

Creating Greatness: The True Goal of Our Programs

"Cry in the Dojo, Laugh on the Battlefield" – Ancient Samurai Proverb

According to legend, a young boy approached the great Renaissance artist Michelangelo and asked him why he was working so hard chiseling a huge block of marble. Michelangelo stopped his work and turned to the boy. "Young man, there is an angel inside this rock, and I am setting him free."

The young boy quickly realized the wisdom of the great artist's words. If he kept at it long enough, the block of granite could, indeed, become a beautiful sculpture. It was a just a matter of time and perseverance. And indeed, it did. That simple block of rock eventually became Michelangelo's greatest sculpture, David.

It's Amazing What Time Can Do

We do the same thing here at our academy: We "chisel" and "mold" our students until a true masterpiece emerges.

Our "rock" should become a masterpiece by 18 years of age. But as the young boy who met Michelangelo discovered, it takes daily diligence and discipline to create a work of art. That's where martial arts training comes in. Martial arts training teaches dedication and discipline better than anything else!

Seeing the Big Picture

You see, the big picture of your child's martial arts training is NOT about learning how to throw a great side kick, winning medals or even becoming the next state champ. Those things are great, but they aren't the end goal.

Our job as a teaching team - parent, child and instructor - is to create a successful masterpiece out of all our students, ready to take on future challenges...no matter how tough they might be. Many people lose sight of this important fact.

As a parent, this work begins at home. But your effort is supported, reinforced and made stronger by the training at our academy. None of this comes easy. Instead, it is only attained through much dedication, discipline, hard work and of course, never giving up. Excuses aren't part of the equation.

One of the Elite

What is your dream for your child? What is your child's dream? Whatever it is, we're here to help you achieve those goals and dreams. We're here to create something extraordinary - something elite. A wise man once asked, "Do you know why it's so lonely at the top? Because it's so crowded at the bottom".

Our goal is for your child to be at the top in life. A leader in the community. Successful in academics. Successful in their chosen career and family. A success in life and a good human being. But



Ms. Lesley Casey
3rd Degree Black Belt and

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challenges do exist.

Those Brick Walls Exist for a Reason!

Martial arts becomes an extreme challenge over time. This is especially true when the novelty wears off and you're reaching higher and higher ranks. You face more "brick walls" along the way than you might expect. There is a good reason for this, as Randy Pausch revealed in his amazing Last Lecture:

"The brick walls are there for a reason. The brick walls are not there to keep us out. The brick walls are there to give us a chance to show how badly we want something".

Just think about the athletes who competed in the recent Olympics in Beijing. Have you ever noticed that almost all the scores were in the 9's? You know why that was? It's because none of the 8's qualified. That brick wall kept them out. They didn't want it badly enough.

See, when he was a kid, Randy Pausch had a football coach named Jim Graham who rode him hard every practice. One day, after a really tough practice, the assistant coach walked over to Randy and said, "Coach Graham was pretty tough on you today, huh? Well, that's a good thing. Because when you're messing up and

nobody is saying anything to you anymore, that means they gave up".

Your critics are the ones telling you they still love you and care about you.

Students: we push you because we care. We hold you to your commitments because we care. We will never give up on you...even if you don't believe in yourself at times. Why? Because we can see the masterpiece hidden inside you, even at times that you might not.

Cry in the Dojahng, Laugh on the Battlefield.

My job as your child's instructor is to make your child's training, practice and life preparation so challenging that the actual game - the "battlefield of life" - seems easy by comparison. We train and practice hard in the dojahng so we can laugh on the battlefield of life.

If we don't create that environment, we won't create somebody who is truly successful in the face of challenges. We uphold very high standards for our students for this reason.

This is serious life training. Martial arts is unlike any other sport or activity in this respect. And that's why black belts hold such a coveted and elite status: because people KNOW it's tough!

Earning a Black Belt

"The brick walls are there for a reason. The brick walls are not there to keep us out. The brick walls are there to give us a chance to show how badly we want something. The brick walls are there to stop the people who don't want it badly enough. They exist to stop the OTHER people".

-- Randy Pausch in the Last Lecture

Parents, did you know you're earning a "life skills black belt" right alongside your child? It's true: you're growing and developing as a person, too! You're building those same skills alongside your child. Because on your part, it takes just as much dedication, discipline and perseverance to push your child to success as it does on your child's part. Maybe more.

You cannot put a price on these skills. They cannot be bought. They can only be earned through sweat, tears, hard work and sacrifice.

One day, when you send your child off to college, you might be concerned: "Will they attend class? Will they do their homework? Will they make the right choices?" Well, believe me, if your child has earned a black belt in our academy by that time, you better believe they will! You'll have nothing to worry about.

