

KRAV MAGA

A Decade of Excellence



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2020 January FDKM Newsletter

Happy NEW YEAR!!!!!!

We all made it and survived 2019. 2020 brings a lot of new things to First Defense and we're so excited to share all the new opportunities we have planned for the upcoming year! Thank you to all of our members and supporters over the past year and over the last 10 years as we celebrate a huge milestone in 2020! A decade of First Defense Krav Maga!

Hello FDKM'ers

2020 is upon us! We hope everyone had a wonderful Holiday break. I don't know about you, but I'm ready to hit the mat! Definitely indulged in one too many holiday treats over the break! Plus, we're ready to kick off our milestone 10 year anniversary year with all of you ASAP. We've got a lot planned for the upcoming year, including some new classes on our schedule and expanding our Shuaijiao program.

Last year was definitely a year full of growth, learning curves, and changes. As we move forward, not only are we planning for the upcoming year but we're setting goals for the next 10 years! (Which means Myles would turn 20.....ahhhhhh). Some of you have heard the twisty winding path that got both myself and Ann to open up First Defense. It hasn't been the easiest path, and we're still learning so much as we continue to grow FDKM. However, we've been blessed to meet and work with so many fantastic people and organizations over the past decade that makes this journey worth both the hard times and good times. What amazes me more, are the members that have stayed with us nearly all of the 10 years we've been in business! Wow!

Well, there's a whole bunch of stuff to share in this newsletter so I'm not going to ramble on too much longer here. Read on! Thank you so much for taking a moment each month to read these newsletters. See you on the mat!

- Nick, Ann, and the First Defense Krav Maga Team

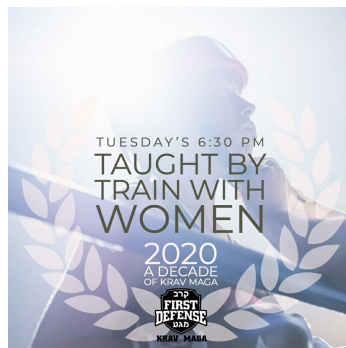
UPCOMING EVENTS



Introduction to Krav Maga Course Begins January 6th!

Our popular Introduction to Krav Maga Course is back! Kick start your new year's resolution with learning what Krav Maga is all about in this beginners course. Space is limited so register today! Special Gift for the first 15 registrations!

REGISTER 



New Weekly Class: Women's Only Training

Starting in 2020 we'll be dedicating a weekly class to women only training. This is not a watered down Krav Maga class, but a class tailored to women's threats, specific scenarios, and training tactics that are more geared to a woman's needs.



New Weekly Class: Techniques & Tactics

In our efforts to make FDKM a more inclusive place to train, we're adding a new class to our regular schedule called Techniques & Tactics. This class is focused on the details in movement used in Krav Maga. A lower impact class that is perfect for those who are worried about previous injuries, age, and/or the intensity of regular classes.

2020 Introduction to Krav Maga Course

Begins Monday January 6th



First Defense Krav Maga is Kicking 2020 off with the return of our most popular course! Introduction to Krav Maga course begins on January 6th. Each class focuses on a specific theme or topic. From choke releases to protecting others, you will get a sampling of what the system Krav Maga has to offer.

As with our regular classes the Introduction to Krav Maga Course develops 4 components - physical, technical, tactical, & mental.

All new journeys start with a single step. Join us for our January Introduction to Krav Maga Course and step onto the the path towards increased confidence, physical fitness and personal safety.

