



# GMA NEWS

## November

### Upcoming events:

Oct 31 <sup>st</sup>	Stop Zombies FAST haunted house 7:00-8:30. NO TKD classes, but stop by!
Nov 2 <sup>nd</sup>	Stop Zombies FAST haunted house 1:00-3:00
Nov 2 <sup>nd</sup>	Halloween Party 7:00-9:00
Nov 9 <sup>th</sup>	USHF Seminar, IU 9:00-5:00
Nov 10 <sup>th</sup>	GM William CC Chen Tai Chi seminar.
Nov 16 <sup>th</sup>	Demo Team 9:00-10:30
Nov 16 <sup>th</sup>	Minute to win it buddy night competition 7:00-9:30 pm
Nov 23 <sup>rd</sup>	Holiday Sale 8:00 am-11:00 am
Nov 23 <sup>rd</sup>	Black belt stripe makeup/retest 11:00-12:00
Nov 23 <sup>rd</sup>	Stickfighting 1:00-3:30
Nov 27 <sup>th</sup> -29 <sup>th</sup>	NO CLASSES—Happy Thanksgiving
Dec 7 <sup>th</sup>	World Champion Andre Galvao returns to GMA 10:00-1:00. Seminar and promotion ceremony..

### Congrats to

- **OUR NEW BLACK BELTS: Mr. Luke Wilson, Mr. Nate Wilson, Mr. Kyler Chylaszek, Miss Sabrina Chouirnard, and Mr. Richie Long (2<sup>nd</sup>)**
- Congrats to our most recent **Lil Dragon** graduate Owen Selburg

**Holiday Sale set for Nov 23<sup>rd</sup>.** Get a jump on your holiday shopping with our annual holiday sale. Use the gift giving season to get them some necessities that they need anyway- like new sparring gear or uniforms, some extra training gear that will help them practice at home, or splurge on some fun seasonal items for their room that will help reinforce that they are part of a positive, powerful martial arts lifestyle. Our annual holiday sale will be Nov 23<sup>rd</sup> from 8:00 am to 11:00 am. This gives you a chance to come to school and shop without the kids, so it can be a true surprise for them. There will be special sales for that day as well. Catalogs and ideas are also available now so you can maybe research what your kids like and want.

### Winter Camps set

This year we will be doing another winter weapons camp during the holiday season. Rather than having the kids sitting around stuffing themselves with candy, we take the vacation time to offer something special. Don't forget you can also make it a X-mas present. Camp price includes lunch and all the weapons or gear needed for the seminar. Sign up at the front desk.

Winter Weapons camp, Dec 30th. This year we will return to one of Master Sieg's favorite weapons—the cane. It has been at least 3 years since we have taught one of the staple weapons of HKD this comprehensively. Not just important to our HKD students, but a great intro to weapon work with one of the most versatile (and legal) weapons there is.

Our next movie/stunt camp. The next major release by Yoshi-tech productions is set to start filming Dec 27-28<sup>th</sup>. Because of the popularity of this camp, it is two days....more instruction, more practice, and more film time. As before, we will have a movie premier night in 2012 to showcase our stars. Movie martial arts and stage combat is quite different. Learn how they make it look real. Also great for the demo team.

A catch up camp is also scheduled for Jan 2<sup>nd</sup>.

### Holiday Class Cancellations:

No classes on Wed, Nov 27<sup>th</sup>, Thanksgiving (28<sup>th</sup>) or Friday Nov 29<sup>th</sup>. Classes will resume as normal the following Monday. Have a happy Bird-day!

### Minute to Win it Buddy Night

Bring a friend to introduce to the school during a night of martial arts related challenges inspired by the minute to win it gameshow. Let your parents enjoy a night out while you have fun, and get a free month if your friend joins classes!



## GMA Wishes a Happy Birthday to:

Devin Nix 11-9                      Alex Kush 11-11                      Ryan June 11-12  
Conlan Sweeney 11-13              Wesley Yoshida 11-24

## Training Anniversaries

Special Congrats to those who started with us a year or multiple years ago.

Austin Brummett (TKD 9 yrs)              Morgan Williams (TKD 6 yrs)              Branden Mason (BJJ 4 yrs)  
Jayden Brooks (TKD 4 yrs)              Luke Gamble (TKD 4 yrs)              Aleah Spires (TKD 4 yrs)  
Alex Kush (TKD 1 yr)

## Quotes of the Week

Leadership is mostly done by example. We will be discussing our position as role models in class this month.

## Special recognition to our families:

In addition to Thanksgiving, November happens to be family appreciation month, so we at GMA would like to do both—a special thanks to our families. Of course, we like to think of all of GMA as a family, and we have several pairs of siblings in the classes, but we would like to point out those families that actually need our family discount or those families with more than one generation involved....Perhaps someone else in your family is ready to try it out?

