

PURVEYORS OF FUNCTIONAL FITNESS

SWEAT

**CHASING
EXCELLENCE**

WITH
BEN BERGERON

**MEET
WODDOC**
NOT YOUR AVERAGE
CROSSFIT JUNKIE

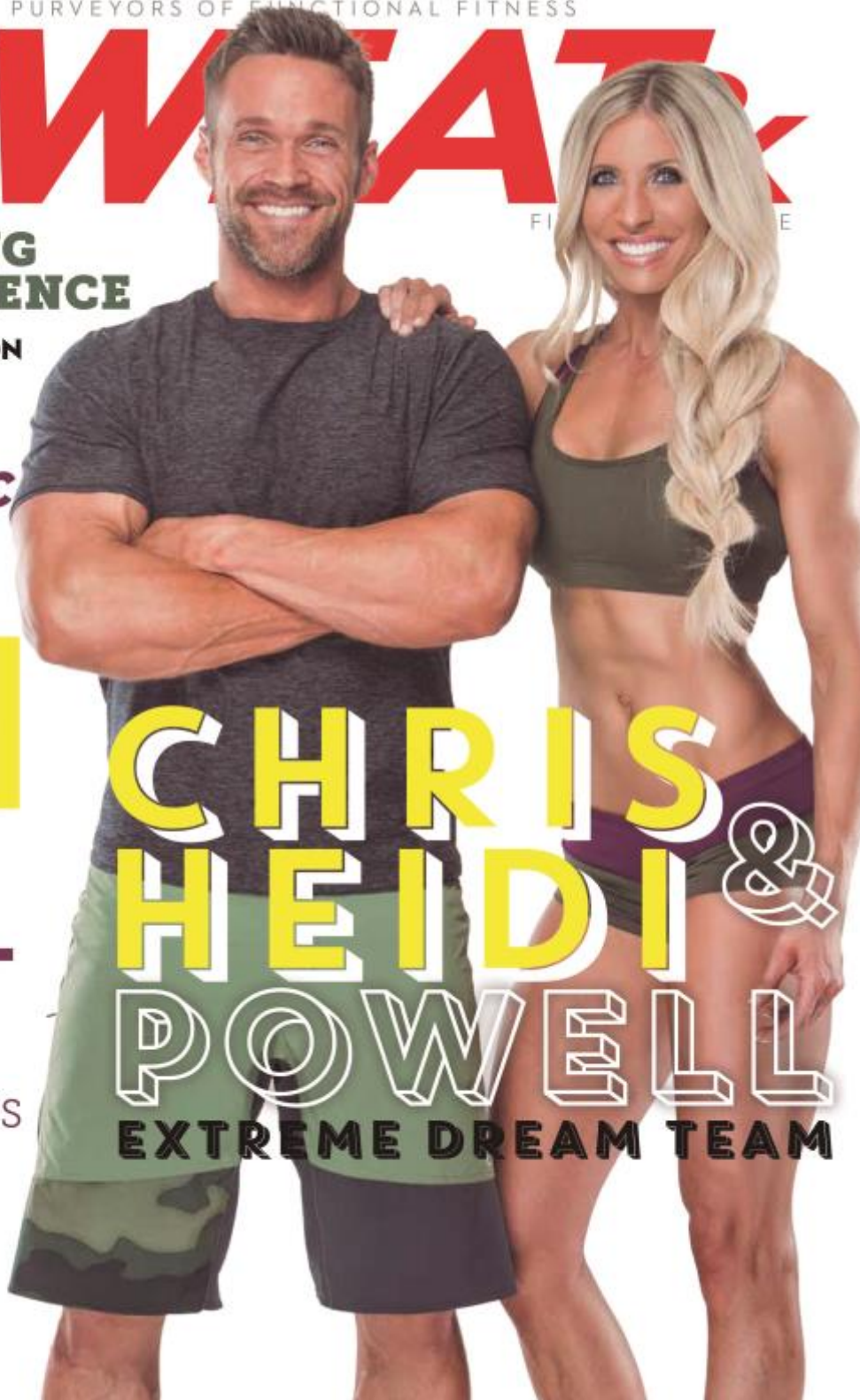
**A GAME
CHANGER**
WELCOME TO
THE MIDWEST

+
GET
THE
WARRIOR'S
EDGE
WORKOUT



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**CHRIS
HEIDI &
POWELL**
EXTREME DREAM TEAM



publisher's note



The cover shoot crew with the Powells and James Patrick.

