has been charged after police found a hidden miniature camera secretly videotaping women while they disrobed at a tanning facility located in the National Martial Arts Centre.

Peter Gilpin, 43, a Canadian and world tae kwon do champion, was arrested June 29 and charged with mischief after Halton Region investigators seized a pinhole camera inside a smoke detector. Detectives also raided a house in Burlington where they found videotapes of at least six women taking off their clothes and lying naked on the tanning bed. According to the "Toronto Star" report, detectives said they didn't know the identities of the women on the two-dozen seized videotapes. They said they believe the hidden camera had been in use for six years. Customers pay a fee to use the tanning room and can lock the door once inside.

The investigation started three weeks earlier when investigators got a tip that a smoke detector, a fire-alert device usually located on a ceiling, was in an inappropriate spot on the wall — about waist-high, aimed at the crotch area of customers lying on the tanning bed.

Two weeks later, investigators secretly set up their own electronic counter-surveillance equipment in the club, and then sent in a policewoman to use the tanning room. The officer, posing as a customer, was wearing a bathing suit under her clothes when she disrobed to use the tanning bed.

Gilpin is the owner of the centre, a reportedly popular karate club in Burlington. The one-time "Burlington Athlete of the Year" coached the Canadian Junior Team to first place last May in the World Karate Organization's World Championships in Orlando, FL. His advertisement for the Burlington karate club, in operation for 18 years, described him as a three-time world champion and eight-time Canadian champion in the sport.

Gilpin has also run karate classes for children aged 5 to 8 for Burlington's parks and recreation department. Investigators said that the videos they have found are only of adult women, but their investigation is continuing.

After Gilpin was charged, he was released with a promise to appear in Ontario Court, provincial division, in Burlington on July 29.

In the past few years, according to the paper, there have been a number of cases in Canada of women being videotaped secretly. ◆



Prof. Wally Jay Undergoes Heart Surgery

ALAMEDA, CALIFORNIA — Veteran jiu-jitsu master, Professor Wally Jay, is currently recuperating from triple-bypass heart surgery.

Professor Jay entered the hospital to have his arteries cleared on July 13, and, unable to clear his arteries, the doctors performe surgery the following day using veins from both of Jay's legs to replace the clogged arteries from his heart.

Professor Jay is a prominent and popular instructor on the international seminar circuit.

Get well cards can be sent to his home: Professor Wally Jay, 2055 Eagle Avenue, Alameda, CA 94501. ◆

Industry Update

Olympic Wrestling Gold Medalist Named President of No-Holds-Barred Sanctioning Body

NEW YORK, NY — Olympic Gold Medal winner Jeff Blatnick has been named president of the newly-formed Mixed Martial Arts Council (MMAC). The MMAC is the sanctioning body of the Ultimate Fighting Championship and other mixed-martial-arts events. Blatnick assumes his new position effective immediately. Working with Blatnick will be martial arts expert Joe Silva.

"I'm honored to serve as president of the MMAC on a sport that I have come to support and love," says Blatnick. "My mission for mixed martial arts (MMA) is threefold: to maintain the highest safety standards for fighters, to prove to critics that MMA is a sport, and to make MMA acceptable for regulation by state athletic commissions.

Blatnick is an all-American success story. He gained international fame in the 1984 Summer Olympics where he won the gold medal in Greco Roman Wrestling. Networks worldwide picked up on his story because he had overcome Hodgkin's Disease just two years before the event. In recognition of these two achievements, he was elected by teammates to carry the U.S. flag in the closing ceremony.

Since then, Blatnick has gone on to a successful, multi-faceted career as a sports analyst/commentator (covering the Olympics for NBC and various wrestling and martial arts events for major television networks and cable systems), as a national spokesperson for and member of The President's Council on Physical Fitness and Sport (he was appointed by President Clinton in a Rose Garden ceremony), as a member of the Board of Directors of USA Wrestling, and as a motivational speaker for major corporations in the U.S. and abroad.

Blatnick is also active in community affairs and has volunteered his time and energy to dozens of groups, charitable causes and civic organizations. ◆

Russian Youth Dies in Karate Competition

KIEV, UKRAINE — A Russian karate competitor died at a hospital here four hours after sustaining a kick to the head during an international tournament in early July. According to doctors, the kick caused a fatal brain hemorrhage.

Said Isayev, 20, was kicked during a quarterfinal fight. Doctors at the Kiev First Aid Hospital, where he underwent surgery, said he never regained consciousness and died Wednesday

Isayev was reportedly wearing a headguard, but the blow was to his jaw, according to Dr. Ihor Konivets.

The competition, a youth contact karate world championship, was organized by the Ukrainian Federation of Martial Arts. ◆



Fans Still Mad About Bruce Lee 25 years Later

HONG KONG, CHINA — Hundreds of fans convened here from all over the world to observe the silver anniversary of the death of their idol, Bruce Lee. To commemorate the anniversary, aficionados ran an exhibition about the martial arts master, local television replayed his movies and fans set up an Internet website about the star. As well, a cafe has recently been named after him and doubles as a Lee mini-museum.

"I learned Kung Fu because of Bruce Lee," said W. Wong, a 29-year-old graphic designer who chairs a 600-member Bruce Lee fan club in Hong Kong. "I like his image and spirit. He's very strong, with an extraordinary physique and his screen image is really very attractive, very charismatic. And he never gives up."

Jon Benn, a former actor who played alongside Lee in his movie "Way of the Dragon," recently opened The Bruce Lee Cafe, which doubles as The Bruce Lee Museum, displaying the superstar's memorabilia and posters. It puts on a video show depicting scenes from Lee's films, and sells souvenirs.

"We had 200 Japanese tourists come to Hong Kong just to see this place," Benn said, adding there were also visitors from other countries. "It's a thrill for so many millions of people, it doesn't matter the age."

Bruce Lee fever is evidenced on the Internet and in memorabilia. Trevor Tang, a 23-year-old Lee fan, said a Bruce Lee action cartoon put on the Internet earlier this year was downloaded so much that the system broke down within days.

Lee's belongings and items related to him have become collectibles and soared in value over the years.

"A Bruce Lee magazine which sold for less than a dollar in the '70s can now be valued at several hundred dollars," said Tang.

A set of 10 pictures from Lee's film, "The Big Boss," which were displayed at cinemas when the movie was shown, is now valued at $1,290 (U.S.), said a fan. ◆

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INDUSTRY UPDATE

Norris Expo Raises $115,000

CHICAGO, ILLINOIS — Despite numerous reports of organizational problems, the Chuck Norris Martial Arts Expo '98 raised over $115,000 for the Kick Drugs Out Of America (KDOOA) program, Norris' personal charity. Included in the total was a $3,900 donation from "*Martial Arts Professional*" magazine.

The event also scored a $1.8 million pledge from Paul Vallis, CEO of Chicago's Board of Education. The pledge is scheduled to fund the KDOOA program at twelve Chicago public schools over the next three years.

The top fundraising schools were Scott & Linda Kifer's USA Karate: $52,469; Fred & Katie Degerberg's Degerberg Academy: $10,700; and Tom & Rosemary Letuli's Midwest Circuit: $6,350. Top Corporate sponsors were Century Incorporated: $15,000; Erlich Printers & Lithographers $15,000, Dan Magnus' "Heart & Desire": $15,000; and MDP Enterprises: $10,000.

The actual event itself, however, was reportedly plagued with administrative disorganization and overzealous security. Many of the attendees expressed their disappointment by the weak vendor exhibit area containing less than fifteen booths. Too, Chuck Norris, the event's figurehead, was rarely seen. Due to poor planning, Norris was forced to bypass eagerly anticipated photograph and autograph sessions with his many fans and backstage pass holders.

Also, much to the attendees' collective chagrin, several celebrity martial artists who were scheduled to conduct seminars didn't show up. The list includes Mike Stone, Jeff Speakman and Benny "The Jet" Urquidez. Of the overkill in security, Peter Spirer, an Oscar-nominated documentarian there to conduct interviews for a martial arts documentary, said, "There was tighter security there than at the Academy Awards!"

Financially, the Expo served its purpose in raising impressive funds for KDOOA. This can largely be attributed to the organization's volunteer support staff and the group of more than 25 celebrity "Seminar Sensations" that donated free workshops to help generate interest in the event. ◆



Film star Chuck Norris, is presented a $3,900 donation from Martial Arts Professional *Magazine by Rob Colasanti.*

Ernie Reyes, Jr. On World Wide Web



CYBERSPACE — Film star/martial artist Ernie Reyes, Jr. has created the Official Ernie Reyes Web Page. This page will offer his fans a wide variety of information about his activities.

The actor recently took his new film, "*The Process*," to the Cannes Film Festival, where it led to a new three-picture deal for Reyes.

Reyes has been fighting in Muay Thai kickboxing bouts, acting, writing and producing movies. He also hosts a live chat on the world wide web. If you want to read more about Reyes' activities, check out his web site at: www.erniereyesjr.com. ◆

Production Set For Syndicated "Mortal Kombat Krusades"

ORLANDO, FLORIDA — Moving from interactive games to motion pictures to television series, nothing can apparently stop the "Mortal Kombat" entertainment bonanza. Now, "Mortal Kombat Krusades," a one-hour weekly TV show, is set for a production date of late July here at the Disney-MGM Studios and on location in Florida.

The all-new show will be syndicated by Warner Bros. Domestic Television Distribution and is being produced by New Line Television. "Mortal Kombat Krusades" will be executive-produced by Larry Kasanoff, who was responsible for both "Mortal Kombat" feature films and other related media.

