



Stephen Oliver's
MILE HIGH KARATE®

800-229-2286
www.MileHighKarate.com
www.MileHighKarate.ca

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You can reach us at our corporate offices:
Mile High Karate, L.L.C., P.O. Box 260267, Lakewood, CO 80226
Phone: 1-800-795-2695; Fax: 1-800-795-0583.

Locations throughout North America. To be connected to the location nearest you, call: 1-800-229-2286. For more information about franchise opportunities, call: 1-800-559-9431. www.MileHighKarate.com ■ www.milehighkarate.ca

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We are excited about the prospect of helping you or your child achieve the many benefits of karate. Self-defense, flexibility, cardiovascular conditioning, muscle tone, self-discipline, and self-confidence are only a few of the many advantages you can gain from this program.

Before your next lesson, please answer these questions honestly. At that time the program director will finalize your enrollment, explain more about how the program works and assist you in setting goals for your progress.



Stephen Oliver,
8th Degree Black Belt
Grand Master, CEO

Thank you for your interest in our school and in the Mile High Karate® program

Before your next (or first) visit, please answer these questions:

Q: What do I like about the program?

Q: What benefits do I expect to gain from karate?

Q: What days will I attend classes? Please choose two days per week from schedule.

Q: Will I adhere to the values of the student creeds?

Q: Can I see myself setting a goal and following it through to completion? It can take about 48 months to achieve black belt.

Q: Can we see participating as a family? A high percentage of children enrolling have one or both parents attending classes with them. Consider enrolling as a family.

Q: Are we willing to support our school and share the value of its program with others? The quality of our school depends largely upon the quality of our students. Our most committed students are referred to us by family and friends.

Q: Am I willing to commit myself? You should come to the second lesson prepared to finalize the financial arrangements. A minimum deposit is required to cover initial tuition, and there are a wide variety of payment options available for continuing tuition coverage.

The program director will help you select the one most appropriate for you. Both parents must be present for the enrollment of a child. Similarly, adults are encouraged to bring any family member that may be affected by the time or financial commitment made by the student.

"Building Successful Kids"™ Program at Mile High Karate, a part of the Building Success Kids Program.

What's the focus of our curriculum for kids and families?

At Stephen Oliver's Mile High Karate®, we have the #1 program for character development and leadership training for kids and families in North America.

Stephen Oliver's program is vigorously designed in conjunction with experts in the field of education to provide social, physical, emotional, and attitudinal growth.

Why Karate Instruction Will Benefit Your Child

Stephen Oliver's program works hand in hand with a child's schoolwork, providing improved self-discipline, self-confidence, mental alertness, and goal-setting skills.

At Stephen Oliver's Mile High Karate®, young people are taught that through dedicated, intense work, all worthwhile

goals in life are possible.

Parents have attributed our program with improved grades as a direct result of the increased achievement motivation, self-



direction, and self-confidence provided by the program.

Goal Setting

It is important for each child to learn to set short-term, intermediate, and long-term goals.

At Stephen Oliver's Mile High Karate®, every child's goal is the Black Belt. a symbol of excellence in martial arts and an





important tool for instructors and parents to use for developing desire, tenacity, and for teaching the importance of follow-through in any activity.

Exam Emphasis On Schoolwork

All young people in the program are required to bring copies of their grades from school, complete parent/teacher intent to promote forms, and complete exam qualification forms prior to testing. All of these support our focus on academic excellence as well as contribute to the family and the community.

Stephen Oliver's instructors work hand-in-hand with school teachers and parents to insure a well-balanced and focused development process for each child.

Proper Use of Skills

It is constantly stressed to all students that karate skills require them never to be abusive or offensive and are only for use defensively.



"Building Successful Kids"™ Program at Mile High Karate, a part of the Building Success Kids Program.

What tools and methods do we use to develop the Mile High Karate® Black Belt traits?

Character Training & Development

Mile High Karate® Orientation Class

First Four Months Curriculum

BLOCK 1

Good Attitude

The goal of this block is to teach the value of having a good attitude.

Success in life is determined, more than anything else, by attitude.

BLOCK 2

Good Habits

The goal of this block is to teach the value of having good habits.

Good habits are hard to make, but easy to live with. Bad habits are easy to make, but hard to live with.

BLOCK 3

Good Self-Control

The goal of this block is to teach practical ways to handle emotions.

A mighty person is one who has control over their emotions.

BLOCK 4

Good Manners

The goal of this block is to teach the importance of courtesy and respect.

"You catch more flies with honey than with vinegar."

School Safe / Street Safe

Mile High Karate" Orientation Class First Four Months Curriculum

BLOCK 1

ABC's of Conflict Avoidance

The goal of this block is to learn how to avoid confrontation and conflict.

BLOCK 2

Stranger Alert

The goal of this block is to learn how to identify a lure and what to do if it happens to you.

BLOCK 3

Five Rules of Safety

The goal of this block is to learn what to do if confronted and how to resolve the situation peacefully.

