

# SWKKF Strategic Plan 2018-2022



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# **SWKKF Mission**

(What we do)

**The Shintani Wado Kai  
Karate Federation  
is an inclusive organization  
modeling Hanshi Shintani's  
kindness and humility,  
through the teaching of  
his traditional karate and Shindo.**

# **SWKKF Vision**

**(Align, inspire and shape direction for the future)**

**The Shintani Wado Kai  
Karate Federation  
will be the premiere  
traditional karate and  
Shindo organization  
in North America,  
through the work of our  
highly skilled and dedicated  
instructors  
in developing unparalleled  
character, skill and pride  
in our students.**

# **SWKKF Values**

**(Rules of Engagement)**

## **Honour**

**(integrity, worthiness and respectability)**

## **Excellence**

**(surpass ordinary standards)**

## **Community**

**(belonging and responsibility as a result of sharing  
common values and goals)**

## **Kindness**

**(friendly, generous, and considerate)**

## **Humility**

**(courteously respectful in all aspects)**

# **SWKKF**

# **Focus Areas**

**(If we focus on these than will achieve the vision)**

**Financial Viability**  
**Efficient Operations**  
**World Class Presence**  
**Rank Expectations**  
**Positive Student Experience**

## **Committees Grouped By Interest Area**

### **A. STUDENT PROFICIENCY COMMITTEE**

**Kata Committee**  
**Optional Kata Committee**  
**Bunkai Committee**  
**Kumite Committee**  
**Self-Defense Committee**  
**Grading Committee**  
**Shindo Committee**

### **B. PROFICIENCY COMMITTEE**

**Tournament Committee**  
**Judging and Training Committee**  
**Reference Manual Committee**

### **C. MARKETING AND COMMUNICATIONS COMMITTEE**

**Harmonizer Newsletter Committee**  
**Website Committee**  
**Archive Committee**  
**Social Media Committee**  
**Dojo Liaison**

### **D. VISIBILITY COMMITTEE**

**National Team Committee**  
**Grant and Fundraising Committee**  
**Scholarship Committee**  
**REACH Recognition Committee**

### **E. SWKKF Operations**

**Constitution and By-Laws**  
**Financial Expenditures**  
**Budget**  
**Audit**  
**Central Purchasing Committee**  
**Standards and Ethics Committee**  
**Affiliate Application Committee**  
**National Tournament Committee**

## Committees Grouped By Interest Area

### A. STUDENT PROFICIENCY COMMITTEE:

Sensei Ron Mattie - Senate Advisor

#### **Bunkai Committee**

Sensei Kris Reynolds – Chair

Sensei Jim Freeman

Sensei Darren Humphries

Sensei Sandro Reffo

Sensei Craig McCleary

Sensei Aaron Rogers

Sensei Scott McCallum

#### **Kata Committee**

#### **Optional Kata Committee**

Sensei Shelley McGregor

Sensei Sandford DeWitt

#### **Kumite Committee**

Sensei Neil Prime - Chair

Sensei Peter Avino

Sensei Brad Cosby

#### **Self-Defense Committee**

Sensei Darren Marshall - Chair

Sensei Mike Russ

#### **Grading Committee**

Sensei Darren Humphries – Chair

Sensei Neil Prime

Sensei Shelley McGregor

Sensei Sandro Reffo

Sensei Jim Atkinson – Senate Advisor

#### **Shindo Committee**

Sensei Kris Reynolds – Chair

Sensei Brian Chmay

Sensei Marco Reyes

Sensei Walter Greening

Sensei Frank Hageneers

Sensei Jeremy Johnson

Sensei Dan Hill

Sensei Darwin Sherman



Sensei Ray Muller  
Sensei Nicolas Gosselin  
Sensei Craig McCleary

**B. PROFICIENCY COMMITTEE:**

Sensei Neil Prime – Senate Advisor

**SWKKF Tournament Committee**

Sensei Dave Brunarski- Chair

Sensei Marco Reyes

Sensei Blaine Beemer

Sensei Kevin Bowes

Sensei Dave Brunarski

Sensei Tom Foster

Sensei Colin Frans

Sensei Scott Hill

Sensei Darren Humphries

Sensei Lewis Kemp

Sensei Craig McCleary

Sensei Tim McCullough

Sensei Shelley McGregor

Sensei Daniel McKee

Sensei Kelsey Mramor

Sensei Lauren Pankratz

Sensei Rod Phillip

Sensei Anne Readhead

**SWKKF Judging & Training Committee**

Sensei Dave Brunarski – Chair

Sensei Anne Readhead – Assistant Chair (East)

