



Monarch Martial Arts Academy

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Table of Contents

Contact Information.....3

Client Summary.....4

Target Audience.....5

Research.....6

SWOT Analysis.....8

Goals and Objectives.....10

For the Future.....11

Appendix.....12

Contact Information

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Client Summary



Monarch Martial Arts Academy opened in 2007 by 5th degree black belts, Cat and Tim Cook. Cat and Tim have been teaching for over 15 years and are extremely dedicated to their field.

Monarch Martial Arts Academy is a family-run business that excels on the motto “Building A Better Community One Student At A Time.” Monarch offers many classes such as taekwondo, combat hapkito, specialized classes in weapons, competition team, and demo team. They are also very interested in focusing on special groups such as children with disabilities, self-defense for women, home schooled children and people who are struggling with obesity. All of Monarch’s classes are offered to men, women, children, and families in a positive and safe environment that encourages everyone to reach their full potential.

Target Audience

Monarch Martial Arts Academy is a family owned and operated local martial arts school that offers classes geared towards all ages as well as all experience levels. Keeping this in mind, our team focused on targeting mainly adults between the ages of 20-45 and families with children. We focused on targeting women especially in hopes to increase enrollment in the self-defense classes. In order to reach our target audience we utilized different social media platforms such as Facebook, Instagram and Twitter. We also reached out to local radio station B94.5 to promote our events and possibly advertise in the future.

Research

This semester our team worked closely with Monarch to get them more involved and to have a greater presence within the community. Monarch is a unique, small business and the team really tried to get that message across to our target audience.

The first part of research we did was to find out what Monarch's competition was doing differently in the State College area. Through our research we discovered that the large-scale, national taekwondo companies had a strong social media presence with active Twitter and Facebook pages. Websites for these companies were very bright and clean with easy-to-read text that wasn't too wordy. These larger companies had more flexible class schedules, with more class time slots offered. They also catered to a wide range of ages, typically grouping students into 5-10, 11-15 and 16-25+.

Locally-run taekwondo/karate businesses had a much smaller operation, similar to Monarch's, but had a much larger, active fan base than Monarch's. The classes offered were about the same size or smaller than the average chain. The majority of small business taekwondo studios offered Mixed Martial Arts, something that Monarch is trying to stray away from. Each was slightly different from the other, but there was a significant difference in website quality in locally run State College businesses versus corporate chains. Out of all smaller, State College based studios, Monarch had the best website, offering clear, concise and easy to read information. Others were very hard to read or unwelcoming, using unfamiliar taekwondo terms without proper context for an outsider to understand. Out of the locally operated studios, Monarch had a leg-up on the other competitors on Instagram - few had one, and if they did, pictures were posted infrequently.

Monarch's biggest local competition seems to be Life Revolution Taekwondo, which offers an ADD/ADHD class for children with special needs and a day long camp for children during in-service days.

In general, many of the local taekwondo studios, whether they are large chains or small businesses, offer some sort of discount trial class or a starter package to help get students on the mat. Monarch offers this as well, and is on par with other businesses in the area.

Monarch also was looking into providing taekwondo and hapkido classes for homeschooled kids in State College. Our team was able to find research which suggest that it is possible for Monarch to begin this type of class in the area. Although the Pennsylvania education websites were generally pretty vague with information, our team was able to find that each student is required to fulfill a gym requirement, regardless of whether or not they are taking classes at State High or at home. This requirement runs all the way from elementary school to high school. Our team was able to find an extensive list of potential contacts that Monarch can make in the future for further information about how to start the process. Additionally, we were able to find examples of other local taekwondo studios throughout the country who have succeeded in doing the same thing in their local school districts. This can serve as a model for Monarch going forward.

SWOT Analysis

Strengths

The instructors of Monarch Martial Arts Academy have exceptional experience in Karate; the staff has 15 years of teaching experience as well as multiple certifications ranging from ICHF & ITA Black Belt certification to Kukkiwon certifications. Monarch Martial Arts Academy is also affiliated with the Independent Taekwondo Association, International Combat Hapkido Federation and Martial Arts Industry Association. Monarch Martial arts offers excellent training in hapkido and taekwondo. Unlike other Karate schools in the area, Monarch is concerned with family values, female self-defense, veteran relatives and children with special needs including ADD, ADHD and Autism and have experience with coping in each of those previously mentioned areas. Monarch also offers classes for people of all ages and skill levels, even if individuals take their classes only for fun. Monarch's privately owned studio allows a wide range of affordable classes that are offered throughout the year on different days and times of the week.

