



EXPERT MARTIAL ARTIST. LOYAL BROTHER. PROVEN MANAGER. HUMBLE LEADER. *Get to know him!*



# in HO LEE

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## ➔ Your Grand Master Nominee

**E**arlier this year, Grand Master Soon Ho Lee announced plans to retire in 2011, and at the Songahm World Championships this summer, ATA introduced the man nominated to take his place:

Chief Master In Ho Lee, a younger brother of ATA Founder Eternal Grand Master H.U. Lee.

In the coming months, as Grand Master Nominee Lee prepares to become the third Grand Master of

Songahm Taekwondo, the ATA family will learn more about his dedication and vision. Here's a first look at who he is, what he's accomplished and why he's such an outstanding nominee for Songahm Grand Master.

PHOTOGRAPHY BY DERO SANFORD

### Growing Up With Taekwondo

As a young man in Seoul City, South Korea, Grand Master Nominee Lee learned Taekwondo with his cousins and brothers, including Eternal Grand Master H.U. Lee. "One of the main reasons I was so interested in martial arts was because I was bullied a lot," he says. "I was small then, and I'm still small today. But I knew if I learned to defend myself and perform some of the moves my brothers were doing, people would leave me alone and I would have more confidence."

Taekwondo quickly became a passion. "I couldn't wait for school to be out, so I could go to Taekwondo!" he says. By Blue Belt, he was teaching classes. "It was fun to teach others about martial arts. What I found out later was that by sharing my knowledge, I was getting better myself."

In 1977, after a year of military service in South Korea, Grand Master Nominee Lee traveled to the United States to train

under the leadership of Eternal Grand Master and help him share Taekwondo with others. "My brother was very serious about his vision and what he wanted us to look like as representatives," he says. "If we were going to be the top Taekwondo organization in the United States, then we had to train like it and live like it."

"Man, those workouts were hard!" he says with a laugh, "but we got better, and eventually we saw his dream becoming a reality. That made all of the sweat and sore muscles worth it. (And trust me, there was a lot of sweat and sore muscles.)"

Soon, Grand Master Nominee Lee joined Eternal Grand Master and several of his other brothers on a cross-country demonstration tour called *The Flying Lee Brothers*. "We would do really exciting kicks, jumping over groups of people and huge objects," he says. "We were breaking boards and showing people how cool

martial arts could be. Many people had never seen anything like it before, so we got popular very quickly. And in the process, we told people about Taekwondo."

During the tour, Grand Master Nominee Lee became known for his stellar jump round kick and lightning speed, and Eternal Grand Master found a home for his growing martial arts organization—Little Rock, Ark. When the tour ended, *The Flying Lee Brothers* moved ATA Headquarters from Nebraska to Arkansas and made that state their new home.

### Managing a Budding Business

As ATA grew over the years, Grand Master Nominee Lee remained fiercely loyal to Eternal Grand Master's vision and jumped at any opportunity to be a leader for his family and the organization. "Eternal Grand Master really trusted [Grand Master Nominee Lee] to do the things that needed to be done while

he traveled," says Chief Master Michael Caruso. "All the times that Eternal Grand Master was out supporting the organization, Grand Master Nominee Lee oversaw ATA Headquarters. He was a manager of the day-to-day."

During the last three decades, Grand Master Nominee Lee has done hands-on work with the accounting, testing and tournament departments at ATA Headquarters. He's helped implement World Martial Arts, ATA's groundbreaking supply company. He's served as CEO of ATA, traveled the globe as a member of the ATA Masters and Founders councils, and more. "I look at that and I see a real asset," says Chief Master Caruso. "His level of experience should be respected and honored."

### Overcoming Personal Obstacles

Six years ago Grand Master Nominee Lee had a health scare. "I was diagnosed with Type 2 Diabetes," he says. "I was not taking care of my body the way I should

**"You have honored me with the selection as Grand Master Nominee. I pledge to you my best effort, every day, to prepare myself for the responsibilities that will come as Grand Master!"**

*Grand Master Nominee In Ho Lee, in a letter to the Songahm Masters and the entire ATA family following 2010 World Championships*

have been, and my body didn't like it. My doctor said that it was possible to improve my condition with proper diet and exercise, so I did what I always do when I'm faced with a challenge—I fought it with all that I had. I wanted to do everything in my power to be healthy for my wife and children, and for my Songahm family."