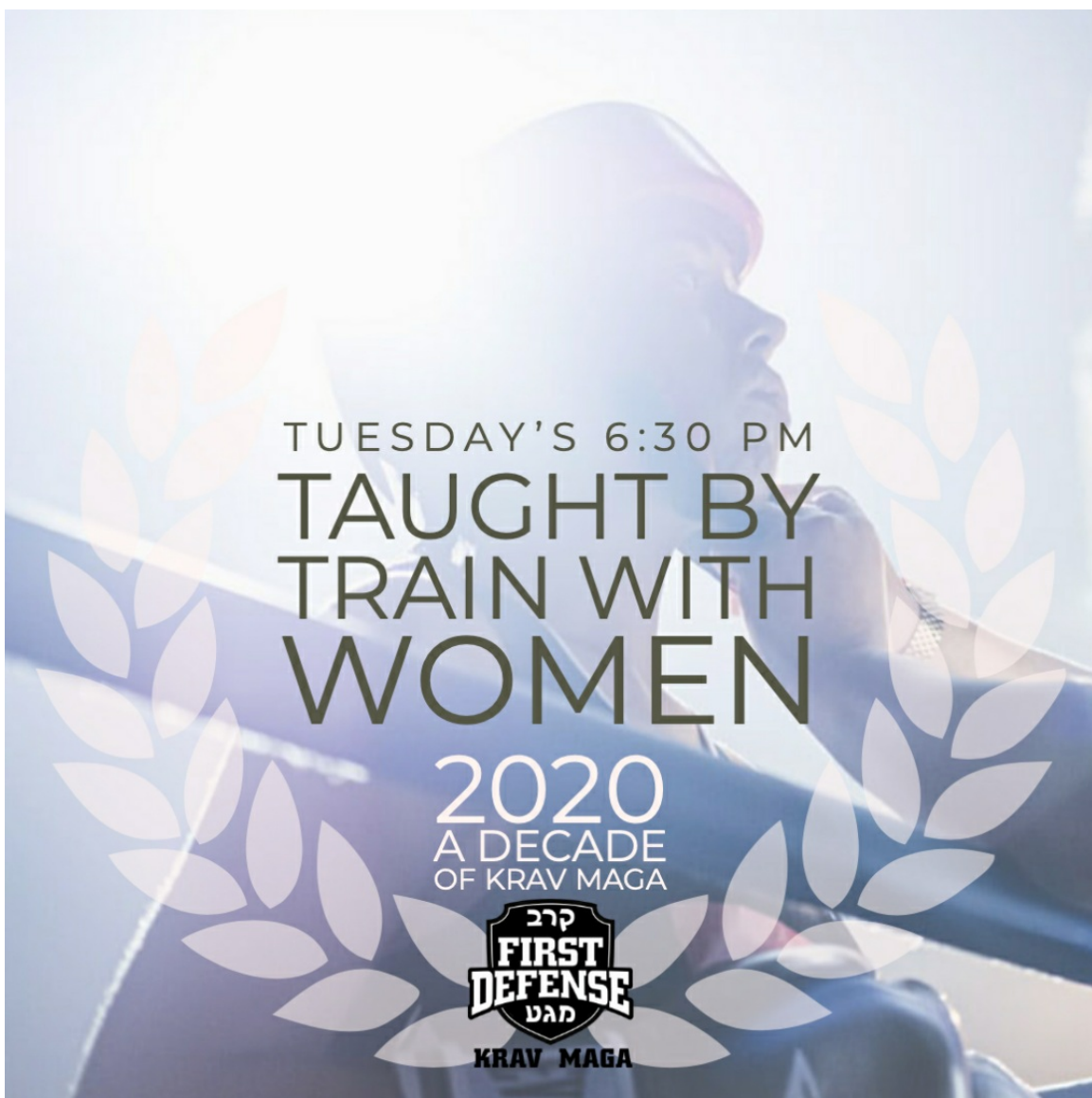
Reserve your spot before the class fills up!
First 15 registrants will receive a free gift



New Classes in 2020!

Some new classes added to the regular schedule

The New Year is bringing some new classes to our regular schedule. Some of these classes have been in the works for a long time. Now, we finally have a great team together who are ready to kickstart these new training opportunities for students.



Women's only weekly training taught by our team of female instructors. This class is dedicated to threats and scenarios women most often face. It's not a watered down Krav Maga class, in fact it's the opposite. The class will focus on boundary setting, using one's voice, de-escalation tactics, and the fundamentals of Krav Maga whilst training with other women to gain confidence and build a community of empowerment. This class will be offered once a week on our regular schedule on Tuesday's at 6:30 pm. Come try out the class with us in the new year!



Techniques & Tactics class is a option for those looking for low impact training. This class will focus on the fine details of movement used in Krav Maga and the fundamental tactics in scenario based training. The pace of class with be slower than our regular Krav classes and there will be more consideration for participants training limitations. It's a great class for those who have concerns about prior injuries and/or who may be older in age and aren't interested in sparring with our spring chickens in the regular classes. If you've been hesitant to try out Krav Maga because of your age, injuries/physical limitations, or fitness level, come try out our Techniques & Tactics class offered on Thursday's at 5pm.



