

POWER OF 3, LLC Celebrated a Grand Opening: Saturday, Nov 10th 6:30 - 10:30 pm

By: Helen Samaniego

EAST FALLS is now the home to Power of 3, a brainchild of founder Cassandra Cunningham that provides fitness training, professional development and athlete mentorship to the Philadelphia community and beyond.

Power of 3, affectionately known as “P3,” began in 2015 as a way for Cunningham to share her dreams and experiences with athletes of all ages and stages. Her holistic approach to coaching both the physical and mental sides of the athlete is what has driven the P3 community numbers beyond what its original location in the Vesper Boat Club floor space could support. Moving just around the corner from Kelly drive, the P3 Barn allows the dreams to keep growing.

The charming, rustic space is fully equipped with indoor training equipment. Cardio machines include Concept 2 ergs and bikes, as well as a C1M KayakPro. There is a lifting platform, kettlebells and weights, as well as agility equipment, yoga mats and foam rollers. The space is complete with circulation fans, heat, showers, changing rooms, bathrooms and a parking lot.

P3 has no target age limits or ability requirements, which has produced an energetic, diverse and inclusive community. The land training takes place with the mindset that a P3 athlete will learn how to use the machines and equipment in the most efficient and effective ways, and stay injury-free throughout the process. Instruction includes erg classes, circuit training, and one-on-one fitness training provided by Cunningham and 2008 Olympic rower, Lindsay Meyer.

In addition to the fitness training, P3 incorporates professional development for young coaches and guidance for student-athletes through the college search process. Two large wall-mounted flat screens will supplement educational seminars on topics ranging from effective coaching techniques to college guidance for student-athletes. It is in this space where Cunningham’s skill set really shines, having built a national footprint with up-and-coming students who seek guidance in navigating to college-level competition and beyond.

And staying true to its roots, P3 will continue on-water training out of Vesper Boat Club.

Training with P3 comes with a philosophical buy-in. Cunningham strives to send home the message that effective athletic development results from the three P’s: “prior, proper, planning.” P3 athletes obtain their goals by starting early, having persistent focus, and adhering to a personalized training plan.

Clients learn the foundations of effective training, including, attention to detail, motion control, and planned fitness development. This is particularly salient for the rowing and dragon boat communities of Philadelphia, as Cunningham articulates: “We are teaching body awareness and skill breakdown so that when sitting in the boat the athlete knows what muscles to use and when to use them.”

P3PE holds classes for the Philadelphia Flying Phoenix (PFP) dragon boat team, BJ Brannon Johnson Community Rowing, and after school juniors. And the inaugural class in the P3 Barn was held Monday, for a team of dragon boaters and breast cancer survivors called Against The Wind.

Cunningham has the ideas, but it is the support of the P3 community that helped make the P3 Barn possible. Former athletes, colleagues and family, donated for the purchase of 13 ergs, 2 bike ergs, and much more. Cunningham will be hanging a plaque on the wall honoring the donors who contributed.

This Saturday, November 10th, Cunningham will be hosting P3PE’s grand opening from 6:30 - 10:30 pm. Supporters will be coming from across the country to dedicate and celebrate the new space. For more information about training with Power of 3, LLC dba P3PE, contact Cunningham, or to see the classes schedule visit www.priorproperplanning.com.





