

# GROWING JUDO

AUGUST, 2007



Monthly publication of the Development Committee of the  
United States Judo Association

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**EDITORIAL: Why support USJA Development? Why Learn Judo?**

Above are the players and coaches at the USJA/ USJF co-sponsored camp in Wales, a team of which we are justifiably proud. In this issue we also have an obituary in homage to John Ogden, a member of the USJA, head instructor of Ogden Judo Club for the past 53 years, who recently passed away at age 85. We also have an announcement of the USJA West Coast Training Facility, that will have its first practice on September 15. In Ohio, we had the USJA Coach Summit. A Fight Like a Girl Weekend was held in Missouri and another in Michigan. Four grass roots clinics were given in southern California, Camp Bushido West provided training in northern California while the YMCA camp was a beautiful spot for good judo on the opposite coast. This is just since last month's issue of Growing Judo!

We are trying to promote judo in all areas. We have Jim Pedro, Sr, John Branson, Chris Snyder, Paul Truong and Bobby Kwmuntis taking athletes abroad for ten days of training to develop both our future competitors and our future instructors. In Ohio, James Wall, Mark Hunter, Hayward Nishioka, Vickie Daniels and others are providing local coaches and players an opportunity to learn new games, techniques, drills and ways of teaching.

Why? In her book, "Embracing Victory", Mariah Burton Nelson gives hundreds of pages of reasons on the life lessons learned from competition. We learn that we can come from behind, that losing is a temporary set-back and although it hurts we don't die. We learn that, if we keep trying, through repetition and persistence we can do things that we at one time did not think were possible. She mentions how coaches and parents often say to athletes, "Why are you so nervous? It's only the state championships, not the Olympics." We fail to notice that, for that student, this is the highest level of competition they have ever experienced. Being nervous at this level prepares them for other, bigger events in life where they will be nervous again.

In the USJA, we support competition at all levels, whether it is to be the best person teaching beginning judo, winning the novice division at the state championships or the USJA Senior Nationals.

**USJA DEVELOPMENT – A FIVE-YEAR VISION**

By James Pedro, Sr.

*“Funding one gifted kid to one tournament is not a development plan.”*

--Julie Koyama, USJF Development Chair

Why start an article on USJA Development with a quote from the USJF? Why would the coaching chair be writing about development? Because in the USJA our focus is always going to be on our members. It is not on who gets what position, who gets to coach overseas and who stays home. It is about what we can learn to make judo better and thus serve the coaches and athletes. In some respects and in some areas, the USJF is our competition but that doesn't make them the enemy. All of my life in judo, whether as a coach or a competitor, I have learned from the competition. If I see an opponent due a great variation on o uchi gari, I want to adopt that in my teaching.

The next five-year plan for USJA to help Americans, both athletes and coaches, raise their level of judo to an international standard. Two years ago, as a pilot project, the USJF sent a team to the Irish Open. The motive was to assess the benefit of sending our players to a developmental tournament that matched their present caliber of judo. This team had the best performance of gold and silver medals of any U.S. international team, ever. Although there is a high dropout rate for teenagers, ALL of those young people are still in judo three years later. Think about that.



This year, the training camp in Wales was undertaken as a joint venture with USJA and USJF. We weren't looking for the number one players. There are already opportunities for them. We were looking for players with potential and work ethic, to give them the opportunity to work with international players. There are a lot more players out there who are not number one than who are. Many of them could greatly benefit from an opportunity to train overseas. As one coach wrote in his letter of recommendation, *"This young man wins almost everything in the local area. He needs to get out of this area and get a view of judo in the bigger world out there. He needs to see that there is a view of judo larger than this small pond. Maybe that will keep him in judo through college, when we lose so many really good young people. It will certainly let him see how much more he has to learn."*

**Above: Nathan Silva of Guerreros Judo Club training in Wales.**

Speaking of coaches, the coaches of these players really deserve to be commended for the work ethic and willingness to learn they have instilled. The team we took to Wales, improved

dramatically from the time they arrived to when they left. This experience prepares them for a somewhat higher level of judo at the next camp.

Our long-range plan is to have three or four teams per year to go overseas to train with international players, geared to the appropriate caliber. This means that some teams will go to local level camps, some to regional level events and some to national activities. We would welcome the opportunity to pursue this as a joint venture with the USJF and have extended an invitation to join us. The recent joint venture in Wales proved a positive experience for our players and coaches, and we can only see good outcomes from repeating this cooperation in the future.

We believe in the past, players were sent overseas to tournaments that were too far advanced for their judo. Instead of helping them, it hurt them. As the grass roots organization responsible for bringing almost all of the players in this country into judo in the first place, we need to look at development as an individual, gradual process. Some coaches think this program does not apply to them, that their players are never going to compete at the international level, that they don't belong overseas. Give them a chance! As a coach, there is nothing more gratifying than having a player exceed your expectations. Do you have players who are at least 13 years old and a brown belt in your club? Could they benefit from an exposure to other countries, to seeing how judo is taught and practiced overseas? Why not go yourself? WHY NOT? Many of our coaches, too, I believe, have far more potential than they realize themselves.

At the national level, we will progressively increase the intensity and caliber of judo at each new training experience offered to an individual player. At each stage they will gain in technical ability, conditioning and confidence through planned training experiences at the appropriate level.

Training internationally and working out with these other players is more beneficial at this point than competitions. More benefit is gained by training four hours per day than fighting in only one or two matches in a contest. Development isn't about getting points or getting medals. It is about getting better.

Some players who continue through this program and will no doubt go on to U.S. international teams. They will not arrive in awe of other teams; they will have been training in Europe for two or three years and coming along gradually in the same way as those players they face across the mat.