BLOCK 4

Trust Your Intuition

The goal of this block is to learn practical techniques to fine-tune the student's awareness and intuition.

"Building Successful Kids"™ Program at Mile High Karate, a part of the Building Success Kids Program.

Kids' Self-Discipline Sheet

Write down something you did around the house or at school that you did not have to be told to do by your parents or teachers. Bring this sheet to class when you have 10 lines filled so your instructor can check it. When you have completed 30 lines. You will receive a discipline award at your next graduation.

1. _____ 7. _____

2. _____ 8. _____

3. _____ 9. _____

4. _____ 10. _____

5. _____

6. _____

Parent's Signature/Date

Instructor's Signature/Date

"Building Successful Kids"™ Program at Mile High Karate, a part of the Building Success Kids Program.

Job List

On a Quest to be the Best. Develop good habits that will last a lifetime!

For the week of: _____

	SUN	MON	TUE	WED	THU	FRI
CLEAN ROOM						
Make my own bed.						
Hang up my clothes.						
Put my things away every day.						
SELF-CARE						
Brush my teeth (morning and night).						
Put all dirty clothes in the laundry.						
Lay out my school clothes.						
SCHOOL						
Complete homework promptly.						
Did I work hard and take pride in my lessons today?						
Remember: lunch money, notes to/from teacher, library books, etc.						
Did I treat my classmates and teachers with respect?						
FAMILY						
Pick up all personal belongs around the house.						
Clean up after meals (take out trash).						
Did I treat my parents and siblings with respect?						

Inspected and approved by: _____

What results have other families and students, like you, experienced at Mile High Karate®?

“Now that I’ve learned karate, I’ve learned to use it in self-defense only.”

Before I joined the school, I was getting into fights all the time. I was getting picked on and no one would leave me alone. Before, I wasn’t avoiding the fights. When they started pushing, I just pushed them right back. But now that I’ve learned karate, I’ve learned to use it in self-defense only.

— Amber Plies’ Son

“It has done absolute wonders for my son. He’s doing a lot better in school. He’s got a lot more focus and a better attention span than he did before.”

Mile High Karate® has been really wonderful for both of us. Not only are we growing closer together on a daily basis, we now have a common interest and goal.

In myself, I have seen an improvement in self-esteem. I’ve seen a tremendous improvement with my son’s self-esteem. He’s doing a lot better in school. He’s got a lot more focus and a lot better attention span than he did before.

Justin had an incident on the playground where he was surrounded by a bunch of other kids. They wanted to start a fight. Justin looked at them and said, “I’m sorry, but you leave me no choice but to defend myself,” and got into a karate stance. The kids separated from the circle around him and he was able to walk away and not fight. If he had not taken karate, a fight would have started.

I would highly recommend Mile High Karate® to any adult or child. I found karate to be challenging as far as exercise, and I get a lot more exercise here at Mile High Karate®. I’m also learning self-defense, self-esteem and self-control.

— Amber Plies



From left: Kevin, Tawnya, Shelby and Megan Bennett.

“Their ability to think and concentrate, and to pay attention to detail has been phenomenal for them.”

“I have seen tremendous change in her. She is much more self-confident and she walks very proudly.”

My daughter is almost 13 years old. For almost 3 years, she's been fighting bone cancer. She fought very, very hard and she survived, but she lost part of her leg. She never really lost her spirit, and that's everything that I hold on to for her, and kept telling her to continue going forward.

When she healed, she was physically healed. But I think she needed to heal spiritually and mentally. She wanted to be healthy. She wanted to have more balance. She wanted to be like everybody else. And she wanted to be the best that she could be. I always thought she already was, but I don't think she did. She gravitated to karate.

I have seen a tremendous change in her. She is just much more self-confident and she walks very proudly. And that makes me very happy. — *Annie Cusack*

“He's now making almost straight A's ... the turnaround has just been incredible!”

My oldest son, Isaac, was, at best, making mostly C's in school, with an occasional B. He's now making almost straight A's, with just one B. The turnaround has just been incredible.

My other son, Ian, made C's and one B. Now he's all A's, except for one B. Seeing the difference in his discipline, goals, and drive is just amazing. He's a different kid.

They help out mom and dad around the house. They get their chores done. It's working great, and we're very proud of them. We're just elated with what they've been able to learn. I highly recommend Mile High Karate.® — *Jim Kerlin*
Father of Isaac and Ian



From left: Cory O'Neal, Kim Layne.

“I can’t just sit here. I’ve got to do this with him.”

“I think Mile High Karate® is absolutely wonderful for kids.”

When we were white belts, my son was pushed up against a dumpster while he was wearing his uniform before class. They wanted him to show karate moves and fight with them. He told them no, that karate was for defense only and that he was not going to fight them. He talked his way out of it and was able to walk away with his head held high.

My oldest son has become incredibly more responsible. He does his own homework, his grades have improved, the teachers are very impressed with him, and he’s become very helpful around the house. He’s a totally different child in just three months.

