

KRAV MAGA



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August 2015 FDKM Newsletter

First Defense Krav Maga is celebrating our 5 year anniversary! High 5 to all of our students and supporters. We definitely couldn't have made it this far with out everyone! We're gonna celebrate all month long!

The last 5 years has been quite the journey. Unemployed and with a brand new baby boy (who we also can't believe is starting kindergarten this year!), Ann & I decided to take a very big leap of faith & open our own studio. I had already been teaching for a few years around Northern VA - in parks & tennis courts, in church basements & tiny kung-fu studios - and now was the time to turn a passion into a livelihood. Luckily, the stars aligned and everything worked out for us to rent the space at 295 Sunset Park Dr. (right on the other side of the fish store).

I like to think that we've accomplished so much over these last 5 years because we were in a position where failure wasn't an option. Yes, there was a ton of blood, sweat & tears from us, but what we truly owe our success to is the support of all the friends, family, students & instructors that supported us over the years. Big or small, everyone who walked through our doors made an impact on FDKM and on our lives.

Personally, I need to thank Ann most of all for her patience and support as I dedicated a lot of time (and a good chunk of our finances) in those early years to my own training. The only other KMG guy on the whole East Coast in those early years was Tito in NYC, so the both of us traveled (a lot & for weeks at a time) in order to work with Eyal at every opportunity.



There will always be way too many people to thank, but this time, I want to specifically express my appreciation for the those students who were there right from the beginning - Sam, Steve, Andy, Tony, John, & Viet. I couldn't ask for a better group of

people to share that first year with!

It's also pretty amazing that there's so many of our current students that started when we were over at that first location - Ilya, George, Dan, Paul, Cassie, Jay, James, Bouba, and I'm sure a bunch of others that aren't coming to mind (I'll call you out later if I missed you!).

It's been a super-wild first 5 years and I'm excited to see how we can continue to grow & improve as FDKM and as individuals in the next 5! Thanks everyone!

Thanks for reading & see you all in class!

Nick Masi & the First Defense Krav Maga team

UPCOMING EVENTS



Fall Krav Maga Foundations Course

The last installment of our popular course for 2015! Don't miss out on this opportunity to learn the fundamentals of Krav. This 8-week course will begin on Wednesday September 2nd at 7pm.

[Register >](#)



FDKM OPEN HOUSE

Join us Saturday September 26th from 1-6pm for our Open House! FREE Krav Maga Mini workshops, meet our staff/instructors, and join us in celebrating our 5 year anniversary!

[First Defense Open House>](#)



Happy Birthday to FDKM, but you get to win all the GIFTS!

All month long we'll be raffling off some fantastic prizes! You'll be automatically entered every time you attend class this month. Drawings will be on Tuesday nights - the 8th, 15th, & 22nd - with our mega-prize drawing to be held during the Open House on Saturday September 26th!

In First Defense Krav Maga News

First Defense Krav Maga Open House

Saturday September 26th 1pm-6pm



Join us Saturday September 26th, from 1-6pm for our Open House!

Stop by for our mini workshops all afternoon long.

The full schedule will be coming out in a few days, so keep an eye on your inboxes & First Defense's FB page for updates.

Fall Krav Maga Foundations Course

Starting Wednesday September 2nd, 7-8pm



Our popular Foundations Course is back for its final appearance in 2015! Here's your chance to learn all the fundamental skills used in Krav Maga in an 8 week course. It's a great way to get a jump start on Krav Maga training. For more information about the course contact us or visit our [website](#).

A short list of the material we will cover includes:

- Developing Situational Awareness
- Effective Striking Using Hands, Elbows, Knees, Legs
- Defending Strikes
- Releases from Chokes
- Releases from Headlocks
- Escaping Bearhugs
- Releases from Wrist Grabs Pulls
- Using Common Weapons for Self-Defense
- Defending Yourself on the Ground
- Protecting Others
- Functioning under Stressful Conditions
- Developing the Proper Mental Attitude

Congratulations to our General Instructors Course (GIC)

Participants!