Those players who do not go on to international competition will have great benefits personally through making friends they keep the rest of their lives and technically by exposure to international competition. We hope that our future coaches and instructors will be drawn from players such as these, people who have gained a lot from judo and want to give back. That new generation will be individuals who have seen judo beyond their hometown and have a broader set of skills to share with their students than would be possible without this experience.

Our program is a democratic one. My son, Jimmy, forged friendships around the world in his competitive career. We want that opportunity to be available to more than the world champions, but to any USJA member who wants to train hard and make a commitment to learn and improve.

Beginning next year, our goal is to send one team to Wales , a second to Germany and one or two other teams to additional events. The same camp in Wales will offer a coaching seminar with Neil Adams. We have negotiated with Neil to offer a maximum of four spots available for the coach education program to allow for development of our coaches as well. Future eligibility for selection of head coaches will be from coaches with international experience with the USJA. Anyone interested in coaching a USJA team in the future is highly encouraged to attend the coach education program in the United Kingdom. (NOTE: Your trip to Wales would be tax-deductible either as a volunteer or business expense.) If you are interested in attending as one of the four coaches selected, please contact me ASAP at (978) 335-5216

## A TRIBUTE TO Sensei John Ogden

By Hayward Nishioka

Time flits incessantly from moment to moment, stopping in our minds eye only when we decide to take a look backwards. A wedding, a birthday, a victory celebration, an illness, a death, an important moment, these are instances that we remember and somehow in our mind we stop and bring back the past, all the while time really is continuing on. It all goes by so fast. In one moment we are young, vibrant and full of life, the next infirm, spiraling to stillness. Between our first inspiration and our final expiration, however, if we are lucky, we will have led a full and happy life and have others happy that we were here, sad that we have left.

To his family he was a husband and a father, full of love, but as with most judo-men, peppered with hard headedness and eccentricities. To this fact I'm sure his wife Charmaine can attest to. To Nanka Judo Yudanshakai (The Southern California Black Belt Association) his club was one of the pillars that held up the roof and made us one of the best organizations for judo in the United States. Not only did Sensei Ogden provide one of the largest private clubs in the area, he provided a quality program founded on his many years of dedication and hard practice in a tough sport. To his many students over the many years, he provided a positive role model, and still for others he acted as a surrogate father for absentee dads. Gruff and interrogating as he first appeared to be, his students were quick to read him. He was disciplined but caring and in an unwieldy neighborhood as North Long Beach his orders for the day were a welcome relief. You had to learn etiquette, discipline, to take orders, and do well not only physically at the dojo but also in school. He made you reach higher than you thought you could reach. Many of his students reached success positions in judo, but more importantly in life. Even for those who did not fare as well, they all learned to deal with set backs and knew how to rebound and be tough.

From the moment you walked into his dojo, you heard these short bursts of inquiries, "Where've you been?" " You know you can't win unless you practice?" Young Latinos hoping to escape the questioning would play dumb,--It was no use, Sensei Ogden would blurt out orders in both Spanish and Spanglish. For me, being Japanese it was pigeon Japanese, "Dame desu ne, (That's not good) Gene was here. Where

were you?’

If you were one of his old friends or former student, it was a “B- line to the walls. Two walls of the dojo were filled with photo-memories of by-gone days. “Ahh, here you are when you were young. There’s Terry Mealer and his sister, Look that’s Rick Perry. He became a doctor. Do you remember Kessmen? That’s him doing a footsweep. He even surprised Tommy Martin with it. That’s Steve Rudy and his son. Oh and here’s a young Gene LeBell. He’d come down here every chance he’d get from his Coast Guard duty and practice. Oh and I’m in that picture,” John would say pointing. “Can you find me?”

“Yep!” I said to myself, How could you miss him. Even if the photo was old, brown and fading there was no mistaking him. It was a photo of a group of serious looking Japanese guys in front of the Buddhist church in Bakersfield in there judogi’s. Most likely the photo was taken after a tournament or a tough practice. The picture wasn’t exactly a “Where’s Waldo puzzle?” He was the only peeled banana in the bunch. In a faceless shot of someone doing an uchimata, ( inner thigh throw ) executed going away from us, John boasted, “That’s me.” Uchimata was John’s favorite throw. More than any other shot of John I remember one of him in his youth, probably in his twenties or early thirties, smooth faced, barrel chested, handsome, with waves in his hair, staring out past us in the present. I thought to my self at that time, “What must it have been like for him back then? He must have been doing judo around the time of the 2nd World War. A white man, of which there were very few, practicing the tough Japanese art of judo that could potentially kill, and in an era of animosity and distrust. What was he thinking? Did he have a death wish? I could only equate the situation to a black man taking a nap in the park and waking up in the evening in the midst of a Klan meeting and saying “Can’t we all just get along?”

My first recollection of John Ogden goes back to the mid 1950’s were he was hosting a small tournament. It was my 2nd tournament but it was my very first trophy in judo. Compared to today’s monster trophies it was small. Ahh, but it was all metal. It sat heavy in my hand, shinny gold, and I could see my reflection, smiling. Like the all metal trophies you seldom find now, John Ogden was a different breed; hardy, tough minded, and tempered in fire and tested on the battle ground. He was excellent at judo and he loved it. It was his life. In Japanese a person like John is termed “Judo-kichigai” or simply put, judo crazy.

