



## SWKKF MISSION STATEMENT

We are a family oriented traditional karate organization focusing on Sensei Masaru Shintani's teachings and values of kindness and humility.

Our goal is to move into the future with ties to the past developing confident individuals who will be positive role models within the community.

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**Date:** July 26<sup>th</sup>, 2017

**RE:** SWKKF Marketing and Communications Committee Members / Chairperson

### WHAT IS REQUIRED

One of the most important foundations of the SWKKF is Marketing and Communications.

Some of the responsibilities:

- Web-Site update
- Communications
- Social Media
- Publishing
- Marketing
- Contact database
- Media releases
- Advertising

### WHO IS NEEDED

The individual(s) on this committee needed to have the following skill set and attributes:

- Rank of Shodan or up
- Active (with up to date passbook)
- Excellent communication skills
- Excellent computer skills
- Experience in Marketing and Communications

### MANDATORY INFORMATION TO BE PROVIDED

- Name
- Rank
- Club
- How long have you been an active member of the SWKKF?

### ADDITIONAL INFORMATION TO BE PROVIDED

In order to understand more about the candidates who are applying, pertinent information is also required.

1. Do you have any experience in martial arts outside the SWKKF?
2. How long have you been active in all martial arts?
3. What do you currently contribute to your club?
  - Example - assistant to the main instructor(s) - teach a separate class - rotate in a teaching schedule.
4. What do you currently contribute to the SWKKF? Some examples are:
  - Assist/organize clinics, tournaments?
  - Currently or previously served on committees
5. What life skills do you have that would benefit you in the position you have been nominated to or are applying for?

### ADDITIONAL REQUIREMENTS

1. You have strong people and presentation skills and excellent written and verbal communication skills.
2. Agree to sign the IPA (Intellectual Property Agreement).

**IF YOU ARE INTERESTED, PLEASE CONTACT SENSEI DENIS LABBÉ – [ddlabbe3@gmail.com](mailto:ddlabbe3@gmail.com) by Sept 1, 2017.**

## **ABOUT THE SENATE AND SWKKF**

Sensei Masaru Shintani founded the Shintani Wado Kai Karate Federation (SWKKF) in 1966. The SWKKF is one of the largest martial arts organization of a single style in North America. Current registered membership is approximately 2500 students with 400+ active black belts.

The greatest densities of members are in southern Ontario and Alberta, with continued growth in Saskatchewan, Manitoba, Québec, Northwest Territories, British Columbia and the USA. The SWKKF also supports a national team to represent the organization at various tournaments both within and outside the organization.

The Senate is the governing body of the SWKKF.

