

UNITING THE WORLD THROUGH **MARTIAL ARTS**

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GTMA IS CHANGING THE FACE OF THE TRADITIONAL MARTIAL ARTS ORGANIZATION.

Meet Grand Master G.K. Lee and CEO Jeffrey Nodelman, learn the GTMA way to run a cost effective martial arts business, make money while you sleep, get access to real benefits, and then maybe go on a cruise.

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Global Traditional Martial Art's unprecedented new take on how to build a martial arts organization is clearly working as GTMA grows faster and stronger than any other association in history. Built on a foundation of traditional values and martial arts expertise, it's the leadership's direction to combine with unintrusive business support and opportunities for their licensees never before available in the industry that is resulting in such extraordinary early success.



The GTMA family as they like to be known, is headed by Grand Master G. K. Lee. The Taekwondo Times Hall of Fame, Black Belt Magazine Hall of Fame, and United Martial Arts Hall of fame recipient is world recognized as an elite martial artist and instructor. Grand Master G.K. possesses an infectious positive personality that inspires all that know him. His ninth degree testing in 2016 at the age 60 has over 10 million views on YOUTUBE. Grand Master G.K. Lee is supported by the "Founding Masters", a group made up of eighth and ninth degree black belts who are all actively training and successful school owners with over a combined 450 years of experience in the martial arts industry.

“Martial Arts is not a sometimes thing” says Grand Master G.K. Lee. “It is a lifestyle, and if we are to be the best versions of ourselves, we must continue to train and lead by example. I train daily, I am so lucky to have had some many great master’s guide me, I honor their sacrifice by making sure my juniors have the same opportunities.”



It is one of Grand Master G.K. Lee’s juniors, 5th degree black belt and GTMA CEO, Jeffrey Nodelman that is the company wild card. An enthusiastic martial artist himself, its not his experience on the mats but his extensive career off of them that are helping to shake things up. Nodelman is a graduate and Dusty Award winner for Outstanding Achievements in Animation from the famed School of Visual Arts in NYC. His prolific artistic career started as an animator for Walt Disney, Warner Bros, Cartoon Network, and Nickelodeon. He parlayed that experience into a career on Madison Avenue as a creative director for Grey Worldwide working on brands for Hasbro Toys such as “NASCAR”, “Star Wars”, and “Batman.” In the early 2000’s, Nodelman founded his own animation shop which was chosen by the Hollywood Reporter in 2003 as one of the most innovative in the world, where they worked extensively with both New York agencies and Hollywood studios to produce animation for commercials, feature films and even the Tony® Award winning Broadway musical “Avenue Q.” As

a writer and illustrator, he has authored and drawn for publishers Walt Disney Press, TokyoPop, and Rodale. He has been featured in Entrepreneur Magazine, Inc. Magazine, Fortune Small Business, and countless others. Recently, he earned his master’s degree with honors in mass communication from the University of Arkansas at Little Rock.



Nodelman jokes that like Liam Neeson in “Taken” he has “a specific set of skills” honed for a martial arts organization that he uses to the benefit of the GTMA family. “I’ve been very blessed over the years to be on some incredible teams” says Nodelman. “This group is simply special. No egos, just a fierce determination to build the organization we’ve all dreamed of being a part of. One that is fun and ethical and supports business owners regardless of rank and school size.”



“It is a tremendous opportunity to be able to work with the GTMA family” Nodelman continues. “The access to talent here is off the charts. GTMA’s founding masters’ martial arts abilities combined with all of the accumulated firsthand knowledge of school operations and management from a ground level understanding is matched only with the openness to share everything they’ve learned over lifetimes of experience. These masters have been stifled for so long, now that they finally have the ability to use their voices in this new organization the floodgates have burst open. It’s an honor to help facilitate their ideas into action. My job is honestly to keep up and not crash the bus.”