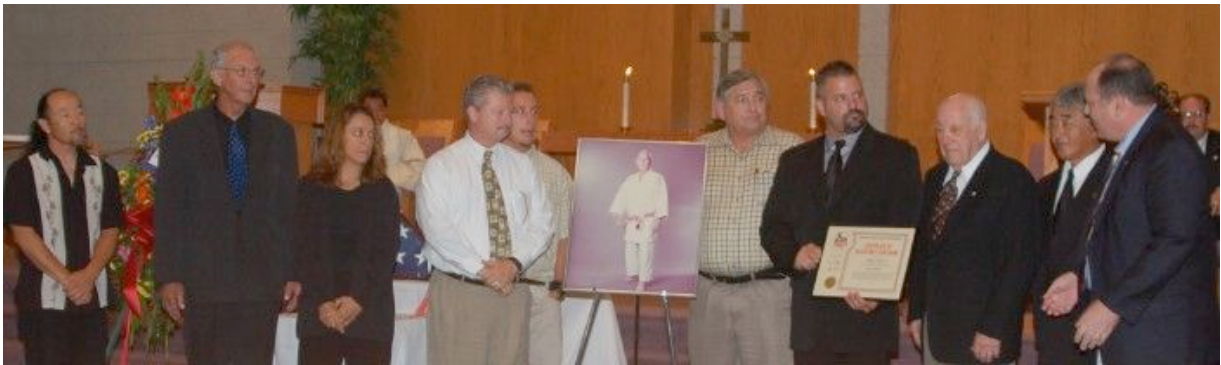
It’s difficult for outsiders and even for those who are judo-kichigai to understand just why they are addicted as they are. I think it starts first with an effortless throw on an unwilling opponent. Now you know you have been empowered with the ability to throw a person as if he were a crumpled piece of paper tossed away into a wastebasket. You see an opening and your body just moves into position. The leg now lifts the opponent and you can both see and feel the opponent’s toes peel away from the mat and pop into the air. Continuing, your twist the opponent is driven earthbound and is slammed to the mat. The whole thing lasts but a second but the memory can last a lifetime. Accumulate enough of these throws at the right time and your peers and your seniors recognize you with promotions in rank.

John won his promotions the hard way. You can be promoted through competition or

by what you do for the sport administratively. John received his through competition for the most part. What is different about John's ranks is that he grew up in judo in an era when very few ranks were given. To even receive a shodan, first degree black belt back in his day was like getting blood out of a beet. Eventually he received a 7th degree black belt.

Ultimately the measure of a sensei is in what he does for his students. Sensei John Ogden provided sanity in an insane environment, gave guidance where there would have been none, and shared his life with his students.

Ogden dojo is now gone. Sensei Ogden is gone. There are no more uchimata's, no more walks to the photo-walls. You will no longer be treated as a kid as you were when you came back for a visit to show sensei you were now an adult. Now what is left are the eccentric thoughts of him that masked the care and values he taught and left in all his students. While some of you newer students will have only a memory of a frail fading figure retiring to San Jacinto, I'll always remember that young, handsome, barrel chested, man who created great judo-men great citizens, and great human beings. John, You've left a spot that will be impossible to fill.



*Above: In the presence of his many former students and admirers, Sensei John Ogden was presented the rank of eighth degree black belt post-humously by the USJA. The certificate was presented to Dave Overbury, new Head Instructor of Ogden Dojo, to be hung on the walls of the new club.*

### **FREE TRAINING OPPORTUNITY IN ISRAEL FOR JEWISH JUDO PLAYERS**

Are you a Jewish judo player between ages 18-26? Would you like a free trip to practice with the best judo players in Israel, visit historical and tourist sites and meet with young Israelis as part of a program to learn about the country? This is funded through the Taglit Israel birthright gift, which offers young Jewish adults the opportunity to visit Israel as part of a peer educational group.

If you'd like to take advantage of this opportunity, please contact Lou Moyerman at [Lmoyerman@aol.com](mailto:Lmoyerman@aol.com)



**TOP TEN DONORS TO DEVELOPMENT FUND THIS YEAR**

1. Dr. James Lally \$4,000
2. Anonymous donor in recognition of the efforts of Jerry Hays \$1,450
3. Bruce and Michelle Toups \$1,000
4. Jim and Donna Branson \$500
5. Twin Cities Judo \$300
6. TIED Ken Otto and Dan Hoffman \$250
  - Jai Hall \$250
  - Timothy Markoski \$250
8. TIED Walter Dean \$100
  - Gary Goltz – In memory of Dr. Zarrantella \$100
  - Brad Karmann – In memory of Ken Karmann \$100
  - Art Kalajyan – \$100
  - Gerald Uyeno – In memory of John Ogden \$100

**GRASS ROOTS CLINIC BY ROMAN MITICHIYAN**

On August 11, the latest grass roots clinician, world sambo medalist and 2006 USJA Senior National Champion Roman Mitichiy (left) demonstrated his outstanding throwing technique and transition from standing to matwork. Notice how Roman's left hand is positioned so that, as he lands, his opponent will be tightly pinned.

Participants from clubs throughout southern California were very impressed not only with Roman's spectacular technique, but also with his unfailingly polite and patient manner in teaching. Said clinic organizer Gary Goltz, "He is such a modest guy. You would never know that he had been so successful in three different

sports. He is an amazing competitor, and yet, here he is, teaching yellow belts and very, honestly sincerely concerned that they understand each and every technique." Grass roots clinics, which are free to all USJA members, continue to draw a wider and more diverse audience with each passing month. Leading up to this year's USJA Senior Nationals, Tournament Director Gary Goltz has been attempting to have a clinic with each of last year's winners. Roman, the 81 kg champion, followed a clinic the previous week by Ronda Rousey, the winner of the 63 and 70 kg divisions. Tony Comfort, 90 kg champion, will be running the conditioning and drill practices at the USJA West Coast Training Facility beginning September 15.

**GREAT RESOURCES ON THE INTERNET**

<http://judo.gothobby.com/>

A social networking site for judo. Includes blogs, videos, events and more.

<http://www.judoinfo.com/>

The most visited judo site on the Internet. Highly recommended.

<http://www.usja-judo.org/>

The United States Judo Association website

<http://www.zebramats.com/>

Buy your mats from the official USJA sponsor and get a great deal.

<http://www.goldentiger.com/>

Get a discount on all merchandise by just giving your USJA card number!



