

January 28, 2021

Lessons Learned From 50 Years in Business - By Patti Komara NWIWA

1. The standard you walk by is the standard you accept
2. If you think in your gut you shouldn't hire them, don't
3. Hire personality and train the skill
4. You're not in business to keep people employed
5. Keep good employee records for potential lawsuits or UI claims
6. In your employee handbook – don't use language like “you cannot” – use “we strongly suggest”.
7. Use a powerful Superman stance
8. Can't gossip if you're the leader. It WILL get back to them.
9. Before you give staff benefits and incentives, find out what is really important to them.
10. Always give employees the benefit of the doubt
11. Is every meeting necessary for every staff member?
12. Your greeter/front desk person is so important
13. Always lead with integrity



14. Staff-uniforms and nametags
15. Create a relationships with your customers
16. Make employees pay part of their seminar cost
17. Don't email when upset
18. Don't let customers make you feel bad or inferior
19. Listen to your mom
 - A. What will benefit the most people for the longest period of time
 - B. You give people permission to talk to you like that
 - C. This too shall pass
20. The answer is always "no" until you ask
21. Don't compete on price
22. If you have them lie for you, they'll lie to you.
23. Have no regrets



Lastly...



Meet Patti Komara



In 1969, Patti Komara founded Patti's All-American Gymnastics in Dyer, Indiana and it has since become one of the most successful gyms in America with gymnastics, dance, swimming, Ninja Zone, and a fitness-based educational preschool called Gym-N-Learn.

Patti began speaking at national seminars in 1981 on preschool and school-age gymnastics and the business of owning a gymnastics school. Patti has spoken for Purdue University and national seminars for AAHPERD, AAEYC, USAIGC, IDEA, and USA Gymnastics. She started her national seminars in 1986.

In the same year, she also began filming her speeches and founded Patti Komara's Tumblebear Connection. Patti has since produced more than 180 instructional DVDs for instructors and owners. She sells books on yearly lesson plans for the internationally known Tumblebear Gym Program, School-age Gymnastics, Dancing Gym Bears, Yoga Bears, CheerBears, and Gym-N-Learn Educational Preschool. Patti has also written over 50 articles on the gymnastics business for industry magazines as well as authors a bi-weekly blog and weekly e-blasts tips to her over 9,000 subscribers.

In 1995 Patti was selected by USA Gymnastics to be a member of the committee that created the KAT preschool gymnastics certification program and co-authored the KAT workbook. In 2003 she was named USA Gymnastics Business Leader of the Year. In 2005 Patti was selected as Client of the Year by Action International and in 2006 was given the National Service Award by USA Gymnastics at their annual business conference. In 2010 she was one of five other gym owners named to the USA Gymnastics Task Force. In 2011 she was one of 14 named to the USA Gymnastics Business Advisory Team. In 2014 Patti was awarded by USA Gymnastics the "Club Owner of the Year" award. In 2016, she was selected into the Society of Innovators of Northwest Indiana. **Additionally... in 2018 Patti was also named "Most Influential Business Person of the Year" by NWIWA.** In 2019 Patti celebrated her 50th year in business, was inducted into the USA Gymnastics Region 5 Hall of Fame, and was named "Northwest Indiana Small Business Development Center's Small Business Person of the Year".

Patti and her husband Bob are also proud parents of Joe and Kelly and grandparents to Kennedy and Hudson!

THANK YOU

Patti's All-American... Creating Happiness One Smile at a Time

Voted "Best of the Region" 26 years running

What we offer your child:

- Gymnastics
- Tumbling
- Dance
- Ninja Zone
- Gym-N-Learn Educational Preschool
- Summer Swim Classes
- Camps, Clinics, and Workshops
- Birthday Parties



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