

The *Ultimate* Life

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Welcome to the premiere edition of UMA's newsletter, "The Ultimate Life"!! Each issue will contain news, highlights and announcements of upcoming events happening within our UMA family. This issue's cover story highlights our founder, Sensei Don, and the entire story will be featured in local publications soon! Our next issue's cover story will focus on Sempai Paul Rhodes. Sensei and Sempai wish everyone in their UMA family a healthy and happy holiday season...and your *best year ever* in 2006!!

"A Closer Look" featuring... Sensei Don Monistere

When most people think of their local computer guy, more often than not, visions of a geeky, complexion-challenged college graduate wearing a pocket-protector and high-water pants are generally what come to mind. It would be in a potential client's best interest when calling Vista Information Systems—Sensei Don's daytime work place—for computer support, however, *not* to expect the stereotypical computer professional. The President and CEO of Vista is nothing less than a network genius who also possesses a *right-cross* that would make Mike Tyson stand up and take note, and just for the record...he doesn't wear a pocket-protector OR high-waters.



This computer business expert also doubles as an instructor in a rare mixed martial arts program called Kyokubugi. This particular discipline is a combination of stand-up fighting, ground technique and weapons training, rooted in traditional Japanese martial arts. The right-cross mentioned earlier is, without question, utterly devastating to an opponent.

Ultimate Martial Arts (UMA), Sensei Don's newest business venture and one of the more successful martial arts programs in Alabama, placed 6 of their 7 fighters in their very first tournament in September of 2005. UMA walked away with two first place wins in that tournament, and that impressive showing occurred even though their most seasoned fighter was out sick that day.

When asked how one man can be so successful at two very different business

ventures, Sensei Don commented, "Believe it or not, the two businesses are actually very similar, and they complement one another. Whether I am at Vista during the day or UMA at night, I require the same from my students and instructors as I do from my employees. They must strive for excellence!"

Sensei goes on to say, "Martial Arts practitioners are no different than a group of well-trained engineers. Both groups desire EXCELLENCE! If you give them the tools and support that empower them to achieve that goal, they will work harder and give more than they otherwise would. If you raise the bar and demand more, people will almost always rise to the challenge. I find more personal fulfillment training the kid's class than nearly anything else I do, because I know I am making an investment in the future leaders of our world, and it's not only rewarding, it's FUN!"

"I started taking martial arts when I was sixteen years old, roughly twenty years ago. I didn't realize at the time how my training would prepare me for the many ups and downs of the business world, as well as my personal life. Because of the time, discipline and effort put forth in my training, and because of the caliber of character that is emphasized, in many ways it helped to shape the man that I am today.

"Martial Arts training has its peaks, valleys and plateaus, just like life. It seems you train and train and then you train some more. Kick after kick, punch after punch, and it seems you're making little discernible progress. The choice is always to persevere or quit. I chose to persevere. To succeed, you must persevere, regardless of the obstacles.

"It is my proven philosophy that if a person will give just ten percent more than the average person, he will be *phenomenally* more successful than the average person. The return for that extra ten percent investment is far greater than a mere

ten percent, I assure you. If a person chooses to practice and live by the qualities and characteristics of a champion martial artist, in every area of his life, including his business world and personal life *success in every area* is just around the corner", Sensei concluded.

Integrity, discipline, intensity, will, determination and humility are just some of the valuable character qualities emphasized and taught in UMA's karate dojos. The UMA motto is "Train For Life". Those who train in a UMA dojo know that this means-in many ways-they can use their martial arts training as a model for the way they live out the rest of their lives. Every student is training for life by learning valuable lessons through constant focus on the qualities it takes to become a champion.

So, whether you desire to learn an ancient, time-honored art of self-defense, or you need help with your business network, Sensei Don seems to have both of these areas covered with an all too rare talent he calls "Black Belt Excellence". From his right-cross to his morning meetings with his engineering staff, Sensei has allowed the discipline of martial arts and the business world collide in a way that creates a "work product" with which he and his students and clients are extremely satisfied. More importantly, having had the unique perspective of both Vista client as well as a student of UMA, it is easy to recognize there is a method to his madness, and it is more than simply gratifying to witness--it is *inspiring*.

~Staff Writer



The 'KIAI!' of UMA...



The heart, the soul, the spirit, or the 'oomph', so to speak, of our training is best released when we "KIAI!". There is so much to be said about allowing that part of a us to be set free. Not only does a person's power increase dramatically, there's a part of the soul way down deep inside that NEEDS to express itself...and let's face it: In our society, there just aren't that many opportunities to really celebrate that part of us that longs to "KIAI!" It's not 'polite', after all, to really cut loose and YELL, after all...and people might think us a little strange if we started the practice *outside* the dojo walls.

To "KIAI!" with enthusiasm is such a great way to relieve the stress of life, have a little fun and simply be who we were truly created to be—whatever

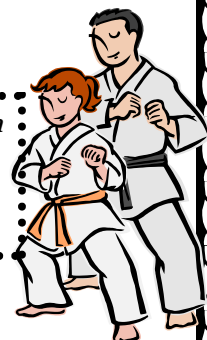
that might be. For that moment in time, all our carefully placed masks slip away, and we allow our inner spirit to reveal itself in a way that is all too rare.

The interesting thing among students, especially the adults, is that each individual "KIAI!" is unique...it is an expression of the soul, and no two are exactly alike. The younger students develop their own unique cry as they mature, even though at first they typically imitate their instructor. The practice certainly helps them to burn up some of that excess energy, which all parents can appreciate! Even among the adults the "KIAI!" continues to transform as they dedicate themselves to their own personal growth and become more confident.

This section of the UMA

newsletter is entitled "**The 'KIAI!' of UMA**" and it will be dedicated to the celebration of the heart, soul and character of our UMA community in various ways. Whether it features our monthly focus from the kid's class curriculum, an outstanding individual in our UMA family, or simply a little encouragement to help us along the way, this column will be devoted to nurturing the "KIAI!" inside every one of us.

Sensei has taught us in class that 'focus' is not something we're born with, but something we must constantly work to attain. The goal of this feature will be to help us *focus*—if only for a moment or two—on that part of us that makes us most unique, and help us on our journey towards the *Ultimate Life. Osu!*



Sensei Don will be presenting "**How To Have Your Best Year Ever In 2006**" at the Oneonta dojo (The Gym) on Tuesday December 13th at 6 pm. Students, families and friends are encouraged to attend this seminar that will enable individuals to focus their talents and reach their fullest potential. Please plan to join us in Oneonta for an investment in your future!!

"Training For The Ultimate Life"

Discipline, determination, will and "life lessons" that seem to be "by-products" of martial arts are actively taught at UMA Dojo's. "Train For Life" of course has two meanings. You literally can study Karate for most, if not all of your life, but we are also training for our day-to-day life. We are learning life lessons through the study of Martial Arts. This a personal journey of self awareness, your body's limits, the acknowledgement of respect and concern for the hierarchy of the Dojo, the show of respect to your fellow students, and the sense of personal achievement you feel when reaching your Martial Arts goals.



UMA

P.O. Box 43534
Birmingham, Alabama 35243
205-587-4992/205-223-3777
www.goumakarate.com

UMA's *Mission* is not only to hone the skills of self defense and martial arts, but also to use them as personal development tools. This endeavor will aid us in our quest for martial arts perfection and also in our daily life and careers.