

August 2018

THE TAKEDOWN

LOWDOWN

Q&A With Takedown Member Emi Jo Cerise

IN THIS ISSUE

Page 2

#TakedownTrained

Page 3

What's Happening?

Page 4

Fitness Fodder

Rock Steady Boxing

Page 5

The Cool Down

How long have you been a member at Takedown?

"Even though it feels much longer, I've been a Takedown member for one year."

What is your current exercise regimen?

"I do spin twice a week. One day a week I spend with my trainer, Haley. I also do one day of lifting and cardio. I love the stair stepper!"

What's your favorite class at Takedown?

"Spin class! I love my spin classes!"

How has Takedown helped you achieve your goals more easily?

"The availability of child care has helped a ton! I am a single mom of two, and it's hard for me to get out by myself; so that made it so much easier. I love the atmosphere at Takedown. I always feel inspired when I'm there."

What success have you achieved with a personal trainer/nutritionist?

"I had been stuck at a plateau and I finally got past it! I learned better form. Also, I now have a trainer that's become a friend too and she's always helpful when I have questions. She understands me. She is teaching me how to eat for life not just a quick fix."



Why would you recommend working with a fitness professional?

"Working with a trainer has provided the extra push that someone like me needs. It also helps figure out what isn't working for you now so you can move toward what does. I love having someone there to make me do 'one more set' and cheer me on. Someone to tell me if my form is off. She also makes me do things that I wouldn't do by myself because I hated them... but I'll do it if she makes me! I like the extra push."

To learn more about how one of our Personal Trainers can help you reach your goals, contact Al or Haley at Takedown Gym.

#TAKEDOWNTRAINED

NFL and NHL Players Choose Takedown Gym in the Off-Season

Summertime is always an exciting time at Takedown Gym, but a few recent visitors created a flurry of excitement among members of all ages!

NFL players Billy Turner of the Denver Broncos and Joe Haeg of the Indianapolis Colts, as well as NHL Forward Josh Archibald, returned to their roots and took advantage of all Takedown Gym has to offer.

While they were here, we asked them a couple questions regarding why they continue to choose Takedown Gym when returning to the area and advice they'd like to share with up and coming athletes...

Why do you come to Takedown when you're home?

Josh: "It's a fantastic facility with the best staff that is always willing to help out. Oh... and I get to see Joe!"

Billy: "The Brainerd Lakes Area is a great place to come for the summer. I'm able to get on the lake and relax for awhile, while still being able to train in a world class facility with world class people and equipment."

Joe: "Takedown is a great facility with great staff! It's also a place where athletes of all ages and abilities are pushed hard to reach their goals."

What advice do you have for young athletes?

Josh: "Hard work will pay off. It truly matters how much work you put in. You can create separation from others by putting in the hard work when no one is watching."

Billy: "Don't get discouraged by criticism."

Joe: "Working hard and paying a price turns your disappointments into successes."



Denver Broncos Offensive Lineman Billy Turner (left) and Indianapolis Colts Offensive Lineman Joe Haeg (right) take a moment out of their workout to pose with Takedown Manager Joe Ciardelli. Both NFL players have trained at Takedown before and during their professional careers. #TakedownTrained



Josh Archibald (right), Forward for the Arizona Coyotes and formerly with the Stanley Cup winning Pittsburgh Penguins, worked out with Indianapolis Colt Joe Haeg. Both Archibald and Haeg are Brainerd High School graduates and Takedown trained athletes. #TakedownTrained

WHAT'S HAPPENING AT TAKEDOWN?

So... what's happening with the expansion?



We're making some serious progress! Construction is continuing at a steady pace. Currently, the walls are up and plumbing and electric are in! Anyone who has built a house before knows these are BIG things! Inside, you can begin to see the separation between the various rooms and what they will be. A rendering of the plan is available in the front lobby at Takedown.

"We are really excited for things to come," said Joe Ciardelli, Takedown Gym Manager. "We're also very grateful to our members for their continued patience. We promise it will be well worth the wait. We can't wait for our members to first step foot after completion. It's going to blow everyone's mind and expectations."

Joe said, from all indications, the gym is currently looking at a late fall completion. Fingers crossed! **Check out the Takedown Facebook page for some awesome aerial footage of the project!**

Mike's Move of the Month: The Squat

By Mike Holtan
Fitness and Recreation Advisor

This month I'm focusing on one of the most fundamental lower body exercises for building strength and power: The Squat.