For those of you who are living out your passion – in the gym, at work, or at play, you know the power that it holds. It not only has a mammoth influence on your own life, but if you're inspired to help others, the reverberations are so impactful, they hardly go unnoticed.

For years now, the powerhouse couple known for their Extreme Weight Loss program, has fuelled their passion to serve others and helped thousands of strangers achieve optimal health. Chris and Heidi Powell unlocked the passion and the power of fitness in their own lives, and knew that by helping others to achieve a higher level of fitness and health, they would be unleashing a desire in others to do better, to follow your passion.

The passion that ignites you to start something can be contagious. And this doesn't stop with the power of the Powells. Ben Bergeron shares his wisdom on chasing excellence, and how each and every one of us can aspire to greatness and reach our potential. An excerpt from his new book offers some insight and

will surely have you heading over to Amazon to place your order. Continuing on the path of out-of-the-ordinary and never average, the WODDOC, Dr. Timothy Simansky shares his passion and dedication to serving the functional training community.

Each of us struggles with limitations in a very personal way, but we overcome these perceived obstacles when we change our perspective. When we are propelled from a place of passion, chasing excellence and reaching our potential are a welcomed journey. Our greatest contribution to those around us is our own excellence, which is why this issue, we encourage you to recognize the excellence within and find your passion. The journey begins!

Fred

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PHOTO: DAVID LAUB



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A full-page photograph of a man with a beard and short brown hair, smiling and flexing his right bicep. He is wearing a dark brown t-shirt. The background is a plain, light color.

feature

POW POW FITNESS MEDIA

 *By* Steve Beckley
Photography James Patrick



Is there any slowing down for the Powells, now that *Extreme Weight Loss* is in syndication? Clearly Chris and Heidi don't have it in them to rest on their laurels and coast on their enormous success. With limitless energy and focus, the couple from the American Southwest have assembled what could be the greatest fitness and transformation app to date.

Chris and Heidi Powell are native Arizonans – and one of the nation's leading fitness couples – but they came to each other from different worlds. At present, they are riding high on the success of the *Extreme Weight Loss* television series which ran for five seasons from 2011 to 2015 on ABC Television and is currently in syndication running on The Learning Channel (TLC) and the Oprah Winfrey Network (OWN). This dynamic duo has recently launched one of the most comprehensive fitness apps available on the market called *Transform with Chris and Heidi*. This unique app offers unprecedented numbers of videos and recipes for fitness subscribers.

SWEAT RX spoke with the couple from their home in Mesa, Arizona about the origins of their exciting (and remarkably busy) ascent to the top of the fitness empire.

THE RELENTLESS MAN

As a youngster, Chris Powell was on the move with his family since his father was an airline pilot. Although born in Arizona, Chris' family moved all over the Pacific Northwest, living in Washington, Idaho and Oregon. With a keenness for football, Chris tenaciously played on numerous teams wherever he went but his slight stature at the time was a big handicap.

"I was always the new kid – and always the smallest," says Chris. "Playing football was tough because most of the other kids had a big size advantage on me. When I was 14, I was 5 foot 4 and only 105 pounds." Like many adolescents, Chris was unfortunately also subjected to bullying in school. When the family lived in Portland, Oregon, Chris once again tried out for football but was only able to hang tough for two weeks before being forced to quit.

"I really hit rock bottom then," says Chris. "I was getting physically beat up on the field and my demeanor was crushed at the time."

