

BY BRIAN MILLER

Cutting Edge Martial Arts • West Hill Plaza •
Saratoga Springs, NY 12866 • 518 587-5501



ENHANCING LIVES

Appreciation: One of the Keys to Unlocking Success

Showing graciousness to your clients is one of the most important activities we, as business owners, should practice each day. At Cutting Edge, we try our best to make sure each family in our program knows they are appreciated in some way—not because this is a good business practice, but because it is the right thing to do. If it were not for the families that train with us, my family would not have a home, food to eat, a car, or anything for that matter. My entire livelihood is based on the families of our school and I try to remember that every day. Being grateful for what you have is one of the most valuable tools to achieve success.

Personal sense of achievement, like beauty, is truly “in the eye of the beholder.” I have met people in my life who have achieved extraordinary success in their businesses, yet continue to push themselves to the brink of collapse, and have absolutely no idea what true success really is. The old expression “money doesn’t buy happiness,” is true. Money cannot buy happiness, but it certainly can alleviate stress and give families a sense of security. Perhaps the expression should be “money can provide security, while gratitude can give you happiness.” There is enough reality television out there to prove that some of America’s wealthiest families are not happy—far from it, actually. Why? Because, some people are never taught the most

valuable word in the entire dictionary—appreciation.

The toughest part about finding true appreciation in the modern American workforce is the modern American business model. Every year, less overhead, therefore job cuts, and 5% growth, 10% growth, 15% growth. How does anyone live up to these standards? A salesman who has to sell more with less help each year? It doesn’t make any sense. At the end of 2009, our staff discussed the fact that our student base had not grown in number for over a year. However, with the economic meltdown, the perspective we chose to take was that being able to maintain our students throughout one of the toughest times in recent history was extraordinary. On top of this, we used the economy as a motivator and set out to add several new programs. This year, we implemented a lot of the ideas that we had been working on last year. We added a leadership program to help create the future leaders of our community. We added a Korean padded sword program known as ki kum do and we also introduced extreme martial arts. This blends taekwon do techniques with dance and gymnastics to create a high flying, flipping, competitive and exciting new form of martial arts.

Thank you to each of the families who have recently become a part of our program, to those who have been kicking with us now for almost six years, and all those in between. It is such an honor and a privilege to be a role model, mentor, and a servant of our community. Because of my deep appreciation for life and for the great things that come with it, I can officially say that I have achieved success.

Mr. Miller and the Cutting Edge Staff

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Cutting Edge Martial Arts
109 West Ave. West Hill Plaza
Saratoga Springs

587-5501 www.SaratogaMartialArts.com