Weaknesses

The location of Monarch Martial Arts, about a 10 minute drive from the town of State College, deters college students from enrolling in their classes. Students are more inclined to join the karate club than drive to an out-of-town location. Monarch relies on word-of-mouth as their primary means of advertising and awareness rather than physical advertising and brand promotion because of cost. The State College areas has a lot of Karate schools although Monarch offers specialized classes. Monarch also feels that they are not fully integrated in the State College community, which hinders their clientele size. Although Monarch has an active Facebook presence (yet sometimes a bit disorganized), other social media platforms are rarely used and students of Monarch rarely interact with their social media.

Opportunities

Monarch Martial Arts has an array of possible opportunities to capitalize on. The emphasis on family values and individualized attention are appealing, but offering classes specialized for children with special needs, female self-defense and classes for individuals with veteran relatives will greatly differentiate Monarch from competing karate schools. If Monarch were to allocate a budget to physical advertising such as print and broadcast, their awareness would grow. Monarch could also reach out to the college student market by offering promotions like discounted prices, classes for clubs or greek life, and advertising that their location is conveniently located next to a Cata Bus stop that runs to and from the Penn State campus.

Threats

The lack of awareness of Monarch Martial Arts Academy in the State College community- mainly due to lack of advertising- could threaten Monarchs opportunity to grow and reach out to special interest target markets like college students, people with disabilities, female advocacy groups and veteran families. The instructors of some competing karate schools have more teaching experience and have a more professional image, which could draw possible clients away from Monarch. Without expanding student enrollment, Monarch may not have enough capital to allocate to advertising, preventing client growth.

Goals and Objectives

The *goals* during our time with Monarch varied from a stronger social media presence to creating an overall sense of community engagement within Monarch and the State College area. We achieved these goals by having various events which attempted to connect Monarch with the community. The *objectives* were to leave Monarch Martial Arts Academy with some tips and useful knowledge to help better their social media presence, produce a successful event, and engage the community within their classes. See Appendix.

For the Future

Monarch Martial Arts Academy strives on the idea that they are “building a better community one student at a time.” Monarch will continue to increase their social media presence on all platforms to engage with their followers as well as work to hold monthly events if possible in which they focus on a certain theme to bring awareness to their school. In the future, Monarch will hope to offer more variety classes including a strong women’s class, class for homeschooled/special needs children, and a class for those dealing with weight issues.

By following the correct social media etiquette, precisely placing advertisements, utilizing marketing strategies and boosting their strengths, Monarch will remain one of Happy Valley’s top martial arts facility.

Appendix

Pitches

Looking for an exciting way to get in shape in a welcoming environment? Well look no further! Monarch Marital Arts Academy offers many different classes such as, taekwondo, combat hapkito, specialized classes in weapons, competition team, and demo team. All of them are so much fun you will not even realize you are also working out! Monarch Marital Arts Academy also has such a motivating and welcoming staff that you will never feel out of place! They offer classes for men, women, and children, meaning that this is something that the whole family can do together! Check out Monarch Marital Arts Academy today! -**Neena Zona**

Cat and Tim Cook, owners of Monarch Martial Arts Academy, offer a family friendly environment to those looking for a perfect studio fit. Not only are the Cooks the owners, but also are highly educated martial arts instructors. They hold the highest degree of black belts and endless knowledge of the benefits martial arts provides. They offer classes that all ages can attend and strive to teach skill, while focusing on instilling patience, respect, and self-strength in their students. For anybody looking to take a martial arts class, Monarch welcomes all with open arms and the interest to help each student, old and new, grow in all ways. -**Molly Monaghan**

Is hitting the gym not exactly your forte, but you crave a way to blow off steam while getting exercise? Monarch Martial Arts Academy, a family owned and operated Karate school in the State College area, offers a wide variety of affordable classes to individuals of all ages, interests and skill levels. The instructors of Monarch stress self confidence, respect, leadership and focus and each student is treated with individual attention. Monarch offers traditional hapkido and taekwondo classes as well as specialized classes geared towards female self-defense, classes for relatives of veterans and classes for individuals with special needs like ADD, ADHD, and Autism. Although Monarch offers the option to enroll in competitions and gives students the opportunity to build up to black belt level, classes can be taken solely for recreational purposes. Due to the family centered environment, students view Monarch as a “home away from home.” Become part of the Monarch Martial Arts Academy family if you are looking for a

fun alternative to repetitive gym work out or stress reliever, looking to sharpen your focusing skills or simply looking for an entertaining extracurricular activity!