Strike Class made the cut for 2020! This 30 minute class is a training and conditioning class that focuses on both striking techniques, combos, and mitt work. Even though a large chunk of Krav Maga is about self-defense, as you progress in the system, it's important to learn the offensive techniques in striking. Improve on accuracy, targeting, power, and agility of your strikes. The class times for this class have been adjusted for the new year as follows:

Mondays- Studio A from 6-6:30 pm

Tuesdays- Studio A from 6-6:30 pm

Wednesdays- Studio A from 6-6:30 pm

Saturdays- Studio A from 10:30-11 am



We're excited to see our Shuaijiao program grow over the past year! We're hoping to have some of our students participate in some competitions in 2020. Really exciting stuff. What's even more exciting is that we're able to add some additional Shuaijiao training time to our weekday schedule. So for some of you who have wanted to participate but don't make it in on Saturdays, here's your opportunity to train during the week as well! Class times for Shuaijiao are as follows:

Monday's- Studio A 6:30-7 pm
Wednesday's- Studio A 6:30-7 pm
Saturday's- Studio B 1-2 pm

You'll notice that the Monday & Wednesday Strike class are just before the Shuaijiao class. FDKM will also be forming a Sanshou (Sanda, Chinese Kickboxing) competition team. These Monday/Wednesday class times will also serve as team training for both Shuaijiao and Sanshou competitions. You do not have to compete to attend these classes. For most of the year, all students will train together. As we prepare for competitions, the team will be split out to work separately on their preparation.



It's great seeing some of our Krav Junior participants graduate into our Adult Krav Maga training program over the past year! We're making some minor changes to our Krav Junior program so it mirrors our Adult progression and curriculum a little closer for 2020. More information about these changes will be sent out to our Krav Junior Parents in the upcoming month. However, in the meantime we're adding an additional training time to our schedule for the Youth division (red shirts) and Junior/Teens (green & tan shirts). New class times as follows:

Kids Division (5-7 year olds) No Change
Wed 5:15- 6 pm
Sat 9-9:45 am

Youth Division (8-10 year olds)
Tues 5-5:45 pm
Wed 5-5:45 pm ****New time****
Thurs 5-5:45 pm
Sat 10-10:45 am

Junior (11-13 year olds) & Teens (14+) Division
Mon 5-5:45 pm ****New time****
Tues 5:45-6:30 pm
Thurs 5:45-6:30 pm
Sat 11-11:45 am

10x10 for 2020!

We're raffling prizes to celebrate our 10 year anniversary!



10 months of prizes celebrating each year we've been in business. September of 2020, First Defense Krav Maga will celebrate our 10 year anniversary with a big ole party. But until then we'll be raffling off prizes for the next 10 months to our students. To enter, all you need to do is attend classes. We'll enter your name each time you come into train. There are additional opportunities to earn more tickets into the raffle, such as referring a friend, renewing a membership, purchasing merchandise, and weekly social media challenges! Train often and compete to improve your chances of winning!

In December we had nearly 750 entries for our raffle, Wow!!!! Can't wait to see what the numbers will look like for January. Especially since a lot of us will be coming in extra to work off those holiday treats!



