

THE
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NEWSPAPERS

Ambrose Academy helps make children safe, secure

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Ambrose Academy of Wing Chun Do, which specializes in martial arts instruction and personal development, opened in 1988 and moved to Livonia in 2001. Owner and chief operator Rocco Ambrose answered the following questions about the business:

Tell us about your business, including the types of services and/or products you feature.

Ambrose Academy is family-owned and operated and celebrating its 22nd anniversary this year. We have programs tailored for ages 4-6, 6-10 and 10-14 as well as adults. We offer a variety of community service programs including the Stranger Smart program, after-school fund-raisers, girls' antiabduction program, campus safe walk, Second Sight Self-Defense for the visually impaired, and school and camp field trips. We also provide speakers on such topics as "The Secure Child," martial arts and physical fitness, conflict avoidance and self-defense.

What makes your business unique?

With 20 years of experience teaching children, we have developed age specific curricula focused on developing traits that help create what we call The Secure Child. Typically, a child will train with us for a span of years – three, five, seven years or more. We feel we have a vested interest in the children's personal development and have been able to partner with parents, long-term, to bring about positive changes in behavior, confidence and awareness. It is important to us to create an atmosphere of community, a fun-filled, nurturing environment, where parents are welcomed and encouraged to stay, where negative peer pressure is not tolerated and success is a matter of fact. We guide children to the traits of success. The Secure Child is about more than just safety. It has more to do with how a child perceives himself and the world around him. This is what I feel makes our school unique.

How did you first decide to open your own business?

Ever since I was a kid, I knew I would be an entrepreneur someday. I also had a propensity for teaching both martial arts and music (my avocation). I have trained in many forms of martial arts throughout my life but never thought about it as a career until I found the style of Wing Chun Do. I fell in love with the art. I realized I had found an outlet to satisfy both my entrepreneurial spirit and my need to teach.

How did you decide to locate in Livonia?

After renting for more than 10 years, we wanted a permanent location for our school and decided to buy in Livonia. The Plymouth Road Corridor is a growing and vibrant area and we found a building well-suited to our needs.

Do you have a funny tidbit or story to share with our readers about your experience so far as a small business owner?

Having been in our location for several years, I find it remarkable the number of people who ask me, "How long have you been here? I live right around the block and I've never noticed the place. I wish I had found you sooner!"

Ambrose Academy of Wing Chun Do is at 28239 Plymouth Road, Livonia. Hours are 9:30 a.m. to noon Tuesday and Wednesday, 5:30-9 p.m. Monday through Thursday and 10 a.m. to 1 p.m. Saturday. For more information, call (734) 422-4420.



Ashwath Kumaravel, Tyler McCoy, Garrett Morfe and Hailey Maletz are in Lil' Dragons class at Ambrose Academy of Wing Chun Do in Livonia.



Rocco Ambrose talks to a group of children during a field trip to Ambrose Academy.