He used Taekwondo workouts to get back in shape and adopted a healthy daily diet—lots of fish, fresh vegetables and all-

natural ingredients. Today he no longer receives treatment for his diabetes and is looking and feeling healthier than ever. "I had to change my body and my mind, and I did it. I love to share my story with others, because I want them to know that they can make a change for good. ATA is sharing fitness with the world and challenging its members to be better. I know the struggles. But even better, I know they can be overcome."

## A Lifetime of LEADERSHIP

Born in Seoul City, South Korea

**1955**



Moves to the United States to join Eternal Grand Master

**1977**

ATA headquarters moved from Omaha, Neb., to Little Rock, Ark.

**1977**



Daughter Meeli born, in Little Rock, Ark.

**1984**

Daughter Meena born, in Little Rock, Ark.

**1985**

Leaves his schools to focus on ATA Headquarters

**1989**

Helps develop World Martial Arts (ATA's supply company) and Superior Credit Service

**1990**

Becomes a member of the Master's Council

**2000**

Named the Grand Master Nominee

**2010**

**2011**

**BEGINS THE JOURNEY TO GRAND MASTER.**

**1973**

Graduates from Dong Yang Technical High School in South Korea

**1975**

Serves mandatory military service in South Korea

**1977**

Tours the U.S. with his brothers as *The Flying Lee Brothers*

**1980**

Helps implement the first-ever computerized record-keeping system for ATA

**1981**

Marries his wife Yeon Nam (maiden name Ha) Lee

**1983**

Opens his first school, Taekwondo ATA Fitness Center, in Columbia, Mo.



**2001**

Earns the title of Chief Master

**2004**

Diagnosed with Type 2 Diabetes and uses Taekwondo to regain his health



### Following His Brothers' Lead

Before his nomination was announced at Worlds this summer, Grand Master Nominee Lee was recommended by the Masters Council, interviewed and accepted by a Selection Committee at ATA Headquarters, and affirmed with a vote by all of the ATA Masters.

Chief Master Caruso, Chief Master Robert Jager and Chief Master Cesar Ozuna, all of whom will train as Masters Council Nominee Delegates in the coming year, led the two-hour Selection Committee interview at ATA Headquarters. They asked the Nominee about business, leadership, Taekwondo and his personal life.

"The interview was very inspiring," says Chief Master Caruso, who was most impressed by Grand Master Nominee Lee's compassion, his genuine interest in helping school owners succeed, and his willingness to consider all sides of an issue.

For Chief Master Jager, it was the

Nominee's humility that stood out. "He earned his respect the right way—by working hard. He never demanded it. And that's a good quality to have in a Grand Master."

Having passed his initial tests with flying colors, Grand Master Nominee Lee will spend the next nine months training with his brother, Grand Master Soon Ho Lee, and continuing the nine-step journey toward Grand Master approved by the Masters Council (see below).

"This year and this process will be very special to our Songahm family," said Grand Master Soon Ho Lee in a recent letter to ATA Masters, students and instructors. "When I became Grand Master, we were all saddened by the loss of our Founder, but we had to continue moving forward with the Grand Master selection process. This time will be much different, as I plan to share my knowledge and experience while also being present for the physical and men-

tal steps of my brother's journey."

Next on that journey is a global tour (see below, right). From now until June 2011, Grand Master Nominee In Ho Lee and Grand Master Soon Ho Lee will travel to meet, train with and teach members of the Songahm family.

"I watched Eternal Grand Master H.U. Lee travel the world so that we could share Songahm with everyone," says Grand Master Nominee Lee. "It was important to him to know the people who were part of his worldwide family. I am so excited about the opportunity to do the same thing and to continue his legacy."

"I love this organization so much," he says, "and I feel so incredibly honored to have this chance to lead the Songahm family, just as my brothers have."

### Looking to the Future of ATA

Strengthening junior/senior relationships is one of Grand Master Nominee

In Ho Lee's many goals for the ATA. "We all have so much to learn from one another, and so many of our organization's leaders have much to give to the younger generation," he says. "Mutual respect is key to our success. It is the reason we have been so powerful in the past, and it is necessary for us to be successful in the future."