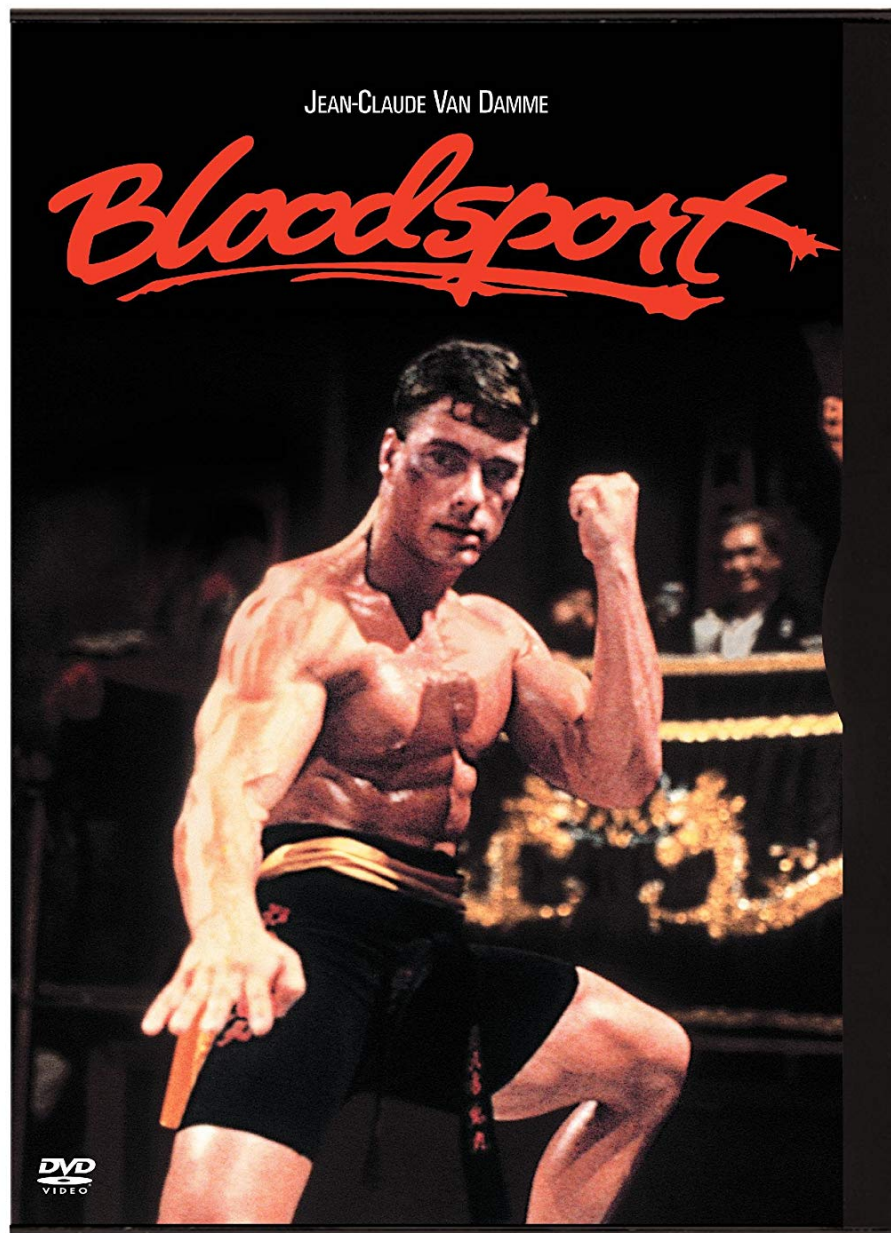
CONGRATS to LAUREN KINNEY!!!! She won our first raffle prize, FDKM SWAG BAG!



Congrats to Isaac Patterson! He won the Raffle for the Krav Junior Division, LaserX laser tag blasters!

FDKM Movie Night: Bloodsport

Saturday January 11th

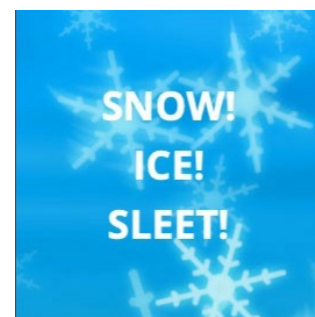


Who doesn't love some classic Jean-Claude Van Damme back in his heyday?!?! We'll be screening this classic at the studio. Peanut Gallery encouraged! If you haven't seen this movie yet, definitely come join us. Lots of fighting, blood, abs, and super memorable fighting scenes.

Feel free to bring any favorite movie snacks to munch on. We'll provide some light movie snacks. Also comfy cushions encouraged.

Join us Saturday January 11. Movie will start at 7pm!

It happens to be Dakota's bday that day as well....wink..wink.....



Account Changes

Just a reminder that all Account change requests need to be submitted minimally with 30 days notice. This includes all non-medical Account Holds and Account cancellations.

Beginning in 2020, there will be a Administrative fee of \$20 to process any non-medical hold on an account.

Not feeling well?

Aaachoooo!
Flu and cold season has reared it's ugly head early this year. We politely ask everyone who think they may be sick to take a break from training until they feel well again.

Also, we offer hand sanitizer stations all around the studio to help keep germs at bay.

Inclement weather notices

Tis the season for snow, ice, and sleet. If FDKM needs to close due weather, we will make an announcement via all of our social media outlets and a notification push through our App. So make sure to follow us on Facebook, instagram, or Twitter. Not a fan of social media? Download our free App.