The show has already been cleared in more than 90 percent of the country, including the top 40 local television markets. ◆

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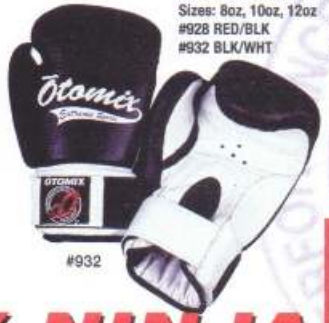


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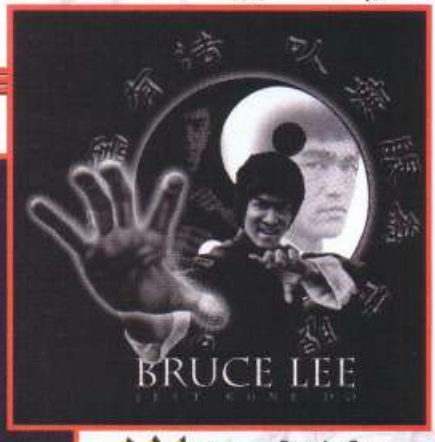
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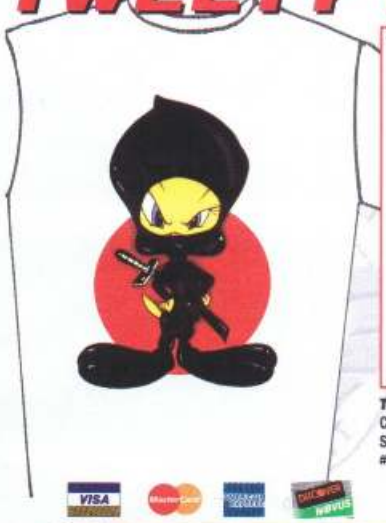


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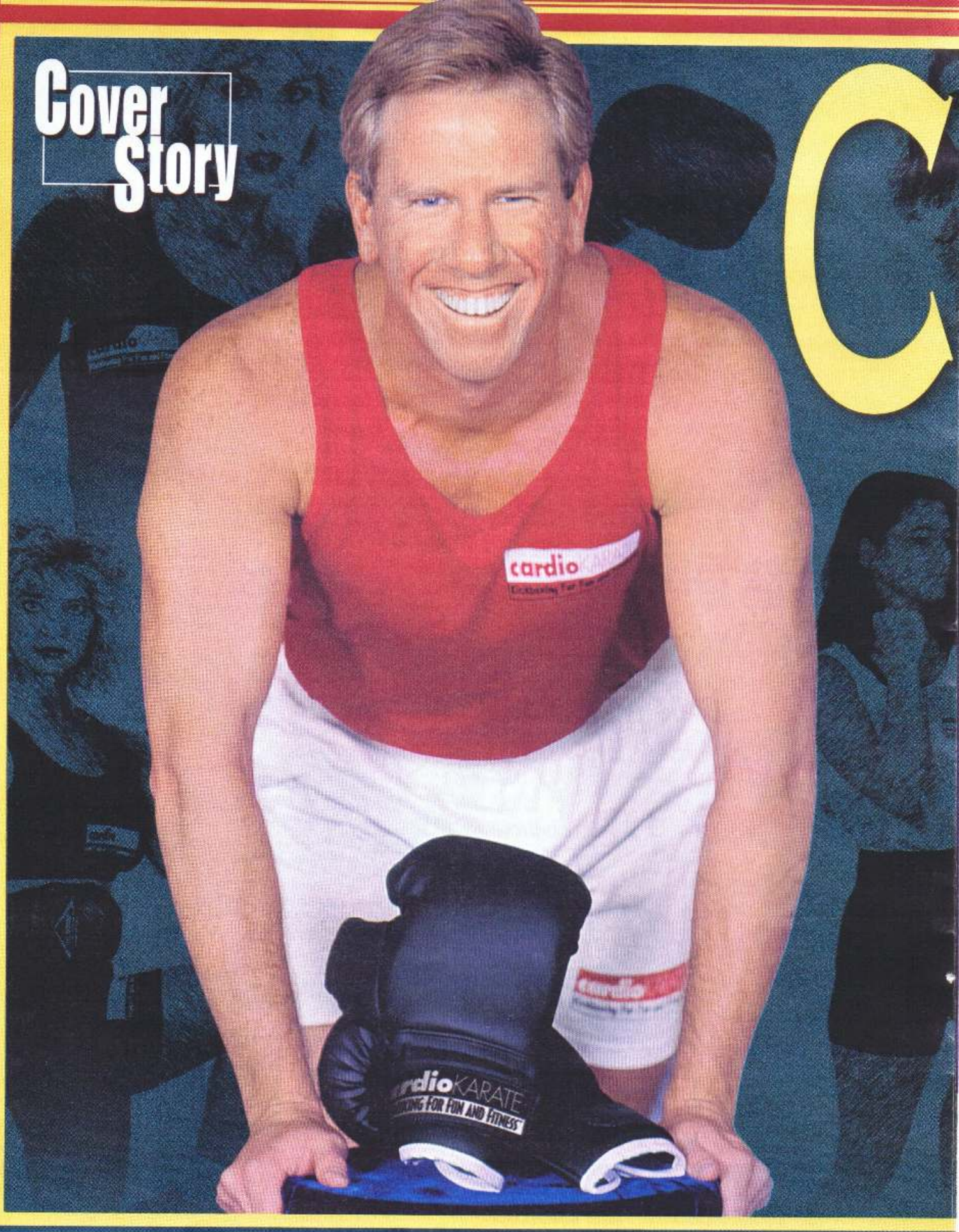
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JIM GRADEN: CARDIO KING

Interview by Melvin Grant

The first thing you should ask yourself when seeing this profile is, "Why is the brother of the publisher on the cover?" That's been the question that has prevented this cover from happening for the past year. In a field rampant with hyper-egos and self-promotion, we at *"Martial Arts Professional"* have always worked to pull our names and organization out of a story, when possible, in order to not appear as though our articles are thinly-disguised promotional pieces. We've profiled schools from a wide variety of major systems and organizations including successful traditionalists, in an honest effort to provide a good cross section of information. We pull references to NAPMA more than we leave them in.

That being said, the question still remains, "Why is the brother of the publisher on the cover?" Clearly, one of our previous cover subjects, Billy Blanks of Los Angeles, California, has the most successful single-location aerobic-kickboxing center in the world. However, on a national scale, no one has had the impact and success in teaching thousands of instructors how to run a successful martial arts fitness program like Jim Graden.

Jim's NAPMA Cardio Karate instructor certification seminars typically generate 130-170 attendees. Often, they are sold out. Most recently, his July 26th New York seminar was sold out three weeks in advance. Over the past two years, Jim has taught well over 2,000 instructors nationwide. His seminars get rave reviews. While there are other aerobic-kickboxing instructors teaching instructors in seminars, Jim Graden's attendance numbers are double and triple those of the others.

In other words, the martial arts fitness movement is the hottest trend in our field. Much of the success of it for schools nationwide is due to the hard work and leadership of Jim Graden.

Through his monthly NAPMA videos and articles, Jim keeps the 1,600 NAPMA schools up-to-date on all of the latest classroom drills, marketing and management strategies related to Cardio Karate and martial arts fitness. The material works, as evidenced by his 450+ student body, because Jim field tests everything in his own school in the sleepy retirement town of Seminole, Florida, which has an average population age of 43. (Can you say, Tough market?)

Though he is in the forefront of martial arts fitness, his roots are firmly planted in the traditional arts. His instructor Walt Bone instilled a strong basis of technical skill in the hybrid "tex kwon do" version of tae kwon do. His second instructor, Joe Lewis, took him beyond technique and into conceptual, strategic performance. This unique combination instilled in Jim an open-minded approach to martial arts that is tempered by a demand for quality, sharp skill, and a disdain for those not willing to commit to being the very best.

In this frank interview, Jim will discuss not just why instructors should get involved in martial arts fitness, but also why some should not. He'll also discuss his own struggles with motivation and how the Cardio Karate program has renewed his enthusiasm and recharged his school.

Martial Arts Professional: *What is different about Cardio Karate versus other types of aerobic kickboxing?*

Jim Graden: The biggest difference is that most programs have only one style of class. It may be an aerobic-kickboxing class that is rhythmic, or a bag workout or circuit-training class. They all seem to approach martial arts fitness in one way and with one class structure.

Cardio Karate, on the other hand, is not a class but a system. A system of martial arts fitness training with a variety of styled classes that focuses on getting people in shape, but also teaches them basic fighting skills. As we have developed Cardio Karate, we knew it had to be different. This is why the actual one-hour class has two parts — the rhythmic section in the first half and the nonrhythmic bag work for the second half. This gives the class variety.

The Cardio Karate system also has a forty-five minute kick-boxing class, a Cardio Boxing class and even a Cardio Karate sparring class. I am currently working on a Cardio Kicking class that will debut in next year's certification tour. This is what we teach our clients each month on the NAPMA video and on the seminar tour.

I feel the key to long term success of Cardio Karate is variety, and that it teaches good basic skills. Remember, the reason that

martial arts fitness has enjoyed such a boom is that people are bored with the standard approach to fitness. They want something different. But if they get involved in a martial arts fitness program that has no variety they will get bored again.

MAPro: *Why couldn't an instructor just start his own aerobic-kickboxing program?*

Graden: It's definitely not as easy as it sounds. There is a formula for this.

