

Growing Your Judo Club

by Gary Goltz, MBA, President of the USJA



Based on the Gary's



- ⌘ 47 years experience in judo 🥋
- ⌘ 37 years experience in marriage 🏠
- ⌘ 36 years experience in business 🏢
- ⌘ 30 years experience as a parent 👨‍👦

In the Beginning

The mission of Goltz Judo is: *to improve our community by promoting the study of judo. This will be accomplished by emphasizing judo's principles of developing good people .*



In 1988 I started my club. My immediate goal was to teach my daughter judo the way I was taught in Pittsburgh by the famous Korean Champion, Kyu Ha Kim.

Building Momentum



My next step was to find a community center, parks department, college, or YMCA to partner with. Back in Pittsburgh during the early 70's I had 3 classes at different YMCAs all going at once.

At first a local community college allowed the use of a mezzanine in their gym with some old wrestling mats for couple hours every Saturday morning. Than I found The City of Claremont in 1990.

Putting the Word Out



More importantly they ran an ad in their brochure which got mailed out to 5 or 6 local communities. Free advertising is one of the main benefits of partnering with a community based organization. Remember to work the relationship, it will pay off!

Importance of Getting Commitment



**Buy a gi + joining
the USJA + promo
to yellow belt =
95% retention!!!**



It's integral to be part of one of the national judo bodies. I became part of the USJA in 1974 for the same reasons I'm still with them today. I felt the JA gave the club instructor lots of support, a good promotion system, liability insurance, fair pricing, and most importantly independence.



Get in the Newspaper

Local papers proved to be a great source of free advertising and with the weight of being part of Claremont's Community Services. They regularly ran news about our club and stories about our students. ***The key is start small and build on it!***

PRESS RELEASE

June 10, 2003

Contact: Gary Goltz

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Goltz Judo Club Celebrates 16 Years in Claremont!

One hundred competitors from California, Nevada, and Mexico are expected to turn and pivot, attack, and defend at the Goltz Judo Club Tournament slated for Saturday June 21, 2003 at the Alexander Hughes Community Center in Claremont.

Sensei Goltz established the Goltz Judo Club of Claremont in 1987. He has trained thousands in the art of Judo. Sensei Goltz has helped train local law enforcement and is an LAPD Volunteer Advisor. He has also produced 10 champions in the national and international levels, coached the US Blind Judo Team, and lead two Goodwill Missions of So-Cal children to Japan.

Dr. James Lally, Chairman of the Board of Trustees at Chino Valley Medical Center is a Major Sponsor for this event. Dr. Lally has been the Goltz Judo Club physician for four years and is himself a Shodan (Black Belt, 1st Degree). Dr. Lally is board certified in sports medicine and actively contributes his expertise to many organized sports including local high school, the US Shooting team, both nationally and internationally, as well as at the Olympic level.

The tournament will be held at the Alexander Hughes Community Center located at 1700 Danbury Road in Claremont. The competition begins promptly at 10:30am. and spectators welcome to attend for free.

Establish a Club Website

Welcome to GOLTZ JUDO CLUB's Website



CLAREMONT, CALIFORNIA

For further information e-mail: Sensei Gary Goltz

Number of visitors since August 15, 1996:



Google Results 1 - 10 of about 16,800

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[Goltz Judo Club's 20th Anniversary | Inland Valley Daily Bulletin](#)
Jan 3, 2008 ... Caption: OH14-Judo-01-MFD.jpg (Mediha Fejzagic DiMartino/Staff Photographer)
Masashi Inada of Japan throws an opponent during the Goltz Judo ...
[dailybulletin.mycapture.com/mycapture/enlarge.asp?image...](#) - [Cached](#)



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Thanks to some good advice, I established a simple website in 1996 when the Internet was in its infancy using a very basic program and have kept it up to date.

www.goltzjudo.com

Email Magic; Have a Database



Keep a current list of all your students and their contact information, especially their e-mail addresses and cell phone #s.

The USJA provides this to club leaders via a free Coaches Portal.

Send out regular announcements of class registration dates, tournaments, events, student accomplishments, fundraisers, etc.

Judo Competitive Wisdom:



Judo Competitive Wisdom:



- ⌘ A skilled judoka never initiates a struggle from an unbalanced stance when his opponents balance is strong**
- ⌘ A skilled judoka defines the competitive space to make his opponent lose their edge by entering unfamiliar ground**
- ⌘ A skilled judoka after an initial attack, follows through fast to finish his opponent**

More Competitive Wisdom:



- ⌘ **A skilled judoka seeks first to understand and then to be understood, (Covey's fifth habit of highly effective people)**
- ⌘ **A skilled judoka adjusts the energy level of his response based on an awareness of the situation, of self, and of others**
- ⌘ **A skilled judoka learns from each defeat and uses that insight in the next match**

