



The leaders of Grassroots Judo™ are the President and Executive Director of the USJA and President and Executive Director of the USJF and both organizations legal counsel. *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 J” and “little j” 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]. Our desire is to foster participation in Grassroots Judo™ events that encourage players to participate in all aspects of judo. Additionally, 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 maintained on both the USJA’s and USJF’s website and under a designated Grassroots Judo™ link.

I. Grassroots Judo™ Core Values

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

II. Grassroots Judo™ Core Purposes

- The purpose of The Grassroots Judo™ brand is to meet the following objectives:
 - Introduction: Introduce the concepts of J/judo a larger segment of the US
 - Growth: Overcome the current stagnation of Judo in the United States 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 2011 -12 season, have 2,500 participants in the Grassroots Judo™ events
- Assist in the development of 20 Judo players (Shiai and Kata) to World Class training
- Enable every coach and teacher to be able to market Judo
- Production of a media product by the end of 2012

- In areas where both USJF and USJA exist – joint agreements and execution of mutually beneficial
- One joint Junior National Championship and the USJA Winter Nationals
- A minimum of 6 training experiences for athlete development by the end of 2012
- All affiliated dojo's has 1 or more certified coaches or teachers by the end of 2013
- 2 major research efforts exploring the benefits of Judo by the end of 2014

IV. Grassroots Judo™ Products

- Development of:
 - Joint instructional knowledge manuals
 - Knowledge and skill Tapes, DVD's, and or website acquisition
 - Developmental clinics, Instructional coaching sport and self-defense clinics (together or separate)
- Recognition and certification programs
- Domestic Competitions

V. Grassroots Judo™ Value Proposition

- For participants: By affiliating with this program you will gain expertise, personal confidence and competence. Also, there are more opportunities to fully experience the benefits of J/judo and develop a worldwide 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
- Youth and adult growth and development
- Development of a 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
- AM-CAN International Tournament

VIII. Grassroots Judo™ Point System

- For a detailed explanation please see 041411 Grassroots Awards Policy Final.doc

IX. Grassroots Judo™ Tournament Endorsement Criterion

The tournament must be sanctioned by USJF or USJA and follow sanction procedures (with exceptions being approved in advance for international tournaments only by (USA Judo.)

- Any event that requests an endorsement must be national or regional in the scope of the event

- The review for tournament endorsement will be conducted either by USJA or USJF Development Chairpersons with a recommendation to the leaders of Grassroots Judo™. The review will be based on geographic distribution, past event history, and ability for the event to tie into Grassroots Judo™ development activities
- Discounts are to be offered to Grassroots Judo™ Point winners that are members of USJF or USJA.
- We reserve the right to deny participation of any individual

X. Grassroots Judo™ Camps Endorsement Criterion

- Prior to the camp and before any advertisement using the Grassroots Judo™ endorsement;
 - The camp must be sanctioned by USJF or USJA and follow sanction procedures
 - Discounts/scholarships will to be offered to Grassroots Judo™ Point winners with current USJA or USJF cards
 - Camp directors need 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
- The endorsement will be for Judo activities only
- We reserve the right to deny participation of any individual

XI. Grassroots Judo™ Event Endorsement

The Grassroots Judo™ is a trademarked logo and cannot be used or applied to any event unless the event director receives an explicit written consent by the Grassroots Judo™ leadership. For those who desire endorsement, the following is the criterion that must be met along with a formal written request for use;

Must be sanctioned by USJF or USJA and follow sanction procedures (with exceptions being approved in advance for international tournaments only by (USA Judo)

- Any event that requests event endorsement must be local, regional, or national in scope
- The review for the endorsement will be conducted by the USJA and USJF Development Chairpersons. The review will be based on the ability for the event to tie into Grassroots Judo™ development
- Discounts and/or scholarships for USJF and USJA members must be addressed
- We reserve the right to deny participation of any individual