I Want Them to Thank You!

In fact, my secret goal is for your kids to THANK YOU for pushing them so hard. I want them to say to you, "Life is easy now. I didn't always want to go to class. But thank you for pushing me and making me stick to my goals. Look where I am. All the other people in my college class are sleeping late, skipping class and turning in mediocre work. They don't exercise or eat right, and partying is more important than achievement to them. Not me. I focus, don't miss classes, get my projects done on time and get excellent grades. As for "excuses", don't make me laugh: I learned a long time ago from Ms. Casey that excuses don't work in the real world. Thanks, Mom. Thanks, Dad."

Parents, stay committed and that day WILL come! And I guarantee it will be one of the proudest moments of your life.

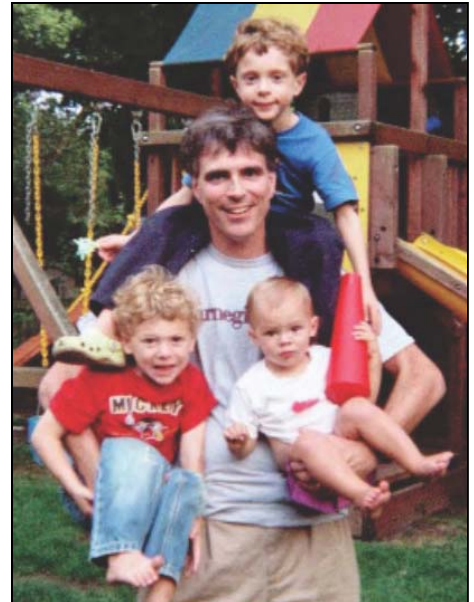
Think back to the day you enrolled your child in our academy. Isn't this at the heart of it? Wouldn't you agree you're on the right track? Wouldn't you agree your child's martial arts training is helping build the life skill "muscles" to achieve their goals in later life?

I'm sure you do.

Remember: running from adversity and difficulty is the natural and normal state of most people. Look at the animal world: they meet resistance and run the other way. True greatness is when you meet challenges head on, blast through those "brick walls" and resist those natural instincts. Some are born with this ability, most are not. But with time and dedication, anybody can learn these skills. That's a big part of what we teach here.

I look forward to the day that we – as a team – celebrate your child's proudest moments in life. When they graduate from high school and earn their college degree. When they land their dream job...and start living their dream life. It'll be a great feeling to know that together we set free the amazing masterpiece within your child.

-- Ms. Lesley Casey



Note: Randy Pausch was a professor of computer sciences at Carnegie Mellon University. He lost his battle with cancer on July 25th, 2008. Randy's "Last Lecture" entitled "Achieving your Childhood Dreams" created a national sensation and inspired millions. You can see his Last Lecture on www.youtube.com – I highly recommend it!

Welcome to the Family! New Members and Upgrades

NEW MEMBERS:

TARYN CARROW
PHILIP KADNER
ANETTE KADNER
JUSTIN LUDMER
CRISTOPHER BOYCE
LUKE PROCTOR
KATIE THOMPSON
DOMINIC SHAFFER
DONOVAN SHAFFER
NATHAN FLOWERS
CHRISTOPHER BOZZATO

KYLE GAO

EVAN MELLETT
ISAIAH HEVNER
JACOB POCIUS
SIERRA SPINDER
LEWIS FAMILY
MERCADES WHITE
CONNOR NEVIN
MICHAEL DURST
Jack Goodwin – Bridgeport
Joshua Gervais – Bridgeport
Brady Hosaflook – Bridgeport

Jordan Jones – Bridgeport
Antonio Spatafore – Bridgeport
Dominic Spatafore – Bridgeport

BLACK BELT CLUB UPGRADES:

SAMMY PAUGH
OWEN BARRY
CHASE WALLS

LEADERSHIP UPGRADES:

MADELENA COLLINS
COURTNEY TENNANT

Student Birthdays Here At Casey's ATA Black Belt Academy

Sep 2nd – Robert Davies
Sep 3rd – Mel Bankhead
Sep 4th – Jeff Frisbee
Sep 5th – Guy Southerly
Sep 5th – Julius Breindl
Sep 6th – Ethan Ham
Sep 7th – Makayla Miranov
Sep 8th – Owen Barry
Sep 9th – Patrick Beatty
Sep 9th – Anneliese Kaczmarek
Sep 10th – Kylee Gao

Sep 11th – Zackary Hamrick
Sep 14th – Jacob Pocius
Sep 14th – Madison Matlick
Sep 15th – Taryn Carrow
Sep 18th – Dominic Shaffer
Sep 19th – Lizzy Jeges
Sep 21st – Brady Hosaflook
Sep 22nd – Robin Denjen
Sep 23rd – Jack Goodwin
Sep 26th – Amber Shrewsberry

Sep 26th – Chris Morgan
Sep 29th – Alex Newman
Sep 29th – Angel Wilmoth
Sep 30th – Brock Holland

Let's wish all the birthday students a warm and happy birthday!