GTMA’s intellectual properties revolve around their GSHIM taekwondo but is not reliant on it. This is something that is important for the organization’s growth. “GTMA stands for Global Traditional Martial Arts” explains Grand Master G.K. Lee. The outspoken advocate of studying multiple martial arts continued, “If there is always more to learn, then why just limit yourself to training in one style? We should be able to train for our entire lives.” Grand Master G.K. Lee personally has ranks as; a 9th degree black belt in Taekwondo, Mugayeahru Kendo master, Professor in Brazilian Jiu Jitsu, and is both a Tai Chi and weapons master. Additionally, Grand Master G.K. Lee is one of the pioneers of combat stick sparring in Taekwondo. “As our organization grows, it’s important that what we build for our family can be shared by those who also need it.”



It’s the execution of these fresh ideas that are quickly separating GTMA from the pack. “At the core of any martial arts organization is obviously going to be the art itself” Nodelman explains. “That is always going to be subjective and embedded in the loyalty of its members. We all believe we have the best style and instructors. However, in addition to the GSHIM taekwondo we practice, GTMA is trying to bring something else to the table, real actionable opportunities without intruding in how licensees run their businesses.”

To accomplish this goal GTMA has spent the past two years carefully building three different tracks in which their licensees can find success; exclusive IP, unparalleled business partnerships, and experiences that can only be described as “GTMA intangibles”.



Rolling out at this year's Global Celebration being held at the Gaylord Texan in Grapevine, TX which is GTMA's biggest annual convention and tournament attended by a several thousand people daily, is the anxiously awaited Leadership program. "GTMA's philosophy for program development is simple" says Nodelman. "With our founding masters, we believe we have the taekwondo part covered, now we look for partnerships with experts in other synergistic fields that can take a typical martial arts program to the next level." The GTMA Leadership program is a perfect example of this. Using the Sam-Taegeuk as inspiration, this program is separated into Mind (Leadership Life Skills), Body (fitness and nutrition), and Soul (GSHIM taekwondo). The "Soul" portion is being developed by the GTMA founding masters. The "Body" portion is written by GTMA's director of fitness and nutrition, US Air Force Colonel and Master Mark Shirley, D.O. What is innovative is that GTMA went outside the organization for a partner on the leadership section, to the appropriately named Leadership Harbor.

"At Leadership Harbor, as (John) Maxwell Leadership Certified Coaches, our team is excited to partner with GTMA to bring out the best in values-based leadership qualities in these outstanding Martial Artists and their families. As a GTMA parent of a current Black and Orange belt student, I've witnessed the quality of instruction, community, and life-skill taught 'on the mat'. This partnership is creating a first-of-its-kind leadership program that will amplify what GTMA students learn in class and equip them to be the leaders they're born to be in the hours before, after, and between their martial arts training. It will create not only better martial artists but Black Belt Leaders who will bring about change in our world" said Chris Hansen, Youth Impact Division Director, Certified Coach, Trainer, Speaker, Leadership Harbor LLC.



At the 2022 Global Celebration, which was held at the Gaylord Palms in Orlando, Florida GTMA's thought big and acted even bigger earning the organization a spot in the Guinness Book of World Records for "the longest line of continuous coloring pages" coming in at 3,600 pages or just over half a mile long. Grand Master G.K. Lee explains, "the purpose of the attempt was to teach all of the students that their actions, no matter how small they may think they are when combined have a tremendous impact on their world. Students were able to find their individual drawings in the massive dragon shape and know that if they didn't participate, are group as a whole would have failed. Setting a certified world record is a great way to teach that lesson. This year, with the help of our leadership students GTMA is going to pledge to raise \$100,000 for teenage suicide awareness. What is the point of having a leadership program if we don't empower and give our leadership students an opportunity to lead and impact their own world?"



Supporting the Leadership program is the expanded development of the "Shadow Moogis", GTMA's elementary age program. At the direction of the Grand Masters, this program was designed to teach little one's personal accountability, something that gets lost in a post-COVID zoom based world of communication. Utilizing Nodelman's experience in storytelling, they have created a group of broadcast quality characters now being featured in bedtime books and a line of merchandise not to be rivaled by any other martial arts organization as well as an animated tv series now in development. "These are more than just cartoon characters and stuffed animals" explains Nodelman. "The experience children have with these characters actually help in their retention as martial arts students. At class, they learn about one of the key leadership words, like 'Empathy.' At night, instead of any old book now parents can read a story of Joonsa (one of the Shadow Moogis) explain what Empathy means to him, reinforcing the day's lesson. Then when its time to turn out the lights and grab a stuffed animal for protection, Joonsa is there. And who is on the pajamas? Joonsa. The children form the bond with the character, don't we all remember our favorite toys and characters from our youth. Now young and easily distracted students spend more time thinking about being a martial artist and are more inclined to come to class and participate once they get there. Not to mention, owning our own characters and not being reliant on the next movie or tv show benefits our licensees, especially when it comes to their ability to profit on copywritten merchandise."