There are many variations to the squat, but the most basic form includes feet slightly wider than the shoulders, a barbell held snug on the upper back, and lowering your body until the top of your thigh is parallel with the ground, then back to the starting standing position.



Some important things to keep in mind include keeping your chest up; pushing most of your weight through your heels; and, finally, emphasizing bringing your hips forward while on the upward movement. For a demonstration on the proper form for a squat, check out the Takedown Facebook page.

FITNESS FODDER...

Voting is Open: Best of Brainerd Contest

We need your help!

Takedown Gym has been nominated in the 'Best Fitness Center' category for the Brainerd Dispatch's 'Best Of The Brainerd Lakes' promotion.

Show your gym some love by voting for us!

Share with family, friends, neighbors, pets (okay, maybe not your pets... but you get the idea).

Help us show the Brainerd Lakes Area that we are THE BEST PLACE when it comes to total body wellness!

Visit Takedown's Facebook page for a direct link to voting. You are allowed one vote per day until the contest closes on August 21st.

Look Who's New to the Takedown Team

Takedown is excited to announce the addition of Ben Newman to our team! Ben is from Little Falls and currently works full time in Pillager, but will work the front desk at Takedown a few days a week!

Next time you're in, look for Ben and say 'hi'!

Pedal With a Purpose - Summer Break

Our Pedal With a Purpose classes have taken the summer off. But watch our schedule in September for our next recipient and ride date!

Join Today. Pay in November.

Know someone who'd like to join? Now is a better time than ever! When new members sign up for a 12-month contract, they won't have to pay until November.

What's even better is if YOU refer them, you'll also receive rewards!

Check out the last page of this newsletter for details.

Takedown Wrestling Club

The Takedown Wrestling Club welcomes Eric Kramer, its new wrestling coordinator.

Check out our online schedule for session dates and watch for new guest coaches lined up to assist.

Get Your Hands on Takedown Swag

Have you checked out some of our new merchandise in the front lobby at Takedown?

We have t-shirts promoting our Pedal With a Purpose program, as well as Rock Steady Boxing. Shirts are \$10 each and proceeds go back to help support each of these Takedown initiatives.

We also have Takedown duffle bags available for \$30. There's a limited quantity, so get yours while they last.

Additional new apparel will become available after the expansion project is complete. Keep an eye out for sneak peeks of what's to come!



Fighting Back Against Parkinson's Disease

THANK YOU TO OUR SPONSORS



THE COOL DOWN...

Shake It Up!

Protein Shakes are Great Post-Workout Fuel!

Filled with protein and deliciousness, Takedown's protein shakes are a great way to fuel up post-workout. With a variety of flavors, you're sure to find a favorite. Order your's at the front desk today!



Takedown Gym's MYTH OF THE MONTH

MYTH:

Strength training will make you bulk up.

REALITY:

It's pretty hard for women to bulk up from a normal strength-training routine because they don't have as much testosterone as men (the difference in this hormone level makes men more prone to bulking up).

In fact, if weight loss is your goal, strength training can actually help you lean out, but you have to keep your nutrition in check, too.

"Muscle is metabolically active," explains Adam Rosante, C.S.C.S., author of *The 30-Second Body*.

Simply maintaining lean muscle mass requires higher energy, he explains. "So, the more lean muscle you have, the more calories your body will burn at rest."

Have a myth you want debunked? Ask one of our fitness professionals and your question could be featured in a future newsletter.

T

TAKEDOWN REFERRAL PROGRAM

Bring a buddy, get rewarded!

Refer a friend to sign up on a 12-month Contract, and receive one of three reward options:

- \$48 OFF YOUR NEXT MONTHLY PAYMENT
- 5 ADDITIONAL CLASSES
- PERSONAL TRAINING SESSION (\$70 VALUE)

*Reward valid for 12 months starting on member's birthday. **Reward option only valid to client.

TAKEDOWN



Take us with you wherever you go!

Find us on Facebook, Twitter and Instagram to keep up with all things fitness and fun. Also.... don't forget to visit us online at takedowngym.com AND download the Takedown Gym app on your mobile device!