This emotional nadir for Chris in turn became a watershed moment that turned his life around: his introduction to weight training. His parents regarded Chris' setback as the straw that broke the camel's back and cleared out all the furniture in their living room to make way for a weight bench. At that

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feature



moment, the man who would go on to help so many thousands of individuals lose weight, for the first time began to pump iron.

THE ALL-AMERICAN WOMAN

Heidi Powell was born in Flagstaff, Arizona to a family for whom fitness was everything. Both her parents were bodybuilders and all three of her brothers excelled at football and other sports. She fit the bill as the beautiful, blonde, energetic southwestern girl who competed in gymnastics and cheerleading. These two athletic pursuits lend themselves to taking a toll on one's body and Heidi was not immune. Eventually, she tore her ACL and could no longer compete to the same extent as she was accustomed.

With her two favourite pastimes out of the picture, Heidi developed an eating disorder. After her second surgery on the ACL, things "spiraled downward," according to Heidi. "I'd gone from competing in gymnastics and cheerleading to developing anorexia which then turned into a food

addiction in my early adult years," says Heidi. What grew frustrating was that she had all the knowledge of fitness and nutrition one could need, but "I didn't practice what I preached," in her own words.

Heidi worked in real estate for 10 years afterward while having her first child at the age of 23. She recalls an obsession with looking at the scale (with terror), not accounting for actual body composition. Like Chris, she felt that she too had hit rock bottom. But all that was about to change on one fateful December weekend in 2008.

UNIVERSES COLLIDING

Both Chris and Heidi didn't even know the other existed until they met by chance at a "Landmark Forum" event held in Phoenix, Arizona. The theme for such events, according to Heidi, is "integrity, empowering people, and following through on doing what you say you're going to do." The event was a life milestone for the two young fitness fanatics who had recently experienced their own respec-

tive challenges.

"We discovered we had a lot in common," says Heidi. "We had a foundation of working to help others and quickly became best friends for six months." Not only had both Chris and Heidi walked away from the Landmark Forum with a renewed sense of purpose and vigour, but they now found themselves as a team working for a common goal of transforming individuals through substantial weight loss and fitness.

TRANSFORMATIONS ON TELEVISION

In 2009, The Learning Channel (TLC) aired a documentary of an individual named David Smith who, under the guidance of Chris, experienced an astonishing transformation of dropping from 650 pounds to just 221 (a drop of 429 pounds) in just two years. This show, entitled *The 650-Pound Virgin*, was the harbinger for a new series called *Extreme Weight Loss (EWL)* which ran for five seasons on ABC Television (2011-2015) and still runs in syndication on TLC and OWN.

When EWL became a hit, Chris and Heidi became recognized as two of the nation's leading figures in personal training and transformations. It was no ordinary show about typical people dropping 40 or 50 pounds; this program showcased 13 people every year who literally dropped hundreds of pounds – often half their body weight. "When an individual goes on such a long journey of weight loss over a period of a year, they don't simply go from A to B; rather, they go from A to B to C to D to E."

Chris and Heidi still receive mail – sometimes totaling 1,000 letters in one day – from people reaching out to them for guidance in weight and fat loss. In all, the Powells have received approximately half a million letters from people worldwide.

TRANSFORM WITH CHRIS AND HEIDI: THE APP

Riding high on the success of EWL, the Powells spent very little time waiting to embark on a new fitness project that could make a substantial difference in the lives of so many. With such an overwhelming outcry for help that

continue... — — →



WE DISCOVERED
WE HAD A LOT IN
COMMON."

Photo Assistant: Amber Blom
Hair: Chrissy Rasmussen, Habit Salon
Make up: Kayla Oberg
Wardrobe: Reebok and Rogiani

PAIRED FOR SUCCESS

THE POWELL'S PARTNER CROSSFIT WOD

Each of these partner workout pairings below are designed to be able to stand alone as a single workout that can be done in less than 10 minutes.

The harder and faster you push yourself, the greater the results. For more of a challenge and calorie burn, simply stack these workouts on top of each other for a full 20- or 30-minute workout.

