



September 2010

website: <http://Students.RockSolidKids.info>

Relationships & Service

Over the years I've had many people say to me that being the owner of a martial arts business must be great. "All you do is work out all day."



It's sort of the build it and they will come philosophy. Put on a Karate uniform and strap on your Black Belt and teach a few classes and work out yourself. If that were really all there was to it, it would be a very easy thing to do.

After many years in this business and after hip replacement surgery which has dramatically cut back on my ability to kick I've come to realize that even though the exercise part of the martial arts is very exciting and fulfilling for a martial arts instructor it's more about learning about how to better run the business which gets me up in the morning.

Running the business is all about serving our families and developing relationships that last a lifetime.

Recently you've seen some advertisement that we've done where former child students who have now grown up and developed successful lives and careers have given us their testimonials about what martial arts training did for them.



It's great to see those people when they come back through La Crosse and it's really fun to see people who were kids in our program who are now bringing their kids to us for their martial arts training. I must admit, it does make me feel a bit old.

Many businesses struggle and fail because they never understand that the single most important aspect of any business is developing a lasting relationship with the customer. People don't want to just do classes or come in to use machines

when they come to a martial arts school or fitness facility, they want to meet friends and feel that they are well taken care of.

Years ago I learned that the single most comforting thing that a person can hear is the sound of their name. Many of you have commented that you marvel at how all of the instructors know everybody's name. It's a small thing but the sound of your own name is a whole lot more welcoming than "Hey You."



I'll be 53 years old very soon and I'm fortunate to have a young martial arts super star who is doing a great job of running the Karate school. Along with Mr. Cornell I also have a group of instructors who are people people who love to teach and make our students and families welcome.

Kicking and punching would lose its luster after a while if my instructors were not so committed to giving each and every one of our students and families a welcoming, exciting experience.

In the end it really is all about the relationships that we develop and the people that we can help.

Thank you for being part of our martial arts family. We encourage all of you to be sure to come in and watch some of the classes in order that you can feel the energy level and enthusiasm for yourself.

I talk to the staff about creating an **Island of Positive**. It's a place where anyone can come and feel welcome and also feel a healthy boost of positive energy. Be sure that you do your best to get some of that positive energy.

Fred Nicklaus
Fred Nicklaus
Owner & Master Instructor

Summer Picnic

Wednesday, September 15th @ 5 pm
Myrick Park Main Shelter
Bring A Dish to Pass

The summer picnic is a wonderful way for us to get together and have great food, great fun, and great water fights.



The picnic will be on **Wednesday September 15 at the Myrick Park Main shelter starting at 5 pm.**

We ask that every family bring a dish to pass with main dishes being especially welcome. Every year the food is mouth watering and everyone leaves with their appetite more than satisfied.

So we look forward to seeing you so that we can visit and maybe even get you a little wet.

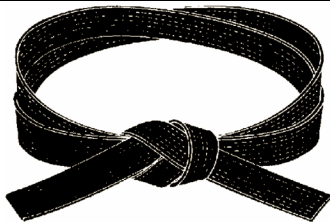


KIDS- Be sure to bring your biggest and farthest shooting water blaster. You don't want to come to this gun fight with wimpy gear. Please note that Mr. Cornell will be armed with the **Bucket 3000.**

See you at the Picnic!



Congratulations to Our Newest Black Belts



August marked another successful Black Belt testing for the newest members of our Black Belt fraternity.

Our newest Black Belts

- Jordan Arquillo
- Britani Kabat
- Brandon Le.

These young people did themselves proud and all of their hard work certainly paid off.

In addition to our new Black Belts we also had some of our Black Belts testing for their 2nd Degree Black Belt.

Our Newest 2nd Degree Black Belts

- Megan Dawson
- Kaitlyn Dawson
- Ryan Faas
- Jaida Kenana
- Jimmy Meyers
- Mike Meyers
- Luke Miller
- Jayna Prieur
- Michelle Prieur
- Brooklyn Scott

Great job all of you guys. We're proud to have you as members of our growing Black Belt family.

Kick A Thon Results



You guys did it again. We had over 50 of our students working hard to raise money to help kids who suffer with cancer.

To date you have raised over \$5500 and we still have a few pledges coming in.

The people at Lutheran Hospital always marvel at how many donations each participant in the kick a thon brings in. For years our martial arts students have been the top performers when it comes to average amount of dollars per participant. This year was no different.

This year our highest donation amount came from Ty Schultz. Ty raised over \$700 in donations all by himself. Great job Ty!

We will be getting t shirts ordered when the last pledges are in so all participants in the kick a thon should have t-shirts towards the end of September.

Thanks again for taking the time to support a great cause.

