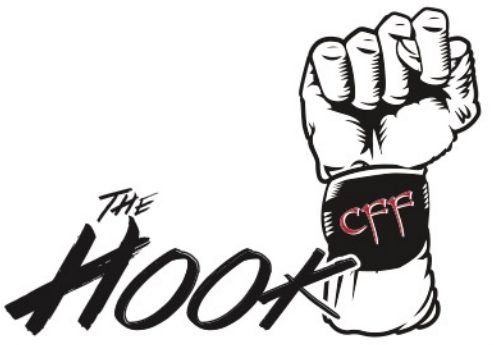


GAINS IN GROCERY



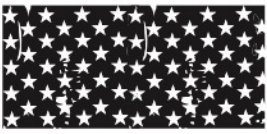
UPCOMING EVENTS

Bring a Friend Day - June TBD

CrossFit is bringing its RX standards outside of the gym and into the grocery store via a partnership with meat company Strauss Food.

Customers will be able to get a selection of “CrossFit approved,” grass fed beef and free range chicken — first via a subscription box, and soon after, in more than 3,000 grocery retailers across the U.S. The subscription box weighs in at 10-pounds. Too much meat? Don’t worry, CrossFit is coming out with a jerky line, too.

Continued on page 3



MEMBER OF THE MONTH

Shannon Cullen

HOMETOWN: Walpole, MA

AGE: 23

FIRST START AT FLORIAN: August 2017

FAVORITE WOD MOVEMENTS: Rowing, Power Cleans, Jerks

LEAST FAVORITE WOD MOVEMENTS: Overhead Squats, Burpees

WHAT WILL YOUR NEXT CROSSFIT ACCOMPLISHMENT BE:
Double unders and pull ups

Tell us about your sports & fitness background: In high school, I played volleyball, basketball and lacrosse for WHS as well as in a few club leagues. In college, I hadn't originally planned on playing any sports, but I decided to try out for the basketball team and ended up making it as a walk on. Since then, I've done kickboxing, spin classes, the good old-fashioned gym, but really just tried to stay active.

How did you first get exposed to CrossFit?

In high school, we would do a couple CrossFit WODs a week to help get us prepared for the basketball season. I remember the workouts being really hard and we would all be exhausted after. Then after college, my mom was doing CrossFit and loving it, so I decided to give it try and I'm so glad I did.

Take us back to your first WOD... what was it, and how did it feel?

I can't specifically remember what my first workout at Florian was, but I know it involved a few rounds of 800m, burpees and lunges. I was definitely struggling a bit after the first round and I remember being exhausted after the workout. Looking at the board after and seeing everyone's times made me realize I was pretty out of shape and had a long way to go, but it was really motivating at the same time.

What sort of changes in your life have you experienced out of taking on something like CrossFit that were totally unexpected?

I honestly wasn't really expecting my eating habits and diet to change at all when I first started CrossFit. I had always eaten semi-healthy, but after doing the LBNC and learning to track macros, I feel so much better and physically stronger. I'm excited to continue to track macros and hopefully hit a few more PRs.

Please share with us any favorite CrossFit moments: I really love that there is always something to get better at and to improve on.

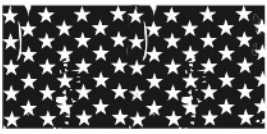


There are so many different variations of movements, that getting to the next 'level' is exciting. I also really love how although everyone has their individual goals, there is still a team aspect in CrossFit where you cheer each other on during workouts and get excited when somebody hits a new PR.

Any advice for people just getting started?

I think it's important to not be concerned with how much weight other people are using or how much faster they do the workouts. Everyone has to start somewhere and has things they need to work on.

What are your hobbies, interests and/or talents outside of CrossFit? Hanging out with friends and family, traveling, reading.



CROSSFIT UPDATE: BRINGING GAINS TO GROCERY

Continued from page 1

(This report was originally published on Project NOSH.)

The new partnership is the first time CrossFit has developed its own food and beverage products. But working directly with food companies like Strauss was a natural progression for the fitness giant, according to Jeff Cain, the CEO of CrossFit, Inc.



“CrossFit is both an exercise methodology — constantly varied, high intensity, functional movement — and a nutrition prescription — eat meat and vegetables, nuts and seeds, little starch and no sugar,” Cain said. “When opportunities present themselves where there is alignment on nutrition, as with Strauss Brands, we’ll consider them.”

The brand’s official entrance into food should come as no surprise. The sport’s athletes have long been tapped to act as brand ambassadors for natural food brands. Brands such as RX Bar, Fuel for Fire and Kill Cliff have all targeted the CrossFit consumer and seen adoption of their products spread from the gym to the grocery store. That’s because when a company wins over the CrossFit consumer, they win over a niche audience with a massive following: There are more than 13,000 CrossFit affiliate “boxes” in over 120 countries, and in 2018 alone, about 416,000 people registered to compete in CrossFit’s annual fitness competition, the CrossFit Games.

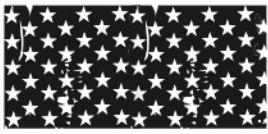
“This is just the exact audience that will understand the importance of what we are accomplishing [with Strauss],” Randy Strauss, the co-president and CEO of Strauss Meats, told NOSH.