Congrats on Achieving the Next Krav Maga Rank!

Leveling up!



Congrats to our members for ranking up in last testing session of 2019! Great job everyone! Looking forward to seeing you guys earn your next rank in 2020!

Testing Schedule & Procedures for 2020

Let's work together to reach your goals!

As many of you are aware there were some organizational changes that happen towards the end of last year. We're still working through the kinks and details on how progression will work moving forward. However, for the time being, there are no changes to any of our testing procedures.

Next P1/P2- Fundamental Level testing will be on Saturday January 18th. As always, those who are eligible to test will receive an invitation and registration link

to do so. If you have any questions or concerns about your eligibility please reach out to Nick.

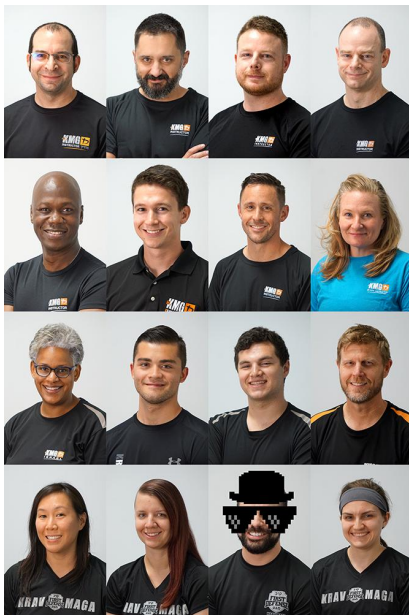
Holiday Schedule and Closings



Huzzah! Lucky for you guys we do not have any scheduled holiday closings until Easter weekend in April. That's right, we'll be open Martin Luther King Jr Day, Presidents Day, and Chinese New Year! Well..... unless we have to close due to inclement weather issues between now and then.... Didn't we just have a 65 degree day here in December, hmmmm..... See you in class!

Join our Instructor & Assistant Team!

Be part of the FDKM Team!



Have you ever wondered how to become a part of the First Defense Krav Maga Instructional team? Well our annual Interest meeting is coming up on February 29th in the afternoon. If you'd like to attend please make sure to RSVP with us.

We'll go over the new assistant & instructor training requirements and commitments. What we're looking for in an instructor and what the financial obligations will be. We're always looking for candidates who maybe interested in not only in our regular Adult Krav Maga classes, but also our Krav Junior divisions, and our upcoming specialty classes.

Hope to see you there!

Straight from the Headlines Week

Our popular themed week is back!



Make sure to attend classes during the week of January 25th-January 30th for Straight From The Headlines classes. During the course of the week we like to take threats, scenarios, and attacks that have happened in real life and train based on that incident. How can Krav Maga training help you if you find yourself in a similar situation? And if you have a video or a headline you'd like covered in class please send it along to Nick and Ann so we can fit it in the schedule!

Shuaijiao Shoutouts!



New Additional Times!

We're excited to see our Shuai Jiao program grow over the past year! We're hoping to have some of our students participate in some competitions in 2020. Really exciting stuff. What's even more exciting is that we're able to add some additional Shuai Jiao training time to our weekday schedule. So for some of you who have wanted to participate but don't make it in on Saturdays, here's your opportunity to train during the week as well! Class times for Shuai Jiao as follows:
Monday's- Studio A 6:30-7 pm
Wednesday's- Studio A 6:30-7 pm
Saturday's- Studio B 1-2 pm

USA Shuaijiao East Coast Regionals

USA Shuaijiao East Coast Regionals will be held in NYC towards the end of February. Final date and time will be announced by the organization this month. The event will be held at the NY Martial Arts Academy located at 184 North 8th Street, Brooklyn NY.

For more information visit <http://www.sjevolution.com/events>

Buh-Bye 2019, and HELLO 2020!!!!



If you've made it this far in our newsletter, Thank you for taking the time to read it! If you've spent the better part of the last decade training with us, even a bigger THANK YOU is in order. I can never say this enough, but we wouldn't be where we are today with out you. The support of our members, friends, and family have really pulled us through some tough times and helped us celebrate the great times. If I created a slide show of all the wonderful memories, friends, and colleagues we've made over the past 10 years, that would be a very very long internet video. I'll save it for our celebration event in September!

