



North Central Idaho

World of Martial Arts

2023



World of Martial Arts
Brian and Noriko Morrow,
Owners
Lewiston, ID
Started: 1994
warabaykarate.com



"As a Martial Arts Instructor, I struggled to juggle the business aspect of the Martial Arts School. It wasn't until [my wife] found the Lewiston SBDC that she found friendship, business guidance, and a business partner who has always invested in what we do. I truly felt we weren't alone then and even still after 30 years! Thank you, SBDC!"

In 1994, as a newly married couple, Brian and Noriko Morrow envisioned a traditional Karate School for the community and their future children. Brian started receiving martial arts training at only ten years old. He served in the United States Navy and was honorably discharged in 1990. After his service, Brian earned a bachelor's degree in education. After those accomplishments, he wanted to empower individuals by passing along his knowledge and passion for Martial Arts, particularly traditional karate.

The traditional Karate School, which started with the Warabay Karate youth program, was designed with child-centered core values and targeted each student's character development while the student learns self-defense. It became a family-centered environment that encouraged parental involvement, social activities, and promoted overall well-being. It is more than just a self-defense program that reputationally teaches competent self-protection skills—it utilizes the platform to develop an all-around martial artist from traditional karate to sport karate to leadership development.

During Brian and Noriko Morrow's distinguished 30-year entrepreneurial journey, they faced and met challenges, learned and became resilient, and experienced success. They are excited and proud of how much their business has grown and positively contributed to the Lewis-Clark Valley.