Mike Dodge (HKD, BJJ), Collyn Dodge (TKD, BJJ)  
Noah & Gabe Wilson (TKD, BJJ), Nate & Luke Wilson (TKD)  
Morgan Williams (TKD, HKD), Frankie Williams (TCC)  
Sammy Petraits (TKD), Cathy Petraits (TKD, TCC)  
Sabrina (TKD) & Michael Chouinard (HKD)  
Elijah & Josh (TKD), Lise Roberson (HKD, TCC), and Caroll Roberson (TCC)  
Aleah, Dominic, Keegan, Amanda & Ryan Spires (TKD)  
Katerine, Reece, & Adam Satter (TKD)  
Mr. & Mrs. Yoshida, Kylie (TKD) and Wesley (LD)  
Mr. Sieg, Haley & Donovan (TKD)  
Torrey Hansen (HKD), Amy Hansen (TCC), Torrey & Harmon Hansen (LD)  
Jeremy & Caleb Johnson (BJJ)  
Eric, Karen, Luke & Hayden Kachelmeyer (TKD)  
Olivia (TKD), Britton & Xavier (LD) Siebert

## Special Thanks for Fall Foliage and beyond.

Thanks to all the demo team and parade marchers, parents on the float, float driver, for making a great fall foliage. Special thanks to the parents committee and everyone who helped decorate or worked the Halloween party!

Our school wouldn't be able to be the place that it is without the support of our students and parents. These recent events really demonstrate just how caring of a group we have, and we appreciate everyone's willingness to contribute in order to make GMA a family.

## Tournament notes

TKD: Altogether our team of 34 competitors brought home 48 trophies—24 forms and 24 sparring (up from last year!). Some divisions were quite full, some were light, but we are proud of everyone's performance. Congrats to those who placed (we apologize for any mistakes or omissions, please let us know if there are any so we can correct our records).

Luke Gamble	3 <sup>rd</sup> forms	2 <sup>nd</sup> sparring	Rebekay Wiley	1 <sup>st</sup> forms	1 <sup>st</sup> sparring
Cathy Petraits	1 <sup>st</sup> forms	1 <sup>st</sup> sparring	Sabrina Chouinard	3 <sup>rd</sup> forms	3 <sup>rd</sup> sparring
Christian Marion	3 <sup>rd</sup> forms	2 <sup>nd</sup> sparring	Morgan Williams		2 <sup>nd</sup> sparring
David Yoshida	3 <sup>rd</sup> forms	2 <sup>nd</sup> sparring	Kylie Yoshida	1 <sup>st</sup> forms	3 <sup>rd</sup> sparring
Collyn Dodge	1 <sup>st</sup> forms	2 <sup>nd</sup> sparring	Richie Long	4 <sup>th</sup> forms	3 <sup>rd</sup> sparring



Kyler Chylaszek	4 <sup>th</sup> forms	4 <sup>th</sup> sparring	Blake Prather	4 <sup>th</sup> forms	
Josh Roberson	3 <sup>rd</sup> forms	4 <sup>th</sup> sparring	Elijah Roberson	2 <sup>nd</sup> forms	2 <sup>nd</sup> sparring
Eliza Vandewalle	4 <sup>th</sup> forms	4 <sup>th</sup> sparring	Like Wilson		3 <sup>rd</sup> sparring
Nate Wilson	2 <sup>nd</sup> forms	1 <sup>st</sup> sparring	Gabe Wilson	4 <sup>th</sup> forms	3 <sup>rd</sup> sparring
Noah Wilson	1 <sup>st</sup> forms	1 <sup>st</sup> sparring	Ryan Spires		2 <sup>nd</sup> sparring
Aleah Spires	4 <sup>th</sup> forms		Dominick Spires		3 <sup>rd</sup> sparring
Keegan Spires		4 <sup>th</sup> sparring	Katherine Satter	2 <sup>nd</sup> forms	4 <sup>th</sup> sparring
Obed Pacheco	3 <sup>rd</sup> forms	1 <sup>st</sup> sparring	Karissa Cozee	2 <sup>nd</sup> forms	
Ryan Jerome	1 <sup>st</sup> forms		Donovan Sieg	1 <sup>st</sup> forms	

**This Month in Martial Arts History** (selected from “Dates with Destiny” in *Martial Arts Success* by John Corcoran. Birthdays:

Nov 9 1978 Steven Lopez—one of the greatest TKD athletes of all time—multi world and Olympic champion

Nov 10 1868-April 26 1957 Shotokan founder Gichin Funakoshi—also taught CDK founder GM Won Kuk Lee

Nov 27, 1940- July 20 1973 Bruce Lee

Movie releases include: *Fist of Fury* (starting the Bruce Lee craze), *Missing in Action*, *Best of the Best*, *The One* and many sequels

Nov 12 1993—UFC 1 debuts and starts modern MMA in Denver, CO. Royce Gracie wins.

### **GMA—the law of the vital many.**

The pareto principle, also known as the 80/20 rule, is a common occurrence in business and management. If you are not familiar, it simply states that 20% of a sample produces 80% of the results. In time management, 20% of your work yields 80% of your output (so we want to put focus on the vital 20% percent of tasks). In business, 20% percent of your clients will provide you with 80% of your sales. Conversely, 80% percent of your complaints and problems will come from 20% of your clients. [As a side note—I have read in more than one martial arts business column to “fire” our bottom 20%--the ones who always complain and don’t really contribute—based on this principle. I will admit there are times I have thought about it, but then I have to remind myself that often, that 20% are the ones who need martial arts the most!]