One big advantage for Cardio Karate is the ongoing support of NAPMA. All Cardio Karate programs are in NAPMA schools. NAPMA is a huge organization with over 1,600 schools. The support that NAPMA gives these schools is very impressive, with camera-ready ad slicks and bimonthly Cardio Karate videos featuring the best instructors in martial arts fitness. Plus, I write a column every month about how to improve your program and what is happening in the industry. The martial arts fitness boom is constantly changing and requires ongoing information on improvement, and NAPMA provides this. This takes a lot of the trial and error out of learning how to make it work.

MAPro: *What are the most important elements to a successful Cardio Karate program?*

Graden: I feel there are three elements that make up the core of a good Cardio Karate program. Again, it comes back to variety. A variety of good instructors; a variety of classes and; a variety of class times.

Having a variety of good instructors is without question the most important element. Because the instructor is the program. Without a good, charismatic instructor nothing else matters.

Having more than one instructor helps in many ways. It helps in preventing instructor burnout. Rotate instructors to keep the class fresh and the instructor fresh.

By having more than one instructor you will appeal to more people. Every instructor has his or her own style of teaching and will develop their own following. You should also have male and female instructors to add even more variation to the classes.

Having a variety of classes helps a lot with retention. But also, by having a variety, you reach more of the market. I think many schools made a mistake in the '80s and early '90s of focusing too much on just teaching children because the market was there. It was great while the boom was on, but now that the kids' martial arts market has leveled off many schools have taken a hit.



The 2nd half of a Cardio Karate class is devoted to bag work.

I know this from my own experience. Too many eggs in one market. The school is so family oriented, it is not attractive to many adults, who only want to train with other adults.

So as we developed Cardio Karate, we did not want to make the same mistake by focusing on only one segment of the adult market, such as women between the ages of 18 and 35. This market is hot right now, so by all means we should take advantage of it. But what about when the market levels off? I believe that a school that offers a Cardio Karate program with a variety of classes that appeals to men, women, young and old, will be successful. A program that gets people in great shape and teaches them good martial arts, will be stable for a long time.

A variety of class times helps a lot when competing with gyms offering a martial arts fitness program. Most gyms can only offer kickboxing or boxing class a couple of times a week, because of all the other classes they offer like aerobics or step. If you're in a position to offer fifteen to twenty classes a week, in a variety of workouts, this gives you a great advantage over the gyms. I currently run twenty-five Cardio Karate classes a week.

I realize this can be tough for many schools because of limited time and space. But I do believe that, in the future, many schools will find it cost-effective to offer more Cardio Karate classes, because this is where the adult market is at. Many schools that offer Cardio Karate are finding as much as a ten-to-one ratio when it comes to adults calling about lessons. Ten adults are calling about Cardio and only one calling about conventional martial arts. A lot of schools are now getting more Cardio Karate calls than calls for children's martial arts classes. So it just makes sense to add more classes.

MAPro: *What are common mistakes that are made in martial arts fitness training?*

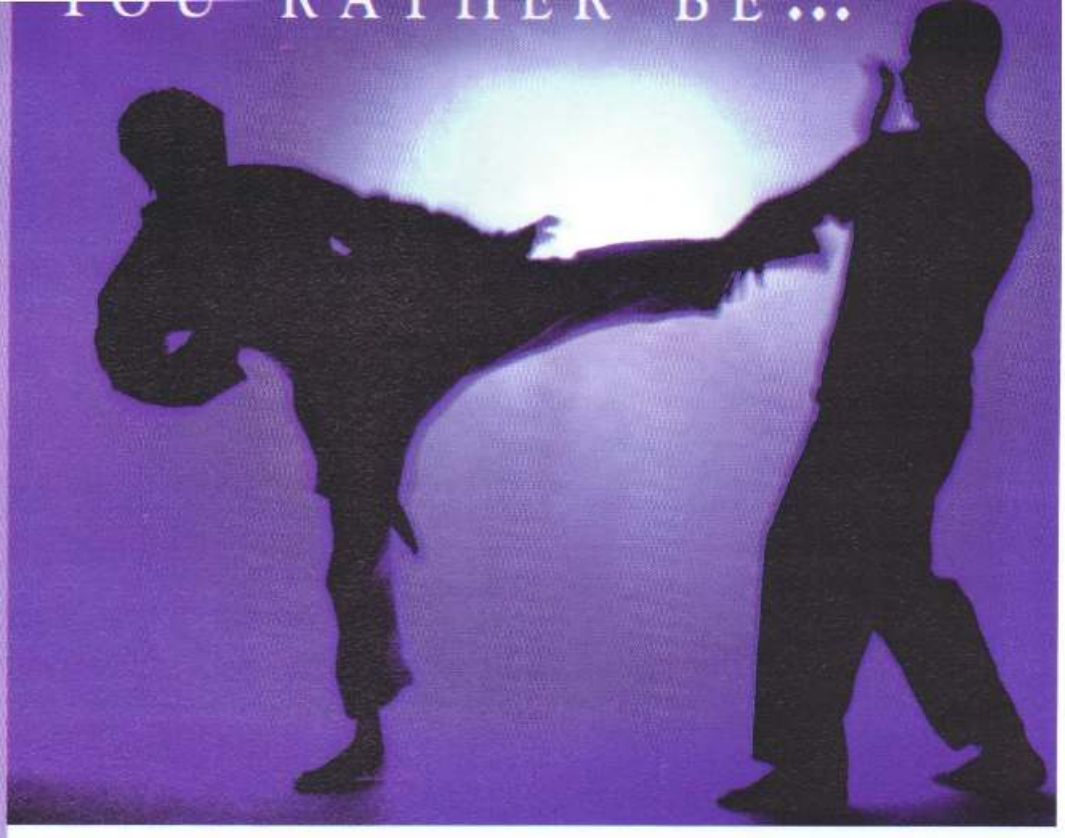
Graden: I think the most common mistake is everybody trying to do their own thing. Everybody seems to want to jump on the fitness bandwagon, but not take the steps to do it correctly and safely.

Fitness training is very different from conventional martial arts training. Just because someone is a good karate instructor does not mean he understands how to teach a fitness class. A good Cardio Karate class is not defined by, "Lets see how tired I can make my students." The person teaching the class needs to be trained on how to teach the class effectively and safely.

This is why we created the Cardio Karate Certification Tour. We want to make sure that everyone who's teaching Cardio Karate is teaching it properly, and that there is a universal structure. If

(continued on page 18)

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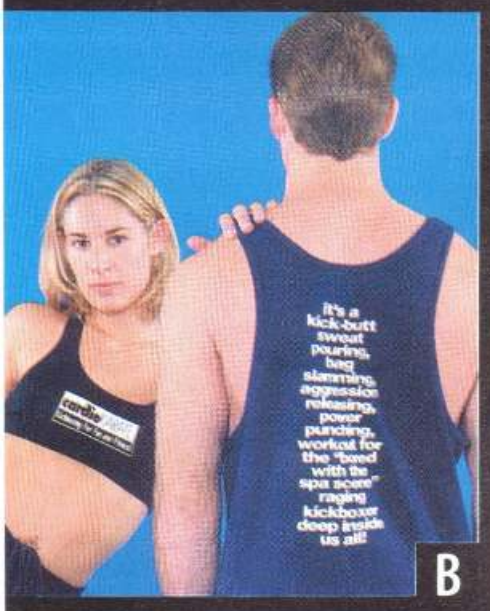
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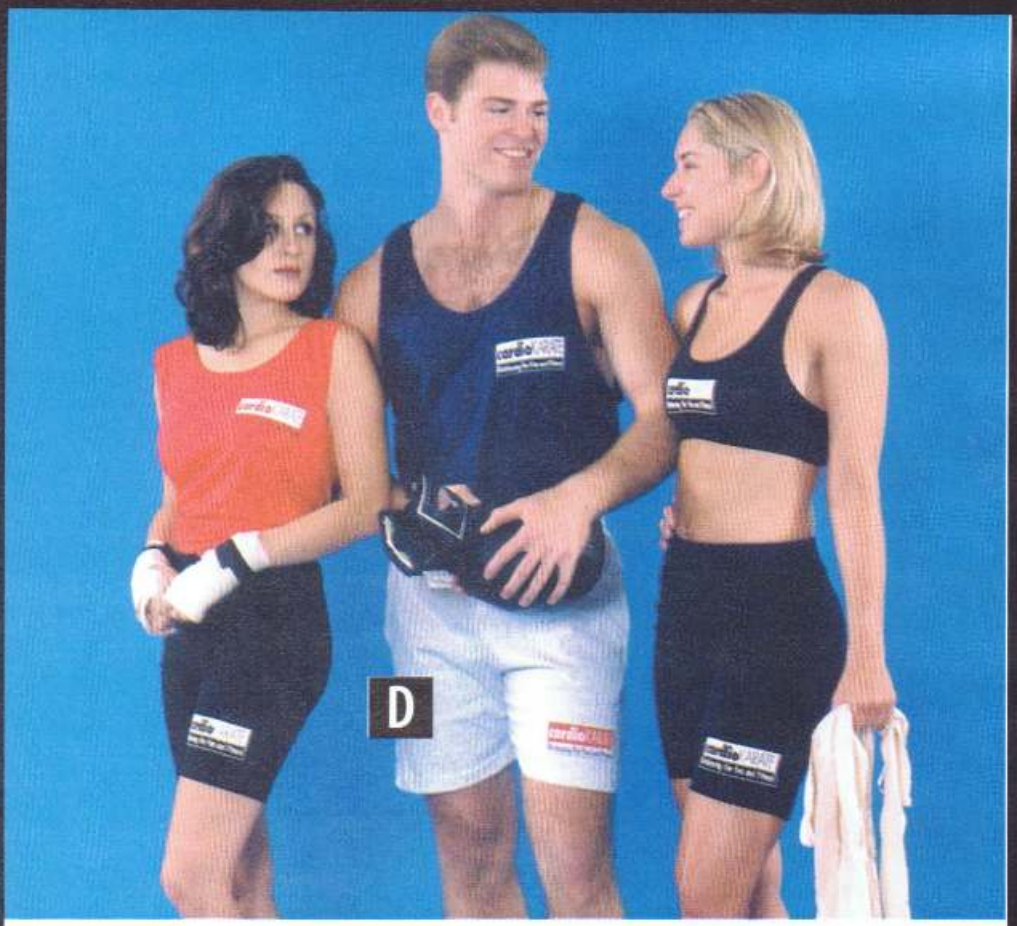
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According to Jim Graden, though the women age 18-35 market is strong now, building a variety of programs provides stability and attracts a wider range of markets.

