



MRS. SUN C. LEE
AMERICAN TAEKWONDO ASSOCIATION
BIOGRAPHY

Mrs. Sun Cha Lee was born in Im Gae, South Korea, in 1949 -- where she continued to live with her parents until she moved to the United States in 1966. From the moment she arrived, she had a desire to be a successful business person in the U.S., while staying true to her South Korean roots.

Today, Lee is Chairman of the Board for the WTTU, World Traditional Taekwondo Union, the parent company of Superior Credit Services, World Martial Arts, and the more widely known American Taekwondo Association. Her late husband, Eternal Grand Master H.U. Lee, was founder of the ATA and these affiliates. Since his passing in 2000, she has committed her efforts to continuing the legacy of her husband, and helping the youth of Songahm Taekwondo through her philanthropic efforts and devotion. Now she has taken the lead to continue his vision of changing lives through the sport and philosophy of Taekwondo.

As the ATA has expanded to encompass international affiliates including the Songahm Taekwondo Federation (STF) in South America, ATA Korea and WTTU (including schools in Canada, Europe and Africa), the scope of Lee's influence on the martial arts industry has grown tremendously. Currently, there are over 1,500 ATA schools in 17 countries with a membership base of 300,000 adults and children.

In addition to her role as Chairman of the Board, Lee also serves as Chairman of the H.U. Lee Foundation, a scholarship foundation named for her late husband, which has given over \$150,000 in college funding to deserving students.

Over the years, Lee has served as an international ambassador working with her late husband to unite people from all walks of life with common cause, to make the world a better place, "one black belt at a time." It is with this desire that she recently took on a new responsibility, that of overseeing the design and building of the H.U. Lee Gate and Garden at the east side of the Little Rock Statehouse Convention Center. This over \$1 million dollar project officially opened during the ATA World Championship convention in June 2007. Through the completion of this project she has been able to leave a memorable legacy of the ATA's late founder, while also sharing the spirit of Songahm Taekwondo and South Korean culture.

In addition to her duties with the ATA and WTTU, Mrs. Lee is an active member of IWF, International Women's Forum, and AWF, Arkansas Women's Forum. In 2007, she was honored by being named the "Paul Harris Fellow" by the Rotary Foundation (Rotary International), of which she has been a member since 2003. During her spare time, Mrs. Lee shows her energy not only on land but also at 70 feet under water -- as a scuba diver, where she has been known to chart new directions, sometimes to the surprise of her scuba partner and close friend, Linus Raines, when they have discovered sea corals and ship wrecks and other places of adventure.

Mrs. Lee is known by her loving Songahm family throughout the world as the First Lady of Songahm Taekwondo.

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