





ATAA™

&

XOVIA™

Old School meets
New School and

***They Like
each other!***

By Scott Shaw

In most American martial arts schools,

you see plenty of kids in your student population, or kids and adults. But what you hardly see today are teenagers. XMA (Xtreme Martial Arts) just might provide the answer to attract this missing demographic to martial arts training. Or, as the American Taekwondo Association's Chief Master Bill Clark says, "It could keep the existing kids training in our schools when they become teenagers."

The American Taekwondo Association (ATA) is one of the largest and most established martial art organizations in the world, embracing some 1,000 schools. The ATA has a long heritage of training some of the most respected competitors and instructors of traditional taekwondo. Enter Michael Chaturantabut, Mike "Chat" for short, one of the most flamboyant martial artists today. Chat, the creator of the increasingly popular new program called XMA, "Xtreme Martial Arts," not only introduced XMA to the ATA, but

also recently tested for and was awarded his 4th-degree ATA black belt. At this event, the Old School met the new one — and a revolution has been set in motion.

But, just what brought these two powerhouse organizations together? The answer is *business*.

Many martial arts school owners have looked over their clientele list and realized that they either have a large number of children or a large number of adults — or a combination of both. But where are the teenagers?

Indeed, teenagers are currently the missing link among our student bodies. ATA Chief Master Bill Clark eloquently pointed out this demographic gap during the opening ceremonies at the recent Martial Arts SuperShow convention in Las Vegas. Kids represent some 52% of our students today, but apparently, most of them are dropping out by the time they hit their teenage years.

XMA

To solve the problem of teenage enrollment, at least in the vast ATA organization, Master Clark enlisted the help of Mike Chat's XMA.

What is the XMA, you ask? XMA, which stands for "Xtreme Martial Arts," is the brainchild of retired World Forms Champion Mike Chat.

What Chat accomplished when he concocted XMA was to combine the styles and philosophies of several athletic and artistic disciplines and bring them together into a step-by-step training program incorporating all of today's cutting-edge martial-arts choreography.

"XMA is a fusion of all martial art styles, in association with gymnastics, dance, acrobatics and the performing arts," explains Chat. "It is a celebration of and a tribute to all of these styles."

The XMA program is designed to lead students through a process of music-driven, aerobic-orientated, martial arts forms. The high intensity of this training allows young students to walk away from even their first class, according to Chat, "Feeling like they are movie stars."

The American Taekwondo Association (ATA) is one of the largest in the world, embracing some 1,000 schools.



Mike Chat asks ATA Grandmaster Soon Ho Lee for permission to test for 4th-degree black belt.

It Works!

It's obvious that the XMA program can be considered the wave of the future. So why would a *traditional* taekwondo organization such as the ATA turn to it? "Because it works," states Master Clark. Clark, a member of the elite ATA Master's Council, has been a practicing ATA member for 36 years, since 1968. He's also celebrated as one of the best businessmen in the martial arts industry.

"Our schools average about twenty-one percent adults, age twenty and over," Master Clark explains. "Children make up seventy percent of our client base. These children are, for the most part, twelve and under. But, the ATA only has nine-percent teenagers. So, we knew that we needed to give that seventy percent of children a reason to continue training."

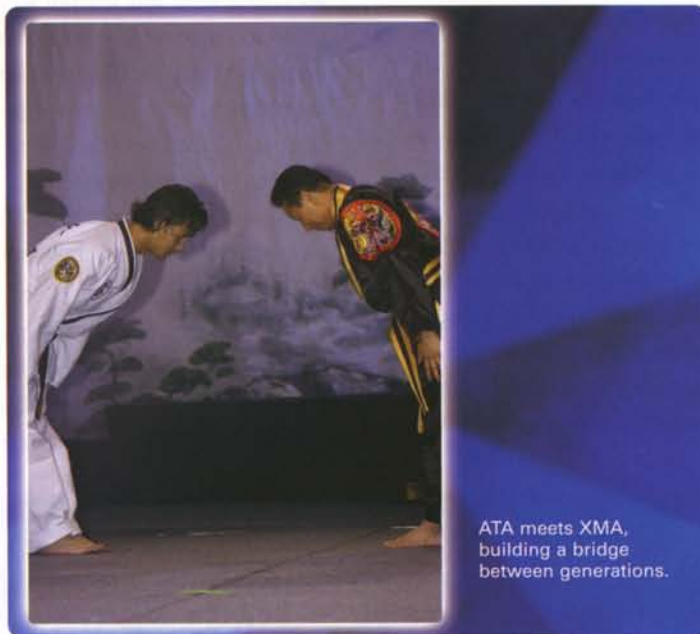
With this understanding in place, Master Clark set about to develop his own system of training that would meet the demands of the teenage market. The

