

Athletes[®]
P E R F O R M A N C E

HIGH PERFORMANCE PROGRAMS

PERFORMANCE FOR LIFE.



Welcome to Athletes' Performance.

***You have the drive to perform at peak levels day in and day out.** Your commitment to excellence is second to none. You want to be healthy, pain free and feel like the athlete you once were – not only for yourself, but also for your family. The **High Performance Programs** offer you the opportunity to join the **Athletes' Performance** team of specialists to maximize your performance level. I commend you for taking that first, big step.*

*To ensure sustainable excellence you'll develop an integrated lifestyle system consisting of the essential Core Fundamentals of **Mindset, Nutrition, Movement and Recovery**. You'll develop simple strategies which, when done savagely well, will give you more energy and a new vitality.*

*Your experience at any of the **Athletes' Performance** facilities is only the beginning, but with your focus and hard work it will set the tone for greater achievement in work, in sport and in the Game of Life.*

It's your Life – are you ready to get in the Game?

Yours in Performance,

*Mark Verstegen
Founder*



What is High Performance Training?

The Game of Life never ends. The stakes are high - success directly impacts your quality of life and the destinies of those you care about the most. In order to succeed in this game, **you need a strategy and a support team to build and maintain the necessary strength and energy to accomplish your goals.** The Game of Life is demanding. Responsibilities from work, family and community constantly pull you in many directions forcing you to ignore your own needs, leading to stress, loss of energy and illness. **Invest in a game plan** that increases your energy, sharpens your mental edge and helps you to look good while reducing the nagging pains in your back, knees, shoulders and hips.

We invite you to make the investment.

Greater Productivity. Decreased Pain. Increased Sustainability.

More Energy. Better Health. High Performance.

The **High Performance Programs** at **Athletes' Performance** focus on heightening your personal performance through the Core Fundamentals of **Mindset, Nutrition, Movement and Recovery.** Whether looking to live a healthier, more active lifestyle, improve your athletic performance, or live pain free, **Athletes' Performance** has a program that will help you thrive in your **High Performance** life.

“This program is like the fountain of youth. I was able to physically do things that I hadn’t been able to do in years.”

- Lewis Latimer— Real Estate & Investment Broker



Why Athletes' Performance?

Results. Since 1999, **Athletes' Performance** has been using our **unique methodology** to provide physical performance training to those striving to reach their peak potential on the field of play. Each year the finest integrated methods in movement training, nutrition and physical therapy have been used to prepare World Series Champions, Super Bowl Champions, Olympic Champions and more, as they continue to strive to reach their performance goals. Utilizing systems that cover our four Core Fundamentals of **Mindset, Nutrition, Movement and Recovery**, these same systems are applicable to those who want to achieve High Performance in the Game of Life by **living healthier with more energy and less pain.**

Athletes' Performance is dedicated to supporting you, as a competitor in the Game of Life, with our **High Performance Programs.** Our specialists are **committed to providing the same world class service** to you as we have for the hundreds of elite athletes who choose us for their performance needs.

*World Series Champions. Super Bowl Champions. NBA Champions. PGA Champions.
LPGA Champions. World Cup Champions. Olympic Champions.
All-Stars. All-Pros. **YOU.***



**“This program is LIFE CHANGING.
The program has not only changed
the way I workout, it has also
changed the way I eat, the way I
work and the way I live.”**

- John Keenan—Attorney



Core Fundamentals

Mindset

Lifestyle innovation is not easy. It requires **dedication and desire**. Do you possess the eagerness required to make the lifestyle changes necessary for you to achieve sustainable high performance? Once you believe you can be great, you can be great.

Nutrition

A new paradigm is needed for the way you choose the food you eat. You need to view food as **fuel for the body** and start to think about eating beyond just the calories. There is a need to think about what that food represents in terms of **energy** and **nutrients** to your body. The key to success lies in the collection of your habits that fuel your body, mind, activities, demands, high performance and most importantly, your life.

Movement

Although your daily demands differ from those of a professional athlete, your body still requires **mobility, stability, strength and energy** to be a high performer. Our movement programs have been designed to produce the greatest results in the least amount of time allowing your body to become stronger, more efficient, more sustainable and more resistant to injury and illness. Building functional strength will make daily activities easier, increase your capacity, increase muscle mass to fuel your metabolism and decrease your risk of injury.

Recovery

For many high performers, “recovery” conjures up images of bed rest, rehab, hospitals and even weakness. We can no longer afford to equate recovery with wasted time. Proper recovery is one of the most crucial elements in your effort to achieve sustainable high performance. Recovery replaces what has been spent on physical, mental and emotional strain. Recovery **recharges your batteries** for your next performance allowing you to come back **invigorated and stronger**.



High Performance Membership

Bring your passion - Bring your commitment. For those who live in an **Athletes' Performance** community, we offer the **High Performance Membership**.