(continued from page 14)

someone trains in Cardio Karate in Atlanta and then moves to Miami, he or she should be able to find a school that teaches Cardio Karate and receive basically the same exciting, safe program.

Some of the other mistakes that I see being made are instructors that do not walk their talk. It's hard to teach someone how to get in shape if you are not in shape yourself. I have always found it kind of funny that many martial arts schools have in their promotional material something about "improve your physical conditioning," but the instructor teaching the class has a beer belly and smokes cigarettes. We might have been able to get away with this in the past, but now that we're becoming fitness professionals, our clients will not accept a martial arts fitness instructor that has 25% body fat.

It's also important that we don't make the same mistakes that we've made in the past when it comes to teaching adults. I've talked to school owners that want to start a ranking system in Cardio Karate or have the student wear some type of Cardio Karate uniform. As the old saying goes, "If we do not learn from the past we are destined to repeat it."

Uniforms and judging the student through some type of rank system is exactly what has kept so many adults out of martial arts. The majority of adults don't want the added stress of being graded and judged while they're trying to get a workout in. They have enough stress in their lives. Their workout is supposed to reduce stress, not add to it.

Poor music selection and sound system is another facet that keep programs from growing. I realized when I first started my program that I was not the best person to pick out the music for the classes. If I had my choice, Cardio Karate would be all '70s English rock. But the majority of the people — mainly women — interested in Cardio Karate don't share my taste in music. It's important that your program is upbeat and current with what is popular. It also should be played through a professional sound system, not a boom box set up in the corner.

MAPro: What are the hazards of a poorly-run program?

Graden: There are two big dangers when it comes to a poorly-run martial arts fitness program. The first deals with the schools and the owners. The second danger is to the industry itself.

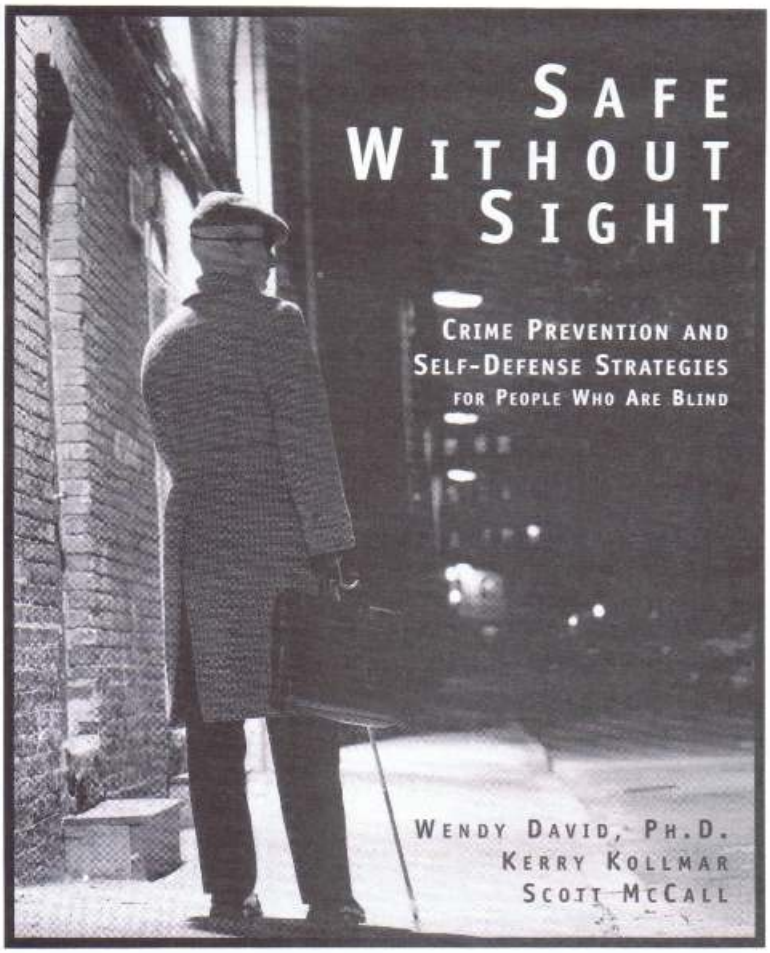
The danger to the school is the possibility of a serious injury to a student and a resulting lawsuit for the owner. If a class isn't well-structured and safe, sooner or later someone will get hurt. If the owner is found to be negligent by not following standard safety guidelines for fitness training, he or she can be sued. Keep in mind that a martial arts fitness client is not as loyal, nor expecting the same level of physical commitment and inherent risk, that a karate student is.

The second danger is to the industry itself. I look at Cardio Karate as a second chance for the martial arts industry for training adults. Our first chance came in the 1970s when Bruce Lee made it very cool for an adult to take martial arts — and we blew it. Everyone was doing martial arts in the 1970s. What happened? Too many incompetent martial arts school owners, who tortured their students and then closed up in the middle of the night and absconded with all of the money. We lost the adult market.

Adults flocked into the fitness centers (Bally's, World Gym, Golds Gyms and many others). The fitness clubs exploded with growth in the '80s and early '90s. While we concentrated on teaching kids, adults were at the gym getting a workout. Now that we've found a way to attract

(continued on page 22)

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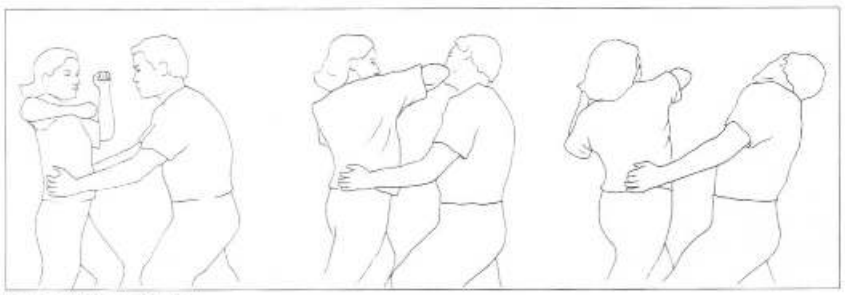
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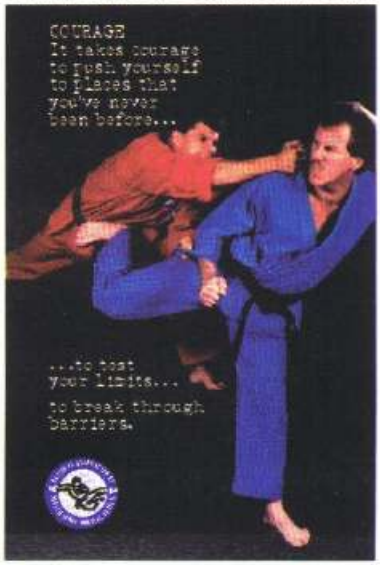
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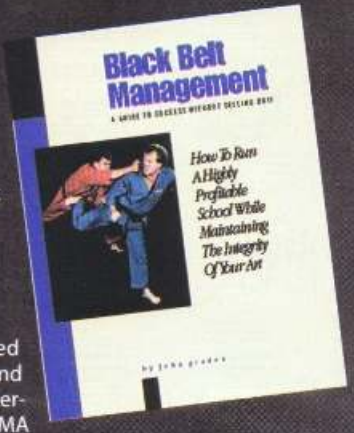
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Jim Graden's Cardio Karate is a "sign" of success.

(continued from page 18)

them back into our schools, we must make sure that we maintain the standards that they have come to expect from the fitness centers. Aerobics instructors and fitness professionals for the most part are very knowledgeable people that understand how to train someone properly and safely.

If the adults that are used to this standard of professionalism set by the fitness centers come into our schools and our classes are being run by someone who isn't trained properly, we will not have long-term success. The schools that have a successful Cardio program realize that the adult who trains in the Cardio program is just not the same type of person that takes conventional martial arts. These adults are usually already "fitness minded" people that have worked out before and have belonged to a gym. They expect a certain standard of professionalism that we must meet. This is why it's so important that the instructors are trained and certified to teach Cardio Karate.

Cardio Karate is our second chance at the adult market. Let's not blow it again.

MAPro: *How has introducing the Cardio Karate program affected your school?*

Graden: The first benefit that comes to mind is the added revenue that the Cardio program has generated. In the past, my revenue was tied to just children's classes. So my income was based on how the kid's program did. If you've been in this business for a while, you know that you have some months that aren't that good for children's martial arts. The summer is usually not a good time for children's martial arts, but it's great for Cardio Karate.