Since its inception, GTMA has had a fantastic partnership with FUJI. They are the official mat sponsor of GTMA, and the relationship has grown to include high end uniforms and professional quality gear. Sensei Jimmy Pedro said, "As a lifelong martial artist, Olympic medalist, and business owner, it is rare to find an organization that matches my passion, work ethic and professionalism. From my very first encounter with the Grand Master G.K. Lee, CEO Jeff Nodelman and the entire GTMA staff, I immediately felt part of a special family. Over the years, FUJI & GTMA have partnered to create successful Global events, amazing experiences, and unique opportunities to the martial arts world. I highly recommend any individual who desires to become the best version of themselves, and their students to the GTMA organization."



Recently that relationship has grown into an even more exciting adventure, a “FUJI Adventures” to be exact as the two have partnered with Princess Cruise Lines and are currently planning a December sailing for the organizations. “We’re beyond thrilled to partner with forward thinking companies like GTMA and FUJI Sports to host the second annual Princess and FUJI Adventure 2.0 this December aboard Sky Princess. This event will bring together more than 1,000 martial arts enthusiasts, world champions and instructors to celebrate their craft in unique venues both on board and ashore while enjoying all that this beautiful ship has to offer,” said John Padgett, president of Princess Cruises. “Princess is all about bringing people together and creating wonderful memories and we can’t wait to show Princess and FUJI Adventure 2.0 and GTMA Experience participants the vacation of a lifetime!”



“We’re just scratching the surface to what GTMA offers it’s licensees” Nodelman continued. “Without interfering in how licensees operate their individual locations, we wanted to help them increase the value of each student and their monthly cash flow by providing each licensee the ability to generate revenue when they aren’t on the mats. That’s the dream of business ownership, wake up with more money in your account than you went to sleep with, right?” To accomplish this goal, GTMA partnered with Concept:3 for their expertise in the apparel business.

In addition to supplying the GTMA pro shop with the latest in high quality apparel and access to well-known lifestyle brands, through the partnership each licensee is set up with their own apparel website. “This is an absolute game changer for the industry” says Karl Kamb, Concept:3 CEO. “Now GTMA licensees have the ability to sell everything without buying anything. Of all of the product available, and there are over 15,000 individual skews, there are no minimum order quantities.” Gone are the days of designing a shirt, paying a graphic designer, manufacturing, guessing an order count, storing, selling, shipping, and having left over inventory. “Now it’s all digital and requires zero effort from the school owner” continued Kamb. “This becomes a brand new revenue stream for most that didn’t have the infrastructure, capital to invest, or even space in their locations to create and sell customized merchandise. Your student chooses the item, customizes it with a name, or your school logo, and has it shipped directly to their own home in under five business days. Three or three-hundred students, it doesn’t matter, now they can all wear your brand.”

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Nodelman continued “How many school owners are reading this article right now that have a storeroom full of old shirts? Or how about left over tournament shirts? Now with as something as simple as a QR code on your front counter, GTMA licensees can increase their non-rank related merchandise sales while reducing their investment down to zero. We’ve created monthly event based designs like Mother’s Day and July 4th and licensees have the ability to upload their own designs too. This can be limitless with a little imagination.”

