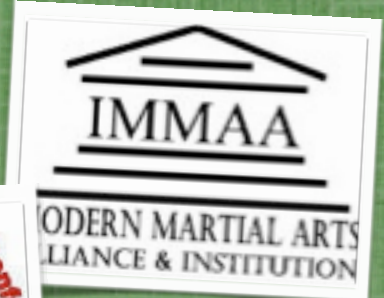


# THE ALLIANCE

THE ALLIANCE JANUARY 2011



*The Official  
Newsletter for the  
International Mixed  
Martial Arts  
Association*

VISIT [WWW.KKBBK.ORG](http://WWW.KKBBK.ORG)

## **KENKOJUKU KARATE OF SOUTH JERSEY, LLC**

He had a plan. Within five years he would have his own martial arts school. Seven years later, **Sensei Andrew Faupel** owns and operates **Kenkojuku Karate of South Jersey, LLC**, located at **614 Haddon Avenue** in Collingswood, New Jersey. It is the schools second move from the small, rented back room of a local health club. And now he has assistant black belt

students to help him run the school, something he had only planned for, a few



years ago.

The new digs are in an upscale area of the town. And the smell of a successfully run business is definitely in the air. Remarkable as that is in the current economic climate, it is no miracle the school is doing so well. Sensei

Faupel is a hard worker with a degree in business. His vision and focus on



family, has created a friendly environment where children, teenagers, adults, professionals, men and women, study traditional Shotokan karatedo, weapons, and self defence. [www.kksj.net](http://www.kksj.net)



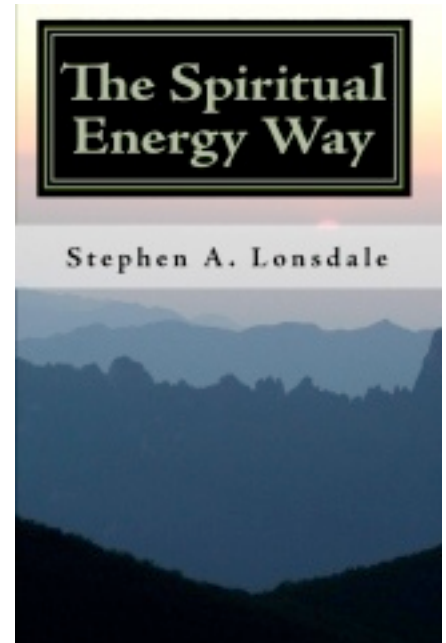
EMBROIDERY SIGNS PROMOTIONAL ITEMS

**Custom "Club Wear"**  
**Club Banners**  
**Signs**  
**Embroidery, Printing**  
**Promo Items**  
**Decals, Vehicle Graphics**

St. Thomas  
519.633.0070  
283 Talbot

London  
www.louies1stop.ca 519.663.0070  
372 York

Hanshi Lonsdale's book  
available at Amazon.com



 **AllianceSports**

**Professional equipment - Professional service**

**ALLIANCE SPORTS**  
176 York Street London, Ontario

**(519) 660-6665**  
[www.alliancesportsonline.com](http://www.alliancesportsonline.com)

# TRAINING IN THE NEW YEAR: GOALS

By Dan Morgan

(Article edited for space by  
Hanshi Stephen Lonsdale)



Going through the same techniques over and over can be quite a challenge, but repetition is the mother of success!

Keep in mind, that martial arts have not changed that much.

If you find yourself in this mindset try to give yourself training goals, make them achievable so you can see your progression.

Your goals may include: losing weight, improving cardio, putting on weight, improving techniques, participating in a martial arts event, or seeing if Krav Maga really works out there!

As a student of **Krav Maga** you need to find out what techniques would be applicable to your job,

what you do or where you live.

Keep a small arsenal of techniques you know you are good at and can apply to situations you often encounter.

Its no use knowing how to kick in a door and unload an Uzi, if you can't stop your self getting knocked out by a basic haymaker. Flash techniques rarely work; they look good, but if you really want to find out what works, go do some personal investigation.

Chaos rules. And if you can survive this then you are doing something right. Set your objectives, keep on track until you reach them, walk the walk, the path maybe tough and long, but don't quit:

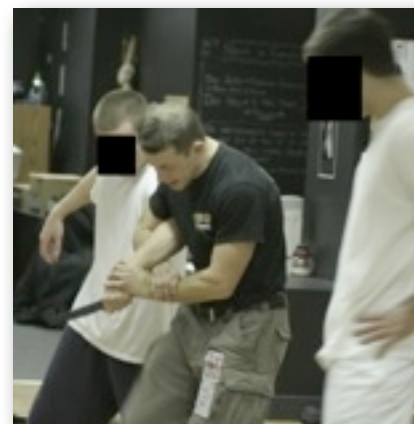
*"Winners never quit and quitters never win."*-Bruce Lee

Here at the **London, Ontario School of Urban Krav Maga** we practice and teach **Urban Krav Maga**. Krav Maga is a generic Hebrew term meaning: "**contact combat**."

Urban Krav Maga is a system founded by a group of instructors experienced in various styles of Krav Maga and other fighting systems. Urban Krav Maga is a

scenario- based system, the syllabus being based on defenses against common attacks.

We teach the student how to defend themselves, quickly. Once the student has mastered these techniques, more difficult scenarios are addressed to build a support system that will enable the student to deal with almost any situation. By teaching concepts through techniques, students are taught how to read a situation and react/respond accordingly, even if they've not experienced the same thing in training. Giving students the ability to improvise is an



important element of our training.

(Aasim Chowdhary and Dan Morgan training partners opened **Urban Krav Maga** in London, UK. They are affiliated to the **Central London School of Krav Maga**).

<http://urbankravmaga.net>

# **INTERNATIONAL MIXED MARTIAL ARTS ASSOCIATION**

*It is our aim is to create a forum which brings modern martial arts students, clubs and organizations together once a year for an exchange of views on subjects of common interest. Our mission is to maintain the authority and autonomy of our members, promote closer relationships between our members and all modern martial arts organizations, to coordinate and protect common interests and collect, verify and disseminate information.*

*In these ways we hope to defend and develop the concept of global unity, and to promote peace and understanding between people through the study of martial arts.*

## **Board of Directors**

**Jason Carter — President**

**Quoc L. Tran — Vice President**

**Lisa Carter — Treasurer/secretary**

**Lance Anderson — Director Advisory Board**

**Mr. Javier Galan: Advisory Board Member**

**Mr. Jeff Barrett: Advisory Board Member**

**Mr. Andrew Faupel: Advisory Board USA**

**Mr. Terry Shaw: Canadian Representative**

**Mr. Stephen Lonsdale: USA Representative**

**Mr. Javier Galan: Spain Representative**

**Public Relations**

**Stephen Lonsdale: [Brennus@comcast.net](mailto:Brennus@comcast.net)**

# **IMMAA**

**[www.kkbk.org](http://www.kkbk.org)**

## **Member of:**

*“International Council of Sport Science and Physical Education” [ICSSPE].*

## **Formal Associate with:**

*“United National Educational, Scientific and Cultural Organization” [UNESCO].*

## **Recognized as a premier martial arts institution by:**

*European Jujitsu/Jujutsu Union  
International Jujitsu Federation.*

*As a member of IMMAA, you will become part of this rich tradition and heritage. In addition, your certifications of achievement will be registered and recognized worldwide.*