

SEPTEMBER 2008

yaletown

magazine

PROFILES:

Barbara Kottmeier
Dean Ferguson

Vacation In The
Mayan Riviera

**Green Condo
Investments**

**Steel Yourself
For This Fall**

A Fitness Evolution

The Fashion of
Vasanji & Nygård



The Evolution of Fitness

Article by Terry Peters
Photography by Karolina Turek

Fran, Grace, Elizabeth, Nancy; these are not the names of the girls on the latest ad for a dial a date service. No, these gals are going to kick your butt. They are CrossFit workouts and like the hurricanes they are named after, they represent intensity you won't find anywhere else. *(Continued on page 16)*



The Evolution of Fitness

(Continued from page 15)

CrossFit has arrived in Yaletown and with it comes a new level of training that will surprise even the fittest hipster in this urban community. In fact one of the most frequent laments from new participants is, "I thought I was in good shape". That assessment was before meeting Fran and the other gals.

Located on Richards at Davie the cream walls and sleek entrance will lull you as you enter CrossFit BC's Yaletown location. But the challenge you've been looking for is waiting for you inside. Rowing machines, pull-up bars, and weights line the wall of the padded floor workout space. You look around at the equipment, at the workout of the day that has been written on the board, at the other athletes warming up and you can feel the anxiety building. There is a storm coming.

CrossFit classes are one side of the coin at Evolution; the other is Krav Maga, one of the most effective self-defense programs ever devised. Classes for both programs happen Monday to Friday between 7:00 AM and 9:00 PM plus 4 more times on Saturdays.

Troy Straith and James Zinck are the men behind Evolution. They started with one location in West Vancouver and quickly grew to three. They have focused their Krav Maga training at the Yaletown School while all three schools offer CrossFit classes. Two years ago they discovered CrossFit as a means to improve their own fitness levels. Straith wanted it for the higher levels of Krav Maga train-

ing he was taking and Zinck in preparation for Mixed Martial Arts competition. Both men have earned high ranking in their Martial Arts training.

"We saw what it did for our own fitness and believed it would be good for our clients," says Straith. "In January we began teaching CrossFit classes under the banner of CrossFit BC and quickly saw it was attracting people who wanted to take their fitness to a higher level."



The workouts involve a high intensity approach that sees participants using compound movements in an ever-changing variety of combinations. "It is the intensity that will get you to your fitness goal faster," says Zinck. "We encourage our athletes to work out at as high an intensity as they can manage. First we teach them the techniques, then we help them increase the loads they work with." Straith

notes, "People have been amazed at how quickly they have made gains in their performance."

Utilizing exercises from gymnastics, weight lifting, and monostructural movements, the workouts can include box jumps, ring dips, pull-ups, dead lifts, running, rowing or a huge range of similar options.

"Every workout is adjustable so people at different fitness capacities can exercise together and each be challenged to their own limit,"





says Zinck. The athletes record each workout and use that information to gauge their improvements as well as determine the areas they need to work on.

“Our athletes begin with one of our Foundations Programs or a month long Boot Camp. From there they can join in any of the CrossFit classes at our three schools. We offer a lot of options for their personal schedules,” says Straith.

“This embodies the future of personal fitness — challenging workouts that are intense, efficient, measurable and recordable.”

Krav Maga is a simple but highly effective reality based self-defense program that will not only get you in shape but also teach you how to defend yourself against all manner of attacks. Originally developed for the use of the Israeli Defense Forces by Imi Lichtenfeld, it was brought into the mainstream in 1964, and since then has been taught to hundreds of different law enforcement agencies and civilians around the world.

“We wanted an advanced self defense program that we could offer our students and Krav Maga was the best choice,” said Zinck. In 2003 they went to Los Angeles for the first of numerous sessions at the Krav Maga National Training Centre.

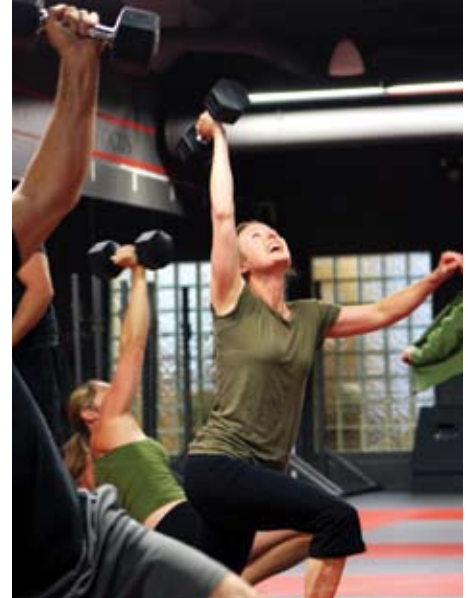
Straith was invited back to Los Angeles to be trained as an expert instructor. As a result of

Straith’s additional training, he was asked to be a member of the Krav Maga Worldwide Advisory Board, and head Canada’s only Regional Training Centre where instructors are trained.

“One of the key advantages of Krav Maga over other forms of self defense is that it is based on what your body does instinctively,” explains Straith. “People feel empowered after their first class.”

Following a warm-up and a series of stretches, a typical session will see a practice of combat-ives which are the strikes using the various parts of the body. The self-defense techniques come next and are demonstrated from several different angles, broken down into segments and practiced. Students then move to learning the basics of how to punch, kick, elbow and knee effectively to how to defend against those same attacks. Then there are defenses against grabs and chokes, as well as defense for when an attack lands you on the ground. More advanced students will also receive training in defense against attack by different weapons such as guns, knives and sticks.

Whether you are interested in just fitness or want to add self-defense to your workout, Evolution has got the programs that will take you beyond what you thought you could ever achieve. For more info call 604-683-2446 or send an email info@evolutionbc.com.



KRAV MAGA FACTS

- Originally developed for Israeli Defense Forces
 - Reality based self-defense program
 - For men and women
 - 7 certified instructors
 - Over 200 students training
- www.kravmagabc.com

CROSSFIT FACTS

- Developed by former gymnast Greg Glassman
 - Workouts are constantly varied
 - Involve compound movements
 - Performed at high intensity
 - Clients from teens to seniors
 - 15 certified instructors
 - Schools in Yaletown, West & North Vancouver
- www.crossfitbc.com