

Sorce Martial Arts Marks Major Milestones

July 24th, 2017 – South Milwaukee, WI

Sorce Martial Arts owner Peter Sorce is celebrating 20 years of operating a martial arts school and 35 years of martial arts training this month. His commitment to training and teaching the values of martial arts to others has had a positive impact on his students and the community in which he serves.

“Dedication, commitment and the love of martial arts training came easily to me,” says Sorce, who holds rank in three distinct martial art styles, all of which are taught at his school. A lifelong resident of the south shore and former electrical engineer, Sorce started his martial arts training as a young kid in Taekwondo. Now, he holds a 6th degree black belt in Taekwondo, a 2nd degree black belt in Danzan Ryu Jujitsu and is recognized as Katalungan Guru in the Inayan System of Eskrima.

Sorce credits his team of instructors, mentors and students for the school’s longevity and success. “In the beginning, I taught every class, enrolled every student and sent every email. As the school expanded, I quickly learned that I couldn’t do everything,” he says. Now, there are two full-time instructors, three part-time instructors and a part-time office/program manager. There is also a leadership team of about two dozen instructors, assistants and junior leaders.

Over the past 20 years, the school has grown in size, programs offered and number of students. It currently serves about 300 students, including families, adults and kids. Adults make up about a third of the students. Teachers, health care professionals, fire fighters,

police officers, military veterans and IT professionals all train for self-improvement and the benefits martial arts provides.

Sorce believes that part of what attracts and keeps students is that we teach three separate distinct arts. “We attract many experienced martial artists and it’s rewarding to work with people who’ve been training for 1-15-20 years and see them get excited again,” adds Sorce.

Continuous education in the martial arts is important to Sorce. After years of training in Taekwondo, he was introduced to Danzan Ryu Jujitsu and the Inayan System of Eskrima. “I wanted to learn how to do sticks,” says Sorce about Eskrima, a Phillipino martial art that involves hand-to-hand combat and weaponry. “Back then, I didn’t realize how extensive Eskrima would be and it became a perfect addition to Taekwondo and my previous training and skills.” He added that Eskrima is growing in popularity with adults, law enforcement and the military because it’s practical and easier on the body than some other forms of martial arts. Danzan Ryu Jujitsu is a Japanese martial art that consists of take-downs, throws and locks.

The school has an instructor training program designed to develop youth and adults who have the potential to become instructors. Students learn about communication styles, teaching concepts and instructional methodologies. “When I started my training, as soon as you became a black belt you started teaching. But a black belt alone doesn’t necessarily make you a good communicator, teacher or mentor,” says Sorce. Sorce’s instructor training program



has become so successful that he’s now travelling and teaching other school owners around the country how to implement it.

For the community, Sorce’s Partners in Education Program includes classroom visits, school assemblies, character education and anti-bullying classes free of charge to area schools. Sorce Martial Arts has raised more than \$50,000 for local school PTOs during the past 10 years. The school is a member of the South Milwaukee Chamber of Commerce, hosts martial arts demonstrations at area Community Night Outs, is a sponsor of selected organizations such as South Milwaukee Youth Football, the South Milwaukee Performing Arts Center and South Milwaukee Heritage Days. Sorce is a self-defense instructor for incoming freshmen at MIAD and also hosts complimentary community self-defense workshops.

Sorce actively networks with colleagues and friends and is an affiliate member of Taekwondo United, a martial arts school cooperative. “I want to continue to

make the school better for students by always keeping the classes fresh,” says Sorce. Last year, he launched Sorce Training Systems, a tool for school owners that includes a teaching curriculum. So far, there are about 20 schools from New Jersey, Texas, Louisiana, Virginia, Alabama, North Carolina, Tennessee, California and Ohio participating. Sorce says he enjoys travelling and teaching other martial arts school owners because of the positive impact it’s having on others’ businesses.

What’s next? Sorce says that he plans to test for his 3rd Degree in Danzan Ryu Jujitsu next year, his 7th Degree Black Belt in Taekwondo the following year and continue to advance in Guru rankings within the Inayan System of Eskrima. He does not intend to expand to multiple locations, he just wants one amazing school who attracts students from all over southeastern Wisconsin. His advice for others who want to open a business or martial arts school? “You have to be self-motivated. Be sure you have the right mindset to be a business owner and a boss.”

Peter Sorce Milestones and Accomplishments

- 1982 Began training at age 6 at DA Yun’s Black Belt Academy, Milwaukee
- 1985 Earned Black Belt at age 9
- 1983 – 1993 Competed in tournaments throughout the midwest winning more than 150 trophies and awards including dozens of Midwest Championships
- 1998-1999 Awarded 4 Adult Black Belt Grand Champion Awards
- 1999 Began training in the Inayan System of Eskrima
- 2002 Began training in Danzan Ryu Ju Jitsu
- 2007 Promoted to 5th Degree Black Belt and Master Instructor
- 2010 Earned 1st Degree Black Belt in Danzan Ryu Ju Jitsu
- 2011 Earned rank of Kadua Guro in the Inayan System of Eskrima
- 2012 Earned 2nd Degree Black Belt in Danzan Ryu Ju Jitsu
- 2013 Earned 6th Degree Black Belt in Taekwon-Do
- 2015 Earned rank/titles of Katalungan Guro in the Inayan System of Eskrima
- 2015 Began teaching seminars for martial arts schools and school owners throughout the United States

- 2016 Launched Sorce Training Systems, an advanced training and continuing education program for martial arts school owners.
- 2016 Created a series of instructional videos for MADrills.com, a martial arts industry website for school owners/instructors

Sorce Martial Arts Milestones and Accomplishments

- January 1997 South Milwaukee Recreation Taekwon-Do Program was established
- August 2004 Sorce Martial Arts opened in a 1,600 sq. ft. leased space on Milwaukee Avenue
- 2007 Sorce Martial Arts expanded to 3,200 sq. ft.
- 2007 *Pride and Premises Award* South Milwaukee Association of Commerce
- 2013 Sorce Properties, LLC established and Sorce Martial Arts expanded to 6,000 sq. ft. becoming one of the largest martial arts schools in SE Wisconsin.
- 2014 *Business of the Year Award* South Shore Chamber of Commerce
- 2017 Sorce Martial Arts *Partners in Education Program* raised more than \$50,000 for local schools