With your **Athletes' Performance** support team, build the strength, endurance, agility and energy you need to excel at work, provide for your family and **achieve your goals**. Do you want to reach the **physical potential** that you know lies within you? Do you want to recapture the **powerful, flexible athlete** that you once were? Do you want to **get rid of those nagging pains**? Do you want **more energy** that does not come in a pill or bottle? Do you want to turn back the hands of time? Do you want to better utilize nutrition to **optimize your health**?

If you answered YES to any of these questions, we invite you to **Athletes' Performance** to **begin your journey today**.

Your **Athletes' Performance** support team will be dedicated to creating a customized system of training, recovery, nutritional guidance and therapeutic services to equip you to succeed in the Game of Life.

Whether training in the morning, afternoon, or after work you will add strength, power and flexibility, while creating more sustainable energy and decreasing unnecessary pain. This program is for those who are committed to investing in an exclusive program to develop a **new, healthier, better lifestyle**.

High Performance Membership Includes:

- Customized Functional Strength Training Program
- Individualized Nutrition Consultations and Plan
- Physical Therapy
- Athletes' Performance Gear
- DISC Personality Assessment
- Customized Cardiovascular Fitness Program
- Soft Tissue Therapy *
- Food Service*
- Athletes' Performance Bag with Training Products

Contact Athletes' Performance **TODAY** to schedule your experience with the leading specialists in sports performance.

achieve@athletesperformance.com

*Available with certain packages.



High Performance Membership Benefits

Continuous and evolving training regimen

As you progress through the training stages and become stronger, more flexible and more advanced in the Athletes' Performance movements, your program will advance to **keep challenging** you and to help you **exceed your goals**.



Recurring consultations with nutrition specialists

As your body adapts to the changes of training, your nutritional needs will also change. Recurring meetings with your **Athletes' Performance** nutrition specialist ensures that you are **properly fueling your body** with the correct types and right amount of nutrients and calories to fit your lifestyle and achieve your goals.

Regular soft tissue therapy sessions *

We take a proactive approach to the sustainability of your health and fitness. As a High Performance Member you will benefit from scheduled soft tissue sessions tailored to specific areas of weakness, pain, or immobility. These sessions help **manage pain** and **prevent potential injuries**.

Meal Service*

To sustain peak levels of performance throughout the demands of your day, you must fuel your efforts properly and consistently. The culinary team at **Athletes' Performance** works closely with our performance nutrition team to provide food options that not only taste great but **supply optimal fuel for your day's challenges**. As part of the High Performance Membership, you will receive a meal each day that you train.

**Meal Service and Soft Tissue Therapy options vary among each Athletes' Performance facility.*



High Performance Immersion

The High Performance Immersion

In the Game of Life, there is no off-season. The competition never ends, so you buckle down and work harder. The harder you work, the more run-down you become and the less energy you have. We know that success requires vitality, agility, toughness and resilience at the office and at home. However, no one can keep up the pace unless you **have a game plan and a support team** for high performance.

The **High Performance Immersion** is a 3.5 day mental and physical investment in developing **your personal game plan** for high performance. You will dive deeply into creating simple, yet, strategic habits of Mindset, Nutrition, Movement and Recovery to **increase your energy, decrease your everyday pain, jumpstart a healthier lifestyle** and focus on the things that matter most in your life. To empower the success of your newly constructed game plan, we will continue to support your efforts through our **90-day remote coaching program**.

The High Performance Sport Immersion

The experience to take your sport performance to the next level. Whether biking, swimming, running, playing golf, basketball, tennis or another sport, **you have the drive to achieve**, but you need help improving your strategy. Performing at work, providing for your family, and other responsibilities make it challenging to stay fit and reach your performance potential. The **High Performance Sport Immersion** will provide a complete education into the **Athletes' Performance** systems and challenge those wanting to improve their athleticism.

High Performance Immersion / Sport Immersion Includes:

- Immersion Program Manual
- DISC Personality Assessment
- Customized Cardiovascular Fitness Program
- Physical Therapy*
- 4-night hotel stay
- Athletes' Performance Bag with Training Products
- Customized Functional Strength Training Program
- Individualized Nutrition Consultation and Plan
- Soft Tissue Therapy*
- Daily Breakfast and Lunch

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*Available upon request and at additional cost.



High Performance Immersion Benefits

Movement Program

Based on your functional movement screen results, this custom program is designed to correct inefficient movement patterns, strengthen areas of weakness and **meet your specific training goals** while reducing everyday aches and pains. Training focuses on functional strength, flexibility, power and efficiency to meet the demands of your lifestyle.

Energy System Development Program

Based on your cardiovascular screen, this program is designed to improve your unique cardio health. Creating an exact conditioning program will maximize your efforts for a stronger, more efficient cardiovascular system, **a healthier heart** and **provide more energy** throughout your day.

