



The leaders of Grassroots Judo™ are the President and COO of the USJA and President and Executive Director of the USJF. Our aim is to grow Judo and enable people to contribute to society. We are the organization of choice for coaches and students to train in the fundamentals of “big” Judo. [Judo spelled with a big “J” means the holistic contribution of Judo to society. Judo spelled with a little “j” is the sport and recreational (technical) aspects of Judo]. We hope to facilitate a way for the most skilled and talented instructors, competitors, coaches, and referees in the country to give back to Judo through the USJA and USJF.

This information will be presented and maintain on both the USJA’s and USJF’s website and under a designated [Grassroots Judo™](#) link.

I. Grassroots Judo™ Core Values (We Believe)

- Perfection of the human character
- Mutual benefit and welfare
- Maximum efficiency with minimum effort

II. Core Purposes (Measurement)

- The purpose of The American Grass Roots Judo brand is to meet these objectives:
- Acquisition: Provide a larger segment of the population to study Judo
- Growth: Overcome the current stagnation of US Judo and build an opportunity for all to participate in Judo
- Marketing: Have an active outreach program to perpetuate the benefits of Judo to the American society as a whole
- Education: Disseminate the latest and greatest ideas about the sport
- Financial Stability: Attract project sponsor and donors

III. Grassroots Judo™ Bold Goals

- By 2010 have 50,000 members

- To matriculate 20 Judoka (Shiai and Kata) to World/Olympic status
- Production of a minimum 6 media products by the end of 2010
- In areas where both USJF and USJA exist – joint agreements and execution of mutually beneficial activities
- One joint Junior National Championship and the Winter Nationals
- A minimum of 6 international training experiences for athlete development
- All affiliated dojo's has 1 or more certified coaches or teachers
- Enable every coach and teacher to be able to market Judo
- 2 major research efforts exploring the benefits of Judo

IV. Grassroots Judo™ Products

- Instructional knowledge manuals
- Knowledge and skill Tapes and DVD's
- Instructional coaching sport and self defense clinics
- Recognition and certification programs
- Competitions – domestic and international
- International developmental clinics

V. Grassroots Judo™ Value Proposition

- For participants: By affiliating with this program you will gain expertise, personal confidence and competence, have more opportunities to fully experience the benefits of Judo and to develop a world wide social network.
- For teachers and coaches: creation of an interactive Judo community that brings the best thinking and knowledge to our members.

VI. Grassroots Judo™ Benefits of Judo

- Self awareness – what you are capable of doing and not doing
- Confidence
- Physical Fitness
- Development of core skills that can also be used in other sports
- Self protection (ukemi – no fear of falling) and self defense
- Opportunity to realize an Olympic Dream
- Youth and adult growth and development
- Development of an internationally recognized community and social network

VII. Current Grassroots Judo™ Championships

- Grassroots Judo™ Winter Nationals
- Grassroots Judo™ High School Championship in Hawaii
- Grassroots Judo™ Joint Jr. Nationals
- Grassroots Judo™ White & Brown Belt National Championship

VIII. Grassroots Judo™ Point System

- Point level will be (1st - 5 points, 2nd place - 3 points, 3rd - 1 point)
- The initial point system will focus on the juniors.
- Benefits to being the point winner will be determined.

IX. Grassroots Judo™ Tournament Endorsement Criterion

The tournament must be sanctioned by USJF or USJA and follow sanction procedures

- Any event that request endorsement must be national in scope event
- The review for tournament endorsement will be conducted by the USJA and USJF Development Chairpersons. The review will be based on geographic distribution, past event history, ability for the event to tie into Grassroots Judo™ development
- Discounts are to be offered to:
 - Grassroots Judo™ Point winners discount
 - USJF and USJA membership discounts and/or scholarships for members
 - We reserve the right to deny participation of any individual.

X. Grassroots Judo™ Camps Endorsement Criterion

The camp must be sanctioned by USJF or USJA and follow sanction procedures

- Discounts/scholarships will to be offered to Grassroots Judo™ Point winners both the USJA and USJF
- Camp director needs to have at least one certified USJA or USJF coach or teacher on staff with a current background check
- Medical care must be provided on site during the event
- Prior to the camp and before any advertisement using the Grassroots Judo™ endorsement, the curriculum must be reviewed. The review will be done by the USJA and USJF Development Chairpersons focused on Grassroots Judo™.
- There endorsement will be for Judo activities only
- We reserve the right to deny participation of any individual.