I think Mile High Karate®’s program is absolutely wonderful for kids.

— *Michelle Bowlig*

“The kids who have been in karate here have a presence and self-confidence well beyond their years”

Josh has been able to focus better on his schoolwork and homework. Mile High Karate® is more than just about the karate. They focus on the kids’ positive attributes and praise kids for doing well on tests.

He doesn’t get picked on because he’s got more self-confidence than a child who doesn’t take karate. What they stress in classes is for kids to be strong, self-confident, and in control.

The kids who’ve been in Mile High Karate®, especially for a few years, have a presence and self-confidence well beyond their years. We’ve noticed that improvement in our sons, too. It’s an ability to believe in himself and have goals that far exceed his age.

The higher the kids go, the more respect is there. Josh got lucky — enrolling at Mile High Karate® was a great choice.

— *Wendy Myers & Blain Myers*

“We were referred by his physician, because we were told ADHD kids should take karate.”

“One good thing about karate is that Chris now does his chores around the house. He can see how he’s contributing to the family.”

Chris has really developed since he’s been in Mile High Karate.® When he first started karate, he was kind of shy and didn’t want to get up in front of the class. But after a year and a half of karate, he’s one of the top third graders in the school. He’s picked for special projects by the principle herself. He has great grades and he loves school. Karate has given him self-discipline and confidence in himself.

Chris does his chores around the house now. He can see how he’s contributing to the family, where before, he really didn’t want to do it and he would just pass the buck and let mom and dad do it.

I’ve been to several schools, and I interviewed several before I came here. I thought this was the best. I think the instructors are great, and I like the way they bring in positive aspects from all the books you have to read, the positive self-motivation you get, and the great workouts. Mile High Karate® is an excellent school.

About four years ago, I was diagnosed with prostate cancer. Part of my therapy was to make sure I get plenty of exercise and develop a positive outlook on life. I found out that by coming to Mile High Karate,® I could get those things. I could come in here, get a good workout, build my muscles, work on my flexibility and my balance, and get the positive aspects from the school. So, it’s been a very positive experience and a very good part of the treatment.

— *Brian Vial*



From left: Khushali, Aditi, Rhadika and Nimesh Dave.

“I’ve gotten a lot of self-esteem and learned to meet other people a lot better than I’ve been. I’ve gotten better grades.”

“Both of us have tremendously grown from this experience.”

My self-confidence has certainly grown a lot. I’m a lot more apt to look at people when I talk to them, to have more eye contact. The physical fitness aspect gives me the confidence to go out and do what I want to do and to feel very assertive when I do it.

My son, as well, has a lot more confidence than in the past when talking to his daycare teachers. This happened very quickly.

The staff are really friendly people. They’re very, very accepting of everyone. Even when we started, we weren’t exactly sure what we were getting ourselves into, but they worked with us and were very patient. I would recommend the school very highly to anybody wanting to get their kids, as well as themselves, into a program physical fitness and confidence.

— *Traci Johnson*

“I decided if they can do it, I can do it.”

I came to watch Lisa on her first day of class. As I was watching them, I noticed there were several other women on the floor for their first class who appeared to be my age or older. I decided if they can do it, I can do it. With my hectic schedule — helping raise grandchildren and children and teenagers — I was trying to figure out some way I could get physical activity in my life. I figured, “Well, I’m here with the grandkids three times a week anyway, so why not kill two birds with one stone.” Now my sons are telling their friends that their mom is going to be one of those moms their friends are going to want to come see.

— *Cheryl Mulhouser*

“I would say that it’s worth anything that you’re looking for to help your kid’s self-esteem, self-discipline, and helping in school.”

My daughter had very low self-esteem. Ever since I brought her here, she feels a lot better about herself and is doing a lot better in school.

“In this school, they really care about your kids.”

I like the discipline. That was the main reason I wanted to come. But she enjoys everything. She feels a lot better about herself. She likes the different people that she's met. She likes that she has a goal to become a black belt. She does well and gets better every time she comes.

It's worth anything to help your kid's self-esteem, self-discipline, and helping in school. It really does work. It's helped my daughter a lot, in every way.

— Laurie Spradley

“She now walks with her head held high, she makes friends very easily, and it's a confidence that's not arrogant.”

I originally got the kids involved in karate just as an extracurricular activity. It's turned into a lot more than that. It's turned into more of a lifestyle for them, especially with my shy girl. Karate has taught her a magnitude of self-confidence. She now walks with her head held high, she makes friends very easily, and it's a confidence that's not arrogant, it's just a really strong sense of herself.

Our other daughter, Brittany, has had the same experience. She was probably more confident than

Anna, but she's learned how to be confident without being arrogant. With karate and the confidence level that she has, she's able to generate confidence without having to be the princess of everybody. Karate is just amazing.

Our son is very confident of himself and his skills. Karate has taught him how to be self-disciplined.

Karate is a life-changing thing, it's not just learning how to punch and kick. It's a way of life. If I have anything to say about it, we will be in karate forever.

