

WHY Really Matters

By Michael Hornbuckle

Is your New Year's resolution to lose weight and get in shape? If so, you're driven to workout, eat clean, drink water, take the stairs, get some extra rest, etc. In other words, what you want affects what you do. More importantly, I'd say why you do it matters most.

Last month, as a part of the "Anything but Healthy" article, I asked "Is your current status your preferred status?" You may be achy and uncomfortable, you might have poor energy and indigestion, or you may struggle to keep focused. We're so quick to look for a fix, one that preferably doesn't involve US changing. One that can be bought and not earned...one that can be swallowed, injected or rubbed. Why lead an active lifestyle until you're diagnosed with hypertension? Why eat high quality food when fast food is so convenient and delicious? Why bother sleeping when you can live on coffee all day? Why? Because you can, because you care, because you matter.

Not sure the WHY really matters? "The most important thing is to never stop questioning," according to Albert Einstein. When you find yourself dissatisfied with your situation, don't go recreating the wheel to figure out how or why. Make three choices each day: move often, nourish well and sleep. Anything that gets in the way of these things has been given more priority than your quality of life.

A medical diagnosis alone does not indicate good overall health. With a successful wellness plan built on a foundation – WHY am I doing this, you can achieve not only a successful resolution, but a lifelong change for your physical, emotional and mental health. At TradeMark Performance, WE develop people, and their waistlines tend to follow. Interested in learning more? Schedule a free consultation.



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Where Training Differs From Coaching

By David Hardy

I'm often asked if there is a difference between coaching and training, and whether a person should commit to one or the other. To answer the 1st part of the question: Yes, there most certainly is a difference. Coaching, to me, means teaching a person the skills and strategies needed to excel at their task. Training, however, means making a person better equipped to use the skills and strategies learned from coaching by improving their overall athleticism.

An analogy I like to use is driving. Think of the coach as a driving instructor, while the trainer is a mechanic. Once you've been taught how to drive, you're ready to hit the road on your own. But you're likely to have a hard time doing what you've been taught if your car doesn't function correctly, right? So then the mechanic comes in to analyze the situation and determine what the problems are. From there, they can start to address the issues and eventually get the vehicle into optimal running condition. Now you're ready to drive, and your car does everything you want it to do without a hitch.

So should you just stick to one and pass on the other? Not if your goal is to reach your full potential. You can know the game inside out, like no one else and have all the tools needed to be the best, but if you're not athletic enough to hang with your competition, you'll end up getting outclassed. On the other hand, you can be the most athletically gifted individual on the planet, but if you don't know what you're doing, you still won't make it very far. The only way to truly become the elite is to have what I call the big 3: A good work ethic, solid coaching and efficient training. After all, there is a reason why every pro sports team in the world has Coaches AND Trainers.



Our Staff

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Christmas Brain Teaser

Decipher these Common Christmas Carols?

1. Happiness to the global ecosystem
2. Small male percussionist
3. I am experiencing nocturnal visions of a colorless holiday
4. Festoon the Corridors
5. A non-summer fairytale area
6. Oh holiday conifer
7. Ten plus two twenty-four periods of holiday festivity
8. Hey tiny city in Israel
9. In a remote location in a barn stall



Membership Opportunities

With class schedules up and running, now is the time to take advantage of our Monthly Membership opportunities. Our personal trainers lead each of our classes to build your strength and performance.

Monthly memberships are available for both Athletes and Adults. For the Athlete, we provide a \$99 monthly membership. Adults can join for \$15 a month. This provides you unlimited access to any of our amazing classes. Go as often as you want with no restrictions.

Check www.trademarkpc.com for the class schedule and contact us to sign up! With the New Year right around the corner, don't wait to take advantage of what TradeMark Performance has to offer.