program he was formulating was called "The Super Hero System." He was designing a group of forms based on super heroes. While he was in the process of creating these forms, it was suggested that he speak with Mike Chat.

Says Master Clark, "I had spent five years of my life with Grandmaster Haeng Ung Lee and the Master's Council developing the Songahm forms and I knew it took a lot of time and hard work. So, when I found out that somebody else was working on the exact same thing that I was, I decided to talk to him."

The Meeting of the Minds

The meeting between Master Clark and Chat went very well and the ATA set about to merge XMA into its training regimen. There was only one problem, however. Mike Chat was not a member of the ATA.



ATA meets XMA, building a bridge between generations.

and most established martial art organizations





Grandmaster Soon Ho Lee and the Masters Council presents the 4th-degree black-belt certificate to Mike Chat.

Being a very traditional organization, the ATA was encountering a new experience by bringing someone from the outside into its development program. "I told him," explains Master Clark, "in order for us to be part of him, he had to be part of us. He immediately agreed."

Chat, who came from a traditional Okinawan shorai-ryu background, went through an extensive training program with the ATA prior to testing for his 4th-degree black belt. "Every single thing that I asked him to do, he did," Master Clark says. "He went through all of the training. He performed our traditional forms flawlessly. In fact, he was put through a tremendous amount

of pressure: He performed his test in front of about eight thousand people."

No Alien to Audiences

Mike Chat is no alien to audiences. In addition to being an actor, he's a 20-year martial arts veteran who has enjoyed a remarkable career on the tournament circuit. Chat is famous for his nontraditional, intense, high-flying, acrobatic martial arts routines, winning an untold number of traditional and freestyle forms and weapons competitions throughout the U.S. and Europe.

His popularity in Europe exploded after winning two gold medals at the 1995 WAKO (World All-style Karate Organization) World Championships in

Stuttgart, Germany, and an additional gold medal at the 1995 ISKA (International Sport Karate Association) World Championships. In 1996, Chat claimed two more gold medals at the 1996 ISKA World Championships in forms and weapons and captured the Forms and Weapons Championship at the 1997 Budo Open International in Essen, Germany.

Though obviously an experienced competitor, when Chat describes the ATA testing experience, he exclaims, "It was probably the most intense experience I have ever gone through in association with black-belt testing. I can tell you, it was the first time in the past decade that I truly felt weak in the knees."

With Chat's 4th-degree promotion out of the way, the XMA program began to be integrated into the ATA training regimen. "The XMA will bring to the ATA the emotion and freedom that is expected in the United States," says Master Clark. "It's what all teenagers are looking for."

Tradition Remains

Master Clark emphasizes that the ATA does not put the XMA in place of any of the traditional Songahm forms classes offered by the association. The XMA classes are offered two or three times a week in order to facilitate the needs of the teenage student body. The ATA calls their XMA program "ATA Xtreme."

"Children make up seventy percent of our client base. These under. But, the ATA only has nine-percent teenagers. So, we knew of children a reason to continue training."

ATA and XMA



About XMA

Mike Chat's revolutionary XMA program provides martial arts school owners with the opportunity to tap into teens and young adults who might never be interested in the traditional martial arts. Aimed at a guaranteed increase in student excitement, motivation, retention and enrollment, XMA has been developed to be flexible to the needs of virtually every martial arts school. It can be used as a special program, to generate additional income, in conjunction with a traditional style. Or, it can be used as a stand-alone curriculum.