— Lisa Taylor



From left to right: Amanda, Ali, Kassie and Steven Christensen.

“I’m a lot better of a person now that I’ve had martial arts.”

“The first time she came in, she was very shy and didn’t want to go anywhere near the front. That has changed drastically”

That seems to have improved a lot since Heather started karate. She’s very confident when she comes to class. It’s been a lot of fun watching her from the very beginning, when she learned the basic punches and using the sticks. It’s been a good experience.

She’s always been really good at school. She enjoys bringing in her work when she gets A’s and A+’s. The program really promotes and recognizes the kids when they bring in their good work. That helps motivate them to continue.

The school has a job list for the kids to fill out to track cleaning their rooms or helping out around the house. That’s a good motivator. She likes to pull that list out and check it off when she’s done it. And once again, they get recognized for it when they come in.

Eileen Carasella

“The kids’ respect for others has gone way up, using ‘yes, sir’ and ‘yes, ma’am’.”

By being focused at school, my

oldest daughter’s grades are really improved. She’s proud to come to Mile High Karate® and show off her homework and the great report cards she’s been getting. She’s inspired her little sister to join the class, where she’s doing really well, focusing on discipline at home, keeping her room clean, and doing chores.

They’ve inspired me to join as well. It’s been a nice family activity for all of us. My husband said, “It’s a family atmosphere. It’s fun. They make it so much fun for the kids.” They’ve become like family to us.

We moved several miles away from the school and continue to come here because of the high-quality instructors. The kids have a great time here and everybody’s been nice.

Star Sager

“My oldest and I discovered that the instructors are really great.”

They provide a nice family atmosphere and make you feel very comfortable. I joined, and soon after, my wife and my youngest, as well.

Sean Sager

What's our Martial Arts Style — and, what are our credentials to teach this material?

Stephen Oliver's Mile High Karate® The History and Evolution of Our Martial Arts Style

The style we teach at Mile High Karate® evolved from ancient, traditional Korean styles known in the early 1900s as Tang Soo Do. Jhoon Rhee became the first Korean instructor to professionally teach Korean Martial arts in the United States in 1956.

Jhoon Rhee referred to his style as Tang Soo Do and as karate (a Japanese term that means "empty hand"). His first two Black Belts were Allen Steen and Pat Burselson, who each went on to become early tournament champions and the premier instructors in the Texas-Oklahoma region.

Many early students emerged from the Jhoon Rhee-Allen Steen/Pat Burselson schools in Texas, including Pat Worley (who would become the number one point fight-

ing champion in the United States); Jeff Smith (who would become the number one point fighting champion, then evolve into the World

Light-heavy-weight full-contact champion); Larry Carnahan (who would become a highly-rated, lightweight full-contact fighter, then president of the North American Sport Karate Association); and Gran Moulder and Bob Olinghouse (who would later go on to provide instruction to Stephen Oliver's in Tulsa, Oklahoma in 1970).



Jhoon Rhee, Father of American Tae Kwon Do, 10th Degree Black Belt.

Jhoon Rhee moved in 1962 to Washington, D.C. to establish The Jhoon Rhee Institute of Tae Kwon Do, which would become famous worldwide as the premier institute of its kind.

In the mid-1960s, Jhoon Rhee developed a friendship with Bruce Lee and Chuck Norris, both of whom would later become internationally famous as actors. Bruce Lee was an early innovator in modernizing martial arts instruction to become more effective in self-defense applications and as an advocate of high-level athletic conditioning using martial arts.

The Jhoon Rhee Internationals were one of the first major tournament events in the United States. They became hubs for budding champions and famous martial artists such as Bruce Lee,



Jhoon Rhee sparring with World Boxing Champion Muhammad Ali.

Chuck Norris, Joe Lewis, Jeff Smith and many others.

Through Jhoon Rhee's association with Bruce Lee and the many sport and contact karate champions developed at his Institute, the style gradually evolved to what we now refer to as American Freestyle (others refer to similar arts as Jeet Kune Do.)

These early associations allowed the Jhoon Rhee Institute to flourish in the Washington, D.C. area, and led Jhoon Rhee to develop a curriculum that combined three key and distinct elements:

1. Practical self-defense without adherence to impractical tradition;
2. Personal development through positive self-esteem, goal-setting, and personal discipline;
3. Artistic content through martial ballet (musical forms).

In the early 1970s, Jhoon Rhee developed padded sparring equipment that allowed students to practice without injuring one another and added to the realism of practice (a joint goal with Bruce Lee) while creating a flourishing sport encompassing point tournaments and full-contact karate. He also invented musical forms that added to the beauty of the martial arts performance.

Jhoon Rhee has taught Mohammed Ali, Sugar Ray Leonard, and other world-famous boxers, and Jhoon Rhee students flourished on the international tournament scene.

Jhoon Rhee's schools gradually became more oriented to teaching children, and Jhoon Rhee rapidly saw the self-development advantages of Tae Kwon Do instruction. The curriculum evolved to include personal development, with an

emphasis on educational excellence, community values, and personal excellence, and with practical self-defense and competition opportunities as a valuable by-product.