## USJA

### West Coast Training Facility

**Practices begin September 15, 2007**

Conditioning and drill training – 10 to 11:30 a.m.

Judo Technical and Randori – 1 to 4 p.m.

Age 13 and Older

Cost: \$3 to USJA or USJF members, \$10 others

**Location:**

**123 First St.**

**La Puente, CA**

- Conditioning and drill practices will be coordinated by Tony Comfort, 2006 USJA Senior National Champion, competitor in the 2004 Olympic Trials
- Technical and randori sessions by AnnMaria De Mars and Gary Butts.
- Throughout the year, we will be having guest instructors from local southern California judo clubs, as well as from outside the region.

For additional information, please contact :

AnnMaria De Mars (310) 717-9089 [drannmaria@fractaldomains.com](mailto:drannmaria@fractaldomains.com)

or Gary Butts (213) 713-5341 [great4butts@aol.com](mailto:great4butts@aol.com)

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To order call toll free 877-411-3409, Fax: 719-633-4041, email: [orders@usja-judo.org](mailto:orders@usja-judo.org),  
 Website: [www.usja-judo.org/](http://www.usja-judo.org/) or mail to USJA, 21 N. Union Blvd., Ste 200, Colorado Springs, CO 80909



**Train with Purpose**  
**Fight with Intensity**



# New! USJA T-SHIRTS!!

**Child Sizes - Small - Large**  
**\$12.00 plus S&H**

**Adult Sizes - Small- XXL**  
**\$15.00 plus S&H**

(Pictured to the left is the back. The front has the USJA logo on the upper left side)

Yes, please accept my order for the new USJA T-shirt:

Name: \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Payment by Check/Money Order payable to USJA, or MasterCard, Visa or Discover accepted

Card No: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

QTY	ITEM	SIZE	Color (white)	PRICE	SUB TOTAL
SHIPPING AND HANDLING CHARGES				Sub-Total	
Up to \$6.00	Add \$3.00			S & H	
\$6.01 to \$15.00	Add \$5.75			COD 9.50	
\$15.01 to \$30.00	Add \$8.50			Sub-Total	
\$30.01 to \$75.00	Add \$9.50				
Over \$75.01	15 % of total			TOTAL	

**MORE USJA Stuff**

**OBI PATCH** The USJA offers all kinds of merchandise in addition to the t-shirts mentioned above. Obi patches (shown at left) are actually designed to go on your belt, but some people put it on their sleeves or other areas of the judo gi. Some even collect each of these to display at home.

**Shodan - Sandan \$3.50 each**  
**Yodan - Godan \$4.00 each**  
**Rokudan - Shichidan \$4.50 each**  
**Hachidan - Judan \$5.00 each**

**Plus shipping.**

**KOKA KIDS** We are taking **ADVANCE ORDERS** for the fall issue of Koka Kids magazine - \$4 each for USJA clubs for orders of ten copies or more. These are highly recommended to include as part of your welcome packet for new students and for a relatively inexpensive reward for students. We have found that the larger clubs get that way through extensive use of positive reinforcement. Give a Koka Kids magazine to the student with the best attendance, the student who did the best job on learning a new technique tonight. Building a large club means that you have ways to encourage students besides gold medals.

**USJA Pins** – we also have USJA pins available. These are also good for rewards for student effort and performance. These are the same pins international teams use to trade with their counterparts overseas.

**GROWING JUDO TIP OF THE MONTH**

*Discover Judo Club and Goltz Judo Club, both of southern California, do judo demonstrations at half-time of the Quakes soccer games. If people in your community aren't familiar with judo, offer to be half-time entertainment at sporting events.*



*CAMP BUSHIDO WEST REPORTS**by**Charlie Robinson & George Weers*

**Camp Bushido West 2007** was at a new location. ...After camp last summer a concentrated search was conducted, for more idyllic setting, that was settled in December 2006. The location is more centrally located to Northern and Southern California. OLD OAK RANCH provides housing for 165 campers. Every room is air-conditioned, and all meals are brought to the Lodge area, for our convenience. A separate swimming pool is available for our use, as well as our own snack bar, with kitchen facilities. Two work-out areas were available, the big area was a 40'X70' mat and the smaller one was a 40'X40' mat. Both mats were busy from early morning until 9:30 p.m.. The camp staff were totally supportive of everything we wanted to do. They even provided a butcher knife for us to cut watermelons for the party. Two of the young campers caught four Brook Trout, about one foot long each, one afternoon. A camper mom helped them cook them. The area is very scenic, there are several interesting places to visit in the area, and the Camp is very clean. There were many wild turkeys around, and deer occasionally crossed through the area. Oh, and speaking of judo ...

Camp Bushido West, 2007, is in the books and what a camp it was!

Over 100 campers enjoyed the new Bushido West facility at Old Oak Ranch in the hills near Sacramento, CA. The venue featured two air conditioned mat areas, air conditioned rooms, good food (and plenty of it) delivered right to the camp site and a swimming pool.

The highly qualified staff included Mark and Lisa Guerrero in charge of Junior Training, Jujitsu experts Hans Ingebretsen and Daizo Uchida, Judo Coaches Roy Hash and George Weers.

Following the lead of the USJA Coach Certification program, Coach Weers' sessions combined Competitive Training and Coach Certification. Participants in the Competitive / Coaching sessions were introduced to the fundamentals of gripping, movement and execution as well as Coaching principles which develop skills requisite to efficient Judo.

Coach Weers also introduced the group to the 'Magic Judo Toy'. The 'Magic Judo Toy' provides challenge, creates fun and develops important Judo skills. An article with photos, directions for use and information on procuring your very own 'Magic Judo Toy' will be published in 'Growing Judo Magazine'.

