



We'd like to introduce you to the Martial Arts Expo, or simply "MAX"

### **MAX's Mission**

MAX has been created to foster greater communication between different styles of martial arts and to raise awareness of martial arts on the East coast while creating a positive image of martial arts in general.

MAX is not a business — we're a group of volunteers who understand that all true martial arts have some common threads and that together we can accomplish great things!

### **What does MAX do?**

We come together at events and share our arts with each other and anyone else who wants to watch and learn. These events are friendly and non-competitive; we don't compete against each other, and we don't try to convert people from one art to another. Through these demonstrations we raise the public's awareness of martial arts and generate a positive image.

### **How does MAX work?**

MAX is a pool of people, resources and know-how. For each event, MAX's volunteers coordinate the efforts of the participating martial arts organizations, and organize the overall event.

### **How MAX started**

In July of 2003 JD Lepeta and Craig Constantine became involved in some very limited demonstrations at the 7th annual SportsFest in Allentown PA. (We were looking for ways to promote our martial arts school in the Lehigh Valley.) Our involvement began at the last possible second, and we dove in with little preparation. It was there that we met Rodney Guignet who we discovered had paved the way for the demonstrations at SportsFest 2003.

The demonstrations were coordinated by the organizers of the body building competition at SportsFest; The various down-times during the competition were filled with short demonstrations. The response from the audience was very positive. As the day progressed, it became clear that everyone from the represented martial arts schools would be interested in doing demonstrations again at SportsFest in 2004.

By the end of the summer we had spent considerable time discussing how the next year's demonstrations could be improved for SportsFest. Everything seemed to hinge around somehow getting the martial arts schools in charge of coordinating the demonstrations. This led to discussions with Ray Atiyeh, (the coordinator of SportsFest,) about whether a larger martial arts presentation at a dedicated venue would fit within SportsFest's mission. The more we worked on our ideas for 2004, the more we realized that the volunteer energies we saw available needed to be shaped into some specific form. No one martial art organization could carry off an event on the scale we were envisioning.

#### **MAX**

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