-Alexandra Janiczek

If you're looking for a family friendly Martial Arts academy in the State College area there really is no better place than Monarch Martial Arts. Cat and Tim Cook, the couple who both own and operate Monarch, pride themselves in their ability to provide the community with a wide variety of martial arts and self defense classes in which all ages can participate. Both are experts in the field and have received the highest degree black belts. Their experience in martial arts makes them more than qualified to be instructing and directing at their studio. First hand experience of one of their classes gave me insight into how seriously Cat and Tim take instruction at Monarch and how important it is for their students to learn not only martial arts but also honor, respect and patience. Tim took the time to give each student, including the members of HVC, individual attention to help them improve. I would absolutely suggest Monarch to anyone who is looking for Martial Arts instruction.

-Caitlin Kennedy

Competitor Information Examples

Local Competitor- Titan Fitness

- 127 Sowers Street State College, PA 16801 (814) 235-1015
- Located 1 Block from Penn State University University Park Campus on Sowers St between Beaver Ave and College Ave (convenient for students)
- Founded in 2003
- Offers Mixed Martial Arts classes including: MMA, Brazilian Jiu-Jitsu, Krav Maga, Youth Martial Arts
- Offers Boxing and Kickboxing: Individual or group, coed, women's, Thai
- Offers Fitness Training- Elite, personal, and gym membership
- Offers one free trial class
- Much larger facility than Monarch
- 8 Person staff
- \$75/ month for unlimited classes
- Website is not enticing, is a bit bland and wordy, industrial and uninviting looking
 - Pictures on all social media are unprofessional looking
- Blog is not consistently active and is geared towards news and events for the company
- Facebook page is very active and has 1577 likes and 84 recent visits
- Twitter has 120 followers and following 285

National Competitor- AmeriKick

- Chain Mixed Martial Arts company
- 11 Pennsylvania locations, 6 New Jersey, 6 New York, 3 Kansas, 1 Wisconsin, 1 Rhode Island, 1 Florida
- Claims to be Americas number one Karate school
- Offers adults martial arts, Little Dragons (ages 5-7), Tiny Tiger (age 3-4), Karate Kids (ages 7-13), Kickboxing for adults, AmeriKick fitness
- All classes demonstrate self discipline, focus, concentration, listening skills, coordination and teamwork
- The competition season begins June 1st and ends May 31st. There are 4 AKL tournaments in each conference/region generally held in June, September, November and January with the end championship tournament in March-April. The Top are awarded at the June Black Belt Extravaganza.
- Featured on ABC, NBC, FOX, Today, People, CBS, ESPN, MTV, Jay Leno, The White House, Regis and Kelly

- \$19.95 for 3 children's classes with a free uniform
- \$29.95 for 6 kickboxing classes
- Bright and easy to use website, very professional graphics, clean lines and not too wordy
- Each location has their own Facebook account to friend, not just a fan page, each page is very active, lots of videos and pictures
- Each location has a twitter with over 1000 tweets and close to 1000 followers, very active
- Not every location has an Instagram, the locations that do are consistent with posts

Central PA Mixed Martial Arts Research

- Opened February 1, 2010
- 10,071 Facebook Likes, 3,820 Visits
- Gives up to one month free for participants

Classes Offered:

- o MMA, Muay Thai Kickboxing, Brazilian Jiu-Jitsu, Youth Martial Arts, Women's Kickboxing, Reality Based MMA, Submission Wrestling, Boxing, and Wrestling.

