



Why Martial Arts Is More Than “Just A Sport!”

“The greater the loyalty of a group toward the group, the greater is the motivation among the members to achieve the goals of the group, and the greater the probability that the group will achieve its goals.” – Rensis Likert

Some people make the mistake of thinking martial arts is like “any other sport”. They place it in the same category as say, soccer, basketball, football or baseball. And it's true that martial arts builds strength, allows students to compete, fosters a team spirit and helps social skills. But the similarities end there. Martial arts should not be lumped together with other sports because it's different. Very different. Why? Because martial arts boasts a unique mix of benefits that other sports simply don't offer.

Now let me say this: We encourage students to participate in outside sports. I believe it's healthy to have many diverse interests. I do, however, strongly believe that of all the activities you can choose to stay healthy and have fun, martial arts should be at the top of your list. Here are seven powerful reasons why that's true, along with some quotes from real martial arts parents!

1.) Personal Empowerment

In most sports, you learn life lessons such as “teamwork” and “being a good sport” on the field. But those life lessons are secondary to the sport itself. The goal in those sports is to win games. Not in martial arts. This is one big area that martial arts differs from other sports. The life skills you learn in martial arts are NOT “by-products” of the training you receive, they are the curriculum! Personal development and empowerment form the core of martial arts. Martial arts teaches self-confidence, respect, discipline, courtesy, self-control, leadership and many other values as its foundation. I like to say that martial arts is a very personal journey of self-discovery. Not all students are going to get that from football, baseball, soccer or any other sport. But in martial arts, they do.

Here's how one parent put it: “My daughter is involved in track, soccer and martial arts. I don't see the same results from her other sports. There's nothing wrong with them, but they don't work on the individual to the same



Ms. Lesley Casey
3rd Degree Black Belt and
Owner

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extent that martial arts does. This is a real individual self-builder. The team-building concept is fine, but I think kids need more self-building sports like this.”

2.) 100% Practical

Unlike some sports, martial arts is 100% practical. Let’s take aerobics for example. Aerobics gives you a great workout. It helps develop coordination and improve your cardio. Martial arts does this for you also, but it goes even further and gives you another “bonus benefit”: practical self-defense skills. Think about it: If you’re investing your valuable time exercising, why not spend it doing something that has lasting practical value? With martial arts, you never say to yourself, “What’s the use of learning this? I’ll never use it”. Instead, you walk off the floor pumped up and invigorated from a great workout with a feeling that you learned something extremely rare and valuable – that can save your life.

Also, because you’re learning a skill set (self-defense), the workouts fly by. Not so with stair-steppers, weight-lifting or spin classes. Most people give up on those eventually because they get bored.

3.) Lifelong Involvement

With most competitive sports, once childhood is over, so are your competitive years. For example, the vast majority of little-leaguers never go on to play college baseball or make it to the minor leagues. In fact, most people are done playing baseball by age 18. But with martial arts, your growth, learning, fitness and ability to compete never has to stop due to age. Did you know, for example, that there are divisions at tournaments for seniors? Absolutely. It’s very inspiring to see people who are 80 years old (or older) doing their forms and competing in tournaments! It’s also humbling, too, because it strips away your own excuses!

Here’s what another martial arts parent said about this: “Martial arts is something you can do your entire life.

My son will be a black belt when he’s 60, 70 and 80 years old. There’s no age limit. With other sports, such as football, it might be great for the time being, but there will be a time when you just can’t do it anymore. With martial arts, you can. The skills you learn as a child you can use your entire life.”

Lifelong involvement. Just one more thing that sets martial arts apart from most other sports.

4.) It’s Year Round!

With most sports, once the season is over, it’s time to hang up the cleats for the year. But with martial arts, the “season” never ends. Since training is done indoors, you can train year-round without the fear of bad weather. Rain, snow and extreme temperatures can’t interfere with your progress. This is also one of the secrets of why veteran martial artists are so fit: they can train consistently and maintain their fitness level over the course of the year!

5.) Job Skills

Earning a black belt is like earning a college degree. Ever think about that? Once you reach a certain level of proficiency, you can actually earn money teaching classes. Martial arts skills are also job skills that are in demand. Granted, you may not want to become a school owner or teach as a career. That’s okay. But you can instruct on a part-time basis and earn money on the side.

Here’s an example: Let’s say you have a child going off to college in a few years. Chances are, they’ll need a little spending money while on campus. What would you rather see them do: Flip burgers at the local fast food joint...or

Seven Reasons Why Martial Arts Is Not Just a Sport

- ✓ Personal Empowerment At Its Core
- ✓ 100% Practical
- ✓ You Can Participate Your Entire Life
- ✓ The “Season” Never Ends
- ✓ Martial Arts Skills = Job Skills
- ✓ Enhances Other Sports
- ✓ There Are No Benchwarmers in Martial Arts!

stay in shape, continue to practice their art and help others change their lives?