Nutrition Program

What makes our nutrition program so special is that you have your own **personal nutritionist** with whom to build your relationship. The nutritionist uses a combination of nutrient intake analysis, blood tests and habit profiles to create a plan that is truly customized to you. As your needs change and your training evolves, so will your nutritional needs. You will cooperatively work with your nutritionist to **build a specific nutrition plan** that compliments what works best with your body to help you continue to reach your body composition and training goals.

Remote Coaching *

Athletes' Performance specialists will work with you during your Immersion to create a custom game plan to achieve your goals. Through the next 90 days, your performance team will provide continuous updates, nutritional programming, motivation and accountability to **ensure your success** in sustaining your new high performance lifestyle.

*Not included in Sport Immersion.

“Recently I had my annual physical at Mayo Clinic. My doctor called with results and began by referring to me as ‘Iron Woman’. I received great news from various tests which has taken me out of my previous osteoporosis levels! Please accept my most sincere gratitude for all the help and support you have given me - I hope that these accomplishments will mean as much to you as they do to me.”

Trish Kinney— Business Owner,
Cancer survivor



Endurance Week

A Call to Change – A Call to Perform. We have the utmost respect for endurance athletes. You push your bodies and minds beyond their limits, always striving for a way to run, cycle or swim faster and farther. During your week of training, **we will address your biomechanics, energy systems and nutrition to become a more efficient, enduring, force-producing champion.**

Many endurance athletes accept nagging injuries and ailments as the cost of greatness. No pain, no gain, right? **You can't keep asking your body for more of what it doesn't have.** You want to run, ride, or swim faster and longer, but you keep doing the same thing expecting different results. Don't keep working harder with the same systems and mechanics that have already led to one breakdown and will lead to your next.

How will you change things? The answer is not a natural gift or greater mental toughness. Your **mastery of efficient systems** will allow your body to use less energy to cover the same distances faster. You will work hand-in-hand with our team of experts to **design your own efficient systems, saving you time over weeks, months and years.**



Jessi Stensland, world class professional endurance athlete will be speaking at select **Athletes' Performance** Endurance weeks in 2009! Through **hard work, dedication and training support** from **Athletes' Performance**, Jessi has collected over 20 professional victories, cementing herself as a world-class performer in the water, on the bike and on the roads. Jessi is committed to passing along the message of understanding body awareness, being athletic and integrating all elements of performance into life. You'll be able to tap into her thoughts, experiences and resources in person during select training weeks!



Endurance Week Benefits

A full week of training starts with a movement screen, submax VO_2 test and a professional bike fitting to **identify improper movement, assign corrective exercises and analyze your pedal stroke and power output.**

Running sessions include coaching and video analysis of your individual stride pattern and will **provide solutions for maximum efficiency.**

Pool sessions include **above water and underwater video analysis** and coaching of swim technique, analyzing your stroke for efficiency and power.



Movement training will address **strength and power, efficient speed and acceleration, core stability, interval training and proper flexibility and mobility.** Training also includes regeneration and recovery techniques as well as pre-habilitation exercises to prevent injuries.

During an individual nutritional consult, our nutritional specialists use your nutrient intake analysis to create a nutrition and supplement strategy for everyday training and competition to **ensure high performance.**

Endurance Training includes:

- VO_2 Submax Testing
- Custom Movement Program
- Custom Cardiovascular Training Program
- Custom Nutrition Plan
- Physical Therapy*
- Soft Tissue Therapy*
- Athletes' Performance Bag and Training Products

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*Available upon request and at an additional cost.



Performance Training Week

Train Like the Pros Train – Where the Pros Train. The **Performance Training Week** offers the opportunity to **train with and be educated** by the same specialists who prepare the top champions in sport. Are you looking to add rocket fuel to your training? Inject life into a stale program? Add strength, power and flexibility to your body?

Our Performance Team will **customize a week-long experience, built upon your goals of performance improvement.** Before the intense twice-a-day training sessions begin, we will perform evaluations that test your functional movement, power and VO_2 capabilities, allowing our experts to help you reach your goals in movement, strength, flexibility and endurance.

Training Includes:

- Strength, Power and Speed Training
- Core Stability
- Interval Training
- Flexibility and Mobility
- Physical Therapy*
- Soft Tissue Therapy*
- Nutrition Evaluation and Plan
- Athletes' Performance Bag and Training Products
- Breakfast and Lunch – Monday thru Friday

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**Available upon request and at an additional cost.*

“My club speed has increased 5 mph on my irons, 8 mph on my driver and average yards driven went up 10 yards! Thanks for the great training and the even better personal care and attention to my needs and my goals!”

*- Pete Kneeling—
USMC ret.*