Address:

- o Current: 1700 S Atherton St, State College, PA 16801
- o New Location: 1445 West College Ave. State College, PA 16800

Accomplishments:

- o Most accomplished instructors in Central, PA
- o 1,000 + reviews and "recommendations" from other current and past students
- o The largest students base in Central PA (Over 500+)
- o Home to the highest ranked instructors in Muay Thai, Submission Wrestling, Jeet Kune Do, Kali and more!
- o Produced dozens of champions in various arts
- o 5 stars on Facebook, Google, Yelp

Life Revolution Taekwondo

- Also offers one week free trail
- Offers classes for toddlers (2.5-6), children (6-12) and adults
- Also talks about of Taekwondo helps those with ADD or ADHD
- Offers day Camps "from 8:30am to 3:30pm during In Service or Parent Teacher Conference Days." Camp includes:
 - o 1 Martial Arts Class,
 - o Arts and Crafts,
 - o Korean Language and Culture
 - o Outdoor recreation time and field trips.

- Camp is offered to children between the ages of 5-12 and the cost of camp is \$35.00 a day.
- CLASS SCHEDULE
 - TODDLER CLASSES:
 - 5:30 - 6:00pm Mondays and Wednesdays
 - CHILDREN CLASSES:
 - 4:30 - 5:15pm Mondays and Wednesdays
 - 5:00 - 5:45pm Tuesdays and Thursdays
 - 6:00 - 6:45pm Tuesdays and Thursdays
 - ADULT CLASSES:
 - 6:45- 7:30pm Tuesdays and Thursdays
- Doesn't offer any other classes other than Taekwondo.
- Not a lot of information of their website, very basic.
- Website isn't as professional as Monarch.

Nittany Shotokan Karate-Do

- Website a little confusing to navigate
- Has their Facebook news feed on the website.
- Their club membership is only open to people ages 18 and up.
 - But when I looked through some pictures they had younger kids in them
- Relatively inexpensive
 - White Belts
 - First month is free
 - Following months are \$5/month
 - Yellow, Orange, and Green Belts
 - \$15/month
 - Purple, Brown, and Black Belts
 - \$35/month
- Overall very confusing, a lot of words that are hard to follow if you don't know anything about karate
- Doesn't seem like they offer too much variety.

Social Media

When Monarch first came to HVC one of the things they needed the most help with was social media. Our main goal within social media was to gain them more likes and followers on all of their pages which in the end we did accomplish. At the end of the semester, we provided them with a social media boot camp list of tips and suggests for how to continue using their social media effectively. We basically gave them the who, what, when, why, how of Facebook, Twitter and Instagram.

Monarch has been using Facebook regularly as a way to communicate with both their clients and the community; however, their page was in need of redesign. We provided them with new graphics for both profile pictures and cover photos in order to make them look more professional. We also gave them ideas of what else they should be posting in addition to information about their classes and events such as articles about anything to do with Martial Arts or other inspiring posts to get people to interact with their page. In the end we helped them go from 283 likes to 292. Though this was not a significant increase, we hope that if Monarch continues to use the social media tips we have provided, their online presence will continue to grow.

At the start of the semester, we helped Monarch set up their Twitter account which, since then, has gained 37 followers. Some tips we gave them regarding Twitter usage was to go on a follow spree and follow accounts such as other Martial Arts related profiles, other State College small businesses, national companies well known for their twitter usage, and lastly their clients. We also provided them with sample tweets so they would have an idea of what kind of things they should be tweeting. We told them to be creative in their posts, interact with others on Twitter, and share pictures.

Instagram was also completely new to Monarch so we helped with the first few posts and wrote several more samples for them to use. Some tips we gave them we to do #FactFriday where they would share pictures of different Martial Arts things and give a fun Martial Arts fact. We also suggested that they spotlight a different faculty member every week to get their followers more familiar with their business and the people who work there. Lastly we suggested they connect their Facebook and Instagram so as to get more coverage on both platforms. By the end of the semester, Monarch gained 37 followers.

Example Tweet- Quote from one of the instructors or a motivational quote Ex. “Building a better student one student at a time” #monarchquotes

Example Facebook Post- Taekwondo Tuesday, short video clip of one taekwondo technique every or every other Tuesday, then use hashtags: #monarchmartialarts #taekwondo #statecollege #centrecounty #selfcontrol #discipline #fitness etc.