The Judo Keys of Leadership



⌘ Being Available

⌘ Being Accountable

⌘ Being Vulnerable

⌘ Being of Service

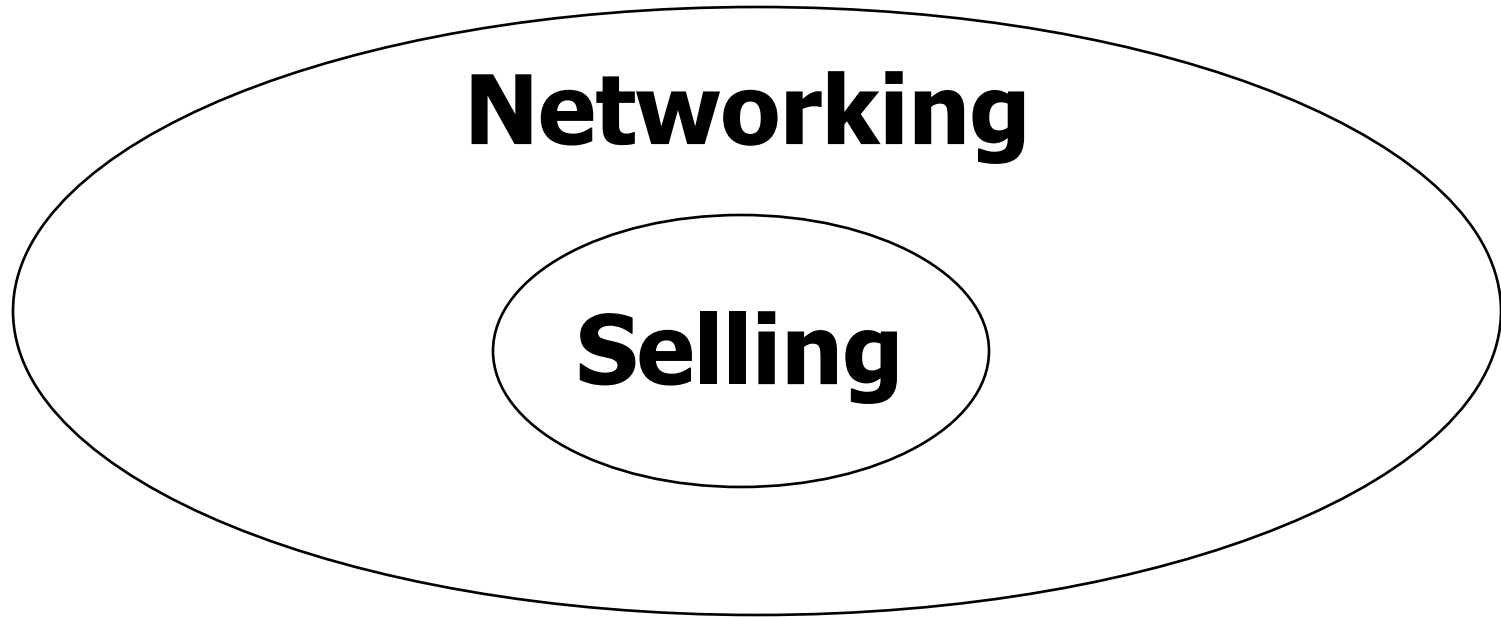
Traditional Networking



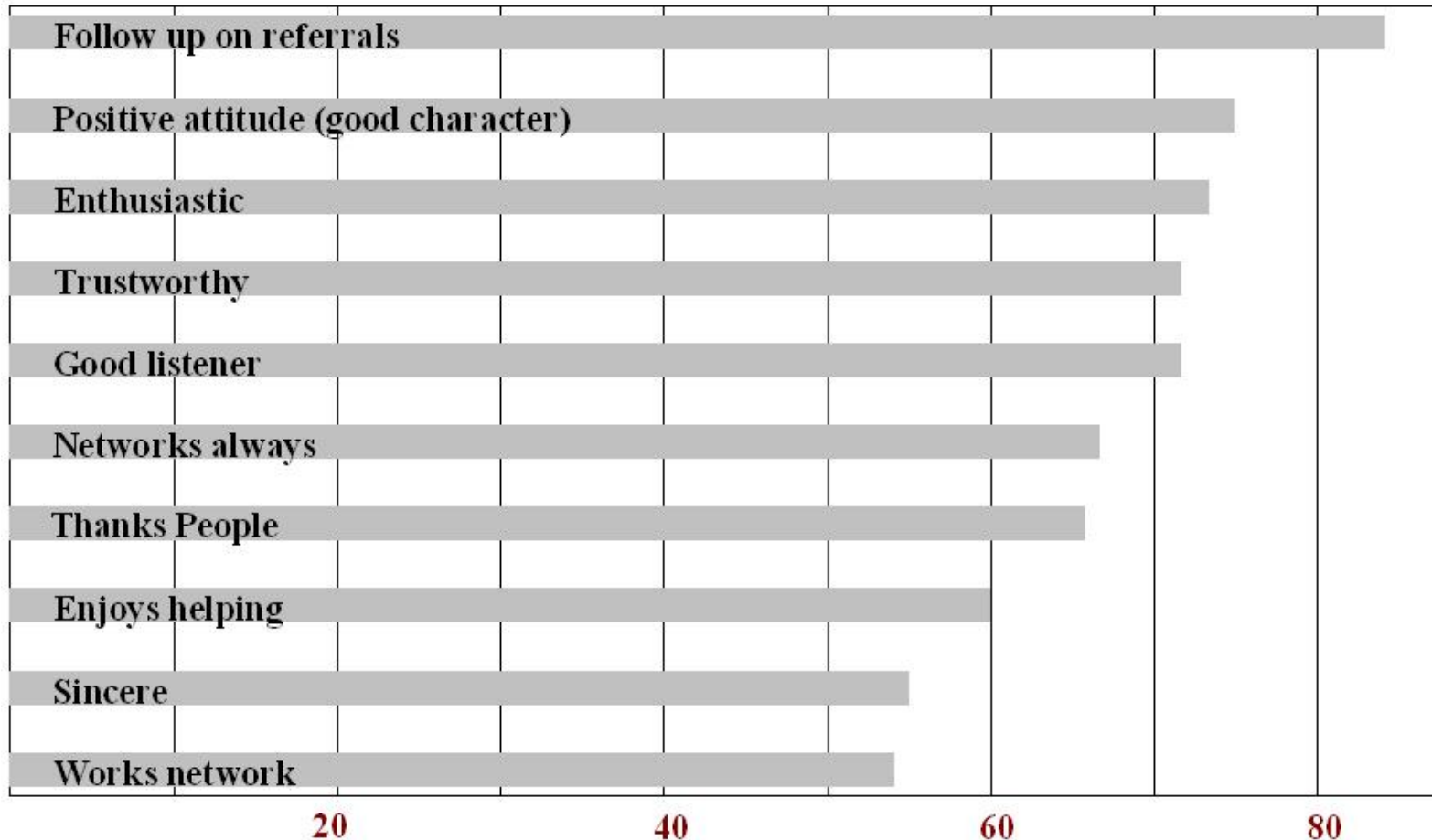
The skill of developing and maintaining quality relationships that enrich your life, empower you to achieve your goals, and help others to achieve theirs.

Judo is the study of networking!

Two Forms of Interaction



Top 10 Characteristics of both a Successful Networker and a USJA Club Leader



Based on a survey of 2000 by Elisabeth & Ivan Misner

Close the Loop



- ⌘ **Respond to all calls and email ASAP – even if out of town (PDAs, laptops, etc.)**
- ⌘ **Keep checking all the time – from wherever your are – getting back to the most important, always!**

Get on



Goltz Judo



Abel T.
Montclair, CA

Goltz Judo is a fantastic place to train. If you are new you will be welcomed, and if you've been here for a while you become like family. There is a large student base and he does well with children. Hands down this is less expensive than any place. You will NOT be dropping \$120+ a month for training. But the quality and the amount of time, practice and individual time spent per student and group by an experienced judo instructor (Sensei) is great.

He is great at making students into teachers over time. This is NOT a black belt factory or a McDojo. If you get a belt, it is because you earned it. You have studied the curriculum, you have competed and you are able to hold your own against your peers of the same rank from other dojos. e has a great curriculum for judo and he chooses to cover the entire curriculum from standing to mat-work grappling.