The highlight of the camp was Ground-Play with Roy Hash! Coach Hash has developed an efficient system of teaching the complicated subject of ground-play. Participants in Roy's sessions came away with an understanding of ground-play and the skills to deal with the subject in practical application. Mr. Hash has taken the lead

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in an area that has, heretofore, been given very little attention.

Beyond the good times and training several outstanding individuals achieved personal milestones.

The following dedicated individuals earned Coaching Certification;

Justin Breese  
Meagan Desilva  
Jeff Johnson  
Becky King  
Cliff Mead  
Nick Wolak

Junior Promotions were earned by;

Stephanie Ovalle  
Kendall Reusing  
Michael Gonzales  
Lennox Wolak  
Heather Desoia  
Jeremy Lan  
Wyatt Soto  
Jason Whitworth  
Christian Whitworth  
Alan Whitworth  
Thomas Mead  
Gthan Mead  
Brandon Neal

**The following Senior promotions were also recommended / awarded.**

Gokyu;

Armando Gonzales  
Zachary Clark



Yonkyu;

Patricia Garcia  
Chris Neal  
Pamela Desilva

Sankyu;

Filipe Ovalle  
Cliff Meade  
Meagan Desilva

Shodan; Nick Fowlkes

Nidan; Nick Wolak

Sandan; Carl Plummer

Rokudan; Brian Ohara

Awards were culminated with the presentation of inspiration awards to Sarah Black and Chris Neal. Sarah and Chris exhibited skills far beyond their experience levels, they demonstrated dedication and commitment during every training session and they set a very high standard in the intensity of their training. People like Sarah and Chris are the future of American Judo! It was an honor and an inspiration to train with them.

You may have missed the great times and training of Bushido West 2007 but you can attend Bushido West 2008. Bushido West '08 will take place July 26th through August 1, 2008. Start planning now!

### **SerokuZeny.com? Achieving Maximum Efficiency with your Dojo's website**

by Yonah Wolf

Three years ago when I was planning on a return to Judo after a 7 year break, I found myself looking for a local Dojo. As a Software Developer, my first inclination was to go on the Internet and search for them using my favorite search engine. While I came across several useful Judo-related web sites, I was surprised to see that not that many Dojos had their own sites, and those that did had very poor offerings. They were poorly organized, woefully out of date, and contained very little graphics or presentation. I am sure that many of these sites were also cobbled together by eager Dojo members with technical know-how and the desire to help the Sensei and Dojo out, but they quickly went stale, as that person assumed that the Sensei(s) or someone else would be able to update the site, taking for granted that the Sensei(s) had little or no experience with the Internet.

While five years ago, it might have been okay to assume that a web site wouldn't help your dojo grow, as more and more people get online, a web site has now become the vehicle in which your potential students gain their first impression about you and your school. Thankfully, building and maintaining your own site has become much easier too, nevertheless, for the uninitiated, getting started can be daunting. As Judoka, we know that one of Judo's guiding principles is *Seroku Zenyo - Maximum Efficiency* - If we apply this to our Dojo and teach it to our students, why can't we apply it to our web sites as well?

The idea here is that with minimal effort, minimal money, and minimal technical knowledge, you too can achieve maximum efficiency from your website - both by serving your existing students as well as way to help find new ones. In order to help you get there, I've put together these five steps (call them the Gokyo of the Dojo website, or *Internet-no-Kata* perhaps?) to help you get there:

**Start with a simple tool** - For many, the technology is the most difficult part. Non-technical people are confused by acronyms like HTML, FTP, WebDAV and WYSIWYG. Thankfully, there are many web services out there that let you design and edit your web site straight from a web browser, and most of them will help you set up your own web address as well (also know as a domain, for example: bobsjudodojo.com). My personal favorite is Google Apps - <http://www.google.com/a/>. The standard Google Apps service is free (it will cost you \$10 to register a domain with them), and includes e-mail and web hosting. The web page editing tool is as simple as creating a flyer for a tournament or writing an e-mail, and it comes with dozens of template designs for your site. Another good tool to use is Word Press - <http://www.wordpress.com> - Word Press is primarily designed for web blogs (a blog is an online diary, like the one that I keep at <http://trts.worldjudo.info> ), but it can also be used to put together a larger website as well, it costs \$10 per year to host your site with your own web address, or its free if you don't mind your address being something along the lines of <http://mydojo.wordpress.com>. In either case, these tools are very easy to use, and even the most inexperienced user can be up and running in a matter of minutes.

**Make it easy to find information** - The main reason why anyone visits a website is for information. Your Dojo's web site primarily has two kinds of visitors - students, and potential students. Students might come to the site to see recent pictures, your class schedule, or special announcements. Potential students are coming to your site to find out more about you and your school. In order to help them find that information, you need to organize your site into several pages of information. In general, the average dojo's site should have these four pages:

- A "Home" or main page - should have some basic information about your school, important announcements, and maybe a recent picture or two.
- An "About Us" page - that talks about the Dojo, has brief instructor bios, and possibly some additional background information about



Judo. You might also want to include class fees as well.

- A "Contact Us" page - that includes your phone number, e-mail address and other contact information. It should also have your mailing and class location addresses, and directions to each.
- A Schedule page - this page should have your current weekly class schedule. If you hold classes in different locations it should also indicate which classes are held where. It can also include a Shiai schedule as well.

These four are probably the most important information on your site for both current and potential students, and these four pages should all be linked to one another - so that if I am on any one of them, I can get to any of the others with one click. These of course are examples, and the minimum. You could very easily add more pages to showcase tournament wins, class pictures, etc - which leads me to my next topic --

**Keep it Fresh** - The one thing I hate about Judo websites is coming to a site only to realize nothing has been updated in 2 years. Stale data reflects very poorly on you and your dojo - and also calls into question the information on your site! For example, if you have an athlete of the month section, where the last athlete added was 13 months ago, or if you have three years of tournament win data - the most recent of which is 2004 - potential students will be turned off, and it will call other parts of your site into question (if the data is two years old, how do I know that the schedule is right?). As a rule of thumb, if you are going to keep dated information, don't keep it up on your site more than a month after the last item has expired (for example, its okay to have a 2007 tournament schedule online, but not after February 2008!). If you don't have the time to work on updating your site once a month, then limit the time-sensitive data you put on your site.