Not only do I make more money in my good months, but I don't seem to have the lean months like I used to. I am currently enjoying a great summer and I know it is directly related to Cardio Karate.

I also feel that there's a greater balance in my school. There is now truly something for everyone — from the four-year-old little dragon to the forty-five-year-old man that doesn't want to kick. I have something for both of them and for everyone in between. This has made my school so much more diverse in the types of people that train with me.

Another surprising benefit to the Cardio Karate program has been to my children's program. I thought that because I haven't been promoting it as much that it would suffer, but it's as strong as ever. That's because I offer the Cardio classes at the same time as my kid's program. Because of this, I have enrolled many families into the school. Mom and dad take a cardio class and the kids take conventional karate class.

Plus, many of the women that take my Cardio classes will watch the kid's program before or after their class and are impressed enough to enroll their children, or they will recommend it to someone else for their kids. By bringing a more diverse crowd into my school it seems to help all of the programs that we offer.

MAPro: *What effect has it had on your adult conventional program?*

Graden: This was one of the main motivations for developing the Cardio Karate program. I think everyone, at some time or another, passes a student on a belt test when you know he or she probably could use another month of training. But you didn't want to disappoint him and risk the chance of losing him. So you pass him anyway and try to make it up later.

Cardio Karate has allowed me to teach my conventional program the way I feel it should be taught. I don't feel compelled anymore to modify my program, because

(continued on page 32)

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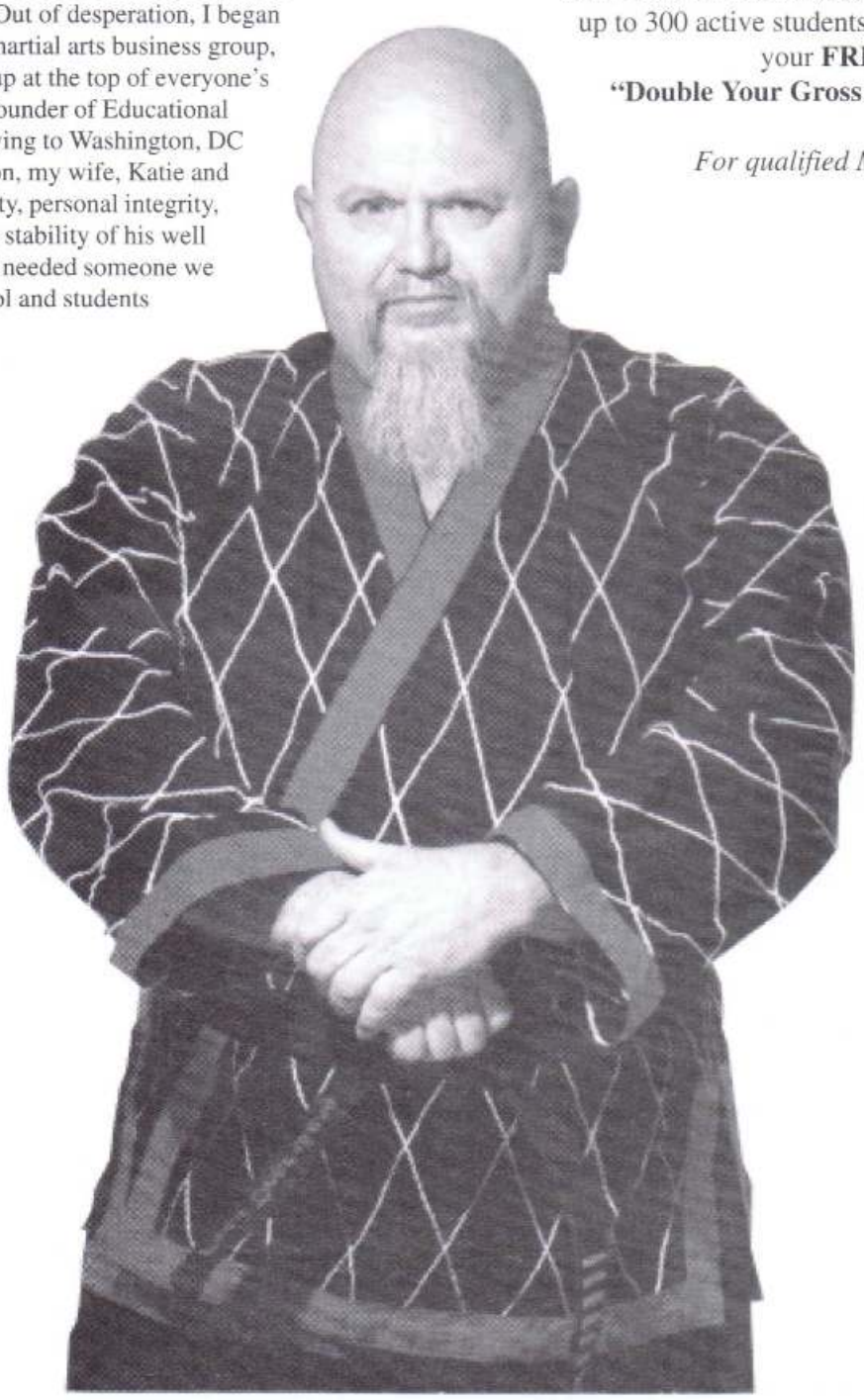
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MASTER'S DEGREE



instructions for instructors

by Tom Callos

Your Four Primary Job Responsibilities

One of my martial arts-business mentors once asked me what my four primary job duties were. My reply was, "My four primary what?" It wasn't a question I was capable of answering at the time, and he knew it. He knew because he saw that I was running around half crazy trying to manage the 133,000 responsibilities every school owner/instructor has to juggle at one time or another. He knew because he had asked me how I planned my days, weeks, months, and staff meetings. He had asked me how I prioritized tasks and which ones I delegated.

As was his style, his line of questioning was leading somewhere. First, to an hour-long lecture, which I cheerfully endured. I knew eventually he'd get to the meat-and-potatoes information I was waiting for. It's the same info I'm about to share with you.

But first, I need you to take a moment and fill in the four blank lines conveniently provided below. Write what you think are your four primary job duties:

1. _____

2. _____

3. _____

4. _____

Okay, according to my wise and experienced friend, the four job duties I was supposed to be spending the bulk of my time on (as the owner of a school) were:

1) Managing the Cash.

He reminded me that while others may handle, count and tabulate my school's income, nobody else could — or should — be trusted with the management of that cash. He said owners that didn't keep an eagle-eye on that aspect of their business were inviting disaster.

2) Promoting the School.

According to my mentor, I should have been spending one-quarter of my work time-and-energy involved in the promotion of my business. I remember his words, "Nobody can promote your business with the enthusiasm and vigor that you can."

3) Training Staff.

A manager isn't a manager unless he or she is skilled at getting things done through the efforts of others. My friend insisted (and of course, he was right) that I needed to constantly recruit and train staff members. He urged me to train them the same way I trained my students — methodically, consistently and creatively.

4) Learning My New Job.

This was the job duty I found to be most challenging. My mentor urged me to stay out of a rut, and be ready to change and adapt at a moment's notice. Every time I added an assistant to the floor, hired a new office person, or enrolled ten or more students, chances are I had a completely new job. One-quarter of my time was to be spent making sure I made the necessary changes in my planning and action.

I've never forgotten my mentor's good advice, and from that day on I've required all of my staff members to know their four primary job responsibilities. Of course, a person's job focus depends on the size of his/her school and staff. It also depends greatly on a person's job experience.

Here are the four duties that I think fit the job description of most instructors:

1) An Instructor Must Teach Dynamite Classes.

A class isn't dynamite unless it's safe, fun and exciting. And, it has to keep students coming back for more — and get them ready to advance. By the way, a class is only a dynamite class when it's viewed that way by the student. What the instructor thinks is almost irrelevant.

2) An Instructor Must Promote the School.

Everyone in the school has to continually mine for new students. If an instructor thinks that he/she can "just teach my classes" and not be burdened with the responsibility of promotion, then (in my school, anyway) they've already got one foot out the door.

3) An Instructor Has to Manage the Student's Progress.

Every teacher in the school has to take responsibility for every student's progress. "C" students need to be turned into "B" students. Students need to be ready to confidently demonstrate their skills at belt promotions. And the students that aren't making it have to be pulled up by their lapels and "made" ready. Teach them fun things, have great classes, get them in shape — but when it gets down to the wire, you had better have them prepared to test.

4) An Instructor Must Learn His/Her New Job.

Just like an owner, an instructor's job constantly changes. Just because we used to do it that way, doesn't mean it's the best way to do it today. ◆

Tom Callos is a school owner in Hilo, Hawii, a NAPMA video instructor, and a former EFC Board member.