The Drawing for the Grand Prize will be at the Summer Picnic – September 15th. Here are the qualifying participants: Ty Schultz, Amanda Loutsch, Julia Her, McKenzie Moser, Hunter Owen, Halle Skibo.



Happy Birthday!

- 1 Mike Meyers,
Chuck Whalen
- 4 Marlin Schulze
- 6 Keagyn Zeitler
- 12 Luke Miller
- 13 Levi Wolfe
- 18 Brandon Le



BOOK CLUB MEMBERS FROM August Hunter Owen

Special Events for Members of the Black Belt Club & Leadership Team

The last 15 minutes of regular classes are reserved for Black Belt Club and Leadership Team members to experience advanced training. Ask your instructor how you can become a part of these awesome programs. In September:

- **Escrima Sticks**

Tournament Team

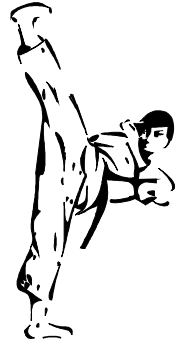
Are you interested in competing in tournaments?

Our main focus for karate school is not competition. Students **CHOOSE** to do tournaments.

First – please understand that Mr. Nicklaus has over 30 years of tournament experience from being a National Champion to being a tournament promoter for 25 years. In addition, Mr. Cornell has been competing for 16 years and is also a National Champion. We want you to know this because we're experts in this area and want the best experience for our students and families.

There are tons of tournaments out there – NOT ALL OF THEM ARE GOOD & NOT ALL COMPETITORS DISPLAY GOOD SPORTSMANSHIP.

Our Tournament Team competes at only select tournaments that we know will give our students the best experience. The purpose of tournament team is not for trophies but for challenge and growth. Each team member should strive to be a role model in and outside of karate class. **There are no talent requirements, BUT we do require certain things. So if you're looking for a new challenge and opportunity for growth, please talk to an Instructor for more information on how to become a Tournament Team Member.**

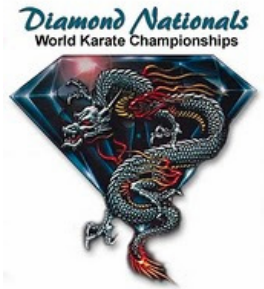


Upcoming Tournaments

There are two upcoming tournaments you and/or your family will enjoy watching. The biggest one is the Diamond Nationals. Last year, Mr. Cornell won the Overall Men's Form Grand Championship. Come up to Minneapolis Oct. 9th to cheer him on as well as the other instructors. For both tournaments ask your Instructor for more details.

**Southern Wisconsin Open (flyer at school)
Verona, WI
Sept 25-26**

**Diamond Nationals World Karate Championships
Minneapolis, MN
Oct 8-9**



Fall Core Exercise Classes

Fall Core Exercise classes which will start on September 13. There will be a special 6 week introductory program at all locations. Hope to see you for some great fall fitness training. Anyone of any fitness level can do this and we will be offering beginner level classes at the Onalaska and Holmen locations.



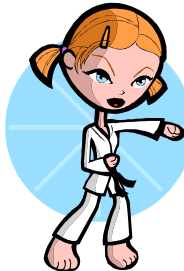
www.CoreExercisesLaCrosse.com

Workout with Instructor Days:

Friday's: September 10th, 17th, 24th

The Workout with Instructors class is exclusively for Black Belt Club & Leadership students. If you're interested in trying the class, however, talk to your Instructor for a special invitation to try the class.

ROCK SOLID CALENDAR – SEPTEMBER 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Tiger/Dragons Theme: Fitness			1 First Day of School	2	3	4
					No Classes September 3 – 7 For Labor Day Weekend & Instructor Recharge ;)	
5	6	7	8 Karate Classes Start Again Today ☺	9	10 Workout with Instructors 645 pm At MAA	11
Tiger/Dragons Theme: Self- Discipline Beginner Test Stripe Chk – Bring in Self-D Sheets	No Classes September 3 – 7 For Labor Day Weekend & Instructor Recharge ;)					
12 Tiger/Dragons Theme: Memory	13	14	15 Summer Picnic 5 pm Myric Park Main Shelter No Classes	16	17 Workout with Instructors 645 pm At MAA	18
Adv Students turn in 1 st Stripe Sheets						
19 Tiger/Dragons Theme: Coordination	20	21 	22	23	24 Workout with Instructors 645 pm At MAA	25
26 Tiger/Dragons Theme: Self- Control	27	28	29	30 	1 Beginner Graduation 7 pm @ Blessed Sacr. School No 645 pm Class	

Upcoming October Events

- Beginner Testing Oct 1st
- Diamond Nationals Karate Tournament Oct 8-9th
- Advanced Testing Oct. 15th

BBC/LEAD MONTHLY THEME: ESCRIMA STICKS

Next Month: Bo Staff