Of course, with other sports, you can try to earn money in it, but let's be realistic: how many people really make it as a professional soccer or football player? With martial arts, having a part or full-time career is 100% realistic. Even with this lackluster economy, demand is growing for quality martial arts instructors all over the country. Yet another huge payoff for martial artists like you!

6.) Enhances Other Sports

You do NOT have to choose between martial arts and another sport. You can do both. In fact, many of the top martial artists participate in many other sports.

But here's the surprising thing martial artists discover when they start another sport: Their martial arts skills translate perfectly onto the basketball court, soccer field or golf course! Your confidence, flexibility, agility, coordination and conditioning give you a leg up in other sports. Here's yet another parent's experience:

"Martial arts has helped my son, Jack, excel at school sports. He's currently playing baseball and basketball in addition to martial arts. One of the biggest improvements is his flexibility. He's more flexible than all the other players. Martial arts has also helped his speed and jumping ability. Jack is now the highest jumper on his basketball team even though he's not close to being the tallest. His overall coordination has improved, too. I've seen a very big improvement and so have his coaches."

Because of the confidence and

leadership abilities martial arts instills in students, other players look up to the martial artist on the playing field. Show me a baseball, soccer or football player who is ALSO a martial artist and I'll show you a team leader.

Remember: Doing martial arts and another sport isn't an "either or" proposition. You can do both!

7.) No Benchwarmers!

This is perhaps one of the most refreshing things about martial arts vs. other sports: no kid is a benchwarmer. Whatever your ability level, you have a home here. Every student participates equally and you will be treated with respect and dignity. That's not true of some other sports. I've heard heartbreaking stories about kids who were shunned socially because they didn't have good athletic skills or didn't make the cut. But that doesn't happen here. We support each other as a family.

Again, the motivation behind martial arts is different: it's a journey of personal discovery and development. That's our goal. But for other sports, the goal is to win games. No, there is no such thing as "the last kid picked" in martial arts. That *alone* is a self-confidence booster for anybody!

Summary:

So if you're looking for something to keep your kids active, healthy and safe...martial arts should be at the top of your list. There's no other athletic endeavor that rolls so many positive benefits into one as martial arts. You've made a great choice! -- Ms. Casey

PS – Oh, I almost forgot: Did I mention that you don't have to buy any special

shoes for martial arts? Just one more good thing ☺

New Members and Upgrades

NEW MEMBERS:

Morgantown

Payton Haas John Huff
Madeline Roman Sarah Huff
JJ Everson

Bridgeport

Cate Gerwig
Chayanna Beverly
Tyler Hight
Samuel Fox
Jude Conway
Isabella Hawkinberry

BLACK BELT CLUB UPGRADES:

Morgantown

William Mackay
Aaron Sine
Kevin Rakes
Abby Lemine
Jennifer Selfridge
Stephanie Gattrell

Bridgeport

Jeremiah Woods
Owen Hess

Student Birthdays!

2 nd	Miss Jen Casey	22 nd	Abby Rinschler
4 th	Catey Thurston	26 th	Daianah Thomas
5 th	John Huff		Jeremiah Woods
	Colten Walls	28 th	Tammy Huber
6 th	Kristen Tenney		Aiden Shipley
7 th	George Barber IV		
	Tim Cummins		
8 th	Chris Bozzato		
9 th	Dan Johnston		
	Sophie Delligatti		
11 th	Ben Nichols		
	Isaac Galford		
	Ateas Aggarwal		
	Reena Park		
12 th	Sydney Newman		
	Chris Lambert		
	Paige Rinschler		
13 th	Chase Leone		
	Adam Hess		
15 th	Malcolm Riffle		
16 th	Sawyer Rudy		
18 th	Nicholas Bosley		
21 st	Shannon Lemine		
22 nd	Aiden Paulsen		

Life Skill of the Month: What Does Loyalty Mean to YOU?

Our Life Skill of the Month is loyalty. When you're loyal, it means you're faithful, devoted, obedient and reliable.

Loyalty has been prized through the ages as an esteemed character trait – especially in leaders. In ancient Japan, the samurais were noted for their loyalty and valor in battle. And in modern times, the U.S. Marine Corps' motto is "Semper Fidelis", which means "always faithful". One of the reasons dogs are known as man's best friend is because of their loyalty. Did you know the name "Fido" is also derived from the Latin word "fidelis" also? It's true.

How do you demonstrate loyalty?

First, you show loyalty to your instructors by respecting them, following their instructions, answering up, adhering to their guidance and being committed to them as your mentor and guide. Always remember that to become a powerful leader, you must first be a good student and follower. One of the best ways of doing this is by demonstrating loyalty through attending classes regularly, not making excuses, working hard and showing your devotion to martial arts.

You demonstrate loyalty to our academy by attending

tournaments and representing our school in a way that reflects well on all of us. You also demonstrate loyalty by offering to help out, being a good ambassador, going "above and beyond", helping lower ranks, welcoming new students and being positive at all times in our academy.

