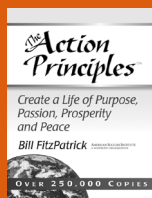


PUBLISHED FOR THE STUDENTS, FRIENDS
AND FAMILIES OF THIS MARTIAL ARTS
SCHOOL.

ACTION PRINCIPLES

Treasure the Earth

We are obligated to future generations to protect our world. Clean air; clean water; green, open spaces; national parks; and preservation of our natural resources are everyone's business.



Human beings are dependent creatures.

Each of us must accept responsibility and do our part. Tread softly.

Be mindful of the fragility of our planet.

Bill FitzPatrick is a 5th-Degree Black Belt, holds a Master's Degree in Education and runs the non-profit American Success Institute

Kickin'

N E W S L E T T E R



Subject Number One Is Self-Confidence

The only one way to build self-confidence is to experience success, and then being continually challenged to overcome more substantial obstacles.

Your school's belt or ranking system is one of the unique ways martial arts is able to help you build self-confidence. Being recognized for your advancement with a new belt color makes it easy to track your progress. It also challenges you to expand and perfect your skills, including your physical and character development.

Each rank you earn presents you with new challenges that must be overcome to accomplish the specific requirements of your next rank. Your instructor makes a major contribution to your self-confidence. He or she has the knowledge and skills to help you face challenges that you may think are insurmountable.

He or she will help you set long-term goals to overcome those challenges, and then separate

those long-term goals into intermediate and short-term goals. You'll find it much easier to focus on those smaller goals, until you've accomplished the long-term goal.

This is unique to martial arts training and doesn't exist in virtually any other activity, such as seasonal athletics: baseball, soccer, football, etc. They all have values, such as teamwork and cooperation; however, they also have static sets of skills that team members learn, and then must practice regularly to become more efficient and effective.

In your martial arts class, you develop similar physical skills: kicks, punches, etc., but there is also a constant opportunity to overcome new challenges that not only help perfect the skills you've learned, but also teach you new skills. You'll become more motivated because you're always learning something new. You'll also build your self-confidence faster because when you are faced with new challenges, you'll have the self-

Continued on page 3

Results in Their Own Words!



Christina Sallustio

How Martial Arts Has Helped Me

If you are around me for more than 5 minutes, you will hear me talk about Krav Maga Martial Arts. I recommend it to everyone. KMMA has been life-changing for myself and my children; my original intent was to give my homeschool boys an opportunity to learn and perfect a skill - but it is so much more. The instructors are incredible, the skills practiced are empowering, the personal growth is phenomenal! We have made new Friends and feel connected like extended family to the staff and fellow trainees.

Christina Sallustio is a student at Krav Maga Martial Arts.

Kid's Corner

Welcome to Kickin' Kid's Corner, the mind-boggling, brain-teasing section of Kid's Zone. If you solve this puzzle in one minute or less, you're a Grandmaster; two minutes, a Master; three minutes, an Advanced Student; four minutes, an Intermediate Student; five minutes, a Beginner Student; six minutes, do 10 sit-ups; seven minutes, do 10 push-ups; or eight or more minutes, do 10 sit-ups and 10 push-ups.

Martial Arts Word Scramble: Here's how it works. Unscramble the letters to create a word that describes a martial arts training weapon. Write your answer to the immediate right.

Example: A T I A L M R T R A S
Solution: M A R T I A L A R T S

1. K A A M _ _ _ _ _
2. B T O F A F _ _ _ _ _
3. C N H U N K U A _ _ _ _ _
4. I S A _ _ _ _
5. N C A E _ _ _ _ _
6. F N T O A _ _ _ _ _
7. S T S C I K I R C M A E _ _ _ _ _
8. H R R A G S W T O N I T _ _ _ _ _
9. K K B O E N _ _ _ _ _
10. W R O D S _ _ _ _ _

Answers: 1. Kama, 2. Bo Staff, 3. Nunchaku, 4. Sai, 5. Cane, 6. Tonfa, 7. Escrima Stick, 8. Throwing Star, 9. Boken, 10. Sword

Healthkick

Back-to-School Nutritional Tips

Eating right provides the nutrients to energize children, build strong bones and fight diseases and other conditions. Pay attention to what and how much your kids eat. Unfortunately, nearly one-fourth of kids' daily energy intake comes from nibbling on mostly prepackaged snack foods, which are high in calories and low in nutrients.

Young children actually need snacks, since their stomachs are small. They often can't obtain all the nutrients they need from daily meals. It's not always easy to persuade your kids to eat healthy snacks and their snacking habits won't change overnight, but here are a few snack-time tips:

Snacks: Plan Them; Don't Ban Them!

- Offer your child frozen yogurt or soda crackers instead of ice cream or pretzels.
- Select snacks from a variety of food groups, so your kids won't be bored.
- "Disguise" fruits and vegetables, such as celery with peanut butter, or carrots with a low-fat dip.

