



GMA news Aug 15

Congrats to our newest BJJ blue belt—Noah Wilson

UPCOMING EVENTS and CALENDAR

Aug 1 st	HKD black belt “seminar” presentations 9:00-12:00
Aug 8 th	FAST Stress Shooting 9:00-12:30
Aug 8 th	FAST Adult Basics 1:00-4:30
Aug 22 nd	Black belt prep 9:00-10:00
Aug 22 nd	Demo Team 10:00-12:00
Aug 22 nd	Stickfighting 1:00-3:30
Aug 22 nd	GMA Summer attendance party—Bonfire outside, and black light games 8:30-?
Aug 28 th	TTCA testing 5:30
Aug 29 th	CPR training for staff (a few others can join us-ask for details) 9:00-1:00
Aug 29 th	Stop Bullies FAST—kids bully and abduction defense. 2:00-4:30
Sept 5 th	Tentative Black belt club outing (details later)
Sept 7 th	Paragon Homecoming/Labor Day parade. 10:30 in Paragon
Sept 12 th	TBA:
Sept 19 th	Demo Team 9:00-10:30
Sept 19 th	GMA Fun day 11:00-2:00
Sept 20 th	Kristian Woodmansee BJJ seminar 1:00-4:00
Sept 26 th	Demo Team 9:00-11:00
Sept 26 th	TKD black belt prep 11:00-12:00
Sept 26 th	Stickfighting 1:00-3:30
Oct 3 rd	TTCA tournament and black belt testing
Oct 8-11 th	Fall foliage demo and parade
Oct 17 th	Andre Galvao seminar, West Lafayette
Nov 8 th	Master Chen Tai Chi workshop

**Thank you for
voting us #1 in
Readers
Choice for the
9th time!**

BACK TO SCHOOL LETTERS

As students go back to school, it is a time to make good impressions and get into good habits for the new school year. As always, our students will receive a letter to take to their teachers toward the end of the month. Look for these to be sent out this month.

Another World Champ is Coming to GMA

We are excited to be hosting another world champ at GMA. A world BJJ champion and ATOS member Kristian Woodmansee will be holding a seminar on Sun, Sept 20th.

Training Anniversaries:

We want to recognize those students who have trained for a year (or multiple years) this month:

Corey Christman (TKD 6 yrs)	Katherine Satter (TKD 4 yrs)	Fisher Dunscombe (LD, TKD 3 yrs)
Kody Gist (TKD 4 yrs)	Blake Prather (TKD 3 yrs)	Jayden Inlow (LD 2 yrs)
Dylan Hall (LD, TKD yrs)	Caleb Johnson (BJJ 2 yrs)	Conlan Sweeney (LD 2 yrs)
Connor Sweeney (TKD 2 yrs)	Andrew Nenedjian (LD 1 yr)	Garrett Patterson (BJJ 1 yr)



Happy B-day to these students in Aug

Rob Snyder	8-2	Caleb Johnson	8-6	Soliel Patterson	8-8
Karissa Cozee	8-10	Monica Thompson	8-15	Jeremiah Deckard	8-16
Mark Brook	8-17	Karen Kachelmeyer	8-19	Andrew Nenedjian	8-21
Britton Siebert	8-22	Blake Prather	8-22	Thomas Neidigh	8-24
Wesley Marshall	8-26				

Quotes of the Week, Character Development

To coincide with our respect for teachers letter, we will be talking about respect and the importance of making a good first impression.

Current Students don't have to worry about upcoming rate increase.

Starting in Sept our rates will rise for the first time since we opened in this building over five years ago. This applies to incoming students only. Existing students will remain at their current rate for as long as they continue to train. This is another reason to introduce someone talking about trying out GMA before Sept.

This Month in Martial Arts History (selected from "Dates with Destiny" in *Martial Arts Success* by John Corcoran.

Aug 11th, 1946 Tai Chi and Chin-na master, instructor to Mr. Sieg, Dr. Yang Jwing Ming's birthday
Aug 13, 1932 (-Feb 1 2006) BJJ Pioneer Carlson Gracie's birthday
Aug 16, 1940 (-Aug 20, 2007) JKD pioneer, Larry Hartsell, whom we trace lineage through Sifu Jason Winkle, B-day
Aug 25, 1931 (-Jan 8 2007) HKD GM Bong Soo Han's birthday
Aug 2, 1964 Ed Parker hosts the first Int. Karate Champ, where Bruce Lee gives his famous demonstration.
Aug 1998 Tae Bo is released.
Movie premiers this month include: Return of the Dragon (Bruce Lee vs Chuck Norris), 3 Ninjas, Rapid Fire, Only the Strong, Mortal Kombat, Blade, Hero, and the Power Rangers on TV

Who Is (and Isn't) Our Ideal Martial Arts Student

As I share during our goal setting exercises, one of my yearly goals is to average reading at least one non-fiction book a month. In an effort to continue to improve GMA as both a school and also a business, my last one was a business book. It routinely referenced identifying and focusing on our ideal customer. This is the person who matches well demographically but also aligns in expectations with your business. The book suggests that other clients who are not a good fit end up costing you in productivity, and misunderstandings because of different expectations leads to bad word of mouth.