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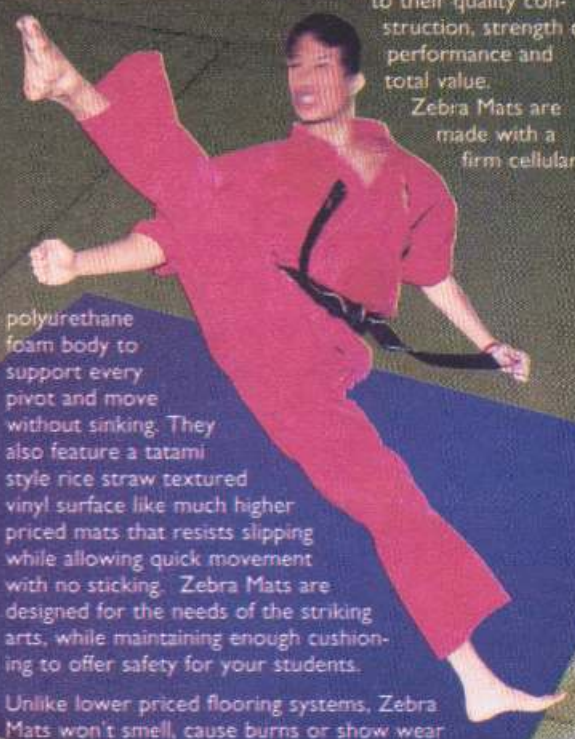
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GOOD QUESTION

answers to our readers questions



by Don Korzekwa, Ph.D

What Do You Do When One Student Picks On Another?

Dear Dr. Korzekwa,

I have a problem with a two of my students and I was wondering if you could offer some advice.

It seems that one of my students is being picked on at school by one of the other students in his tae kwon do class. The first student says that the other student will not leave him alone at school, always telling him that he is better at everything, and occasionally hitting him.

Now, I have spoken with the mother of the student who is being picked on and she says that this happens all the time. I said that I could talk with the other student, address the situation, and explain the student oath and our rules of conduct, which he already knows. The mother of the student who is being picked on says that if I talk with the other boy, it will only get worse. The mothers of the two boys are also friends.

I do not want to lose a student over this, but I am at my wit's end right now. Any help would be appreciated.

Dr. Korzekwa Responds

It is understandable that you want to intervene in this situation. When an instructor hears that one of his/her students is picking on, and occasionally hitting another child, such as you describe, it can be upsetting. You obviously do not want to see any child being picked on. You also want to assist the other child in learning how to behave appropriately, according to the oath and rules of conduct of your school.

Dealing with the problem behaviors of students is a dilemma which is faced by many instructors. As a child progresses through training, it is desired that the values which are taught, such as respect for yourself and others, will become ingrained. Instructors want these values to have an impact on the child's conduct both in and out of class.

The reality of the situation, however, is that the impact that you can have on these problem behaviors is limited. If you observe this student pick on another student during class, you certainly have an opportunity to explain to him that this behavior is unacceptable, and to assist the child in finding more appropriate ways to interact with the other students.

You can then also remind him of the rules of conduct for class, and explain that these are required of all students who participate in training. If there are established consequences for this behavior, make certain that he and his parents know what they are, and enforce them fairly and consistently. You must do so for his well-being, and the well-being of all students in the class.

Consistently emphasize your oath and rules of conduct in all classes. Assist all of your students in continuing to better understand what they mean. In doing so, you help not only these two students, but all who attend your school. Most of all, your actions are an important model of how to treat others with fairness and respect.

Unfortunately, these lessons may not generalize to other settings. If the behavior is occurring at school (academic), the issue may have to be addressed in that setting. You have taken appropriate steps by speaking with the mother of the child who came to you with his concerns. She has the authority to investigate this matter, get the facts, and decide the appropriate course of action. This is important since she can speak with the teachers at the school to determine if they have observed any problems, and to alert them to her child's concerns, if she sees this as necessary. Also, let the child who came to you know that you have spoken with his mother, so that he understands you have responded to this situation.

If your oath and code of conduct address your students' behaviors outside of your school, another concern may be that the boy who is stated to be picking on the other child is not adhering to that oath and code. This is a delicate situation. Are all parents aware of the oath and rules of conduct? Do you have policies and procedures for handling these "outside" predicaments? Have all students and their parents agreed to these policies?

Consider these questions before taking any action with regard to behavior outside of your school. You should be certain that your response is one which is fair, well thought out, and, if necessary, is legally informed. ◆

Dr. Don Korzekwa is a Licensed Psychologist, an advisory board member of the ACMA, and holds the rank of black belt in tae kwon do. He is the owner of Core Research and Consulting, providing business consultation and moderating focus groups.

He can be reached at 1-972-492-6293, or e-mail address core1dk@aol.com. Please submit all questions in writing to core1dk@aol.com, or Core Research and Consulting, 3044 Old Denton Road, Suite 111-112, Carrollton, TX 75007.

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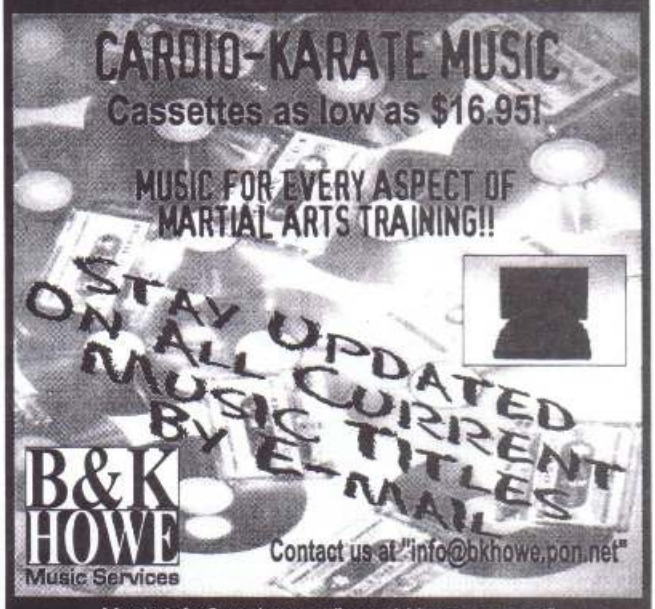
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(continued from page 22)

I know the students that I have working towards their black belt really want to be there. Because if they did not, they would be in the Cardio program. It's allowed me to return to the "no-compromise" traditional karate that I feel produces the quality of black belt I want.

I consider my conventional karate students VIP members. These are the ones that have stepped up to the plate and said, "I want to become a black belt." So I try to do everything in my power to help them achieve their goal by offering my Cardio Karate program to them at no additional cost.

Of course, my conventional program cost more than the Cardio program, but the student is getting two programs in one. I believe in "added value." Give someone more than they expected and they will stay with you a long time. Cardio Karate has allowed me to add a tremendous extra value onto my conventional karate program.

MAPro: *What effect has it had on your personal enjoyment as a school owner?*

Graden: This is where the true benefit lies for Cardio Karate, at least in my case. I have been in the martial arts for 22 years and I just celebrated my fifteenth year in business. So, I've gone through many cycles in my martial arts career.

In the beginning, my goal was to become a world champion. So, in the 1980s, my school was more of a vehicle for me to train. I didn't raining with Joe Lewis and competing with the United States Karate Team throughout the '80s. And I won a world kickboxing title in 1989.

After achieving my competitive goals, I then focused on my school. I was successful, with an active student count of well over 300. Seventy percent of those students were children.

Now don't get me wrong, I really believe in martial arts for kids, and I do think it's important that an instructor should be a good role model. But it just wasn't the vision I had for myself as a karate instructor when I started in this business so many years ago. My heroes back then were Joe Lewis and Benny "The Jet" Urquidez. Adults who fought and taught other adults. But when teaching so many kids, I starting to feel more like an elementary school teacher than a martial arts instructor.

It became more of a business to me at that time in my life. I was twenty pounds overweight. I wasn't training and found myself not wanting to be at my school. I was becoming more of a businessman and less of a martial artist. The fun was gone.

I have trained a good staff of instructors, so I got to the point where I would call in to make sure the place hadn't burned down and then go play golf or do something else. My motivation wasn't there.

Now that Cardio Karate is in my school, that has all changed. I'm currently in the best shape of my life and I love my job. I mean, I really love it! I look forward to teaching my classes. It's just great to work with adults. I really like the relaxed atmosphere Cardio Karate allows me to have with the students. I don't feel I have to demand respect from my students anymore. If you earn respect, they will give it to you.

I also feel I'm a better all-around teacher now, even with the kids. Because I'm not just teaching kids, I find myself really enjoying teaching children again.

MAPro: *Has there been any negative effects?*

Graden: The only negative effects were in the beginning. It was more a fear of the unknown than an actual negative effect. Many parents of my young students were concerned that we were abandoning the kid's program. So it was real important that, as we were making the transition and adding the Cardio program, we still stayed focused on the kids. I feel we have done that.

I'm very fortunate to have what I consider one of the best children's instructors in the business, Kim Shook. She has been with me for twelve years and she's more than capable of running the children's program. So I just gave her the ball and let her run with it.

MAPro: *Who should not introduce a Cardio Karate program?*

Graden: I have a hard time thinking of any martial arts school that would not benefit from this program.