Since the late 50s, Jhoon Rhee

abandoned its more traditional roots in the traditional hyungs or katas. However, Master Oliver at Mile High Karate® has reinstated the traditional content for artistic and historic reasons. He has also accelerated the personal development aspects of the program by implementing the eight

success skills and attitudes, and added many goal-setting and personal development elements.

Master Oliver continues to expand the curriculum to keep it at “state-of-the-art” levels and continues to implement new teaching techniques to accelerate a student’s progress, while reinforcing the traditional philosophies of honesty, courtesy, integrity, perseverance and self-control.

At leadership levels, Master Oliver has continued the Jeet Kune Do philosophy by adding Philippino weaponry, traditional Ko-Budo (traditional Okinawan weaponry), modern boxing, kick-boxing basics, and grappling from jujitsu and judo.



Jhoon Rhee sparring with Martial Arts Superstar Bruce Lee.

has taught many internationally-respected and famous students, including Tony Robbins (a Jhoon Rhee Black Belt), George Allen, Jack Valenti, and many Senators and Congressmen. Throughout the 1970s, Jhoon Rhee’s student Jeff Smith became an internationally-recognized martial artist.

Jhoon Rhee’s style — Jhoon Rhee Tae Kwon Do — gradually

Stephen Oliver's Mile High Karate®

About Grand Master and CEO Stephen Oliver

Stephen Oliver's Mile High Karate® was founded in Lakewood, Colorado, on August 6th, 1983. Since then, the school has grown into one of the top five martial arts organizations in the world. Here's a little background on the company and its founder, Chief Master Stephen Oliver — Kwanjanim.

Academic Background

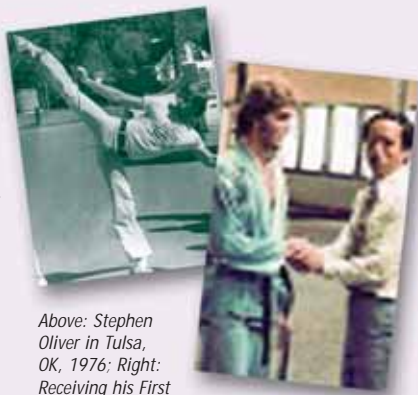
1992 — Master's Degree in Business Administration (MBA) University of Denver, Denver, Colorado

1983 — Bachelor's Degree (AB) With Honors, Georgetown University, Washington, D.C.

1978-1980 — University of Tulsa; two years, as a University Scholar, National Merit Scholar.



Stephen Oliver on the covers of Martial Arts Professional and Martial Arts Business magazines.



Above: Stephen Oliver in Tulsa, OK, 1976; Right: Receiving his First Degree Black Belt from Jhoon Rhee in 1978.

Martial Arts Background

Stephen Oliver began martial arts training in 1969 in Tulsa, Oklahoma, with Bob Olinghouse and Gran Moulder, who were Black Belts teaching for the Jhoon Rhee Institute in Washington, D.C. He began actively teaching in 1974, and founded his first school in 1975.

Oliver traveled to Washington, D.C., in 1976 to train for a time at the Jhoon Rhee Institute headquarters.

In 1978, he returned to Washington, D.C. to complete training, testing, and receive his First Degree Black Belt, with one of the highest scores ever given on the Black Belt exam. Later, while in Tulsa, he also trained in Kenpo Karate, Goju Ryu, and Judo.

In 1980, he again traveled to Washington, D.C., this time to become head manager at the Jhoon Rhee Institute while attending school at Georgetown University.

Oliver has continued to train and contribute to the martial arts. He was promoted to 6th Degree Black Belt in 1994 by Jhoon Rhee, father of American Tae Kwon Do. In 2006, he was promoted to 8th Degree Black Belt by former World Champion Jeff Smith.

Stephen Oliver's Mile High Karate®

In 1983, within just three months of founding

Mile High Karate®, the Lakewood (Denver, Colorado area) school grew to over 150 students. In the years since, additional Mile High Karate® locations have been opened throughout Colorado. Mile High Karate® has been the number-one martial arts school in personal development and leadership training since 1983. The school has promoted over 1,000 Black Belts, ranging in age from five years to 76 years.



Above: Stephen Oliver with Chuck Norris at Mile High Karate School; Right: Captain of the World Champion U.S. Team in Geneva, Switzerland.



Jeff Smith awarding 8th Degree Black Belt: Grand Master to Stephen Oliver. Left to right: Jodi, Jaeda, Stephen, Marie Oliver and Jeff Smith.

The Mile High Karate Classic and The North American Sport Karate Association

In 1989, Stephen Oliver started the Mile High Karate® Classic international martial arts competition, which merited the highest rating possible from NASKA's World Tour designation from 1989 until 1999. The event drew competitors to Denver from all 50 states, Canada, Mexico, Guatemala, and Haiti, and was widely recognized as one of the

best martial arts competitive events in the world.

