

## Brochure – The Athletic Room

Make no mistake—a spot on the NFL roster is something that is earned, not given. And players who devote years of hard work and determination toward mastering the game, deserve the utmost respect and admiration. Why? You might ask. The answer is simple: Football is not only mentally draining but physically demanding.

Many believe that once you make it on the team, the rest is history. Once the pain is over, the pleasure finally begins. In truth, the life of a professional athlete has a "glamorous" side with many perks. Celebrity status, income, and the ability to play a game for a living, to name a few.

At the same time, once you experience that first jolt of pain coursing through your body—reality has a way of rearing its ugly head. For a while, you may try to fight back against the pain, slowly permeating your body. But once the damage is done, recovery techniques, baths, and massages can fix so much. To quote the great Isaac Newton, “What goes up, must come down.”

While playing in the NFL, my #1 job was to **recover**. Yes, you read that right. Although I wish my #1 job were to **tackle people**, my body was damaged severely. Since recovery was such an integral part of my life as a player, I became an expert in dealing with pain, injuries, and surgeries. Ultimately, I took my job seriously. And to run out on the field each week, I knew that recovery between workouts, training sessions, practices, and games was crucial.

After an unfortunate string of knee troubles, I decided to retire from the NFL. It wasn't because I didn't love the game of Football, or trust me. I would've retired years ago. Instead, I realized that if I want to preserve my "mobility for life" in the years to come, I would have to sacrifice temporary pleasure for long-term happiness.

“Change happens when the pain of staying the same is greater than the pain of change.” - Tony Robbins

(you don't have to use the quotes, but I'll put a few that may apply just in case! Plus I remembered how you liked Tony Robbins :)

One day when I was in excruciating pain, I sat at the kitchen table and watched my healthy, strong, and beautiful wife and kids playing in the backyard. Once I made the decision, I felt a rush of emotions come over me. No success, money, or fame can replace the pure joy I feel when I'm happy and healthy with my family. At 85 years (young), you will find me deadlifting, benching heavyweights, and doing squat thrusts like it's nothing.

After I retired from the NFL, I planned to put my brain to good use and joined Corporate America. To my surprise, my body pain returned...and tenfold. This time, however, my back was the source. The worst part? I had no idea how to manage the pain without access to world-class trainers, body maintenance specialists, and modalities all under one roof in the NFL. While initially bummed, I didn't let myself stay in that depressive state for too long. I was proactive and refused to live with the limits imposed on my post-NFL body.

Have you ever walked along the sidewalk of a pool barefoot in the middle of Texas summer? If so, then I bet you can imagine how scorching hot it is on your feet. In this situation, you have two choices: walk or run. Which do you choose? If you're in the majority, you'd feel burning sensation on the flats of your feet, and sprint head-first into the pool.

I know what you're thinking...What does this analogy illustrate?

Fact is: **Pain is a great motivator, and physical pain is a signal to motivate action.**

So, out of my Corporate America dilemma, emerged my idea for The Athletic Room. In my vision, I surrounded myself with current and former Pro Athletic Trainers, Strength and Conditioning Coaches, and Elite Body Maintenance Professionals. Once together, my goal is to use all the expert knowledge to re-create my nostalgic memory of recovery—NFL style.

I held conviction for this vision because I knew first-hand the extent that Elite Athletes invest in understanding the most effective ways to remain healthy and active. I won't lie to you; I created The Athletic Room for myself. But I realized a fundamental truth along the way. I discovered that by allowing my body to live without pain, I, in turn, will have the ability to help others live without pain.

The Athletic Room began with a simple premise: "We are all athletes because we are all designed to move." Our team uses many of the non-medical modalities found in Elite Athletic Training Rooms across the country to help EVERYONE move and feel their best.