It's a long road, but they did it!



Our very own Andy, Chris, and Omar successfully completed their GIC Part 3 in August with KMG International team member Pavel. Becoming a KMG certified instructor is a bonifide commitment. These guys not only put in many hours during this 3rd and final part of the KMG General Instructor Course, but they have also dedicated many years to their own personal Krav Maga training. Each person's journey to become an instructor is unique. They each faced their own personal challenges in order to reach this achievement. We are honored to have helped them succeed and welcome them to our First Defense Instruction Team! CONGRATULATIONS!



We welcomed Pavel & Jakub to the DMV area

Both Pavel & Jakub got to experience some hospitality



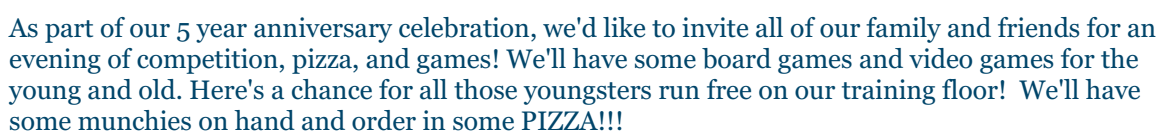
We here at First Defense love hosting KMG's International Team. Both Pavel (from Israel) and Jakub (from the Czech Republic) were here to teach GIC 2 & 3. The team gathered together to feed them lots of American hamburgers and take in all the local excitement the area has to offer. We hope they enjoyed their time here and look forward to seeing them back in the states in the near future!



While they were here, they also taught some special seminars on Anti-carjacking and bar fighting.

FDKM FAMILY FUN GAME NIGHT

Friday September 18th, 6pm-9pm



In August we kicked off our Krav Junior Program with a Bang!





In August we kicked off our KMG Krav Junior Program! What a fantastic group of kids we have. We have already reached capacity for our Youth Division (Ages 8-10) and only have a few more spots left for our Kids Division (5-7) and our Junior Division (10-13).

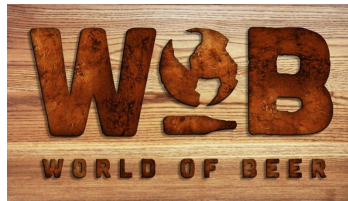
Did you know that we also have a special Teen Division? The Teen class meets on Tuesdays and Thursdays from 5pm-5:45pm.

For more information [contact Ann](#)



FDKM is TURNING 5!

First Defense Krav Maga is turning 5! Let us know how What Krav Maga means to you and we'll post it online! Ann will be more than happy to shoot a clip for you.



FDKM Happy Hour!

Join us after class on Thursday September 24th for some beer and pretzels! YUM! Missed our last one? Here's your chance to come out and celebrate some cheer with us.



We're on Social Media!

Have you found us on:

[Facebook](#)
[Twitter](#)
[Youtube](#)
[Yelp](#)
[Instagram](#)
[Google+](#)

We Grow as a Family, our First Defense Family

Thank you for supporting us over the last five years.



I wanted to take this opportunity to say, Thank you. Building a business is never an easy endeavor, it takes blood, sweat, and tears. However, it's the support of our families and our students that have made this journey possible. Our first 6 months were the scariest, we wondered if opening a Krav Maga studio was a viable way to make a living. Five years later, we're still here and growing!