Through his work in Sport Karate, Stephen

Oliver was appointed to the Board of Directors of the North American Sport Karate Association, and served from 1989 to 1999 on the Board and as the National Sanction Director.

International Speaking, Consulting and Writing

Since opening Mile High Karate,[®] Stephen Oliver has been a sought-after consultant for martial arts schools throughout the world, first as a Director of Educational Funding Company from its inception through 2001, then as the lead developer of the NAPMA Squared program for the National Association of Professional Martial Artists.

Oliver is the author of three books on professional martial arts school management, and is a columnist for the *Martial Arts Professional Magazine*, which is distributed to 23,000 martial arts industry professionals. He also hosts "Bootcamps" and "Mini-Bootcamps" for martial arts instructors and school owners throughout the world to instruct them in professional teaching and management skills for their schools.

He served on the Entrepreneurship and Venture Management Board for the University of Denver.

Oliver has been recognized as the U.S. Martial Arts Association's number-one multi-school operator, and

was noted as one of the top 200 school operators by Andrews International. The year 2000 witness Stephen Oliver's induction into the U.S. Martial Arts Association Hall of Fame.

He is a keynote speaker at a variety of martial arts conventions and seminars in the United States and around the world. Oliver has been featured on the covers of *Martial Arts Business Magazine*, *Martial Arts Professional Magazine*, *The Eagle*

Express, *The EFC All Stars*, and *Martial Arts Business*, among others.

Outreach Programs

Master Oliver and the staff and students of Mile High Karate[®] have been very active in charitable activities and community outreach since 1983.

Mile High Karate[®] has been the number-one contributing school to Chuck Norris' *Kick Drugs Out of America* program. The school actively supports The Children's Hospital Foundation, and the staff has volunteered in hundreds of area schools. Additionally, Mile High Karate[®] schools have raised over \$100,000 each year for local elementary schools.



Stephen Oliver and Chuck Norris working together for "Kick Drugs Out of America" (now "Kick-Start").

Stephen Oliver's Mile High Karate®

About Grand Master and COO Jeff Smith

A 9th Degree Master in Tae Kwon Do, Jeff Smith has devoted over 40 years to the martial arts.

Grand Master Smith is best known as the seven-time "World Light Heavy Weight Karate Champion." His title defense against Don King's heavyweight fighter, Kareem Allah, was seen by over fifty million viewers as a preview before the Ali vs. Frazier World Boxing Title Fight, known as the "Thrilla in Manila."

Smith was coach of the World Champion United States Karate Team and the Junior National Team. He is a member of the Black Belt Hall of Fame, the first recipient of the Bruce Lee Award (selected by Mrs. Bruce Lee and Karate Magazine), and is listed in the *Who's Who of Martial Arts*. Grand Master Smith is one of karate's legends, along with Chuck Norris, Bruce Lee, Joe Lewis and Bill Wallace.



*Grand Master Jeff Smith,
9th Degree Black Belt.
Former World Champion
and Mile High Karate Chief
Operations Officer and
Director of Instruction.*

A Storied Career

Jeff Smith has made appearances on ABC's *Wide World of Entertainment*, *The Champions* TV series, Showtime, ESPN and Pay-Per-View events. He co-starred in a martial arts movie in Korea and has been on the cover of every major martial arts publication. He was selected by *Washingtonian Magazine* as one of Washington's top athletes.

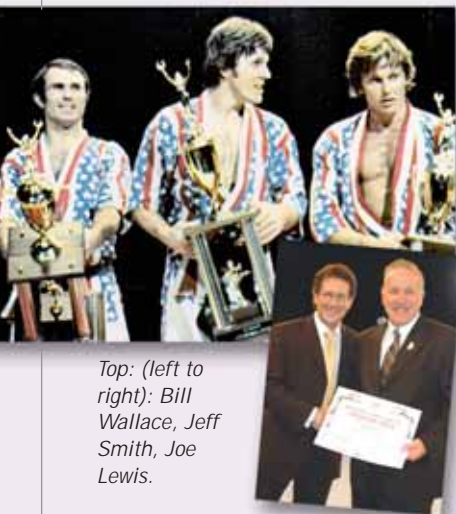
Current Activities

Grand Master Smith has performed at the White House in the "Kick Drugs Out of Your Life" campaign, and again with his students in California for the "Drug Abuse is Life Abuse" program. He conducts seminars in public schools for the "Just Say No to Drugs" campaign.

Smith has also performed for Arnold Schwarzenegger on the White House lawn with his students for the Great American Workout and the President's Council on Physical Fitness.

He conducts national and international seminars for other karate schools and tournaments. Smith often officiates at major karate tournaments, coaches teams in international competition, and has done color commentary for karate events on national television, ESPN and Pay-Per-View events.

As Chief Operations Officer and Chief of Instruction for Mile High Karate,[®] Grand Master Jeff Smith is responsible for Instructor Training, Black Belt Testing & Development, and on-going curriculum oversight and development.