Food Allergies

According to the Food and Drug Administration, as many as six-percent

of American children younger than age three have food allergies. For some kids, food allergies can cause only minor discomfort, but for others they can be severe. Try to work with your child's school to find ways your child can be supervised to prevent contact with allergenic foods. Ask who would treat your child and discuss your child's allergies with that person, making sure that he or she has the necessary medications and medical information.

Fruit Juice: Friend or Foe?

Although juice does contain some healthy nutrients, it's high in calories and it may contribute to weight gain and tooth decay if consumed in excess. Some juice drinks, even those with 100% juice, have more calories than sugary carbonated beverages do. Juice also lacks the healthy fiber of whole fruit.



Words of the Week

QUESTIONING

LESSON 1

“Judge a man by his questions rather than by his answers.”

Francois Voltaire, 18th-century French author

LESSON 2

“He who asks a question is a fool for five minutes; he who does not ask a question remains a fool forever.”

Chinese Proverb

LESSON 3

“Look at all the sentences which seem true and question them.”

David Reisman,
20th-century American social *scientist*

LESSON 4

“The important thing is not to stop questioning.”

Albert Einstein, 20th-century German-Swiss-
American mathematical physicist

continued from page 1

confidence to overcome them because you’ve done it before!

Become an Ambassador!

We are sincerely grateful, and deeply honored that you have choose our school and our program to help you achieve your personal goals that those of your family.

Undoubtedly you’ve already found that our program is SO much more than just a “sport” or activity. The character lessons and values we focus on will change your life in such a positive, meaningful and permanent way!

Lots of our students tell us that they have friends, colleagues, co-workers, relatives or the like that they would LOVE to share the benefits of this program with, but aren’t really sure how.

This is where our “Ambassador Program” can help! Just speak to your instructor, and ask them for a couple “Ambassador VIP Passes” that you can share with anyone you think might benefit from our program!

Help us “spread the word” about our program and you can become an “Ambassador” for our school.

**Ask Your Instructor for Details About our
“Ambassador” Program!**



Krav Maga Martial Arts
1900 Land O' Lakes Blvd.
Lutz, FL 33549

PLACE
POSTAGE
HERE

Caption



813-948-4844

www.TampaKravMaga.com

«recipient_first_name» «recipient_last_name»
«recipient_street»
«recipient_city», «recipient_state» «recipient_zip»

A promotional flyer for Krav Maga Martial Arts (KMMA) is displayed on a corkboard background. The flyer includes several elements:

- Text on a torn paper note:** "Parents: Let us Show you FIVE Character Development Secrets that Will Improve your Child's Academic Performance."
- Text on a white card:** "Our educational program will teach your child the skills—discipline, focus, confidence and respect to overcome every academic challenge and succeed in an ever-increasing and com-ld."
- Photo:** A photograph of two young children, a boy and a girl, sitting at a desk. The boy is pointing upwards with his right hand. On the wall behind them are four cartoon animal characters hanging from a wooden bar.
- Text on a pink note:** "Call our school today to make an appointment for our free beginner's course -a \$100 value!"
- Section Header:** "See the Results for Yourself, **FREE!**"
- List of Free Offers:**
 - ✓ **FREE** – Introductory Program (\$149.00 Value)
 - ✓ **FREE** – 1 on 1 Orientation Lessons (\$39.00 Value)
 - ✓ **FREE** – Official Martial Arts Uniform (\$69.00 Value)
 - ✓ **FREE** – Information DVD and CD (\$29.97 Value)
- Call to Action:** "Call 813-948-4844"
- Website:** "Or Visit: www.TampaKravMaga.com"
- Disclaimer:** "Valid for New Enrollments Only, Not in Combination With Any Other Offer. See School Staff for All the Details!"
- KMMA Logo:** The logo is located in the bottom left corner of the flyer, featuring the letters 'KMMA' in a bold, metallic font with the tagline 'EMPOWERING LIVES THROUGH MARTIAL ARTS' below it.

KMMA SCHOOL UPDATE

SEPTEMBER EVENTS

September 4th -
Blackbelt Leadership
Seminar, **7 PM -8:30 PM**

September 7th - Closed
for Labor Day

September 11th -
Special Tribute to the
Leaders and Heroes of
9/11, **A FREE
Community Event**

September 18th -
Blackbelt Leadership
Seminar, **7-830 PM**

September 25th-27th -
KMMA Blackbelt
Retreat

September 26th - Krav
Camp

October 3rd - Blackbelt
Extravaganza

Congratulations on joining the
Blackbelt Leadership Program!



Congratulations on Joining the Basic
Training Program!

Brent Bowens, Juan Rivera III, Michael Rojas, Ethan Gibson, Tiffany Alongi, Dominic Alongi, Bryan Nieves, Clint Hillman, Mark Yacoub, Abraham Harvey, Kurin Harvey, Ralph Rosario, Jim Hanks, Harlan Hanks, Hayden Hanks, Lily Gochenour, Leiah Smith, Gabriel Smith, Dani Tredway, Kelley Tredway, and Tyson Norwood!