As I said, it is a well established rule of thumb and one that I realize—at least intellectually-- happens in martial arts schools as well. I actually lecture on models that use this principal to college students in my “Martial Arts Industry” class, in other words, how to run a martial arts school. The problem is, I still hate seeing it happen in MY school.

But it does. I am very thankful for our core, dedicated group of students—typically upper ranks who are here for every special event and every outing. They buy every T-shirt we offer. When they miss a class we panic because something must be wrong! Admittedly, they are our best customers, but that is not why I am really thankful for them. I am thankful because virtually everyone else has benefited from them as well—from helping with checkmarks to helping make our parties or events special. But one of the things I have always been proud of and has made GMA special is that our core has always been large and included a vibrant group of lower ranks.

As a martial arts school grows, a related problem is having the school grow top heavy, where the school is almost all black belts and a few lower ranks who are left on the outside of the group. While I am very proud of just how far we have come in the number, quality, and rank of our black belts, we have always had a vibrant group of lower ranks as well. I beam with pride when I see our colored belts performing in demo team in ways that make black belts from other schools say “wow.” Our leadership team makes a concerted effort to encourage our lower ranks in many ways and help them succeed so they can join our ranks for black belts.

But lately there has been a growing trend that I hope this article helps encourage people to correct. It seems as though that our core group has truly become the 20%. Don’t believe me? GM Hae Man Park from Korea, one of the most famous masters in Taekwondo history, came to our school last summer. I and many of our blacks belts have



dropped everything at the drop of a hat and raced to GM Choi's in Louisville for the honor to take an hour class with him. At our own school, we had one student below brown/black belt attend—the daughter of Mr. and Mrs. Yoshida. At the most recent tournament, we had 34 competitors—7 were below black belt. And 6 of those were related to upper ranks! In BJJ there are nights that only purple belts are left on the mats sparring after class. In our special events like FAST or stickfighting, or even the free things that only require effort--social events like the fun day or black belt club outing, or other ways to be involved like demo team or the parade, our core group of black belts are becoming more and more the 80%. I certainly want them to stay involved, but I want our lower ranks to join them! The pareto principal is also referred to as the Law of the Vital Few. Phooey. I want GMA to be the school of the "Vital Many." Yes, our school benefits from the additional support, but more importantly it is for the benefit of those lower ranks.

FAST is a crucial part of our overall programming and our students' education. Our special events and seminars are designed to deepen their understanding and experiences. Tournaments help our students grow in many ways, including performing under pressure. Much of what we do, our instructors and upper ranks went to great lengths to receive and we are excited to make it more accessible. But the opportunity our lower ranks students have doesn't always seem to be understood or appreciated.

The ones that are here the most are the ones that benefit from the program the most. They grow in their physical skills the most. Their character develops the most. They have the closest friendships and have the most fun while being here. In short, they are the ones that get all the benefits that everyone else wants but isn't around to gain. And our core grow into great leaders doing it.

As I said before, all of our students have benefited from the efforts of our "core." But unfortunately, our current crop won't be here forever. They graduate and go to college. I am very proud of Mr. Jerome who just chose to serve our country. Over the years, we have had others that were part of the "vital few" who left, and we had plenty of others step up to take their place. It is the cycle of life on a martial arts school.

As we finish our latest crop of black belts, I turn my attention to the next crop. And then I look down the ranks to the pipeline. The same way, I look at our lower ranks to see where the next generation of leaders and instructors will come from. No doubt many of our lower ranks have the potential and talent to be black belts, but if the current trend continues we will be left with a group of black belts who don't do anything. And our school will suffer if our leadership doesn't know how to lead by example.

Many would say we are in a real leadership crises in America. Where are they going to learn, where will our leaders come from in today's climate? I believe martial arts can, and has, produced great leaders. But if our students can't step up to be leaders here, when or where will they ever learn to excel? That might sound a little melodramatic, but if I didn't believe it GMA wouldn't exist. And GMA wouldn't be the success it is if I was crazy. (ok, at least on this)

As always, GMA has a lot of unique opportunities coming up for our students. We are doing the Stop Zombies FAST for Halloween that will be a fun way for students to practice FAST self defense concepts. Our leadership team is putting in A LOT of work for ALL of our students, their friends, and the community to enjoy. The Halloween party (Christmas party/awards banquet) are ways for everyone to bond, and our parents committee works hard on them. Our holiday sale is coming up, and while our core will be there, asking if there is anything else they can buy, I hope other students will be getting the standard investments needed to practice at home. Similarly, our winter camps will bring new experience to our students that none of our instructors had at their age or rank. I hope our lower ranks will BE MORE involved, taking advantage of these opportunities. Because while I appreciate our vital few, GMA is here for the many and believes they are all vital. --BLS