Top: (left to right): Bill Wallace, Jeff Smith, Joe Lewis.

Right: Grand Master Joe Corley presenting 9th Degree Certification to Grand Master Jeff Smith.

Right: Just a few of the magazines that have featured Grand Master Jeff Smith.



Come Grow With Us!

Mile High Karate® offers an opportunity for you and your family with franchise opportunities throughout North America and the world.

Mile High Karate® is growing rapidly — after 23-plus years, we're an overnight success!

I want to let you in on a little “insider knowledge” about our sudden growth and let you know about several possible ways that you and your family can participate in our growth.

The typical profile of a new school owner is an individual or a family — often with their kids as Mile High Karate® students — who are tired or bored with their career and decide that being an educator with Mile High Karate® sure beats whatever they have been doing.

Armed with that interest and after learning about the requirements, they then “take the plunge,” starting with our intensive “boot-camp training” in both martial arts and martial arts school operations and administration.

Following graduation from our training program, our regional developers or real estate department helps them find and lease space for our newest school. Then, often with 2nd, 3rd, or 4th Degree Black Belt

teaching staff from other Mile High Karate® schools, they embark on an exciting adventure combining entrepreneurship with a rewarding teaching career.

Does that sound interesting to you?

Frankly, I don't know if this is something for your family or not. What I do know is that we are gearing up right now for many new locations. We also have some of the top martial arts schools in North America begging to join the family as well!

If you're interested in exploring this as a career move, you should start your exploration now and get on our very exclusive list to join our school operator training program — there are a limited number of locations that we will allow in each area.

Many of the existing school owners worried about several potential obstacles before joining our team. Do you share their concerns?

First, they really didn't know much about the marketing, sales, administration or even teaching

organization of a martial arts school.

Mile High Karate® is one of the top schools in North America because we have mastered each of those functions. Our training program and support materials cover every aspect of school operations very effectively and thoroughly.

Second, the prospective school owners are not even martial arts students.

Again, with our martial arts “bootcamp,” we solve that knowledge gap. You are not required to be a Black Belt or even to have previous martial arts training to become an owner-operator.

We will assist with training you for every aspect of school operation, and either train you to be a certified Mile High Karate® teacher or help you find Black Belt staff to work with your school operation.

Third, they worry about replacing their existing income, and if the opportunity to do so adequately exists in running a school.

Although each person’s financial results are greatly dependent upon a variety of factors, I can assure you that the potential exists to match just about any other opportunity.

Fourth, they worry about start-up capital and the cost of opening a new business.

Certainly that is an issue, although there are many ways to accomplish adequate funding. Also, relative to opening any new business, a martial arts school —



*Daphne and Larry Bowser,
Mile High Karate Franchisees.*

When we decided to open a Mile High Karate® Franchise, it was a family decision. It was the best decision we could have made! We have two teenage daughters and have not only watched them grow both mentally and physically, but have been able to help others girls and boys grow as individuals. It has been the most rewarding career move we have ever made. In our efforts to grow our school, we have met some amazing people that have helped us along the way, we get great support from everyone in the Mile High Karate® organization. We get to reach into community and have become a source that not only helps kids develop, but entire families, that’s very rewarding. That’s what Mile High Karate® is all about — not just making a living but receiving mental rewards to boot!



*Robert Lewis,
Mile High Karate Franchisee.*

Looking back on the time I've spent with Mile High Karate,[®] I've experienced great success and triumphs with my students, with the community and with my career.

I joined the Mile High Karate[®] organization as their first Franchisee in August of 1998, and have never regretted the decision.

The real pleasure has come with the goals, ambitions and growth that have been achieved by so many of our great students. It really is a career that helps grow confidence and character while having a great business!

With Mile High Karate,[®] what sets us apart from all others is that we really build better human beings, rather than just martial artists. It's been great improving my lifestyle, income expectations and career opportunities beyond anything I would have imagined while having a tremendous contribution to the lives of our customers (students).

including all of our training and development — is considerably less expensive than just about any other substantial business.

We can walk you through every cost and offer advice on how to finance your start-up. The typical start-up investment ranges from \$100,900 to \$210,600, depending upon a variety of factors. Most of our existing operators financed this investment through second mortgages, friends and family investments, savings and bank loans or lines of credit.

Why Karate?

Karate, or *kara te*, meaning “empty hand,” is a centuries-old means of self-defense that uses all parts of the body to their maximum advantage. But more than simply being dynamic body movements, karate is the ability to coordinate mind over body, allowing the unleashing of tremendous mental and physical power at will, no matter what your size or strength.

Karate was first taught in the United States in 1955. Since then, hundreds of thousands of people have been introduced to its many benefits — but that barely scratches the surface of the opportunity Mile High Karate[®] presents in America today.