The other instructors here are also terrific. They have decades of experience and are high ranking and respected judo instructors. Each instructor offers his own angle of judo experience, different body types, strategies and they are all patient, willing and eager to spread the knowledge and martial art of judo to those who want to learn. You will have many many many opportunities to test yourself or be tested especially here in Southern California. Many of the older sensei's were students at many of the same dojo's, so a tournaments feel like a "family reunion".

Judo is a great martial art with practical applications. If you are military, law enforcement, a first responder, parent, child, athlete looking for a challenge or just want to get in or stay in shape, Judo is a great activity for you. As you start to promote, naturally your responsibility and roll in the dojo will grow as well. You will slowly be taught how to teach and eventually lead warm ups, practices and learn how referee judo matches. You will be taught to teach others and grow and spread judo; as that is also a major goal of the instructors here.

Have an Unique Card



Gary S. Goltz, MBA  

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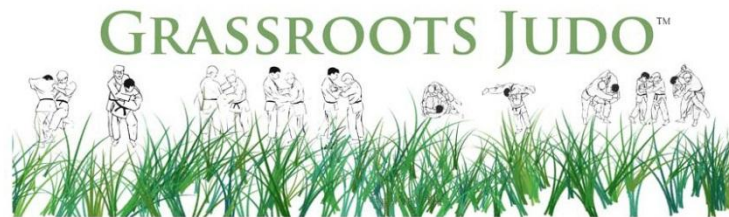
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7th Degree Black Belt
President, US Judo Association
LAPD, Defensive Tactics Advisor
Life Member, CHP 11-99 Foundation

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Make it memorable with all your current contact information

Thanks and Happy Marketing!



USJA ~ USJF
BUILDING FRIENDSHIPS AND BETTER PEOPLE THROUGH JUDO

