



IT'S THAT TIME OF YEAR AGAIN

Your GKK Membership dues and student lists are due. Please notify your students that all member dojos are to submit dues and member lists no later than April 1, 2005. The dues have not changed. Kyu ranks are still \$15.00 and Dan ranks are still \$25.00 for the year. The maximum amount for a family is not to exceed \$50.00. Instructors are to send a list with member names and ranks marked whether they are renewals or new students, along with the dues. Remember, this is the lion's share of our budget and we are unable to operate without it.

GOOD NEWS

The following is a letter from Sri Lanka received at the GKK Headquarters in Toledo:

Dear Sir,
I appreciate and thank-you for prayers and concern about the tragedy in our country. The people who lived around along the seaside are very badly affected. Most of the tourist

Goju-Ryu Karate-Do

KyoKai

NEWSLETTER

February 2005

holes are gone. You may be knowing that above 30,000 people are killed and unofficial figures are above 50,000. Aid is still pouring (in) from all the countries including U.S.A. I with my students joined the voluntaries in helping the affected people. We live away from the shores and I am fortunate to be not affected and none of my students or relatives are affected. Thank-you.

Yours faithful,
D. K. Withanage

RENSHI CERTIFICATION AWARDED

by Rich Stamper

We are pleased to announce the Ms. Jean Stamper was awarded Renshi Certification. This certification is in recognition of proven ability and requires teaching students from when they start training until they achieve black belts, a verbal test and a thesis. Ms. Stamper has taught for several years and has thirty-nine students who obtained Dan rank under her tutelage.

Congratulations to Ms. Stamper on this well deserved recognition.

DID YOU KNOW?

by Rich Stamper

Did you know that all students are required to apply for membership? The applications are to be filled out the first day they attend a class. These forms are to be turned in to HQ within four months if they continue to practice. There are very important reasons for this practice and School Leaders are responsible for assuring compliance.

NEW FILE UPLOADED TO GKK GOJU

by Ed Boyd

This is a notification to let you know that a file has been uploaded to the Files area of the GKK_Goju group.
File: Master Chojun Miyagi At The Meeting in 1936.doc
Uploaded by: Ed Boyd
Description: 1936 Meeting of Karate Masters – Translation by Yamada Sensei

You can access this file at the URL:

http://groups.yahoo.com/group/GKK_Goju/files/MASTER%20CHOJUN%20MIYAGI%20AT%20THE%20MEETING%20IN%201936.doc

MARKETING PLAN

by Mark Cramer

I have been asked to share the marketing plan that has increased our enrollment from the teens to the eighties. However, I am not certain that we have a “marketing plan” atleast as I see it.

This is what happened. We had a moderately successful karate-do program with Toledo public schools, but over the years decreases in school funding eventually affected our program. With inadequate space for practice, we were down to about 15 students. Then an opportunity was sent our way. We were asked to submit a proposal to Bedford Community Education; they had become dissatisfied with certain aspects of a karate program that they already had. We submitted the proposal and we were awarded the program.

We began by offering high quality traditional Goju Ryu and Kobudo instruction to children, youths, and adults. Quality instruction is essential in any program big or small. If people enjoy and benefit from your program, they tell others. Sooner or later, more and more people show up through word of mouth recommendations.

We have “advertised” our program by putting on demonstrations at various functions, sponsoring high quality competitions, and submitting news articles to local papers regarding those demos and tournaments. In short, we involved ourselves in

the community and we were noticed.

Additionally we have “advertised” our program by taking the “Bedford GKK Competition Team” to high quality traditional tournaments. Success at these events creates community news or, as some might view it, free advertising.

For instance, last summer when six members of the Bedford GKK Karate-do Team won six medals at the USA-NKF National Championships, people wanted to know about it. Consequently, local papers covered it. This is another way that news of our program has spread through the community — more advertising.

Finally, the director of the Bedford Community Education program gives us tremendous support in all our endeavors. She arranges the events for demos, she directs the reporters to us, and she handles the registration for the program. All we have to do is teach, coach, and compete in Karate-do. In other words we have all the fun, and someone else does all of the work.

If there is anything to be learned by others from our experience, it is to take advantage of opportunities, offer quality instruction, engage in worthwhile events that the public wants to know about, and have a person who coordinates all of these activities.

P.S. I hope that Mr. Kidwell adds his insight to this as well.