As a Mile High Karate[®] franchisee, you'll be part of the \$10.6 billion health and fitness facility industry, a category that has grown to 30 million individual participants in the U.S. alone. The U.S. Martial

Arts Association estimates that just six million people have experienced the martial arts in one form or another — barely two percent of the population. That means enormous opportunity for growth, especially given the increased interest in finding new and better ways for Americans to attain better health.

Why Franchise

There are over half a million individual franchise businesses

in America generates more than \$1 trillion in sales — one out of every three dollars spent on goods and services. A new franchise business opens every eight minutes. The U.S. Department of Commerce has said that buying a franchise is an individual's "most viable avenue to owning a business."

Many small businesses don't have the benefit of the knowledge and experience a franchise offers. Franchisees may be able to reduce their risk by using a established, standardized system of operation.



Mile High Karate® is expanding throughout the United States and Canada.

As a franchise owner, you may be in business for yourself, but you're never by yourself. The Mile High Karate® support staff and team of school owners will be there to assist you.

Rise Even Further

If you are well-capitalized and have excellent executive skills you may be interested in a Mile High Karate® "Master Franchise" or "Regional Development" role.

Your role would be to take a new or developing area and find, train and support Mile

High Karate® Franchise school owners in that area. Regional Developers are responsible for marketing for franchises in their area, hosting student events, and providing staff and franchisee training and on-going support.

Find out more about joining the Mile High Karate® family. Go to www.MileHighFranchise.com and fill out the registration form, or call 1-800-559-9431.

Benefits of a Mile High Karate® Franchise

1. Extensive new school owner “bootcamp” — training, operations manuals, and video and audio training programs unmatched in the industry.

2. High levels of on-going support:

- a. Weekly school operators and instructors meeting and training sessions in many regions;
- b. Weekly Black Belt and instructor training classes in many regions;
- c. Monthly Mile High Karate® Instructor teleseminars with Grand Master Smith and the Senior Master Instructors of Mile High Karate®;
- d. Major “Bootcamp” training programs for all school operators on marketing and sales operations two times per year;
- e. Networking opportunities with the top school owners in the MHK system and access through our in-house seminars and teleconferences to the top school operators in the world.

3. Marketing and advertising support:

- a. Inclusion in our regional, national and international advertising campaigns;
- b. Inclusion in our on-going public relations efforts, which

have included articles in *Black Belt Magazine*, *Tae Kwon Do Times*, *Martial Arts Professional*, major daily newspapers, and television and radio coverage, including the *Montel Williams Show* and many local network affiliates;

- c. Extensive support on all aspects of your marketing programs, including ad slicks, advice on placement and planning, and complete training on all aspects of effective direct marketing for martial arts schools;
- d. Access to our extensive “community outreach” programs including elementary and middle school programs.
- e. Access to extensive sales support materials, including the “New Student Orientation” package and our “Mile High Karate® Renewal” infomercial;
- f. Extensive marketing support tools, including:
 - (1) 24/7 “live answer” call center for answering student prospect calls, answering questions and scheduling appointments;
 - (2) Toll-free number (1-800-229-2686) routes prospects to your location;

- (3) Complete, informative prospect web site and registration at www.FreeKarate.com[™] and www.SuccessfulKids.com[™];
 - (4) Sophisticated contact management system that automatically follows up on the sales process with phone calls, faxes, e-mails and cues up direct mail follow-up;
 - (5) Robust Internet presence includes extensive search engine optimization to bring prospects from the Web to your school;
 - (6) The credibility of your connection to former World Champion Jeff Smith and internationally-known Martial Arts business expert Stephen Oliver.
- 4. Affiliation with one of the world's most respected martial arts schools:**
- a. International rank recognition;
 - b. Annual Black Belt retreat weekends for your students;
 - c. Regional intramural tournaments for your students in many regions;
 - d. Access to the top martial artists in the world;
- 5. New location support:**
- a. Complete demographic research and market evaluation;
 - b. Lease negotiations;
 - c. Complete grand-opening marketing and ad placement;
 - d. Complete grand-opening manual and growth plan.
- 6. Proven, robust business support systems.**
- a. Student billing and payment follow-up done for you;
 - b. Automated student tracking and follow-up systems;
 - c. Automatically-created and mailed birthday cards, "We Missed You in Class" cards, and "Pass-A-Friend" guest passes;
 - d. Automatically-created student I.D. cards;
 - e. Complete accounting services — P&L, Balance Sheet, Checking Reconciliation, Payroll and Taxes done for you.
- 7. Participation for your school in the Mile High Karate® "Building Successful Kids[™]" program.**
- 8. International trademark recognition.**

This advertisement is for general information only and is not intended to be an offer of a franchise. An offering can be made only after the delivery of an effective franchise prospectus in compliance with applicable federal and state law. NEW YORK: An offering must be filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. © 2007 Mile High Karate®. All Rights Reserved.

Application for Franchise Information

Learn more about joining the Mile High Karate organization as a franchisee with our complimentary Information Kit, including an informative brochure, CD and DVD. Just fill in the simple form below and fax to:

1-800-795-0583

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Or, visit www.MileHighFranchise.com





®

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