Example Instagram Post-



Tips and Ideas

Need to be active on all platforms at least once per day.

Retweet relevant accounts.

Interacting with other accounts and smaller businesses is good.

Look at what is trending and craft something with that hashtag.

Retweeting and favoriting get more interaction.

Reply to people's tweets.

Be witty on twitter. Be creative.

-Taco Bell, Digiorno, Diary Queen, Ellen are good examples of this

Search relatable martial arts and monarch related tweets and interact with them.

The posts that get the most views have images attached to them.

Follow us flyers should get put up in the parent's room.

Tweet martial arts statistics, defense things, facts

1pm-3pm

Share instagram posts to fb or twitter, possibly link social media.

Always use a filter

Take pictures from angles

Instagram is great hashtags

Videos on Instagram are great... 15 seconds

Large *Facebook* presence so...

Use HVC cover photos

Posts can/should ask questions to look for replies

Encourage people to like FB page

Update profile pic to more recent logo

Photo album of faculty... meet our faculty page

Pictures are great but on FB should be switched up between regular written statuses.

Monarch could hold a hashtag contest/social media interaction contest

How to take better pictures: See attached link.

<http://photography.tutsplus.com/tutorials/6-elements-of-design-for-striking-photographs--photo-2574>

Events

Fight for Jenny Event

WHO: This event was held in support of Jenny Donlon, a small business owner and colleague of Cat Cook, the owner of Monarch Martial Arts Academy.

WHAT/WHEN: Happy Valley Communications Monarch Martial Arts Team planned the event for October 24, 2014 from 6p.m. – 8 p.m. It involved a silent auction, mini class, free food, and a guest speaker.

WHY: To support Jenny Donlon in her fight against breast cancer and to raise awareness of breast cancer through a nontraditional medium such as a martial arts studio.

GOALS: Our goal was to promote the event through local businesses and raise money to aid Jenny in her fight. We worked very hard to gain donors to make the event possible and to spread the word about the event through social media and radio (B94.5).

RESULTS: We were able to gain over twenty donors and raise over \$500 for Jenny. The event was successful and enjoyable to all who attended. The event unfortunately did not have as many people in attendance as we had hoped, and we attribute that to the location, date and time, and the possibility of more promotion.



FIGHT
for Jenny!



MONARCH
Martial Arts Academy
Building a Better Community One Student at a Time

October 24th 6:00-8:00pm
253 Benner Pike STE D
State College, PA

Breast Cancer Benefit for Jenny Donlon

Welcome to



FIGHTING
for Jenny!

BRYCE JORDAN CENTER

HVC
HEALTH VITALITY CONNECTION

Kiwi
ICE CREAM

This evening's events include:
Chair Massages
Board Breaking
A Silent Auction
Refreshments, Food & Music
Face Painting from Faces by Leah
And Much More!

All Benefiting Jenny Donlon

Thanks to our generous sponsors for supporting tonight's event

B94.5
ALL DAY

Growing Tree Toys
Imaginative, Fun, Playthings for kids.

Jacob's
BOUTIQUE

JANICZEK

contempo
artisan boutique

Perfect 10 & More
Day Spa

DESIGNality
BY KRISTEN

Chelsea
ROW

Lions Pride

jamberry
NAILS

Sercy

PIA PIT

BAGEL CRUST
N.Y. STYLE

CLOTHES MENTOR

WEBSTER'S
BOOKSTORE CAFE

R&S
RAPID TRANSIT SPORTS

FIGHTING
for Jenny!

Monarch Martial Arts Academy
October 24th, 6:00-8:00 pm
253 Benner Pike STE D
State College, PA

On Friday October 24th, 2014 Monarch Martial Arts Academy will be holding a benefit for Jenny Donlon who has been diagnosed with an aggressive form of breast cancer. The benefit will have opportunities for board breaking, fun activities and more!

About Jenny:
Jenny grew up in a small town in upstate New York where she spent her free time teaching dance to students of all ages. She attended Albany Law School where she obtained her degree and now solely runs her own firm. She lives with her beloved dog, Gracie, who she adores.

During a routine mammogram, her breast cancer was discovered. Although it is an aggressive form, it was caught at an early stage. Jenny had a double mastectomy about 4 weeks ago and is now recovering from her surgery. She faces 4 months of chemotherapy followed by a year of targeted non-chemo infusion therapy. Despite the road she is starting down, she remains positive and upbeat.

