

THE ART OF HOSTING AN EVENT

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I remember the first martial arts seminar I attended—the information was spread via word of mouth and only three days before! Surely, we have come a long way.

Through my decades of studying Korean Martial Arts, I've been fortunate to attend numerous seminars, many which were led and instructed, by some of the most well known practitioners in the world. As pleasing and informative as these events were, there always was something that could not be ignored—the atmosphere. This was determined by those who led and created the event. Sometimes, the atmosphere was very good, but sometimes, it was very negative. This inspired and allowed me to understand how to do a better job in making fellow Moosa feel more welcomed and respected at the events I hosted or instructed.

It was during my years of teaching, when I realized, no matter what levels I achieved or who I was teaching, I, myself, was always learning. I'm very happy to say that, especially over the last two decades, I've been in a



position to notice that a very special few leaders are embracing very positive changes in martial arts leadership and how it is taught and shared. I've had the honor and privilege to work with and observe people such as Grandmaster Kenneth P. MacKenzie, Grandmaster Rudy Timmerman and seven others who I have entitled "Movers & Shakers" (See the July 2010 cover story of *TKDT*). The leadership that these grandmasters demonstrate is based not only on respect for others, but also on a

genuine willingness to support, encourage and also acknowledge the talent and positive attributes of other martial art warriors, their students and their schools. The generosity in spirit and sharing demonstrated by them enriched the experience of the students and it became clear, positive energy that built each seminar to the top. Through this positive energy and sharing of respect, I began to realize, what was often missing in past seminars.

In 2009, I hosted my first Super Summer International Korean Martial Arts Seminar. I stepped back and utilized what I already had to make this event come together. My first goal was to carefully select the special guest instructors. I wanted only those who were not just good at what they do and how they teach, but were from different organizations, and who, most importantly, respected and appreciated others—those who treated others as they wished to be treated. Needless to say, two out of the seven Special Guest Instructors were Grandmaster MacKenzie and Grandmaster Timmerman.



Next, I chose the subjects to be taught. I wanted the studies to be everything, from techniques that focus on mastering the mind, body and weapons, to learning to draw from the Ki energy and spirit within. Within the teaching time, it was vital for me that participants walked away with a vast amount of knowledge which only bettered their passion. Instead of our seminar teaching that other organizations have faults within each other or defending who and what they are, we utilized the opportunity of sharing what the strengths and purposes are of fellow practitioners. Going further, we included classes on how to host a seminar, how to market and better the business of his or her dojang, and how to put together a tournament for all to enjoy.

As a result of my positive approach, the 2009 Super Summer International Korean Martial Arts Seminar was a huge success. It had participants from five different countries attending and more positive spirit than I have ever witnessed in my 30 years of practice. I, without ever asking, received a testimony from every single martial artist who was involved in this event. The compliments, from both the attending students and instructors, did not stop at just what was taught on the floor. The entertainment, lodging, food, transportation, promotions, friendships and brotherhood became just as valuable. During the event, centered along the back wall of the gymnasium, where the instructional part of the seminar took place, were five large banners of each of the Korean Martial Art organizations that supported this event.

The 2011 Super Summer Seminar, that I am hosting, will be held in the month of



August and located at a large campground with cabins and classrooms. The location will be at Summit Lake in the state of Washington. Having owned a beautiful lake house at this location for the past five years, I have learned how to enjoy all of the fun filled activities which an environment like this can offer. These will range from swimming, water sports, ATV rides, BBQs, firepits and hiking. The surrounding area offers peace and quiet beauty, with the interesting and amazing sounds of numerous animals living in this natural haven. This is truly an atmosphere that can bring happiness and contentment to all participants. This year's gathering will consist of a minimum of eight grandmaster and master instructors, over 30 hours of teaching, speaking engagements, awards and entertainment, three different types of certification, guests from Korea, three meals per day and lodging in the beautiful Pacific Northwest.

I then had to decide on how to price this seminar. I have been a businessman for many years and it is clear that business is no different than having a set of dice in your hand and strong belief. But it is also clear, that offering a good product and a good service for a decent price is the winner. With the economy being at the level it is for us, both nationally and internationally, a decent price is one that is recognized and valued. However, it is even more recognized and appreciated if a high level of quality is included in the price. With this in mind, anyone who hosts an event like this must remember that first is passion and love for the art and second is money.

So, my approach has been to lower the price, offer package deals, family discounts and market



the product. I am truly honored to be hosting and putting together seminars such as this one, as it is designed for all ages and rank. I believe that a bow in traditional Korean Martial Arts is extremely valuable, but so is a hug from a fellow practitioner. So I say to all of my fellow Moosa, "Step back if you want to step forward" **TKD**

For more information on the 2011 Super Summer International Korean Martial Arts Seminar please go to the two page ad on pages 6-7 in this issue or visit www.certainvictory.com.

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