

Shufu Communications Committee Update

Shufu Adhoc Committee Update- Growing Judo

Shufu Communications Committee Update

- Selection of Social Media Coordinator – Brandon Wang, Ikkyu, Dale City Judo
 - Shufu Facebook Page and Shufu Yudanshakai Group continue to Grow and are used.
 - Shufu Black belt List continues to be maintained and used for distribution/communication
 - Shufu Twitter Account Established: @shufujudo
 - Shufu Instagram Established: @shufujudo
 - ShufuJudoSocialMedia@gmail.com--Mar 12—Done
 - Reddit?
 - Tumblr?
 - Snapchat?
- Executive Committee Approved Use of Hootsuite to manage multiple accounts
- Subject Matter Expert Identification Initiative (Refs, Kata, Tournaments)
- Shufu Dojo Highlights Initiative – Led by Brad Lewis

Shufu Social Media Coordinator: Brandon Wang

- Junior at the Governor's School at Innovation Park
- 1st Degree Brown Belt at Dale City Judo – started judo in 2014
- Other sports – wrestling, rock climbing, crew
- Currently serving as a lifeguard at the Prince William County Recreation Centers
- Hobbies – Judo, woodworking, crocheting, violin, cello, piano
- Career interests – medical doctor, athletic trainer



Shufu Adhoc Committee Update- Growing Judo

- Awaiting Presidential Selection of Committee Members
 - Tim Redden has indicated he would like to be involved
 - Conducted Research
 - Kevin Tamai Podcast
 - Wall 2 Wall (in LA) Judo Podcat Chop Suey
 - Jimmy Pedro Podcast Interview Growth of Judo
 - Gary Goltz - Blackbelt Mag: Judo Blog - We Need More Shodans!
 - Paul Jordan Podcast Interview
 - Initial Findings

Shufu Adhoc Committee

Update- Growing Judo

- This is complex problem! But not dealing with it is not an option!
- We need more Judo Students
 - Which means we need more Judo Clubs
 - Which means we need more Blackbelts and Mats to start new clubs
- For Profit vs. Not For Profit Judo Clubs: Is there room for both? YES!
- Olympic vs. Grass Roots
 - IJF Rules (no leg grabs), Freestyle Rules, Kosen Rules, By Tourney Rules
- We Need More Competitions (Local, Regional, National)
 - Need Venues
 - Need Referees
 - Need Equipment (Mats, Scoring, Computer/Camera Replay Systems)

Shufu Adhoc Committee

Update- Growing Judo

- What can we do now?
 - Accelerate Promotions to Shodan for those that show promise
 - Example: Ambassador Program
 - What other ways?
 - Push Blackbelts in your club to open new Judo Clubs
 - Low risk “Not for Profit Clubs”
 - YMCA/Rec Center Model
 - College Clubs
 - Schools
 - Support “For Profit Clubs” to lower risk and barriers of entry
 - We need new and used mats for up and coming clubs to lower the barrier of entry.
 - Partner with other schools that want Judo
 - Outreach and Partnership with other like martial arts (BJJ, Wrestling, etc.)
 - Shufu Examples: Sport Judo w/Yamasaki; The Compound, Belvoir Grappling, Trident Martial Arts, E9 Fight Company, Warrior Judo, Arte Suave, I’m sure there’s more.