Mr. and Mrs. Casey

Tips for Parents:

How To Teach Life Skills at Home:

As you read in the main article, life skills training is one of the biggest benefits of being enrolled here at our academy. But we can only do so much with the time we have in class. Our time is limited. That's why you play such a big role in teaching ATA life skills as a parent. So here are some tips on how you can reinforce the positive lessons your child receives in class!

Tip #1: Use Ride Time Wisely

Use your ride home to reinforce what your child learned in class moments earlier. Ask questions such as: "What did you learn in class today?" or: "What life skills did you pick up on today?" or: "What is the most important lesson you heard today?" Get them to open up and talk about the lessons.

Also, on the way to class, you can also "prep" your child for the life skills training they'll hear later in class: "What do you think Ms. Casey will focus on in class today? What life skill will she talk about?" Use your ride time to drill home the life skills your child learns in class.

Tip #2: Provide an Incentive

A great way to get your child to demonstrate positive life skills is by providing an incentive. Some parents like to create a "life skills" board and put it on the refrigerator (this is a big motivator). Here's how it works: When your child demonstrates a life skill, commend them. Then put a "tally mark" on the board. When your child completes a certain number of tally marks, treat them to something special: a dinner out at their favorite restaurant, a new item they've had their eye on, or more quality time with you, one-on-one. Incentives really do work to motivate positive behavior!

Tip #3: Ask questions

This is one of the most effective ways of driving home the lessons taught in class. You can ask questions such as: "You're learning about discipline at martial arts this week. Give me some examples of that". Or: "What life skill applies here?" or: "Tell me how you showed discipline this week at school". Questions get your child to consciously think through their behavior and make the connection to life skills.

Tip #4: Life Skills Are Not Just "Taught" – They're Also "Caught"

If your child is acting up, use it as an opportunity to highlight a life



Life skills aren't just taught in class. For best results, its important parents reinforce life skills at home, too!

skill they learned in class. You can say something like, "What did Ms. Casey say about control?" or: "Last week, Ms. Casey said respect means treating your siblings....how? Let them complete the sentence and get them to think. Life skills are sometimes best taught in the heat of the moment, while the child is exhibiting a certain behavior.

Remember: ATA is a "team sport": parent, instructor and child. Do your part to reinforce the positive lessons taught in class and watch your child's behavior change for the better day after day after day! Please see me with more examples!

September 2008 Calendar of Special Events

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 CLOSED FOR LABOR DAY HOLIDAY	2 Demonstration @ Chik Fil A @ Mall For Pre-School aged children 11:00am – 1:00 pm	3 Classes Begin @ Cheat Lake Tiny Tigers 5:45 Family Class 6:30	4	5	6 Bridgeport Academy Open House 11:00am – 3:00 pm
7	8	9	10	11	12	13
14	15	16	17	18	19	20 TESTING AT TRINITY H.S. 9 AM Mr. & Mrs. Howard – guest judges
21	22	23	24	25	26	27 REGIONAL TOURNAMENT SLIPPERY ROCK SIGN UP NOW WITH MS. CASEY
28	29	30				

DEAR PARENT : Do you own a business? Are you a professional who would like to reach other people in our community? If so, you can now sponsor our newsletter each month! By doing so, you'll reach other parents in your target market and pick up some new clients or customers! You never know whose hand this newsletter lands in. The price is just \$25 for a business card-sized ad for one full month. We even post this newsletter online. Try it out for a month, help our school and get some extra business to boot! See me, Ms. Casey to get started. All you have to do is provide me with a copy of your business card and we'll insert it in our Through the Ranks for as many months as you want! Give it a try and see what happens! See me NOW to get started! Thanks for your support.

Sept 2008 Student of the Month!

ALEA HESS!

Here's a Student Who Demonstrates True Honor!

This month's life skill is HONOR. That's why I chose Alea Hess as Casey's ATA Black Belt Academy's Student of the Month for September 2008 – she is an excellent example of honor.

Just what is honor? The answer is simple: It's the measure of a person's trustworthiness and a measure of their character. When a person has honor, it means they're trustworthy, respectful, honest and fair.

We demonstrate honor in our academy in many ways. For example, when you recite the Songham spirit, you're honoring the great tradition of Songham Taekwondo and all it stands for. When you bow in before class, you're honoring your school, the Grand Master, your instructors and yourself. When you shake hands before sparring, you're honoring your competitor. When you attend classes, you're honoring the commitment you made to yourself and our school.