All of these innovative developments from a company just entering its third year are impressive, but **where GTMA has really raised the bar from an organizational standpoint is with health insurance.** Nodelman explains, “When we first formed GTMA we made a top-three must provide to our licensees’ wish list. The things we know everybody wants and nobody knows how to provide. The top two items on that list were both health insurance. With all of the experience as school owners themselves, none of the founding masters have ever been part of an organization that was able to provide health insurance at any level.” **GTMA understands that health insurance premiums continue to skyrocket yearly and leave licensees struggling to find or paying too much for basic health services. That’s why they are so excited to offer a better solution through its partnership with Decisely.**



“The GTMA Benefits Center healthcare program represents a major breakthrough for the martial arts industry, as it is the first and only program of its kind to be offered.” said Eric Frazer, Decisely SVP of Business Development. “We are thrilled to help GTMA introduce this program to their community.” By accessing unique medical plans through this program, GTMA licensees and their staff will be able to save on healthcare expenses.” The GTMA Benefits Center offers robust, guaranteed issue medical plans at great prices with a nationally recognized PPO network for GTMA licensees, their families, and their staff. “We truly care about our GTMA family” says Nodelman, “and want to make sure they have everything they need to succeed. Affordable health insurance has been missing in our industry for far too long. GTMA is proud to be the first to bring it to our people.”



GTMA is also wrapping up their first official tournament season this July. “With everything we have currently available as well as in development for our licensees, the tournament circuit while important and a lot of fun, we know will take proper time. We’ve taken the steps to partner with Uventex, a completely digital system, have our rules in place, and already run some wonderful events. We know this will grow organically as our organization does. GTMA has some fantastic competitive locations, with students and instructors that love going to tournaments with these events growing in numbers each time. We’re like farmers, just because we planted corn this morning doesn’t mean we’re eating it off the cob tonight. In just our first year, we are seeing a few to several hundred competitors at smaller events and over a thousand at national ones. The reality is in most cases tournaments are a good

revenue boost for the host, but not the other school owners in attendance. When we say we care about our licensees, we mean it. Our attention to growth is in developing what can help all licensees, and always aim our focus on how they benefit first, because when they are successful the organization is strong.” GTMA’s licensee structure is a simple one. There are clubs that test under 50 students per testing cycle. Schools test over 50 students per testing cycle. 8th degree black belt Chief Master and Director of Licensee Relationships Sean Smith said, “we demonstrate respect to all of our licenses by having a clear and easy fee structure. Every licensee pays the same, no sweetheart secret handshake deals because of rank or who knows whom and we work with everyone from the perspective of a martial artist AND small business owner.



GTMA is also excited to announce, coming in August after their Global’s event GTMA will be offering an affiliate license. These are for any individual school owner, or group of schools, or even organizations that would like to participate in some of the martial arts services that GTMA has to offer without teaching the GSHIM curriculum. This all reverts back to Grand Master G.K. Lee’s vision of what Global Traditional Martial Arts can provide to practitioners of all martial arts. If your location trains in Krav Maga, BJJ, or Karate for example, with a GTMA affiliate license you don’t change a thing in what you do or how you do it. But now you can have all the benefits of a large organization without compromising your own vision of how you want to continue your martial arts journey and business. And of course, GTMA is already planning some incredible affiliate benefits and events.



“From the start” says Nodelman, “GTMA didn’t want to be known as just another taekwondo association to our licensees. We all know the kind, that charge you for the license, then charge you to train in the license you already paid for, and then charge to certify, and then charge for all of the programs if any are even offered. It’s a ludicrous way to run a business, and in my experience doesn’t happen like this in any other industry. GTMA’s goal is to provide the very best and newest opportunities to martial artists who want to be respected both on and off the mats. All of our programs, like the Leadership program with 50 weeks of curriculum, or the Shadow Moogis with all of the collateral content, or even the individual merchandise sites are all completely included in the license fee. With our vendors and partners, we continue to negotiate the best possible pricing for GTMA licensees. If you are a martial arts school owner, or want to become one, don’t you deserve and expect an organization that works for you? Our action plan is an open book, keep the business simple but the experience extraordinary. When possible overdeliver and always act in a way to constantly earn the trust our licensees place in us each and every day. What’s the point of teaching and selling buzz words like integrity on honor if we can’t act those ways ourselves.”

If you or someone you know might have an interest in learning more about how to open a GTMA location, please email: info@GTMAonline.com.