

# The T.K.D. Flash

A Publication of the Association of Academies of Martial Arts  
The National Newsletter of the United States Taekwon-Do Federation

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The Utah State Championship Tournament will be held November 7.

Grand Master Sereff's Championship will be held at Broomfield High School on October 18, 2009.

Set aside June 13th-18th 2010 for Sereff World Camp, Snow Mountain Ranch. Deposit due by November 15, 2009. Balance due May 1, 2010. Preregistrations already from 14 Australians and 5 Irishmen. We will be offering 3 scholarships for this camp. Contact HQ for details.

A Class A USTF Instructors Course will be conducted at Broomfield Colorado October 17, 2009. Contact HQ for details. The course will be taught by Grand Master Mike Winegar.

On March 9th, 2010, there will be a Color belt test at Sereff Taekwon-Do. Some folks not only plan ahead but let us know!

A Black belt test will be held at Sereff Taekwon-Do March 13th next year.

Master Hups will lead a demonstration on December 5th at the Roller Derby.

A Class C USTF Instructors Course will be held at Broomfield, Colorado, on February 6 & 7th, 2010. Contact HQ, Master Renee Sereff, for details.

A Class B USTF Instructors Course will be taught at Broomfield, Colorado, April 17th & 18th, 2010. This, as all USTF Instructor Courses, will be taught by



Fourth Dan Brianna Detlefsen, Colorado, in Iraq. Ms. Detlefsen ably represented the USTF in world competition in Malaysia; it's good to have heard from her and know she is safe in other parts of the world.

Grand Master Mike Winegar. Your Editor affirms they are all worth taking, and more than once if possible.

On February 27th, Sereff Taekwon-Do will be the site for yet another excellent USTF Referee Course.

On October 24 USTF Region V and the Association of Academies of Martial Arts will cosponsor a tournament at Madison, WI. The Tournament Director is Mr. Kevin McDaniel. See website: <http://www.amac-tkd.com> for further information.



Elvis Narvaez impresses with side piercing kick in Minneapolis.

Some Simple Ideas for Increasing Your School's Holding Power

By F.M. Van Hecke

Everybody who has studied the business aspect of martial arts is now aware that the cost of retention of existing students is far less than that of initial recruitment. The presence of more advanced students is in itself a recruitment advantage for you with those who visit your school and see progress for other children and adults who, but for the skills acquired, look a lot like themselves (rather than being carbon copies of Bruce Lee, shirtless).

More advanced students at a demonstration speak the message that there are goals to be achieved and the viewer could participate in the realization of such goals at your school.

Finally, more advanced students eventually work their way to Black Belt and added prestige for your dojang. And maybe some teaching help.

Recruiting new students initially is very much a "skill game," and one concerning which volumes could

THE TENTH ANNUAL WYOMING INVITATIONAL TOURNAMENT was held on September 19. Pictures and news (hopefully) to follow in the next issue.

On August 29 the American Martial Arts Center did a demonstration at the Good Neighbor Festival (pictures on page 3).

On August 15, 2009, there was a USTF Referee Course taught at Sereff Taekwon Do.

**Errata: With respect to the September issue and an article on the Walk for Cancer participants from the Sheboygan Falls Academy of Martial Arts, Mr. Jacob Norlander reports that the individual misidentified as him was actually his brother, Chilgup Levi Norlander. Our apologies to Levi and gratitude to Mr. Norlander for his graciousness in calling this error, and his brother's good works, to the Editor's attention.**



Emilie Bakalov demolishes her board at a color belt test at Bryant Park on August 12, 2009.

be written. But retaining students is itself a challenge, and we offer here some tips in that direction.

One method is to have a specific “parent” bulletin board (different from the student bulletin board) in which you can not only post notices of upcoming events and pictures of past events and tests but articles from publications that stress the value(s) of Taekwon-Do. We make it a point to keep the bulletin board “fresh” by changing articles at least once a month and changing positions of articles around during the month.

Another thing we do is take advantage of our good-looking students (aren't they all?) by taking a picture of each when he or she signs up. This is not done in a vacuum since a photographic use release must be signed with every application. We keep a simple and inexpensive digital camera in our Black Belt room, snap the picture (at the same setting, location and lighting each time, thereby minimizing error and maintaining consistency) at the student's first class, and by the time of the second class the magic of same-day processing provides us with a picture to put on another bulletin board with the student's first name printed on it in magic marker. We put the photo of the new student at the bottom of the group and they can watch their progress up through the ranks.

The teachers (we have a large faculty at our school) check the bulletin board to connect name and face (they're all informed by e-mail of any new recruits



Talk about power! Smashing seven tiles with downward forefist punch, Master Frank Hannon demonstrates phenomenal explosive force.