I will say this, though, if you're one of those control freaks that can't get over the "I-am-master, you-are-subservient-student" b.s. that's so prevalent in this field, then Cardio Karate may not be for you. You should also make sure you're in good shape. Out of shape instructors should not teach Cardio Karate. ◆



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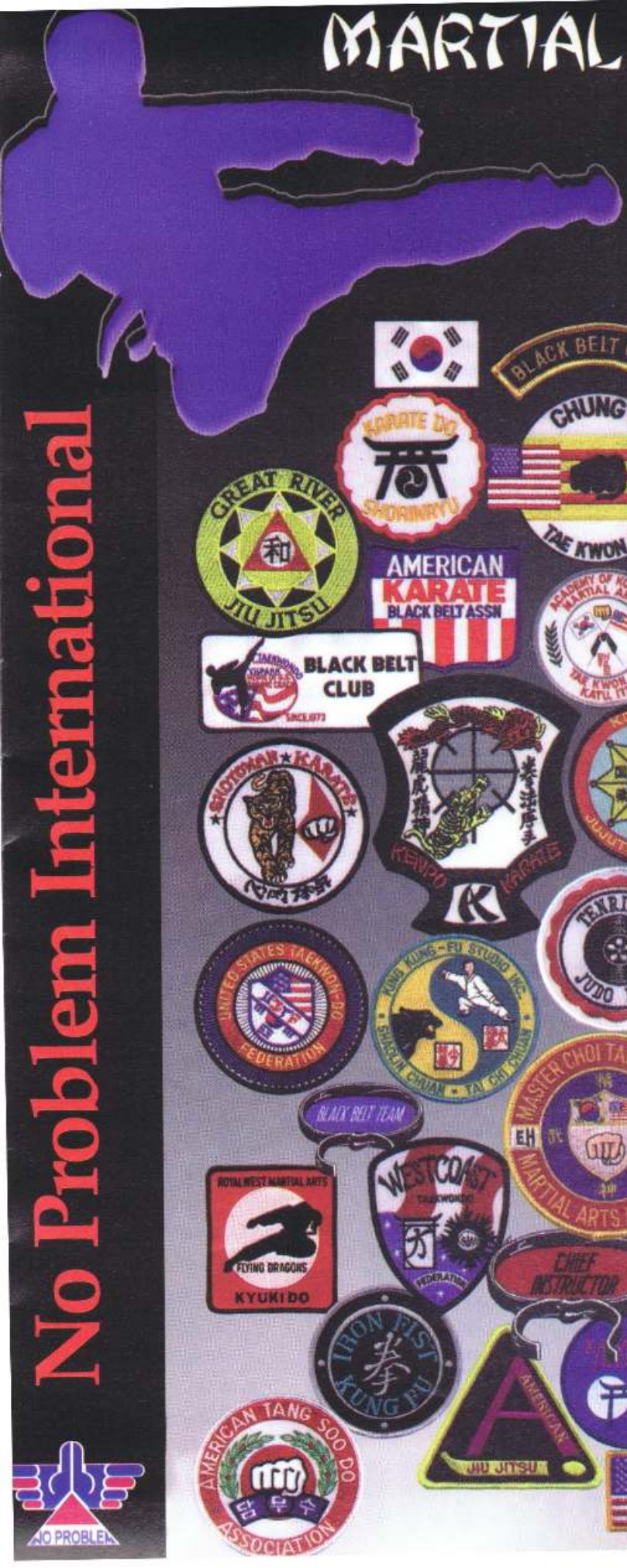
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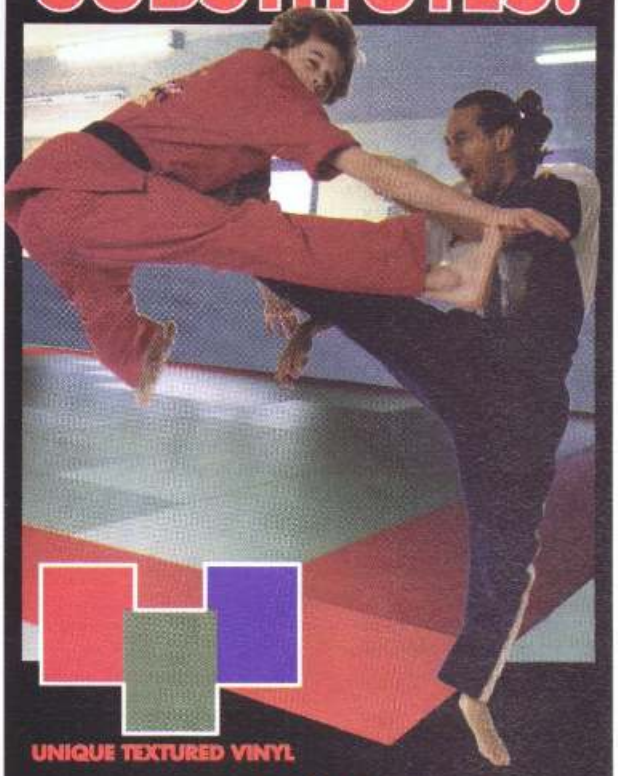
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sales and marketing

by Rick Bell

How To Develop Switching Barriers To Drop Out

Part 3:

You may not know it, but you're a celebrity. You say, "No way, I'm just a local martial arts instructor. What makes you think I'm the least bit famous?" The answer is – If you've worked to get noticed throughout your martial arts career, you are a celebrity in your town, even though you probably aren't leveraging your fame.

In the two previous "MAPro" issues, we've been discussing switching barriers that make it more difficult for a student to drop out of your classes. This month, we'll discuss another powerful switching barrier for a school owner, Celebrity Status.

One of the best marketing moves I ever made was to use my professional kickboxing career as a media magnet for my school. When I was fighting, I kept a steady stream of media attention focused on me, and consequently, on my school. Area television stations and newspapers couldn't get enough of my training, sparring, and fight information. Each month, I would have at least one camera crew wanting to come out and film my sparring and training sessions.

I believe a primary reason I had one of the highest retention rates in the country was because I learned how to use Celebrity Status as a switching barrier for retention.

Even if you're not a professional fighter, you can still build some Celebrity Status in your town. Here are some tips:

Have a professional 8 x 10" glossy, black-and-white (color is even better) promo picture made of you doing whatever it is you do best. For example, if you're a breaking specialist, have an action picture made of you performing a breaking feat. If you are a kung-fu stylist, try posing in a dramatic stance from a weapons form. Just about any eye-grabbing pose will do.

Everyone loves autographed pictures, and you will be amazed how many people will ask you to sign your picture so they can frame it and put it on their wall for all the world to see! When you have your pictures printed, make sure your name, school name, and telephone number are printed at the bottom. You should be able get black-and-white glossy pictures for around 38 cents a piece. If you can't get your local print shop to match that price, call me and I'll put you in touch with someone who can.

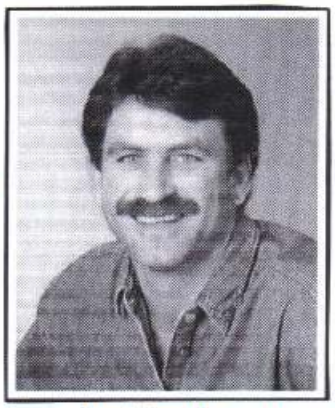
Another method for building your local fame is putting your picture on every piece of advertising you do. Have you ever noticed real estate people put their picture on most of their literature? The reason they do this is not due to ego, it's for business. When you put your picture on an advertisement, potential customers recognize you when they meet you for the first time, and psychologically, they feel more comfortable with you. By putting your picture (not necessarily the same action photo, but maybe just a nice "head shot") on your ads, your existing students will feel a real sense of pride when they see their instructor's picture all over town.

A third celebrity-building technique is attending every large local event that you can. When people see you at important events, they start to think of you as being important. I always told my students that even if you're not important, look and act like you are, and soon you will be.

So how does building your Celebrity Status help with switching barriers? When you are viewed by your students as a celebrity, they think of you as being special and they cherish the privilege of being in your presence. Let's face it, it's a lot harder to tell someone whom you admire that you are leaving them. Also, when you are well-known, your students will be proud that people in the community recognize your name when they tell them who their instructor is. Once you begin to build your local reputation, other business leaders in the community will invite you to more and more events, building your Celebrity Status all the while.

Everyone wants to "hang out" with well-known people, and your students are no different. Just as other famous people have followings, every successful instructor I've ever known has a large following. Start building your following and you will build your switching barriers. ◆

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



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

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

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

You see one day this guy comes up to me and says "hey" you are spending all this money every month on ***advertising that gets you about 7 students a month if your lucky*** *Then he said* ***if I could show you a way that could spend about 250.00 to 350.00 per month and at least double this*** *with hard work and would eliminate the need for an advertising budget, would you be interested? Well obviously I said yes. I Knew that one newspaper ad cost that, and if I only signed up 15 new students per month, I would generate much more than he was asking and I was already spending about 800 to 1200 per month and only getting 3,4,5, new ones each month. I certainly wasn't scared to work, I'd been busting my tail and not doing jack. Well* ***to make a long story short, they came out, trained us ,installed the system and taught my staff how to close. We received marketing and operational 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!

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WORDS FROM MARTIAL ARTS SCHOOL OWNERS

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EXECUTIVE DECISIONS

managing for success



by Rob Colasanti

Creating a System For Feedback

As martial arts professionals, it's important to realize that we're in a service business. We work with humans, and that requires high levels of customer service in order to be successful. When you get right down to it, this means giving students 110% service, 100% of the time.

But in order to achieve this standard, you must first know exactly how your students and parents perceive your current level of customer service. Therefore, it's important to determine what good customer service means to them, not to you. Indeed, the best way to accomplish this is to create a system for acquiring feedback on a regular basis.

To help you get started, here are five suggestions that you can immediately use as part of your feedback system.

1. Office Chats

Office chats are spontaneous meetings with students that occur during normal business hours and last for just a few minutes each. These little talks are excellent for motivating "C" students, following-up or just making general conversation.

Since office chats present such a terrific opportunity for giving and receiving feedback, I recommend that each staff member at your school conducts at least two per day.

2. The Golden Suggestion Box

The golden suggestion box is a subtle and ongoing way to acquire feedback from both students and parents. Here's how it works. Simply get a cardboard box, cut a rectangular slot in the top and gift wrap it with some shinny gold paper. Then, put the box in a private part of the school.