She is going to work as she can, and is paying her work and personal bills from savings. As a female business owner supporting herself and trying to keep her business afloat, we don't want the stress of paying medical bills to hinder her fight and recovery.



We are looking for businesses or individuals who wish to sponsor this benefit and get involved with helping in Jenny's fight.

If you wish to donate services, products, monetarily, or otherwise, please contact us as soon as possible.

We will include your name or business name in our media releases and can display your information at the event as well. We will be on air at 894.5 on October 23rd to share information about this event as well.

Please contact us at:
mmaatkd@gmail.com
(814)235-5425

MONARCH
Martial Arts Academy
Building a Better Community One Student at a Time



HVC Meets Monarch Event

WHO: Happy Valley Communications Executives and Account Executives, along with the Monarch Martial Arts HVC team took a class with Cat and Tim Cook.

WHAT/WHEN: HVC was able to sample a class and learn some basic martial art skills. It was held in the fall semester.

WHY: To have Happy Valley Communications members have a deeper understanding of what their client wanted them to promote.

GOALS: Our goal was to meet the clients we would be having a strong relationship with throughout the semester and allow the owners to meet those they would rely on.

RESULTS: Each attendee had a great time and learned a lot of new aspects of Monarch Martial Arts Academy that they were unaware of.



Sample Blog Posts

Why Should Your Child Take Taekwondo?

By: Neena Zona, Monarch Martial Arts Academy Account Associate

As I grew up I never could quite find the right sport for me, I tried everything from gymnastics, to skiing, to tennis and softball. No matter how hard I tried and how much effort I put into the sport I was never good enough. My parents then decided to sign me up for Taekwondo classes with my brother. In taking these classes all the way up until I achieved my black belt, I met some great friends and learned many valuable lessons along the way.

Discipline

Children are not always very disciplined and it is hard to discipline them. Through taking classes I learned how to be very disciplined without even realizing it. We are required to stand at attention during class and do not move until we are told to by an instructor. We learn to say “yes ma’am” and “yes sir” after every command and before realizing it we are taking these lessons and using them outside of class.

Self-Confidence

Teaching children self-confidence at a young age is so important. This allows them to truly believe in themselves and goals that they can achieve. Through out my time taking Taekwondo I would become so incredibly proud of myself every time I advanced to a new belt or mastered a new skill.

Concentration

Concentration is something that is not always easy for anyone of any age. In Taekwondo you learn concentration by focusing in on a new skill to learn and master.

Physical Strengthen

Taekwondo is such a fun way to work out with out feeling like you are actually working out. It will get your kids moving around a lot, and warming up with push-ups, sit-ups and other stretches.

Leadership

Once you reach a certain level in your training your instructor may allow you to start helping teach classes. This was such a good way to teach me how to be a leader to the younger kids in my class and also boosted my self-confidence.

Belt Test Day Survival Guide

By Emily Pirt, HVC

You have been working hard at every lesson, you studied your butt off and now the day is finally here: belt test day! Although today can seem like a pretty scary day, especially if this is your first time testing, don't worry. I have compiled a list of easy things to do to help you get through your belt test.

1. Get a good night's sleep.

Prepare for your belt test like you would any other exam in school. Always make sure you go to bed early the night before. The last thing you want is to be nodding off during your belt test! Getting adequate sleep is a necessity; studies have shown that cramming late into the night actually worsens performance on tests. With that said...

2. Do NOT cram!

As just mentioned, cramming late into the night can affect your performance the next day on your test. Start reviewing your stances/moves at least a week beforehand. By chipping away at studying a little bit every day it will put less stress on you the night before. Bonus: you'll retain the information better, too!

3. Eat a good breakfast.

Like mom always said, breakfast is the most important meal of the day! Even though your test will be in the evening, having a good breakfast will help get you on a good start to the day. As for dinner, try not to eat too big of a meal or eat too quickly right before your test. No one likes a stomach ache!

4. Iron your uniform.

For our Mighty Monarch's, ask your parents if they will iron your uniform for you. You would be surprised how much better you will perform if your uniform looks fresh and clean.