The XMA program is available to ATA schools exclusively through the ATA in a special licensing agreement with the Martial Arts Industry Association (MAIA).

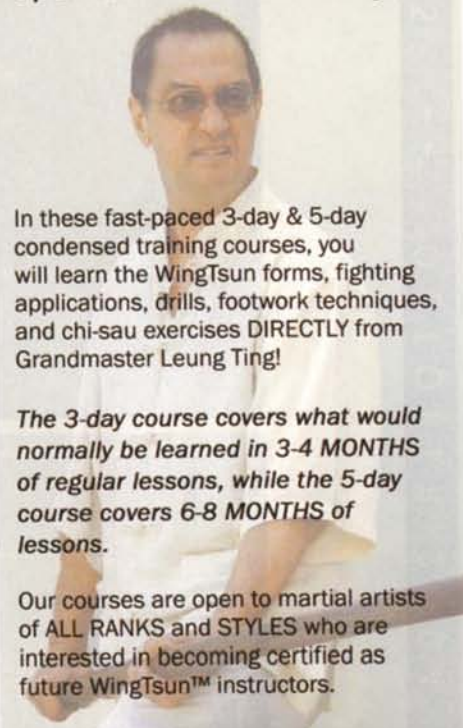
All other schools not affiliated with the ATA can contact MAIA directly for information on the XMA phenomenon at (866) 626-6226.



Condensed
Training
Courses

WingTsun™

Open to ALL Ranks and Styles



In these fast-paced 3-day & 5-day condensed training courses, you will learn the WingTsun forms, fighting applications, drills, footwork techniques, and chi-sau exercises DIRECTLY from Grandmaster Leung Ting!

The 3-day course covers what would normally be learned in 3-4 MONTHS of regular lessons, while the 5-day course covers 6-8 MONTHS of lessons.

Our courses are open to martial artists of ALL RANKS and STYLES who are interested in becoming certified as future WingTsun™ instructors.

November 5-9, 2004
Sunnyvale, CA
(3-day & 5-day courses)

November 19-21, 2004
New York City, NY
(3-day course)

The 3-Day Course is \$300, the 5-Day Course is \$500. Discounts available for enrolling in multiple courses.

Act NOW - Enrollment is limited!



International WingTsun Association
North American Section, L.L.C.

(866) 280-4982
www.WTDefense.com

children are, for the most part, twelve and that we needed to give that seventy percent

— ATA Chief Master Bill Clark



(Left to right) XMA founder Mike Chat, Mrs. Sun Lee and Tae Kwon Lee, son of the late ATA founder, Grandmaster Haeng Ung Lee.



Traditional Master's Ceremony with all the masters of the ATA in Little Rock, Arkansas.

Are YOU?
a MAIA Member

Call 866.626.6226 to Join Today!

"The guts of the ATA is not about a bunch of punches and kicks," Master Clark explains. "It is about traditional values, courtesy, integrity, perseverance, self-control and indomitable spirit. Our organization will never be running wild. We have very good control within our organization. But, what we hope to add with the XMA is the emotion and freedom that the martial artist will find more in America than any other place.

"I think when you combine the structure and the control you find in Asia with the emotion and freedom of America, you get a great combination," Master Clark concludes.

"Everybody finds a specific use for XMA," Chat emphasizes. "The ATA is looking for a method to boost its numbers in the teen market. Other people see it as a way of attracting little kids. While still others use it to attract those adults who are looking for a fountain of youth, those people who are always challenging themselves, saying, 'I can do that!' I think XMA is for everyone!"

One thing comes across very clearly. Here's one meeting between the Old School and the New School where they actually like each other and have found a mutual benefit.



Scott Shaw of Palos Verdes Peninsula, California, is a prolific author and journalist on the subject of the martial arts.

"XMA will bring to the ATA the emotion and freedom that is expected in the United States. It's what all teenagers are looking for."

— ATA Chief Master Bill Clark