

ATA World

CREATING TOMORROW'S LEADERS ... ONE BLACK BELT AT A TIME

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Star POWER

Four young
ATA leaders
teach others
how to shine

Get Goals!

Build a happier,
healthier you
in the new year

ATA stars Abe
Tran (top) and
Kyle Polhemus

+ Top Testing Tips

Perform better under pressure with help from ATA experts

Making a Million

Bring your buddies to class and help the ATA change one million lives.

by Susan T. Lennon



changing one million
LIVES

Tanya, Amanda and Brittni Praest are avid ATA Ambassadors, even while waiting for dinner at their local Taco Bell®. When a customer there asked them about their T-shirts touting Team Zapata Martial Arts, mom Tanya and her 9-year-old identical twins leapt at the chance to explain. They told the interested woman what they've learned through Taekwondo and described how much they love training. The woman later spoke with an instructor at Team Zapata Martial Arts and enrolled her son in classes there. Score one for the Praests and the "One Million Lives Campaign"!

The blue-belt Praests, participants in their school's leadership program, have brought more than 140 buddies into training since January and won a trip to Disneyland in the process. "Everyone is an ATA Ambassador," says Grand Master Soon Ho Lee. "I am so proud of the Praests for being such a crucial part in helping us reach our goal!"

You can be an ATA Ambassador, too. Read on to learn more about the campaign and how you can help the ATA achieve Eternal Grand Master H.U. Lee's founding vision: To make the world a better place, one black belt at a time, through Songahm Taekwondo.

Campaign History

At World Championships 2005, Grand Master Lee announced that the ATA and its international affiliates—the World Traditional Taekwondo Union (WTTU) and Songahm Taekwondo Federation (STF)—had registered nearly 900,000 members since the organization's inception in 1969. Since 2005, it's become an ATA mission to reach 100,000 more students and bring that total to one million.

When the organization began, Eternal Grand Master hoped the spirit of Songahm would someday touch everyone. To edge the ATA closer to that goal, Grand Master Soon Ho Lee and the Masters Council launched the "Changing One Million Lives" campaign in early 2006 and introduced its exciting Ambassadors program

to ATA members. "A goal this big takes lots of perseverance and hard work," says Grand Master, "but it helps that this isn't just my goal or the Masters Council's goal; it's everyone's goal."

Student Involvement

During the past year, ATA members have been bringing buddies to class in record numbers, earning prizes and serving as ATA Ambassadors. And all year, Ambassadors have gone to the ATA Web site (www.ataonline.com) to watch the member tally climb toward the goal.

As 2006 comes to a close, the countdown continues. If you're already involved, like Tanya Praest, a Sacramento kindergarten teacher, and her enthusiastic twins, congratulations! Keep up the good work! If you're just beginning, you still have time to contribute. Just bring a buddy to class and you, along with all the other ATA Ambassadors, can help the ATA make martial arts history.

"Start today and re-master your own training while making a difference in the

More Buddy Prizes

The ATA family has had tremendous success in its quest to change one million lives. To help ATA Ambassadors continue their good work through the campaign's fourth quarter, ATA Headquarters is thrilled to announce more giveaways for outstanding ATA Ambassadors:

3 Winners

Private workout with Grand Master Soon Ho Lee at your location and a 20-inch iMac® for the winning Ambassador's school.

50 Winners

Newly remastered, 2nd generation, engraved silver 2Gb iPod® Nano.

Each time an Ambassador brings five buddies to class, he or she is registered to win. If you bring in 15 buddies, for example, you'll get three chances to win. Contest ends December 31. Drawings will be held at ATA Headquarters on January 15, 2007. School owners will be contacted first.

lives of those you love," Grand Master Lee says. "Each one of you has worked so hard during the past year, and now, it's time to finish what we started!"

Instructor Involvement

The Praests' instructor, Joe Zapata, developed several creative buddy-raising ideas to motivate his students. Embracing the campaign from the beginning, he teamed up with his own instructor, Master Fernando Jaime, and his nearby ATA Black Belt Academy, to sponsor a three-month challenge with spectacular prizes: trips to nearby Disneyland, Marine World and Sunsplash Water Park; a workout with Jaime; and a pizza party for the winning school.

"For every five buddies you brought in, you got a raffle ticket," Zapata explains. "We held the drawing at our

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tournament in July, and the Praests won the grand prize."

Zapata's four schools also have a constant renewal program: Bring one buddy to class and get a school patch; bring two buddies and receive Ambassador Challenge sweatpants; bring three or more buddies, and a water bottle is yours. He also runs an incentive program: If one of your buddies signs up, your next testing fee is free.

Team Zapata Martial Arts attracts new members when it gives out free T-shirts and balloons, and performs demos at community fairs and PTA carnivals. Zapata, a 4th Degree Black Belt,

also places professionally designed posters at local schools, offers free workouts and provides "mini boot camps" during the holidays, where parents drop off their kids for five hours and go shopping.

Zapata credits his school manager, Mr. David Kincannon, a 2nd Degree Black Belt, for the successful community outreach. Despite Zapata's humility, he's a role model, says Grand Master Lee. "I am proud of Mr. Zapata for making this goal a priority in his school and for how he's encouraged his students to be part of this journey of making history." **ATA**

Susan T. Lennon, a 2nd Degree Black Belt, writes about health-related topics for various national publications.

iPod® Prizes



Grand Prizes