MR. KIDWELL'S INSIGHTS

by Shawn Kidwell

Mr. Cramer is right in saying that we did not make a plan. He has been teaching for close to 30 years and has become very good at it over time. That is his primary concern, teaching. I wasn't happy with our situation prior to where we are now and was looking at options. Mr. Shultz, our assistant instructor had known of the program and had told me of the advertising and other options that the Bedford program included. I recognized the value of such a program; I don't claim to have designed it. I am sorry if that is how it was communicated. My experience in business helped me to see what a good service that Cherie Reed was offering to us at Bedford Public Schools.

I did not invent the process that we have that makes our program successful. I am only able to analyze what it is that makes it so. Having trained with other instructors and schools in the area and having a business background, I am able to compare and contrast the success of each school.

Let me discuss what I feel is important in a martial arts program. I don't claim to have invented this program. This is what many years and many dedicated people can do for a martial arts program.

Cherie Reed does us a great service of letting the public know of our program and our successes at public events. This brings in new students. This is marketing, plain and simple. Many thanks to Cherie for all of her contributions.

Our assistant instructors, Bob Shultz, Mary Meade, Ben Meade, Wayne Dutched, and at times, Terry Dandino, Anne Manning, Mike Galose, Neil Warner, Brad Geiner, or other local guests give their best at introductory lessons for the first year students. Giving the beginners a solid base of understanding of basic principles is very important. Many thanks to these fine instructors for their hard work. Mr. Cramer teaches Kobudo to students with one year plus experience. This gives the students something new and cool to look forward to after one year of training. Nearly every student is REALLY excited about learning to use the bo or sai. Thanks to Mark for this extra service. Mr. Cramer also teaches sport karate-do and offers members the chance to be on a team. This covers many peoples' needs to be competitive as well their need to belong to a group (social needs) with a vision. Many people are excited to be a part of a team that is making a difference in sport karate-do Thanks to Mark for this extra service. I offer Jiu-jitsu training now and then to add to self-defense part of the training. Many students are excited to learn to fight from the ground, out of submissive positions, and to learn to stop an attacker without actually hitting them. However without mats being available on a regular basis this becomes difficult to teach. We offer our yearly tournament. Thanks to Cherie Reed, Mark Cramer, myself, and the GKK we hold a

tournament that gets people excited about practicing karate. We hold seminars. Thanks to Mr. Yamakura as well as Cherie Reed, we can offer a large seminar at minimal cost for members. Let me say that first and foremost, good teaching of basic principles is most important. But, that does not bring in new students, and that does not keep the advanced ones. Having a complete program, with many people sharing the responsibilities is of the utmost importance. Lastly, I did not create this idea. I only wanted to share what I feel has made us very successful. There are many good instructors even in our area with 10-20 students. I thought that if I mentioned some of the benefits that we have they could increase the size of their schools. I am not trying to take credit for anything. Over a year ago I asked of the group their opinion on the best way to have a non-profit dojo. And I was offered the advice from several members, but Mr. Taylor's name is still in my mind, to use a YMCA or other type place because they offer free advertising and such. It is these comments that made the Bedford program stick out in my mind in the decision making process over a year ago. We have offered the other parts of the instruction for many years. But without advertising I do not feel we would have gotten so many members in such a little time. We went from 16 students to

55 as soon as we went to the new program, which was advertised to Bedford School students and their parents. The next quarter we had 70 plus. The next 80 plus. A year later we still have 80 plus students. That is with a 5-10 member turn over each quarter.

I guess that some people do not analyze the situations they are in, and do not understand why I do so. That is my nature as a Business Manager turned Case Worker. If we do not periodically look at where we are and see if we can go further, then we will forever stay in the same place. Some people are comfortable with this.

Please do not think that I am glorifying anything or anyone. I am not a selfish or arrogant person. I am a person who is obsessed with improvement. I only wish others would offer their knowledge as mentors more often. That is what I am trying to do, offer knowledge.

WKF MONTERREY **2004 DVD'S**

Kamikaze in Canada is now offering a 4-volume set of the 2004 WKF Monterrey Mexico championships on DVD-R. Also available is a 6-volume kata set by Luca Valdesi (Shotokan) and a 10-volume kata set by Antonio Diaz (Shito-Ryu). Go to <http://www.kamikaze.com> for more info

INFORMATION REQUESTED

The following letter was received at GKK headquarters:

Dear Gentlemen:

I would like to ask if you are able to invite me in your country and club. I'm young, talented and a sportsman and I think I that I will make progress in career, but only in your country. I will be able to get more knowledge and skills, and at the same time to benefit your club as master and sportsman. Your experience and knowledge will help me a lot. Besides, I want to mention that although I am young and perspective, it is not possible to improve my professional knowledge in my country. In my country it is impossible to get more than Black-belt second Dan. It is the main reason for my interest to work and live in some other country. I hope so that you will contact me. It will be a great pleasure to work with you and the members of your team.