Sensei Shelley McGregor – Assistant Chair (West)

Sensei Marco Reyes

Sensei Blaine Beemer

Sensei Scott Hill

Sensei Darren Humphries

Sensei Daniel McKee

Sensei Rod Philip

Sensei Lauren Pankratz

**SWKKF REFERENCE MANUAL COMMITTEE**

Sensei Jim Atkinson – Chair

Sensei Neil Prime

Sensei Beverly Beuermann-King

**C. MARKETING AND COMMUNICATIONS COMMITTEE:**

Senate Advisor: Sensei Michel Gosselin – Senate Advisor

**Marketing And Communications Co-Ordination Committee**

Sensei Melanie Camirand - Chair

Web Site - Sensei Marco Reyes

Harmonizer - Sensei Alice Pinto Lebel

Archive - Sensei Darren Marshall

Social Media – TBA

Dojo Liaison - TBA

Sensei Daniel McCoy

Sensei Kevin Dyck

Sensei Patrick Clancey

Sensei Randy Schiller

**SWKKF Harmonizer Newsletter Committee**

Sensei Alice Pinto – Chair

Sensei Randy Mullin

Sensei Kevin Dyck

Sensei Collin Frans

Sensei Yvon Lebel

**SWKKF Web-Site Committee**

Sensei Marco Reyes - Chair

**SWKKF Archive Committee**

Sensei Darren Marshall – Chair

Sensei James Ryan

Sensei Michael McDonald

**D. VISIBILITY COMMITTEE:**

Sensei Ron Mattie – Senate Advisor

**Shintani Team**

Sensei Michel Gosselin – Coach

Sensei Heather Fidyk – Manager

Sensei Kelsey Mramor

Sensei Shelley McGregor

Sensei Dave Brunarski

Sensei Heather Fidyk – Senate Advisor

**SWKKF Grant & Fundraising Committee** - Currently posted

Richard Wackernagel - Chair

**SWKKF Scholarship Committee**

Sensei Kelsey Mramor - Chair

**SWKKF REACH Committee**

Sensei Kelsey Mramor

Sensei Beverly Beuermann-King

**E. SWKKF OPERATIONS:**

**SWKKF STANDARDS AND ETHICS COMMITTEE**

Sensei Bruce Perkins - Chair

Sensei Brad Cosby

Sensei Peter Ruch

**SWKKF AFFILIATE APPLICATION COMMITTEE**

Sensei Peter Ruch – Chair

Sensei Jim Atkinson

Sensei Ron Mattie

Sensei Danny McCoy

**SWKKF CONSTITUTION AND BY-LAWS COMMITTEE**

Sensei Peter Ruch – Chair

Sensei Heather Fidyk

Sensei Darren Fidyk

Sensei Jim Atkinson

**FINANCIAL EXPENDITURE COMMITTEE**

Sensei Brad Cosby - Chair

Sensei Bruce Perkins

Sensei Brian Chmay

**SWKKF BUDGET COMMITTEE**

Sensei Denis Labbe - Chair

Sensei Heather Fidyk

**SWKKF AUDIT COMMITTEE**

Sensei Heather Fidyk – Chair

Sensei Dave Blanchet

**SWKKF CENTRAL PURCHASING COMMITTEE**

Sensei Bruce Perkins – Chair

Sensei Heather Fidyk

Sensei Neil Prime

Sensei Danny McCoy

Sensei Kris Reynolds

**SWKKF NATIONAL TOURNAMENT PLANNING COMMITTEE**

Sensei Jim Atkinson – Advisor

Sensei Anne Readhead – Chair

Sensei Marco Reyes

Sensei Tom Foster

Sensei Rod Philip

**SWKKF STRATEGIC PLANNING COMMITTEE**

Sensei Denis Labbe - Advisor

Sensei Dave Blanchet – Chair

Sensei Kris Reynolds

Sensei Beverly Beuermann-King

# Focus Areas

## With Strategic Objectives and Goals

**Strategic Objectives** are the heart and soul of this plan. They are specific with a clear outcome and deadline but are still fairly high level. Action + Detail + Deadline.