You can show loyalty to friends and family by following household rules, helping around the house, respecting your parents' wishes, getting along with siblings, and standing up for your friends and family.

Those are just a few examples of showing loyalty. This month, I want you to keep the idea of loyalty on the top of your mind. Ask yourself this: "How do I show my support for my academy? How do I show my loyalty to my instructors? How do I show my devotion to my family? What about my friends? How can I be more loyal in all areas of my life?"

Stay focused on the goals you set back in January!

March 2010 Calendar of Special Events

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 PENNY WARS START !!!!!	2	3	4	5	6
7	8	9	10	11	12	13 CHIEF MASTER CARUSO'S TOURNAMENT PITTSBURGH
14	15	16	17	18	19 PENNY WARS END	20 TESTING @ TRINITY
21	22	23	24	25	26	27 BUDDY DAY NOON- 1PM TIGERS 1:00 – 2:00 PM K4K & TKD
28	29	30	31			

Monthly Announcements – Please Read!

Please join us in our Penny Wars

We will be fund raising for

Hold the Door For Others

You may check out their web site at

www.holdthedoor.com

Even before we have OFFICIALLY started !!!!!

The Karate for Kids Team is in the lead !!!

Total raised as of 3/1/10 \$330.43

Chief Master Caruso's Tournament

Sat. March 13th

Pittsburgh, PA

CLASS A Tournament

Slips available at front desk

TESTING

Will be held at Trinity High School

For

Both Academies

Please check your testing permission slips for times...

Mar 2010 Student of the Month!

STUDENT NAME

A Student Who Demonstrates the Concept of Loyalty!



Mar 2010 Student of the Month
ANDY NOWAK

School sweetheart

Fact #5: Has three children: Steven, Daniel & Katie....all Black Belts at the Academy.

Let's all congratulate Mr. Andy Nowak as Casey's ATA Black Belt Academy's March 2010 Student of the Month!

Since this month's newsletter focus is "loyalty", I want to highlight a student this month who demonstrates an amazingly loyal attitude.

His name is Andy Nowak and everybody would do well to pay attention to his approach. Here's why Mr. Nowak stands out here at Casey's ATA BBA.

Point #1: Mr. Nowak has been a member of our Academy since we opened for business in 2004

Point #2: Mr. Nowak is a member of our Leadership Team and has been instructing students at the Academy for over 3 years.

Point #3: He is always among the first to volunteer to help improve/expand the Academy.

And here are some interesting facts about Mr. Nowak that you may not realize:

Fact #1: He is NOT ex-military !!!!!

Fact #2: He is an active member of his church

Fact #3: He is very active in Boy Scouts

Fact #4: He is married to his High

Thank You, Thank You, Thank You!



TINY TIGER PENNY WAR TEAM

WE'RE SOOOOOOOO
CUTE
&
WE HAVE
LOTS
OF PENNIES



MORGAN'S PENNY WAR TEAM

HEY.....
I'M CUTE TOO !!!!!
WHERE ARE MY PENNIES ?

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

Student Name _____

QUESTION #1: In martial arts, personal development and life skills...

- ___ a.) Are not talked about much
- ___ b.) Form the basis of the training
- ___ c.) Are only taught in advanced classes
- ___ d.) Focus on fundamentals
- ___ e.) All the above

QUESTION #2: Unlike some sports, martial arts has lasting...

- ___ a.) Repetition to master the basics
- ___ b.) Confidence
- ___ c.) Practical Value
- ___ d.) All of the above

QUESTION #3: In martial arts, your growth, learning and fitness never have to stop due to ...

- ___ a.) Advanced skill sets
- ___ b.) Self-Disipline, focus and energy
- ___ c.) Becoming more reflexive in your training
- ___ d.) Age

QUESTION #4: True or False: Earning a black belts paves the way for you to earn money teaching classes someday.

- ___ a.) True
- ___ b.) False

QUESTION #5: In martial arts, no kid is a benchwarmer. This means...

- ___ a.) Everyone gets a chance to participate
- ___ b.) There is no discrimination based on ability
- ___ c.) Every person is treated with dignity and respect
- ___ d.) There is no such thing as "the last kid picked"
- ___ e.) All of the above.

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!

If I've already helped you or your child with Tae Kwon Do instruction, then you know how well I serve my students. When you refer your friends and relatives to us, everybody benefits. We can serve you and your kids better. You receive a nice gift. And we assure that we'll take the very best care of any friends or family that you refer our way! 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!

March 2010 Special Offer! 50% discount on Leadership Upgrade!

March 2010 Special Offer!

HALF OFF LEADERSHIP UPGRADE!

For all students, this is your chance to try Casey's ATA Black Belt Academy Leadership/Instructor Program! With this special certificate, you are entitled to 50 % off our Leadership Program! This offer is only good until April 1st, so don't delay! Once this deadline passes, you may never see this special offer again! Act NOW to get started! Save money, learn some new skills, meet new friends, and start yourself (or your child) down the path of Leadership and amazing life skills!

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