**Market it Everywhere!** - A website isn't a field of dreams - i.e. just because you build it, it doesn't guarantee that they will come. You need to make sure that they come, the question is how? There are lot of things that you can do to get your site's name out there. First and foremost, register with both the web search engines (like Google, Yahoo, Msn, etc), as well as the local directory websites (like city search) - A list of these sites is provided below. Also, print your web address (aka URL, i.e. <http://www.mydojo.com/> ) on everything - your front window, on the t-shirts you wear at tournaments, on bumper stickers, tote bags, etc. Print business cards for your dojo, and hand them out to your students to pass out to friends or to hang up locally (you can get 250 business cards for under \$5 online as well). If you have members that have blogs or their own websites or how frequent web discussion boards (like JudoForum.com or mma.tv), ask them to put up a link to your site. Also let the USJA know about your web site so that they can link to it too. The beauty of every last one of these methods that I've mentioned so far is that they are primarily free or low cost. If you want to spend a little bit more money, you can also advertise on the web with Google Adwords or AdBrite. These services will place ads on search results and sites that have martial-arts related content. You can get started with very little money - under \$25, and if they produce good results for you, you can always spend more to increase your reach.

**Accept Feedback and use it too!** - So far I've given you advice on how to create your

website, how to maintain it, and how to market it. But more important than anything else, web sites are a lot like Judo in that you never stop learning, and they're always evolving. Your visitors - namely your students and potential students will hopefully provide you feedback about your site. It might be direct ('Hey Sensei, a picture gallery would be awesome!') Or indirect ('Hi, I was thinking of sending my kids to your school, but I couldn't tell which classes on your schedule were for kids?'). The point is not to answer their questions via e-mail, but rather listen to what they are saying and use it to improve your site.

In conclusion, there are no guarantees that having a web site will bring your dojo more business or build a greater sense of community amongst your students, but if you put it a little bit of effort to get it running and market it, you too might be able to experience maximum efficiency in cyberspace.

**RESOURCES**

Here is a list of resources and web sites mentioned in the article:

**Editing tools:**

Google Apps: <http://www.google.com/a/>

Wordpress: <http://www.wordpress.com/>

**Submit your site to search engines:**

Google: <http://www.google.com/addurl/>

Yahoo: <http://submit.search.yahoo.com/>

**Advertise your site:**

Microsoft Advertising: <http://advertising.microsoft.com>

Google AdWords: <http://adwords.google.com>

Yahoo Advertising: <http://searchmarketing.yahoo.com>

Business Cards: <http://www.vistaprint.com>

*Yonah Wolf is a Judoka and Software Developer living in Westchester County, NY. He maintains a Judo Blog at <http://trts.worldjudo.info>.*



*Photo from Wales Rising Stars tour, courtesy of Chris Snyder.*

***UPCOMING EVENTS NOT TO MISS***

Grass Roots Clinic – Saturday, August 25 – Terry Kelly at Goltz Dojo in Claremont, CA  
Contact [g.goltz@verizon.net](mailto:g.goltz@verizon.net) for more information

SEPTEMBER 15--- DEADLINE FOR APPLICATIONS FOR RISING STARS TOUR TO IRELAND  
Contact [newaza@aol.com](mailto:newaza@aol.com) Lanny Clark, for more information

NOVEMBER 3-4 ALL-WOMEN'S TOURNAMENT, Kalamazoo, Michigan  
Contact [DeFrgs6@cs.com](mailto:DeFrgs6@cs.com) Deborah Fergus for more information

November 1-6 : Rising Stars Tour, Dublin, Ireland. Contact [newaza@aol.com](mailto:newaza@aol.com) Lanny Clark, for more information

NOVEMBER 30- December 1: USJA COACHES CLINIC, Claremont, CA  
Contact Gerald Uyeno for more information – [gpuyeno@hotmail.com](mailto:gpuyeno@hotmail.com)

December 1-2 USJA SENIOR NATIONALS, Ontario, CA  
Contact [g.goltz@verizon.net](mailto:g.goltz@verizon.net) for more information

**FREQUENTLY ASKED QUESTIONS ABOUT USJA COACHING****1. If I am a certified USJA coach through 2008 /2009/ 2010 has that changed?**

Answer: If you are a certified coach your certification is good until your expiration date on your card. If it says, "January 2009" that is when your certification expires. That has not changed.

**2. What do I do to re-certify?**

Answer: To recertify at the E (Assistant Coach) level or D (Coach) level, send in documentation that you are teaching at least 52 hours per year for E, 100 hours per year for D. Also include a check for \$25 and a copy of your coach application form. Those documents should be sent to

Jim Pedro, Sr. 67 Shore Dr. Salem, NH 03079

You also need to send in a background screening form separately, with a check for \$16. All forms can be downloaded here:

<http://www.usja-judo.org/committees/coacheducation/coaches.html>

**3. What is the difference between E and D level coaches?**

E-level (Assistant coaches) are sankyu or below. D (Coach) level certification is for those who are black belts.

## JUST WHAT IS GRASS ROOTS JUDO AND WHAT ARE WE DOING ABOUT IT?

AnnMaria De Mars, USJA Development Chair

All of the people you see in the picture below are part of grass roots judo, which is judo that occurs at the most basic level, the club level. The people who make judo happen are the parents sitting at the scoring table, the children sitting in front of it and the coaches standing behind it.