Our five year anniversary is a big milestone for First Defense, not only in a business sense but also on a

personal level. Thank you to everyone who was patient with us and our little family. There were days where you had to step over a minefield of Legos, listen to Maroon 5 on repeat, youtube videos on blast, the occasional tantrum from Myles, and all of those quirky (disruptive) things toddlers/pre-schoolers do. Sometimes, the studio resembled a day care gone wrong more than a Krav Maga studio. But, as the years have gone by, everyone has gotten know us, the Masi's and our little family. You've witnessed Myles grow up here in the studio. Picking up Krav Maga or Shuai Chaio moves along the way. Building a Community and Family is really important to us here. We've been lucky enough to be part of many of our students' lives outside of the studio. Sharing in the celebration of unions & marriages, welcoming new little bundles of joy to the world, and share the heartbreak of loss. Sure, there have been bumps along the road as we grow and difficult people and times have come and gone, but at the end of the day the support of our First Defense Family is something we deeply appreciate.



Many of us this school year have been experiencing major milestones. Sending our children off to college to the first day of kindergarten. Myles is embarking on his new journey at "big kid's school" this year as well. With a new school year, it also means that my schedule here at First Defense will be changing. I'll be around, just no more late nights at the studio. Hopefully, I'll also be able to get those promised new T-shirts done!

Looking towards the future and the next five years, I hope to see our Krav family grow bigger and stronger. I can't thank everyone enough for your support, friendship, and showing up to TRAIN!!! -Ann

Featured Onnit Product of the Month



Onnit 180

Onnit 180 is a totally unique combination of our flagship cognitive enhancer, Alpha BRAIN, mixed with unique, specialized nutrients to give your body a 180 degree revitalization boost. Combining the neurotransmitter support of Alpha BRAIN with the best adaptogens from Shroom TECH Sport, a little 5-HTP from New MOOD, and some minerals for the immune system, these nutrients play a key role in supporting multiple body systems for recovery from stress. Beyond those familiar Onnit ingredients, we wanted to add a few new specialized ingredients to round out the blend.

Prevention is Key

Nutrition, exercise, and adequate sleep are essential components that lead to good mental health and high cognitive functioning. However, a perfectly balanced lifestyle is challenging to maintain and we frequently find

ourselves operating at less than 100%. Mental and physical fatigue can lead to poor performance and further irritability. One solution is to supplement your diet with vitamins and potent antioxidants that directly combat these symptoms. Onnit 180 includes neuroprotective antioxidants, such as AC-11, vinpocetine, and bacopa monniera, that help the body keep brain cells healthier, increase cerebral blood flow, and can aid in providing mental clarity.



First Defense Referral Program

Did you know that First Defense Krav Maga offers a \$10 discount for every person that you refer that signs up for a membership? Better yet, both of you receive \$10 off your membership! So everyone wins.

Think about it: 5 referrals join as members, they each get \$10 off their monthly rates. But, you get \$50 off! (both accounts must be current and in good standing to receive the discount)

Spread the word



Help the First Defense family grow, tell others why you joined. Did you join to learn Krav Maga for it's key self defensive techniques so you could improve your own personal safety? Does your membership give you the missing key to your personal fitness routine? We would love to hear from you, please share your testimonials on Facebook, Google, Yelp, Twitter, LinkedIn, etc.



Reminders

If you have had an address change or need to update your credit card please remember to update it on MindBody or talk to Ann or Lauren at the front desk.

Only shoes that have never been worn outside are allowed on the mats for class. If you don't have indoor-only shoes, bare feet or socked feet are fine, but we highly recommend getting some shoes for class. This will help keep our mats clean free of dirt, grime, and germs from the outside.

It is First Defense's policy that all men wear groin protection when they attend class. This is for your own safety. We do not want anyone to take a groin strike unprotected. We also want to remind all members that you should be wearing First Defense or KMG t-shirts and pants or shorts (w/ appropriate rank patch) when you're taking Krav Maga classes.

You should also be wearing your hand wraps during class, especially the striking class. Not only do they provide protection to hands and wrists, they also soak up a lot of the sweat that will otherwise end up in the mitts and gloves.

Thank you for taking the time to review our News & Updates. We look forward to seeing you in class soon.

Sincerely,

Nick & The First Defense Krav Maga Team

Forward this
email

STAY CONNECTED