After the meat partnership has rolled out, Strauss will also help CrossFit establish a co-branded line of jerky to be sold inside CrossFit affiliated gyms and grocery retailers. The jerky brand is still in the innovation stage, but will have no added sugar and be held to the same quality standards as the rest of Strauss’s meat products. The brand will sample the jerky at regional CrossFit Games events in May, and launch it by August.

“It meets a level that no other jerky on the market right now is able to hit,” Strauss said. “It’s what the CrossFit diet is embracing and teaching, and we are going to come up with a product that not only tastes great but can also be a great supplement or meal to these consumers.”

In the future, CrossFit will consider partnering with other like-minded food and beverage brands to launch more lines of CrossFit branded snacks and food products beyond jerky, though there is nothing in the works as of yet, according to Gary Krakower, VP of Licensing at IMG, a global sports and talent management company that works with CrossFit.

“We have zero interest in products that don’t align with our exercise methodology or nutrition prescription,” Cain added. “CrossFit is leading a metabolic revolution that is changing consumer habits. Mainline brands are aware of this and everywhere we see them adapting.”



WHAT IS HOLDING YOU BACK

-Coach Laryssa

I see the same three things that constantly hold members back inside the gym and I'm here to call you all out and hopefully shift the culture in our gym.

1. Excuses.

We most commonly hear these when we are giving cues or feedback to athletes and they all have a host of excuses. They may sound something like this "I know, I always do that", "I know, I'm just exhausted from (drinking/no sleep/just caught a flight)", "Yeah, but..."

I get it. Conversation is hard especially when you feel you're being criticized. The next time a coach gives you a cue or explains what you're doing wrong or could be doing better – check yourself for the above behaviors / responses.

Try replacing them with "thank you", "I'll try that", "I have to think about that more", "can you explain what you mean when you say...", etc.

2. You care what other people think.

We have had a lot of new faces in the gym and to be honest, I don't see enough people failing. What I mean is, not enough people are trying new things and putting themselves out there. My opinion is a lot of this is driven by fear of what others think and not wanting to look stupid or be seen failing.

So how do we change that? Every single one of us has something that we can learn to do or learn to do better or more efficiently. Each time you put yourself out there, remember you're doing something good for the whole gym – you are encouraging others, even when you're failing. Have you ever noticed when a video of a first pull-up or bar muscle up happens – there usually are about 5 more in the next week or two? Be the person who inspires others to try new things and work on skills.

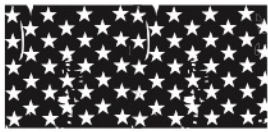
Also, for those newbies out there, I have to tell you, it's not very often the seasoned veterans will PR or learn new skills – we are living vicariously through you. So try those new things and let us celebrate with you!

3. You're not self-sufficient

Part of our goal as coaches is to set you up to be a self-sufficient athlete. That's not to say you shouldn't have questions and don't ever need our help – but there's a difference between always relying on the coach to repeat instructions, tell you what to do and catch / correct all of your mistakes.

Crossfit is a framework that you should be able to learn from and carry with you and make it your own. It means you have to take some ownership when it comes to learning the movements, changing movements when you're injured, working out when you're not at the gym and adding in / spending time on anything we don't work on frequently. The final piece of self-sufficiency is learning to speak up or ask questions when you're unhappy about something or don't understand why we are doing something. If you're not happy come with a solution / proposal not with a problem, don't just complain.





GLO KNOWS...

Geani's Comfort Shrimp



Ingredients:

- 2 Pounds of shrimp/peeled & deveined
- 1 to 2 tablespoon of olive oil
- Half stick of unsalted butter
- 1 shallot finely chopped
- 2 garlic cloves, minced
- Juice of one lemon
- 1 lemon, cut into wedges
- 1 tablespoon Agave or honey (optional)
- salt & black pepper
- red pepper flakes
- 1/8 cup chopped parsley
- Arugula for serving

Process:

Pat dry shrimp and season with salt and pepper. Heat oil in large frying pan and sear shrimp in batches, careful not to crowd pan. Set aside shrimp. In same pan heat olive oil and butter, when butter has melted; add shallots, garlic, lemon juice, agave or honey, and pepper flakes to create a sauce. Simmer for about 5 minutes.

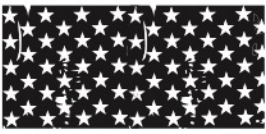
In a bowl toss sauce, shrimp and chopped parsley. In serving platter lay arugula and place shrimp on top. Add lemon wedges.

WELCOME NEWBIES



Laura Gillespie
 Julian Giampa
 Saba Nessralla
 Aaron Feldman
 Ed Zane
 Corey Gibson
 Brendan Levesque
 Patrick Hanna
 Joseph Giampa





CRUSHIN' IT

COO
150#
squat snatch

CK
217 snatch
300 # C' w

Clint
295 C+J
305 Sqt. C

Meg M
140# Sg clean

RILEY B
DOUBLE
UNDERS!

Bennett
500# DL?
255 C+J

Caroline
160# Snatch
280# DL
205# SPT+Jerk

Nat
200# FS
150# Thrust
175# HPL

Kev S
230 SJ

Nate
24:12 5K

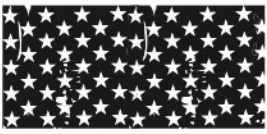
JIM P

4 UNBROKEN
RING MU

Stacey
120# HPC!

Mulvey
210# HPC





THROW IT ON THE GRAM