In addition to achieving this goal and others, Grand Master Nominee Lee must work to set a good example for Songahm Masters and students, continue to grow the organization nationally and internationally, ensure that high standards and integrity are maintained within the ATA, and more.

"It's quite a thing to be Grand Master, but he's ready for it," says Chief Master Jager. "He wants to keep Eternal Grand Master's vision alive, and I think he will—he will keep ATA moving forward." **ATA**



More

## MEET HIM IN PERSON!

Starting this fall, as part of his training, Grand Master Nominee In Ho Lee will tour the country—and the globe—with Grand Master Soon Ho Lee to meet and train with members of the Songahm family while reconnecting with school owners and instructors. "I look forward to seeing you in person at your schools and at ATA competitions," said Grand Master Nominee Lee in a letter to the Songahm Masters and the entire ATA family. "Please use this time to share with me your goals, concerns and suggestions for ATA going forward!"

The 2010-2011 **Songahm Vision Tour, Destination: Grand Master** tour will begin in Omaha, Neb., the first home of ATA Headquarters and the site of ATA's first school back in 1969. It will end in Little Rock, Ark., during World Championships 2011. There will be nine U.S. and international stops between. Go to [ataonline.com](http://ataonline.com) to see if Grand Master Nominee Lee will be passing through your area in the coming months.

# 9 STEPS TO GRAND MASTER

Grand Master Nominee In Ho Lee must complete these nine steps before becoming Grand Master. For a more in-depth look, visit [ataonline.com/about/leadership/grandmaster.asp](http://ataonline.com/about/leadership/grandmaster.asp).

**1 Choosing the Grand Master Nominee:** The Grand Master makes a recommendation for a successor, based on the best leadership skills, physical abilities, vision and goals for Songahm Taekwondo.

**2 Approving the Nominee:** The Masters Council and the Board of Directors approve, and the Nominee must have a complete physical, pass ATA FIT, and go through a vetting process.

**3 Petition for the Grand Master Nominee:** A petition is circulated to the Masters of Songahm Taekwondo for their support.

**4 Fasting:** The Nominee fasts for a total of 21 days. (Fasting is a sign of discipline in Korean culture and is seen as a means of producing clarity of mind and body.)

**5 Korean Temple Training:** The Nominee spends three days at a

Korean Temple, just as the prior Grand Masters did, performing the same rituals and meditations, and with silence as the goal. Designated Masters document the first words spoken by the Nominee, from the same rock used by past Grand Masters at the Palace of Warriors.

**6 Physical and Mental Training:** The Nominee trains daily both physically and mentally, plus one day

as a student with each member of the Masters Council, and with a weapon of choice. The Nominee practices the 8th Degree Form in its entirety 99 times throughout the year.

**7 Performance of 8th Degree Form:** The Nominee performs the 8th Degree Grand Master Form at World Championships with great ceremony and humility, and demonstrates a weapon of choice and board breaks.

**8 Coronation:** The previous Grand Master and/or the complete Masters Council preside over the coronation and testing of the new Grand Master.

**9 Presentation of the Ceremonial Uniform:** The new Grand Master is presented in the ceremonial uniform by the present Grand Master or the complete Masters Council.

## ABOUT YOUR NOMINEE

- Q How many children do you have?
  - A I have two beautiful daughters—Meeli, 26, and Meena, 25.
- Q What is your favorite food?
  - A Anything my wife Yeon Nam cooks!
- Q What is your favorite martial arts weapon?
  - A Chang (the spear). I did a demonstration with this weapon during Opening Ceremonies when Grand Master Soon Ho Lee became Grand Master. I like a weapon that has distance and flows with movement.
- Q What is your favorite martial arts move?
  - A Jump round kick.
- Q Besides martial arts, what is the thing you enjoy doing most?
  - A Golf! It was challenging for me, just like Taekwondo was when I
- Q How many children do you have?
  - A I have two beautiful daughters—Meeli, 26, and Meena, 25.
- Q What is your favorite color?
  - A Red.
- Q What is your favorite book?
  - A I have so many favorite books; my favorites usually seem to be history or mystery.
- Q What is something that many people don't know about you?
  - A That I have a twin brother, Jee Ho Lee.



Grand Master Nominee In Ho Lee out golfing with Chief Master G.K. Lee and Chief Master William Clark.