In the USJA we are involved in development. The person in the red shirt behind the scoring table is our senior development subcommittee chair, Lanny Clark. To the right is O. J. Soler, a coach from Goltz Judo, one of our largest clubs. At the table are parents from Guerreros Judo Club whose instructors have lent us the use of a building they own for a USJA West Coast Training Center, the club which hosted the Golden State Open, with over 400 competitors.

I'd like to take this opportunity to correct some misperceptions about USJA Development. Because we sponsored a team to Wales and are sending another to Ireland, it has been said that we don't care or aren't interested in local clubs. Nothing could be further from the truth. We do believe, though, that although there are very few clubs that have as their goal training future Olympians that a great many clubs bring students to tournaments, camps and clinics. Nearly 100% of our clubs are interested in their students and instructors improving. How does USJA Development address this?

1. We offer clinics and camps around the country. We often have young members of the world or Olympic teams teach at local clubs for a reduced cost for USJA members. In the past year we have had clinics by Pedro Dias of Portugal, Ronda Rousey, Justin Flores and Jimmy Pedro, Jr. We are currently scheduling more clinics with all of them as well as Rick Hawn. These clinics are fun and educational. Retaining teenagers in judo is a problem for every club, and I hate to break this to you, fellow coaches, but most of us are not nearly as cool as a young blonde who just won a major international event, or a really nice guy with a lot of muscles who is genuinely happy to teach you how he does tai otoshi. I am sorry if that offends anyone but having

someone who is young, athletic and cool teaching at your club from time to time can only help you keep your teenage players. AND these young people know judo.

2. We also have clinics with notable coaches such as James Wall, Gerald Lafon, Terry Kelly, Jim Pedro, Sr. , AnnMaria De Mars, Hayward Nishioka, George Weers, Roy Hash and many more. These coaches have decades of experience and are happy to share it. Very importantly, these clinics bring together coaches to share their knowledge with one another.
3. We provide Growing Judo magazine each month, with tips and articles we hope can help anyone, such as Yonah Wolf's article this month on a club website. If you skipped over it, go back and read it.
4. We have a resource CD to be out soon with everything from club handbooks to examples of certificates for having learn o uchi gari.

The above are just a few of our activities for non-competitive clubs. If you would like to be involved in building up the non-competitive side of our development activities PLEASE call or email me. If you wonder how I ended up involved in the judo 'politics' to such an extent, here is the true story. For years I would complain that someone should do something about one lack or another I perceived. Finally, Jim Bregman and Hayward Nishioka pigeon-holed me on separate occasions (I still am convinced this was a plot) and said, "AnnMaria, you keep saying somebody should do something about these things. Well, you're somebody. Why don't YOU run for this board?"

So, now I am asking YOU the same question. You're somebody. If there is something more you would like to see the USJA doing with regard to development, please contact me at [DrAnnmaria@fractaldomains.com](mailto:DrAnnmaria@fractaldomains.com) I look forward to hearing from you!

## **THE NEED TO COMPETE**

**By Steve Scott**

Competition is a natural (and vital) part of our daily lives. We all compete for something...a job, a girlfriend/boyfriend, the best parking space. You name it, we human beings are willing to compete for it. There's nothing wrong with that. In fact, if we don't teach kids about the importance of competing, they will be complacent and willing to accept a lower standard of anything. In essence, if there isn't competition, there isn't excellence.

I coach a great many people who are what John Saylor has described as "self-defense athletes." These are the folks who don't necessarily train for a competitive sport such as judo or sambo, but work their tails off on the mat (and in the weight room and other areas of training) who are athletic and formidable in what they do. While they don't compete in tournaments or matches in a formal sense, there is a great deal of competition going on during every workout. Yes, it's the "gym fight" type of thing, but it's real indeed and worth talking about.

It's important to keep a check on the macho attitude, and we really do at Welcome Mat. However, on any given night, I see just about every guy on the mat doing his best to achieve his level of excellence. They all do this by testing themselves with and against each other. When this is directed in a constructive way, it has a tremendous and positive impact on the lives of each person who engages in it.

Not everybody is a fighter, and a good number of people who train with me prefer to work on self-defense skills, throws or drill on a variety of groundfighting moves while the others randori and "roll" with each other. As a coach, it's my responsibility to see to it that nobody takes a beating or gets abused, but that everybody on the mat gets whatever frustration he or she may have brought in out of their system and go home feeling better for having shown up that night.

This all ties into competition because whenever you test yourself, the toughest opponent is yourself. The other guy on the mat rolling around with you is there to make yourself better at what you do. This is a concept that I call competing "with someone" and not competing "against someone." Personally, I think it's more in line with what Prof. Jigoro Kano envisioned for "randori" and is a real test of oneself. But then, there are many instances when we compete against another person. Anyone who's ever fought AnnMaria (Burns) Rousey, Jimmy Pedro or any other athlete of this level can testify that your toughest opponent sure isn't yourself! But you get what I mean.

Some people object to competition, especially for kids. Often, people who have told me they are against competition for kids cite "the little league syndrome" where, in some cases, there has been far more emphasis on winning than learning the skills of the sport and having fun. In some cases, this is a valid point, but if we go to the extremes that some folks want, we will develop a generation of people who think that it's okay to be average and not try to excel. Being average is okay, and in most cases, it's what we all tend to be, but it's not okay if you want to test yourself and see what your limits really are. Most people that I have observed in my 30+ years as a coach and community center director prefer to test themselves, and if after an honest try, they fall in the "average" group, it wasn't for lack of trying to achieve excellence. This is genuine "self-esteem." Self-esteem has to be earned and not given and the only way to earn it is to try to excel.

As a coach, one of my primary duties is to provide opportunities for my athletes and students. This task comes in many forms, but helping an athlete achieve excellence is part of building a complete and well-balanced human being. Sometimes we get lucky, but in most cases, you create opportunities and opportunity is another way of describing competition.