5. Don't forget a hair tie.

If you have long hair, make sure that it's pulled back or pinned up off of your face. There's nothing more annoying than trying to do a proper high block with your hair falling in your eyes.

6. BREATHE.

Don't be nervous – you got this! You have been training for weeks, and you know more than you think. Remember the only thing you can do is try your hardest. Go all out; this is your chance to show your instructors what you know!

7. Afterwards, don't forget to celebrate!

Congrats, you made it! Regardless of the outcome, you gave it your all and that's what really counts. You go!

Sample Pitch Letter

Happy Valley Communications
www.happyvalleycommunications.com
happyvalleycomm@gmail.com

Dear _____,

Happy Valley Communications needs your help.

Happy Valley Communications (HVC), Penn State's student-run communications firm, serves as a place for Penn State students to gain real-life professional experience. Established in 2009, HVC seeks to benefit students, faculty, and the community by strengthening the relationships between the firm's clients and the general public. This year, we had over 90 applicants competing for 30 spots in the firm. The students that are chosen are of the highest caliber.

Students volunteer their time to provide results for our clients and to further the students' education and experience while maintaining professionalism. Our clients are not required to pay us any monetary amount.

Right now we are preparing for an event with our client, Monarch Martial Arts Academy, called Fighting for Jenny. The owner is holding an event this weekend to raise money for a friend who was just diagnosed with breast cancer. We will be having a Chinese auction at the event and we are currently looking for donations for the baskets.

Would you be interested in partnering with HVC and making a donation for our Fighting for Jenny event?

By partnering with HVC in a mutually beneficial relationship, _____ can help HVC remain a professional organization. In addition, _____ would have access to the highest caliber of Penn State communication students for possible interns.

If _____ is interested in sponsoring or learning more about Happy Valley Communications, please contact our Director of Business Affairs Gina Franz by emailing her at happyvalleycomm@gmail.com. We look forward to hearing from you.

Sincerely,

The Directors of Happy Valley Communications

Executive Director: Rebecca Shapiro
Director of Communications: Sean Donnelly
Consulting Director: Melissa Conrad
Director of Business Affairs: Gina Franz
Director of Staff Relations: Kristen Kempinski

Sample Press Release



Monarch Martial Arts Academy

253 Benner Pike

State College, PA 16801

(814) 253-5425

Contact: Alexandra Janiczek

(610)-955-8571

alliejhomes@gmail.com

FOR IMMEDIATE RELEASE

Monarch Martial Arts Academy Holding Date Night

Self Defense Class

STATE COLLEGE, Pa., Nov. 19- Monarch Martial Arts Academy will hold a Hapkido Self-Defense Date Night event for students, couples and friends on Thursday, December 4th. The event will be held at Monarch Martial Arts' facility in State College near the Nittany Mall, located at 253 Benner Pike.

Monarch Martial Arts Academy is a family owned Karate school that specializes in Hapkido, Taekwondo and Self Defense; and offers various classes, workshops and seminars for all skill levels and ages. Monarch's staff has 15 years of experience in Martial Arts and its instructors have multiple certifications ranging from ICHF & ITA Black Belt and Kukkiwon Certifications. Monarch Martial Arts Academy is also affiliated with the Independent Taekwondo Association, International Combat Hapkido Federation and Martial Arts Industry Association.

Not only is the Monarch staff very experienced in the field of Martial Arts, they are also experienced in teaching children and teenagers with ADD, ADHD, Autism and other special needs. Monarch Martial Arts Academy stresses confidence, respect, leadership skills and focus throughout all of their programs and is always concerned with family values. Each student enrolled in one of Monarch's programs is treated with individual attention and respect.

Monarch Martial Arts Academy welcomes students, friends and couples from ages 15 and up to join their Self Defense Date Night Event on December 4th, 2014 for a night full of food, fun and fighting tactics. The event will take place from 7:00-8:30p.m. and will cost \$10 per couple. The event will feature various Hapkido tutorials for couples to practice, music provided by B94.5 radio, food catered by _____ and a raffle at the end of the event.

For more information about the event or Monarch Martial Arts Academy, please visit [facebook event link], <http://www.mmaakarate.com> or contact Alexandra Janiczek at alliejhomes@gmail.com or (610)-955-8571.