This is not a novel concept. Other higher successful martial arts *business* owners actually advocate firing your most difficult or problematic students. While overall, I feel blessed with the families and students that we have here at GMA, I must admit there have been a few throughout the years that have at least contemplated doing just that. I have generally stopped myself; however, as one of things that we constantly remind ourselves is that the most difficult students are typically the ones who need the benefits of the martial arts the most.

But the book did force me to revisit the issue of identifying our IDEAL student. Is it based on your typical business demographic measurements, such median income, age, number of members in the household, zip code, etc.? Nope. None of those things matter to us. But our ideal student isn't just anybody. It is certainly a special type of person.

It is anybody who is willing to work to improve themselves in mind, body, and spirit. Anybody who doesn't like to fail but isn't afraid to, either, and likes to be challenged. Any parent or student who appreciates earning things instead of being handed things. Anybody who believes that fitness is important, and that hard work can still be fun. Anybody who thinks that bettering themselves is important and realizes that growth is a process and journey. Anybody who is alarmed at the lack of respect and decency in society and wants to be part of the solution instead of the part of the problem. Anybody who believes in being part of something: a team, a community, a family. It is a person who is appreciative and loyal and is willing to give back to the team, as others who have come before have done for them. It is



anybody who wants to have the courage to stand up for what they believe is right, and the fighting spirit to back it up. It is anybody who wants to BE MORE.

I can also tell you who is not our ideal student—beyond the obvious disqualifiers such as bullies. It is not anybody who doesn't appreciate that this is how we do things. If students or parents were to not like our approach to teaching, the history, or etiquette of the martial arts I would wonder why they ever joined in the first place. I once had an intro in Hapkido after the class tell me, "it was great but I am not into all the uniforms and belts and stuff." Not an uncommon objection, but one that still gets overblown. He didn't come back, but sometime later I ran into him at an IU tai chi function...it was his first or second day. No uniforms. But he didn't come back to that either. Not sure what he was "not about" there. I suspect he is still looking for a place that allows him to do martial arts but in a manner catered to him.

It is not anybody who is already an expert in their own eyes and therefore is un-teachable. Youtube videos are cool and sometimes valuable, and sometimes worth discussion, but don't argue with us on how you saw something different online and wanted to try it. And don't try to teach your classmates when you don't know it yourself. This goes for parents as well. We welcome feedback on your child's progress and are happy to address concerns. But when you start thinking you know enough about teaching martial arts that you are trying to tell us how to do it, then maybe it is time to teach your child yourself. I can recall one parent who complained that we didn't do enough breaking practice. I explained to them that while we only break boards nearing testing, we use a variety of exercises to work on the elements of breaking, such as hitting the shields for power or the paddles for focus, much more frequently. When they finally quit, one of the reasons they cited was that we broke too often and could easily practice in other ways instead.

It is not anybody who tries to manipulate or demand. Parents raising a fuss over a child not getting into black belt club pretty much means they aren't for a long time, cause we are not going to make it appear we were bullied into the situation. Now, we are not perfect and sometimes make mistakes, and when we do we will fix the situation. And in some cases, we decide to not punish the child for the parents' bad behavior. But sometimes it is unavoidable. One parent demanded that their child either tested or they were quitting. I wished them luck at another school that handed out belts to anybody, probably justified by not wanting to hurt their self-esteem.

It is not anybody who expects miracles but isn't willing to put in the time or work. These people want the benefits and success stories of the martial arts but want short cuts and immediate results. Sometimes we have had orchestrated dramatic turnarounds in child behavior, confidence, or fitness, but generally speaking you don't undo years of habit forming behavior overnight. If you bring your child to us for discipline issues and then go home and let your child run the house, then it is not completely our fault that your kid is not a perfect angel by the end of the two week trial. We also shouldn't want your success more than you do. When we are putting in more effort to help you get your belt than you are putting forth, that is a problem. There is no skinny pill or magic bullet. Martial arts training can truly be life changing, but when students fail to "use as directed" then it shouldn't be surprising when "results may vary." I suspect these are the types of non ideal students that the book warned about—those that become dissatisfied and difficult when we fail to deliver on unrealistic expectations, despite much of the failure being a result of the student not doing their part.

So where to do we get these ideal students? Obviously, some of our students walk through our doors already on their way. They probably realize GMA is more of a success academy than it is a reform school. But more importantly, I believe ideal students are often made. Sometimes they come from our "not ideal" group. They are diamonds in the rough. It is our job to educate on them the way things work around here and why it is important. Either they get with the program, or they leave. We hope they stick around to "get it", because as I mentioned, they are often some of the ones who need the martial arts the most.

So either you are an ideal client or a non ideal client...either way...you belong at GMA

---BLS