Partners Training Tip: Keep in mind that your partner is in this with you! You'll notice that the faster you move, the quicker your partner will be relieved from their exercise. Hold each other accountable, and encourage one another during sets!

THE WORKOUT

| EXERCISE | SETS | REPS | REST* |
|---------------------------|------|---------|----------|
| JUMP ROPE | 3 | AMRAP** | |
| KETTLEBELL OVERHEAD SWING | 3 | 20 | 30 SECS. |
| GOBLET SQUAT | 3 | AMRAP** | |
| BOX JUMP | 3 | 20 | 30 SECS. |
| PULL-UP | 3 | AMRAP** | |
| BURPEE | 3 | 20 | 60 SECS. |

* Rest after each round, whereby each partner has completed both exercises.

** AMRAP = As Many Reps As Possible



**CHRIS JUMP ROPE /
HEIDI KETTLEBELL
OVERHEAD SWING**

THE PLAN:

Chris skips rope for as long as it takes for Heidi to complete 20 swings. Then switch. This is one round. Complete 3 rounds. Rest 30 seconds between rounds.

TIP 1:

Scale your rope jumping to your ability levels. Beginners do single-unders. Advanced do double-unders.

TIP 2:

Choose a weight that will allow you to keep proper form on your kettlebell swing, but also challenge yourself! If 20 reps are too many to do consecutively, simply do however many you can, rest for a few seconds, then chip away until completion.

feature



**CHRIS GOBLET SQUAT /
HEIDI BOX JUMP**



THE PLAN:

Chris performs goblet squats for as long as it takes Heidi to complete 20 box jumps. Then switch. This is one round. Complete 3 rounds. Rest 30 seconds between rounds.

TIP 1:

Goblet squats should be done with hands chest-high, core tight, and hips drawn down and back. Make sure to keep your weight in your heels. Also keep the knees tracking over your toes to avoid knee pain or injury.

TIP 2:

Use the chipping technique for box jumps if necessary. 20 can seem like a lot, but remember you can stop, take a 2-second breather, then chip away until completion. If box jumps are too difficult or feel unsafe, scale this move to a simple step-up using alternating legs.



**CHRIS PULL-UP /
HEIDI BURPEE**

THE PLAN:

Chris performs pull-ups for as long as it takes Heidi to complete 20 burpees. Then switch. This is one round. Complete 3 rounds. Rest 60 seconds between rounds.

TIP 1:

Pullups can be any style: strict, butterfly, or swinging.

TIP 2:

Pace yourself on the burpees and breathe! At the advanced level, perform a full burpee with a jump at the end. At the beginner level, simply bring yourself all the way to the ground, then back up to stand position for a rep.

WE UNDERSTAND THAT INDIVIDUALS HAVE SO MANY DIFFERENT BODY TYPES AND THAT NUTRITION NEEDS TO BE CUSTOMIZED."

→ reasonably speaking, would be impossible to accommodate completely, the Powells embarked on a new multimedia project: a new app titled Transform with Chris and Heidi. On October 1, 2015, the Powells teamed up with an assemblage of about 35 experts in production, research and development, and marketing; Transform was underway.

"This app covers absolutely every component of fitness, from nutrition to exercise to life coaching," says Heidi. The app may prove to be the most comprehensive in its field on the market. Transform carries over 1,000 videos showcasing exercise technique, fitness troubleshooting, and life coaching. The app also offers subscribers access to 300 different recipes to make food preparation during a successful transformation easy. "We understand that individuals have so many different body types and that nutrition needs to be customized. From gourmet recipes to convenient items you can simply 'grab and go', you'll find everything you need in this app. It's truly five or six apps in one," says Heidi.

Transform is designed not only for weight loss ranging from 40 pounds or so to over 200 pounds, but it's also a valuable tool for individuals interested in physique and CrossFit. The app has been available as of March 2017 and everything you need to know about it can be found online at:

www.thetransformapp.com.

If Transform ultimately mimics the success of the Powells' television projects, the app may set records of its own and prove to be everything a fitness enthusiast could want.