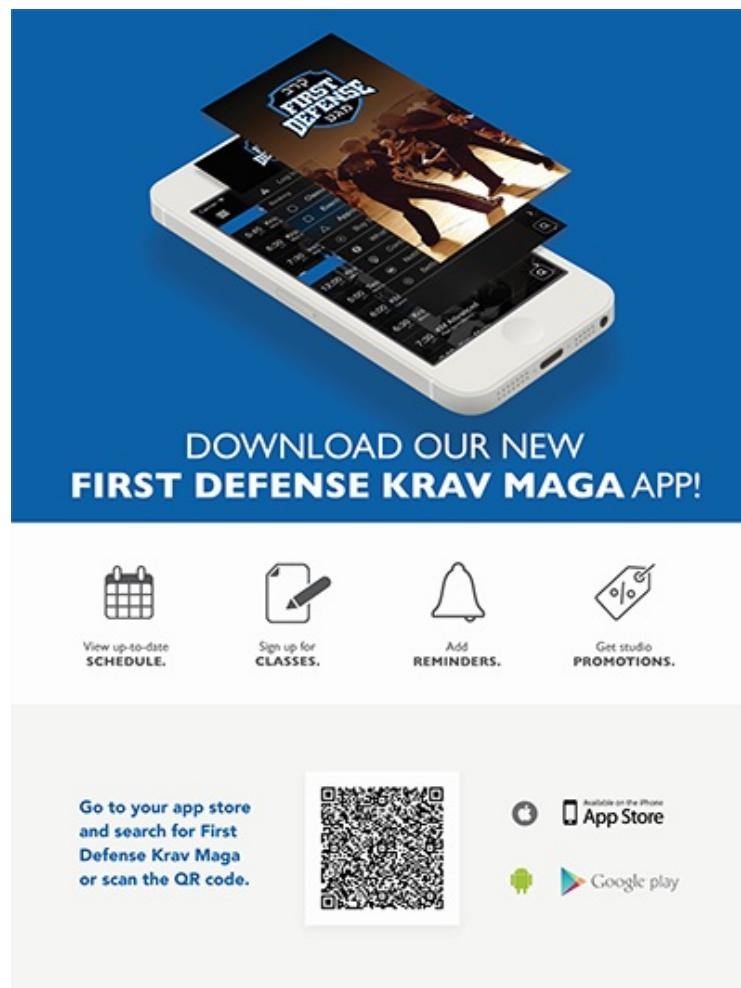
We will continue to strive to be the best Krav Maga school. We hope that you'll be here with us for the next 10 years as we grow the business, evolve training, and make our community stronger than ever. I could write a novel about the trials and tribulations of 2019, but I'm going to skip that. I'm going to focus on all the growth I'm hoping to happen in 2020 as I plant the seeds of success now. Many of you have also experienced the hardships of training and progressing through the system. It's not

easy, and through commitment and diligence you too have overcome some of the failures and letdowns of training can bring. I'm continually impressed by the strength and courage that many of you demonstrate both on and off the mat. Some of the moments I have enjoyed the most about running First Defense are the ones where I witness the joy, laughter, and camaraderie you all share amongst each other. Building this community that is so warm, helpful, and caring is something beyond my expectations. Thank you to everyone who has contributed to the wonderful school we have!

-Happy New Year! Nick, Ann, and the First Defense Team

FDKM Private Facebook page & App

Missing events and announcements?



**DOWNLOAD OUR NEW
FIRST DEFENSE KRAV MAGA APP!**

View up-to-date
SCHEDULE.

Sign up for
CLASSES.

Add
REMINDERS.

Get studio
PROMOTIONS.

Go to your app store
and search for First
Defense Krav Maga
or scan the QR code.

Available on the iPhone
App Store

Google play

Feel like you're missing out on events and other ongoing here at First Defense? For current members who have Facebook accounts, make sure you're part of our Private Facebook page. If you haven't received an invite for our group, please visit the front desk. Many of you may have different email accounts associated to different social media sites. We want to make sure you're part of the conversation! We share a lot of videos, photos, and information on our private Facebook site. Of course, it also gives you the opportunity to chime in and join the fun banter that happens on there too! Not on Facebook? No problem! Just download our Free app to get updates and notifications on upcoming events and important news.



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 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