**Goals** stem from our Strategic Objectives and they have a deadline, metric and accountability. Action + Detail + Metric + Accountability (Person or Committee) + Deadline

### Financial Viability

- A) To increase the membership by 50% from 2400 to 3600 members from 2018-2022 in order to support the financial viability of the SWKKF.
- B) To support the financial viability the SWKKF will increase and strengthen its product revenue stream during 2018-2022.
- C) To support financial viability the SWKKF will investigate and set a plan to apply and receive additional funding through various national and provincial grants in 2018-2022.

## **Efficient Operations**

- A) To support the need for efficient and effective operations the SWKKF Senate will review and re-structure the SWKKF Committees as suggested in the SWKKF Strategic Plan and will communicate the SWKKF Strategic Plan to each of these Committees by end of June 2018.**
- B) To support the need for efficient and effective operations the SWKKF Senate through the Marketing and Communications Committee will communicate a high-level synopsis of the SWKKF Strategic Plan to the SWWKF members by September 2018.**
- C) To support the need for more efficient and effective SWKKF operations, a consistent structure, and etiquette will be set and promoted within each SWKKF club.**
- D) To support the need for efficient and effective operations a communication review will be implemented to increase SWKKF, regions and clubs support, understanding and opportunities to work together.**

## **World Class Presence**

**The SWKKF aims to be the premiere traditional karate association in North America through SWKKF local, regional and global participation and partnerships by 2022.**

- A) Through the guidance of the Chief Instructor, the local and regional clubs will be encouraged to develop, offer and participate in local general community events and local, regional and national karate events and tournaments, with each club offering and/or participating in at least one community and regional event/tournament each year, in order to support the building of a world class federation.**
- B) Through the Visibility Committee, the SWKKF will continue to develop and support the Shintani Team in participating in National and International events and tournaments, in order to support the building of a world class federation.**
- C) The SWKKF will continue to offer the annual Shintani Memorial National Tournament to its membership, in order to support the building of a world class federation.**
- D) The Marketing and Communications Committee will encourage and support participation in national and global martial arts associations and look for ways to showcase the SWKKF in at least one event every year, in order to support the building of a world class federation.**
- E) The Marketing and Communications Committee will actively promote and look for ways to enhance the SWKKF presence on-line and through internal communications the participation and achievements in local, regional and global events of the SWKKF clubs, teams and members, in order to support the building of a world class federation.**
- F) The Marketing and Communications Committee, through the Archive Committee, will preserve and promote the deep roots of the SWKKF including the historical archives of Sensei Shintani, Sensei Otsuka, and the SWKKF Senate, in order to support the building of a world class federation.**

## **Rank Expectations**

**In order for the SWKKF to be world class and to have highly skilled instructors and mentors, the SWKKF through the Student Proficiency Committee will set standards and expectations for what it means to be a 'Sensei' and a senior rank in the SWKKF.**

- A) The Grading Committee will set clear expectations for each rank that outlines the skill, professional development and mentorship requirements for that particular level, including expectations around SWKKF event and committee participation, by the September 2018, in order for the SWKKF to be world class and to have highly skilled instructors.**
  
- B) The Chief Instructor along with the Marketing and Communications Committee will communicate the expectations, that are developed by the Grading Committee, to the SWKKF membership, by December 2018, in order for the SWKKF to be world class and to have highly skilled instructors.**



## **Positive Student Experience**

- A) The Chief Instructor, along with the Marketing and Communications Committee, will communicate to the SWKKF Clubs the expectations for participation in the SWKKF, including participation of students in local, regional and National events, and the development of these opportunities in their local and regional areas, in order to create a positive student experience and achieve financial viability as previously described.**
- B) The Marketing and Communications Committee will work with the SWKKF clubs to develop their unique marketing plan to attract and retain members, in order to create a positive student experience and achieve financial viability as previously described. The Chief Instructor will touch base and reinforce their marketing plans and refer clubs if they are having difficulties.**
- C) The SWKKF, through the SWKKF Visibility Committee, will continue to support the yearly scholarship program of offering two \$1000.00 scholarships to students going to post-secondary studies, in order to create a positive student experience.**
- D) The SWKKF, through the SWKKF Visibility Committee, will promote the REACH recognition program, in order to create a positive student experience.**