Mention to your students that the box is gold because "their comments and suggestions are worth their weight in gold to you." Whenever someone feels the need to tell you what's on their mind, they can anonymously drop their comments in the box.

3. Tele-Feedback

Tele-feedback occurs over the phone and can be extremely valuable when it comes to improving customer service. In fact, some of the best tele-feedback you can get is by conducting verbal exit surveys. Here, your goal is to find out exactly why students have stopped their training. Keep track of all comments, look for a pattern and make your adjustments accordingly. This is extremely important!

Another excellent way to get tele-feedback is by making 2, 4, 6 calls. Hence the name, these calls are typically made 2, 4 and 6 weeks into a new student's training. They're great for "just checking in," detecting potential challenges or asking for referrals. By now, you've probably heard of 2, 4, 6 calls. The question is: Are you doing them?

4. Written Surveys

One of the quickest ways to find out how your students feel about your school is to administer written surveys. Also, since written surveys are anonymous, they are particularly effective in finding out what students and parents really think about the overall quality of your school.

Verbal feedback sometimes gets sugar-coated because students are often intimidated by their instructors. Too, they may hold back to avoid hurting anyone's feelings. But since written surveys are anonymous, students and parents have the opportunity to be brutally honest. As painful as it may be, that's exactly what you want. I recommend distributing written surveys on a quarterly basis.

5. Feedback Forums

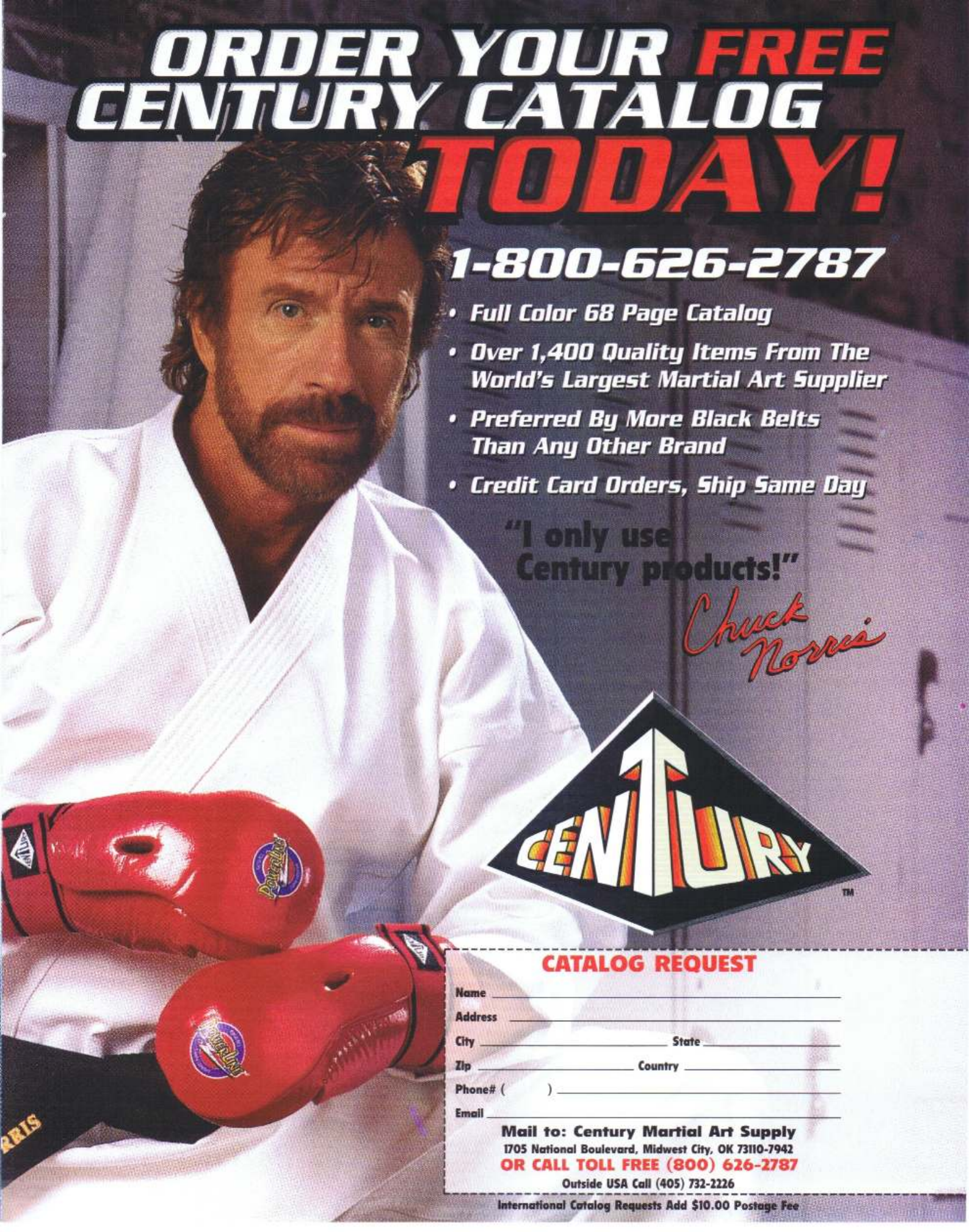
It's also beneficial to host a forum once or twice a year to gain additional feedback from your adult students and the parents of your junior students.

In the forum, you would simply discuss important topics relevant to the betterment of the school. The key is to be prepared and make sure that everyone leaves feeling like their opinion matters. Instill in them that your school is a democracy and that you're counting on their feedback to make the school a better place for everyone involved. In fact, you can further this notion by publishing the important results of the forum in your newsletter.

By creating a system for acquiring feedback, top-level schools across the nation have successfully opened the communication lines between students and staff. This has enabled them to dramatically improve the quality of their customer service and ultimately boost retention.

Many of these schools currently use the five methods for obtaining feedback cited above. So we already know that they work. Best of all, these tips are easy to implement and cost practically nothing to do. You never know, you may even have some shiny gold wrapping paper left over from last Christmas.

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." ◆


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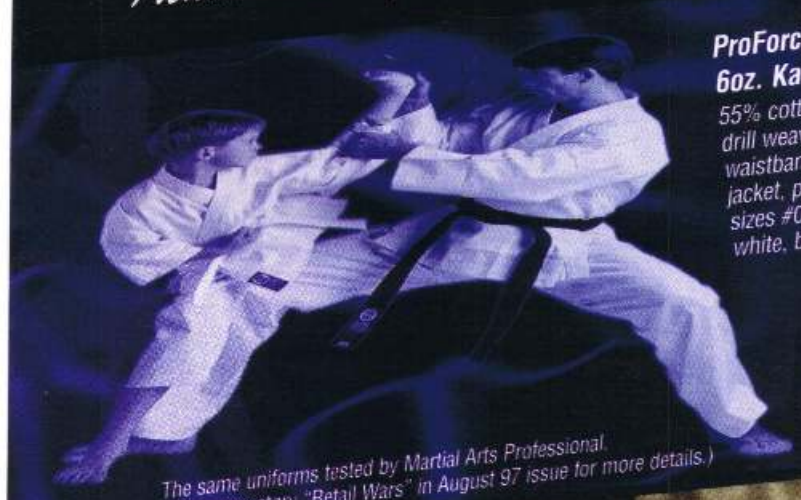
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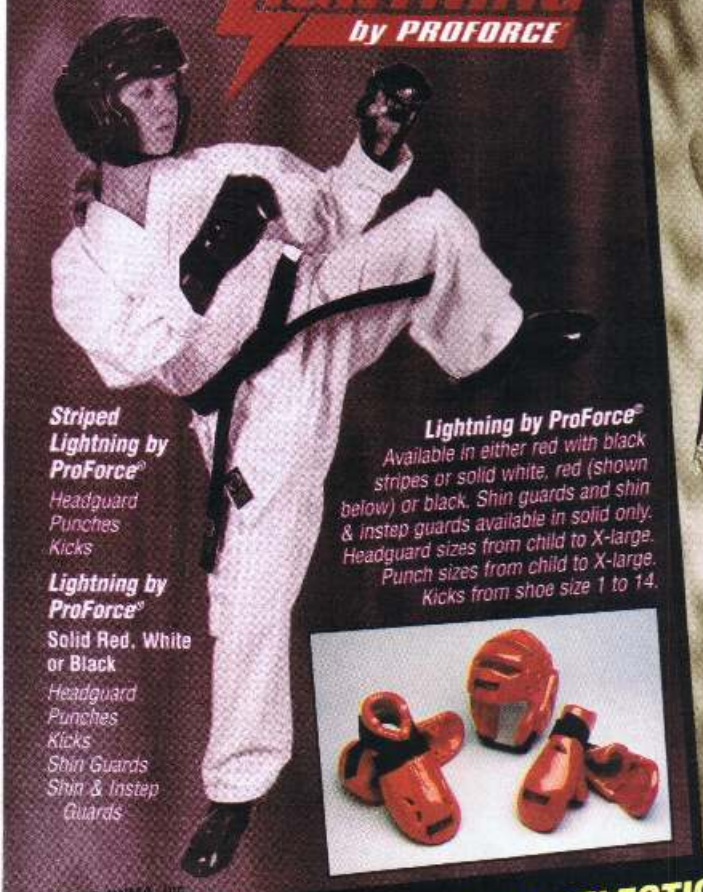
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