Which brings me to our Student of the Month, Ms. Hess. She personifies the word "honor" here in our academy. I'd like to give you some examples of how she demonstrates honor:

1.) Always kind and respectful to others – As I just said, part of



Sept 2008 Student of the Month:

ALEA HESS

honor is acting in a respectful way. Alea treats her instructors, parents and other students in a way she would like to be treated. She practices the "golden rule".

- 2.) Always tells the truth – As Alea's Mom tells me, she always speaks the truth. She would rather be honest about a situation and live with the consequences, rather than lower her self-esteem and tell a falsehood.
- 3.) Has earned trust here at our academy. By dealing with other students in a fair manner (for example, demonstrating control while sparring) Ms. Hess has gained the trust of other students as well as her instructors.
- 4.) Demonstrates Leadership

Qualities – Ms. Hess recently upgraded to our Leadership program. She knows to further her martial arts training she must honor her commitment to being a leader in our academy. She's a great role model for the other junior students! Others look up to her.

As you can see from the above examples, Ms. Hess really does define the word honor. That's why I chose her for Casey's ATA Black Belt Academy Student of the Month for September 2008. Other students should strive to emulate the fine example she's setting in our academy!

Let's All Congratulate Alea Hess for Being Chosen As Casey's ATA Black Belt Academy's Student of the Month for September 2008!

It's time for... **TAEKWONDO TRIVIA**
Test Your Martial Arts Knowledge...and Win!

Student Name _____

According to the main article:

QUESTION #1: A wise man once said, "It's lonely at the top because..."

- ___ a.) Sparring boosts your quick reaction time
- ___ b.) So few get to black belt
- ___ c.) We want you to be able to face life's challenges
- ___ d.) It's so crowded at the bottom
- ___ e.) None of the above

QUESTION #2: Brick walls exist because...

- ___ a.) They keep your dreams and goals safe
- ___ b.) They give us a chance to show how badly we want something
- ___ c.) Martial arts teaches discipline and dedication
- ___ d.) All of the above

QUESTION #3: "Cry in the dojahng, laugh on the battlefield" means...

- ___ a.) We work you hard in your training so the "battlefield of life" seems easy by comparison
- ___ b.) You'll savor your victory in competition that much more
- ___ c.) Once your 60 pushups are done, now you're ready to take on any challenge

___ d.) Stretching is an important skill to develop

QUESTION #4: You cannot put a price on what you're learning here because...

- ___ a.) Your tuition is not much for what you get
- ___ b.) It takes discipline and dedication to earn your rank of black belt
- ___ c.) Randy Pausch was a great motivator
- ___ d.) You can't just "buy" these skills; they must be earned

QUESTION #5: True greatness is when...

- ___ a.) You confront your challenges head-on, instead of running from them
- ___ b.) You don't miss a class for an entire testing cycle
- ___ c.) You can do that kick the Karate Kid did at the end to beat the evil Cobra-Kai guy
- ___ d.) You spread the word about our school to others

Don't forget! Any student who answers all the questions correctly (without help from an adult) wins a \$5 Karate Dollar towards their next testing, something from the pro shop or tuition! (Note: one Karate dollar per purchase, please).

Referral Reward Program

I'd like to thank those of you who have participated in the Student Referral Program! Marketing for new students costs us tons of time, money and energy. Like any business, we need new students to stay in business. Over the years we have found that looking for new students takes away from the time we would rather be spending with you and for you and teaching other students!

**BOWLIN FAMILY
ANDY NOWAK
ALEX ANDREWS
NI ASIA PAYNE
AARON WALTON**

For more information about our referral reward program, just give us a call at: (304) 282-1664.

It's a great program where, as our way of saying "thanks", we send you a token of our appreciation for recommending us!

Also: If you would like any of your friends, coworkers, relatives, business acquaintances, etc. to receive a FREE subscription to this newsletter, please call me at the same number: (304) 282-1664. We'll also send them a note with their first issue telling them that you suggested they receive this newsletter, and to contact us if they would like it to stop at any time. If you enjoy this newsletter, share it with people you know, with no hassle for you!

September 2008 Special Offer!

Get Off The Sidelines And Into The Action!

If you've ever thought to yourself: "Hmm. I wonder if I can do Taekwondo?"...well this is your opportunity to find out! This special offer only applies to members who are not currently in classes and is only for new signups. And you gotta jump on this 'cause this exclusive offer ends promptly on September 30th, 2008. Don't miss the boat! See me now to get started! I'll be happy to answer any questions you have and hand you a fresh, new crisp uniform! (And, yes, I'll even show you how to tie your belt!). So...walk over to me right now and say, "I'd like to get more info about the family special"!

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