www.goranpajovic.users.cg.yu

With regards,
Goran Pajovic

GKK INVITATIONAL **MARCH 19, 2005**

Mr. Shawn Kidwell is extending a formal invitation to all GKK members to join him in holding our annual tournament on March 19th, 2005 in Temperance, Michigan. We will need help with refereeing, table help, and other important duties. Please help if you can. Contact Mr. Kidwell at:
startgkk@yahoo.com

USA-NKF REFEREE **COURSE**

St. Albans H.S.
St. Albans, W.Va.
Friday, Feb. 11 7:00 – 9:30
Saturday, Feb.12 9:00 – noon
Conducted by Cleve Baxter
USA-NKF Referee Council
Sponsored by Roger Jarrett
USA-NKF Secretary General
\$75 New or Upgrade License
\$25 Participation Only
\$10 WKF Passport (if needed)
For more info call
304-722-4512
E-mail USAMATC@aol.com

USA-NKF REGIONAL **QUALIFYING** **TOURNAMENT**

St. Albans H.S.
St. Albans, W.Va.
Saturday, Feb. 12
Competition begins 12:30
\$40 TWO EVENTS
\$5 Each Additional Event
Qualifier for the
2005 National Championships
& Team Trials
For more info
www.usamaf.com

GKK SPORT KARATE-DO **PHILOSOPHY** Taken from goju.com

Sport Kumite:

Ideally, the philosophy of sport kumite should be to represent a conflict between two individuals where one individual survives the conflict and the other does not. For the purpose of ensuring the safety of the contestants, all

techniques that by their very nature pose a genuine threat to the safety of the contestants must be deemed illegal and must not be used in the contest.

Scoring:

Since the philosophy behind sport kumite is to represent a conflict between two individuals, those techniques, which could incapacitate an opponent or could diminish an opponent's ability to continue to fight, receive a score. Those techniques which lack power and technical merit, or which strike a non-vital area receive no score. The present World Karate Federation rules award one, two, or three points according to their ability to injure or incapacitate an opponent.

Penalties:

Techniques which cause actual injury, techniques which are executed with the intent to cause injury, and techniques which are executed in a manner that compromise the safety of one's self or one's opponent are penalized. Additionally, refusing to engage an opponent by continually leaving the competition area, or by continually running from an opponent within the competition area are also penalized.

**KATA WITHOUT
SPIRIT
IS A
MEANINGLESS**

ACT

Yamakura Sensei

32ND STEVESTON INTERNATIONAL KARATE CHAMPIONSHIPS SATURDAY MARCH 5TH, 2005

- DOORS OPEN AT 7:30 a.m.
- ELIMINATIONS BEGIN AT 9:00 a.m. **SHARP**
STARTS FROM DIV. 1 (Team Kata)

DOOR PRIZE

\$500 CASH (two or more divisions (includes team Kata))

\$200 CASH (one division entry)

\$200 CASH (second chance draw if we need)

If the first draw winner entered one division then there will be a second draw for \$200 cash even if that winner entered two or more divisions.

Registration with entry fee must reach the Steveston Karate Club before **February 20th, 2005**

Events: KATA * KUMITE * TEAM KATA

Where: Steveston Indoor Tennis Court (Behind Steveston Community Centre)
4111 Moncton Street, Richmond, BC Canada V7E 3A8
20 minutes from Vancouver International Airport by car.

MOM AND POP KATA CONTEST FREE

Information: Steveston Karate Club 4111 Moncton St., Richmond BC Canada V7E 3A8

Tele: (604) 272 – 4660 Fax: (604) 272 – 4662 E-Mail: uchiage@telus.net

SPONSORED BY J.K.F. CANADA GOJU-KAI

February 2005

2	Nat'l GKK Team	Sho Yo Kan Dojo	6:30PM	Toledo, OH
9	Nat'l GKK Team	Sho Yo Kan Dojo	6:30PM	Toledo, OH
11-12	USA-NKF Referee Course	St. Albans H.S.	Fri. 7:00-9:30 Sat. 9:00 – noon	St. Albans W.Va.
12	USA-NKF Reg. Qual. Tournament	St. Albans H.S.	Sat. 12:30	St. Albans W.Va.
16	Nat'l GKK Team	Sho Yo Kan Dojo	6:30PM	Toledo, OH
23	Nat'l GKK Team	Sho Yo Kan Dojo	6:30PM	Toledo, OH

Please contact individual dojos for their class schedules.

Mr. M. Yamakura

Chairman

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Tulsa, OK 74147-0446

Mr. R. Stamper

Assistant Chairman

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