This is the heart of competition; to test yourself, continually expand your limits and horizons and achieve excellence.... but if you don't, then you have proven to yourself (and others) that you made a real, sincere and honest attempt. This is where the phrase "doing your best" really means something and you won't know if you've really done your best until you have tried.

### ***Books and DVDs For Every Judoka!***

***"Steve Scott's been there, done that and knows what he is talking about." AnnMaria Rousey, World Judo Champion***

#### ***Books by Steve***

***COACHING ON THE MAT: A Textbook for Teaching Judo and Jujitsu \$15.00  
REDUCED PRICE!***

**GROWING JUDO**

**August 2007**

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***ARMLOCK ENCYCLOPEDIA: 85 Armlocks for Judo, Jujitsu, Sambo and Mixed Martial Arts \$19.00***

***CHAMPIONSHIP SAMBO: Submission Holds and Groundfighting \$15.00***

***THE GRAPPLER'S BOOK OF CHOKES AND STRANGLES: Everybody's Got A Neck! \$19.00***

***JUJI GATAME COMPLETE: Secrets of the Cross-body Armlock \$25.00***

*DVDs by Steve Scott These DVDs are professionally produced and are excellent training tools.*

***CHAMPIONSHIP SAMBO Over 2 hours of serious sambo! Featuring World Sambo Champion Chris Heckadon. \$30.00***

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Send your check or money order payable to Steve Scott, 8000 Jefferson, Kansas City, MO 64114.  
SHIPPING/HANDLING: ADD \$3.00 FOR FIRST BOOK/DVD AND \$1.00 FOR EACH BOOK/DVD.  
Plan on attending the 2008 judo/ujitsu training camp coached by John Saylor and Steve Scott in Perrysville, Ohio. May 16, 17 and 18, 2008. We specialize in effective groundfighting skills! For information, contact Steve Scott at [stevescottjudo@yahoo.com](mailto:stevescottjudo@yahoo.com).

[www.WelcomeMatJudoClub.com](http://www.WelcomeMatJudoClub.com)

**From the office of:**

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Date: August 24, 2007

To : Long-time judo supporters

From: AnnMaria Rousey De Mars, James Pedro, Sr., Gary Goltz, James Bregman

Subject: Invitation to Support USJA Development & Coaching Programs

We'd like to update you on USJA activities and invite you to be involved. Our focus is about 90% local activities such as free monthly electronic newsletters, clinics on judo techniques, conditioning, games and coaching clinics; 10% is at the national and international level. We have a camp following the junior nationals, an athlete clinic and coaches clinic with the USJA Senior Nationals and a few international events. Most of these events just break even because we charge the minimal amount to maximize the number of USJA member who can afford to attend.

**West Coast Training Facility** we have been granted free use of a building for weekend training practices for the next 1.5 years. We need \$7,200 for new mats and \$340 for new crash mats. **Adopt-A-Mat for \$100 and be recognized on our training center Wall of Fame.** More than that, it will provide a center for judo in southern California that we hope will serve as a model for regional training centers, allowing athletes and coaches to further develop their skills without relocating.

The USJA also sponsors the Rising Stars Tour for development of athletes and coaches alike (see next page for details). Our next event is the Irish Open, a junior and senior event in Dublin in November. We would also like to send groups to the Ontario Open in November, for a camp in Baja California, Mexico and in Canada. Please check below which event you would like your donation to support:

**TAX-DEDUCTIBLE DONATION:**    \$25            \$50            \$75            \$100  
          \$250            other

- Adopt- A-Mat                       Local camps and clinics
- Ireland Rising Stars Tour     Ontario Open Rising Stars Tour
- Baja California Training Camp     Canadian Training Camp

PLEASE HELP! Any donation you can send to the USJA Development Fund would be greatly appreciated. Those who donate \$100 or more will receive an **Honorary Coach Certificate** for the event they choose to support. Please make checks payable to USJA and mail to the address above. OR, call the USJA office (877) 411-3409 to make a donation by credit card. Please **be sure** to mention the development fund.



**What is the Rising Stars Tour?** It is our only international program, an opportunity for coaches to gain experience and new insights from working with others from around the world. We are focused on developing the next generation of judo instructors and coaches. For the athletes, the tour gives them a broader view of judo than what they have seen in their hometown and memories they will keep their whole lives. Our goal is to increase both the number of young people who stay in judo and their technical ability. One of these athletes may be our next Olympic medalist. *Many* of them will be our future judo instructors and leaders. To be part of our Rising Stars Tour an athlete must be at least age 13, at least a brown belt and have a letter of recommendation from the home coach. Our first tour has twenty-four participants spending ten days in Wales training with teams from throughout the United Kingdom and Europe.

#### Where else do development funds go?

Lots of places. We try very hard to distribute funds across the country. We recently paid over \$600 to support the USJA Coaches Summit in Ohio. We spent \$300 for expenses for the Fight Like a Girl event held in Kirkwood, Missouri. We provide a clinician for the coaches clinic at the All-women's tournament in Kalamazoo, Michigan, which costs about \$500 in airfare alone. We have had many, many grass roots clinics in southern California with such instructors as Roman Mitichyan, Gerry Lafon, Ronda Rousey, Paul Nogaki and Terry Kelly. Through a generous donation, the USJA was able to provide \$750 to support these clinics which have been attended by hundreds of our members over the past year.

Thanks to generous donors we were able to give out \$300 in partial scholarships for three campers attending Camp Bushido West in northern California this summer.

If you have an idea for development funding, either fund-raising or an event to support, please contact Dr. AnnMaria De Mars at [DrAnnMaria@fractaldomains.com](mailto:DrAnnMaria@fractaldomains.com). Please be aware, we fund activities, not individuals. In other words, we will fund a clinic in your area, or support a training camp. We will not, for example, fund an individual player to go to a training camp or tournament unless this is part of a whole USJA supported team.