



## ROBINSON'S TAEKWONDO, INC.

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### JANUARY 2010 NEWSLETTER

**Greetings to all students and families!** We wanted to begin the year by thanking you for your loyalty and support. Our school is dedicated to delivering one of the most well rounded martial arts training programs around.

In this newsletter we will share some new features, things we are looking to improve and announce some new programs our school will offer.

**Update on Mr. Robinson** –1. Mr. Robinson will be in California the week of January 19, 2010 as he has been invited as a guest speaker to share his personal story with about 3000 teenagers. It will be aired live online on Sunday night January 24 at 9.PM at [www.calvarygs.org](http://www.calvarygs.org) click on watch online than click on the Sunday night gig. In addition he will be visiting the Gracie Academy and the World Hapkido Federation.

2. With the New Year Mr. Robinson is eligible over the next two years for rank promotion and will begin his journey to 6<sup>TH</sup> Degree Black Belt in Taekwondo, 6<sup>TH</sup> Degree Black Belt in Hapkido, 3<sup>RD</sup> Degree Black Belt in Haidong Gumdo and Blue Belt in Gracie Jiu Jitsu.

**Optimum WIFI** – We have noticed that many of our parents are often working on their computer while waiting for their family members. With our upgrade to Optimum we now offer Optimum WIFI in our viewing area.

**New Member Referral Program** – In an effort to boost enrollment, each year our school spends money on marketing. With a slowing economy we would rather use that money to reward our own families.

This year we will be implementing a new referral program we hope everyone will support. This new program is designed to reward our students simply for recommending our school to friends and family. Our school has a goal to add 125 new members to its existing membership for 2010. We realize the best advertisement is our students and families bringing other families.

The program will work as follows. When a student refers someone to the school and they join officially they will receive the following:

1<sup>st</sup> referral in a month = \$50.00 Visa gift card

2 or more referrals in a month = \$75.00 Visa gift card per referral.

A family referral = \$100.00

*A family referral is two or more members joining the school from one household*

Each calendar month the program starts over. Gift cards will be rewarded at the end of each month.

**Save money on your memberships for 2010** – Each month Robinson’s Taekwondo will allow 3 existing members to **pay in full for one year and receive a 20% discount**. This will include individual or family memberships. We will accept 3 members for January and 3 members for February. This will be a first come first serve basis.

Students who currently pay in full and receive a 10% discount may take advantage by adding on an additional year and will receive the new discounted rate at any time.

Membership must be paid in full at time of purchase. Payments not accepted.

**Upgrades** - We were very pleased with our new upgrade system for our BBC, MC, 1BB, 2BB and 3 BB. This new system has made our program more affordable and gives every student the same opportunity to excel. We will contact all eligible students at the end of each testing cycle to insure a smooth transition.

**Robinson’s Taekwondo** offers classes in Taekwondo, Hapkido, Samurai Sword and is a certified Gracie Jiu Jitsu Training Center – Our school is one of the most accredited schools in the nation. All parents and immediate family members may pick up a free 2 week pass to any of our available programs and receive a free uniform and a \$50 Visa Gift Card upon joining.

**Birthday Parties** – We have been told we do the best Birthday Parties. Our parties run 2 hours and include a 40 minute dynamic workout, Pizza, Soda, set up and clean up, gift bags for the Kids and more.

**Adult Taekwondo Class to introduce ATA FIT** – A new workout program which ties in the fitness end of training will be implemented in February to the adult training class. Students can expect to see new fun affordable personal training equipment they will be able to purchase each month such as the new medicine ball, heavy jump rope, resistance bands, aerobic style workout, box and kick fitness drills, boot camp and more. This changing workout will replace the current warm up and PT. Expect to burn lots of calories, have fun and train hard. All equipment will be announced two weeks prior to the next curriculum. All equipment will be ATA FIT Official and available through our school.

**This will also be a great time for parents and teens who have been thinking about training to join.**

**February ATA FIT Equipment will be the ATA Medicine Ball – Please see Lisa to order the correct size.**

**Email** – We are currently developing a new data base for our existing students so we can better communicate with our members. Please stop by the front desk and give Lisa your current contact information.

**Tiny Tigers** – After careful re evaluation of our program we have adjusted our schedule and class curriculum in order to help develop our younger students even further. Parents can expect to see the class be more challenging, rewarding and geared toward reinforcing positive behavior not only in the school but out of the school. Please see Ms. Colsey for a new packet and details.

**Open Workout Schedule Change** – We have made a very slight adjustment to our Open Workout Schedule. We have combined the Purple, Blue and Brown Belts which means the WOYCG now start at 4:30 PM followed by the Purple, Blue and Brown Belts at 5:00 PM. No other KFK or Adult groups are affected. Also Tiny Tigers Open Workout will start at 4:30 PM. We expect most families will be quite happy not to have to rush to a 4:00 PM class. Effective as of 01/29/10.