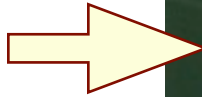
as soon as an application is taken). They make sure that each student introduces himself or herself at the beginning of class. Students are encouraged to check the bulletin board to learn the names of their fellow students. (Continued, page 4.)



Outdoor demo on asphalt? No problem for Mr. Grayson Lins (left), Miss Kiran Arora (below) and Mr. Jason Arora (right).



USTF Referee Course at Madison on September 12 draws 42 participants from throughout Region 5.



Now, THAT's a warning! Dr. Karen Larson conveys her point with a force generally not recognized among those who don't regularly deal with college professors.



"B" Umpire Candidates put brains in gear. *Einekleinebuchmusik!* From Left: Dr. Karen Larson, Mssrs. Aaron Prohuska, Ken Moen, Jim Pals, and Harley Pals.



Despite speculation to the contrary, Headquarters confirms it is unlikely that the USTF's Tournament Rules and Regulations will be amended to require pony tails for timekeepers and scorekeepers.



A "Student Director" is appointed (preferably a young attractive female (sorry, guys, it's the functional reality) who monitors the "attendance sign-in" sheet for early drop-outs and places phone calls to ask where little Johnie is, how we miss him and are concerned he continue his studies.

These are just a few of the rare, non-web-related ideas, to aid with the retention problem. More in the next issue (perhaps).



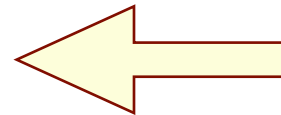


At Sereff Taekwon Do on September 12, 2009 a Black Belt test was held in which Mr. Frank Hannon and Mr. Joe Bosse were promoted to Master VII<sup>th</sup> Dan. Ms. Denise Moormeier, Dr. Steve Stasiak, Mssrs. Lance Edwards, Barney Montano, Paul Byrne, and Paul Hultgren were promoted to VI<sup>th</sup> Dan. Ms. Elizabeth Graham, Mssrs. Gregory Shain and Dave Grace, and Mrs. Julie Farris were promoted to IV<sup>th</sup> Dan. Dr. Paul Meade was promoted to III<sup>rd</sup> Dan, Mssrs. Alan Polacek and Remington Albers to II<sup>nd</sup> Dan, and Mssrs. Terry Rieger, Juan Lopez, and Tim Kerrigan were promoted to I<sup>st</sup> Dan. Pictured left is Master Joe Bosse with Grand Master Sereff, and above, Master Frank Hannon with Grand Master Sereff. Pictured below, all participants.





Hit the bricks, guys! Falling made easy, as Master Frank Hannon teaches Ho Sin Sool in Denver CO on September 13. Participants from Colorado, Louisiana, Wyoming, and Utah struggled under the leadership of Master Hannon with the one of the essential fundamentals of technique for certification in a USTF Ho Sin Sool course.



On September 12 Mr. Kevin McDaniel taught a USTF Referee Seminar in Middleton WI to participants from Michigan, the U.P., Illinois, Minnesota, and Wisconsin. Total attendance of USTF members seeking either C, B or A Umpire Certificates or “refreshers” was **42**, the number not including instructional staff and assistants. Participants pictured in the front row from left: MI State Director and Class A Umpire Dr. Steve Osborn (kneeling), Fourth Dan and Class A Umpire Mrs. Mary Lubner, Region 5 Director and Class A Umpire Master F.M. Van Hecke, Illinois State Director and Class A Umpire Master Braxton Miller, U.P. State Director Mr. Chuck Giotto, and Course Instructor Wisconsin State Director and Class A Umpire Mr. Kevin McDaniel. Other participants, in no particular order: Mssrs. Mike Van Pietersom, Luke Mattias, Mrs. Valerie Dodds, Mssrs. Jim and Harley Pals, Aaron Prohuska, and Marcus Paar, Drs. Karen Larson and Jeff Wilt, Mssrs. Zeki AbuLughod, Artem Bordetskiy, Yusuf Quereshi, and Tom Jacobson, Miss Christen Langlois, Mssrs. David Glendenning, Rob Stilson, Rick and Samuel Flood, Will Dauss, Mrs. Marie Ashley, Miss Brittany Ashley, Mssrs. Jason Arora, D.J. Byard, Sam Dodds, Nick Moralez and Ryan Love, Miss Amber Gauthier and Michelle Arora, Mssrs. Skyler Clow and William Gropp, Ms. Heidi Offerdahl, and Mssrs. Richie Liverette, Tyrell Quinto, and Ryan Eskritt.