



## NAPMA Delivers!

After months of technical research, NAPMA is now providing what hundreds of our members have been asking for.

### FREEDOM.

This month, NAPMA's innovative graphics team is including Microsoft™ Publisher formatted ad slicks and newsletters for each NAPMA member package monthly CD-ROM. Truly, this is a great thing, because you, the NAPMA member, can alter text and graphics on your own computer! No more costly trips to your local service bureau or printer! Microsoft™ Publisher can be purchased at most computer retail stores for about \$69 and is easy to learn.

*When our members speak...  
NAPMA listens.*

Look for the CD-ROM in this month's January, 2001 NAPMA package. 🌀

## Martial Arts Programs Set Industry Benchmarks in 2000

The October 2000 issue of *Idea Fitness Manager* magazine shed a very promising light on the future of the martial arts industry when it published its "5th Annual Idea Fitness Programs and Equipment Report." The survey, mailed to a sampling of IDEA Business, Program Director, and Professional members in April of 2000, generated 218 responses.

Respondents included Multi-Purpose Health Clubs (21%), Personal Training Studios (18%), Fitness-only Health Clubs (13%), Corporate Fitness Centers (12%), YMCA/YWCA/JCC (11%), Group Exercise Studios (5%), College/University (4%), Parks and Recreation Programs (4%), and Hospital Fitness Centers (3%).

Survey respondents were asked to report on programs growing "over the past 12 months." The questions were fill-in-the-blank, so respondents could

answer however they wished. Martial arts-based activities ranked among the highest of all the answers (see graph). 🌀



### What Activities are Growing?



## New NAPMA Regional Director Receives Hometown Honors

City of Baltimore Mayor Martin O'Malley recently proclaimed September 30, 2000, as "Willie, The Bam, Johnson" Day. The city commended the NAPMA's newest Regional Director and his efforts that give inspiration and guidance to the troubled youth of Baltimore. He has turned around the lives of many by teaching them to love and respect themselves and stay "stronger than drugs."

He is the mind, heart, and spirit behind a non-profit youth program helping troubled youth find positive, lasting direction in their lives. It is called the Stronger than Drugs Foundation and is supported entirely by corporate

sponsorships and Mr. Johnson's own "time and shoulders." He relates to today's youth because he, too, had a rough start in life. Yet through it all, he became an expert martial artist whose talents afforded him the opportunity to train and teach in China, work with many noteworthy celebrities including Wesley Snipes, Chuck Norris, and Tae-Bo creator Billy Blanks. He's a seven-time World Sport Karate Champion. His life story was recently featured on the A&E Channel and he's written a book titled *The Complete Martial Artist*.

"Professor Bam" and his instructors train students in martial arts and self-defense in the program's after school and summer "boot camps." Students learn valuable skills such as character building, conflict resolution, decision making, and leadership, to name a few. In order for the students to remain in the program, however, they must sign, agree to, and live by a strict code of conduct that promises good behavior at home, school, in the community, and the program itself.

Mr. Johnson, NAPMA is honored to have such an outstanding example of leadership become a part of its new Continuing Education Program. Congratulations! For more information on the Stronger than Drugs Foundation or how to become a program sponsor, call (301) 776-0909. 🌀



Willie "The Bam" Johnson