

CST Hits the Big Apple!

~ Ryan Murdock

New York will never be the same after 2/5 of the RMAX Faculty Coaching Staff hit town. You may not know it yet but a critical shift was set in motion, one which is about to cascade across the United States. CST has finally tipped into the mainstream fitness world.

Until now CST has largely been the provenance of a privileged few, relatively speaking. This has included our global online audience and

forum membership, of course – those leading-edge early adapters numbering in the millions who have flocked to RMAX from the beginning, and those who continue to be drawn to our message of vibrant wellness and health-first fitness. It has also included



professional athletic organizations like AC Milano, Chelsea football club, UFC fighters, and several NFL, NHL, and Major League baseball teams, several elite US Military and Law Enforcement units, the Secret Service of a European country, and more than a few big name Hollywood stars and supermodels. Unfortunately we're unable to comment on most of these contracts or even refer to them more specifically, simply because CST gives these groups and individuals a decisive

edge over their competition. Due to the nature of their game they prefer to keep that edge to themselves.

All of this is about to change. RMAX has teamed up with Equinox, America's leading gym chain, to bring the world's oldest club - the Clubbell - to the world's best club.



So here we are in New York. I got a call from Coach Sonnon one week earlier to pop down and assist him at a certification event. It's only an

hour flight and New York is one of my favorite cities, so of course I shoved aside the mountain of work that had piled up since our European tour last month and packed my bag once again.

Coach had a much longer flight than I did (as anyone knows who has had to fly into Bellingham for a CST IC). He arrived the day before in order to work with a celebrity client. As I wound my way through the congested noontime streets of Manhattan in a madly swerving yellow cab, I had a cryptic call from Coach Sonnon, and we arranged to meet in Greenwich Village a couple hours later.

We found comfortable seats at a pleasant café while his lovely wife and my girlfriend drooled over clothing at nearby design shops, and Coach filled me in on the wheels which had already been set in motion during the 18 hours prior to my arrival.

As a result of his private training sessions and a late night dinner in a penthouse overlooking Central Park, Coach Sonnon was asked by the Urban Zen Foundation to review their educational curricula and to liaise for them with other corporations. UZF is a grassroots organization which seeks, among other things, to change the current healthcare paradigm to include integrative medicine practices such as yoga, nutrition and eastern healing

practices alongside Western science. RMAX and CST will be a significant part of this initiative, to which we're able to bring our global network of partners, such as Equinox and the Arnold Fitness Expo Active Aging Festival, which Coach Sonnon has been asked to MC in 2009.

Because RMAX sits at such a nexus point of global wellness organizations, we're able to leverage the shared vision of these diverse groups in order to become more than the sum of our individual parts, as we seek to reach our RMAXimum

potential together. But I digress. Such crucial new alliances are a welcome development on any trip, but this wasn't even our primary purpose for coming to town.

Those of you who attended the recent CST Xi Instructor Certification course got a taste of the new Clubbell Fitness program. The brainchild of CST Head Coach Mike Locke and Coach Sonnon, it seeks to make Clubbell training more accessible to the average health club



member by incorporating familiar movements with an unfamiliar tool. It's a bridge-building program of sorts, one with tremendous benefits in its own right, and with a built-in system of movement sophistication that will lead the interested practitioner to full-on Clubbell swinging as they gradually master their body and this new tool. The course also includes a specific Intu-Flow joint mobility warm up to prime the body for work, and a specific routine of compensatory Prasara

movements to unload the body after the session. All 3 Wings of CST are brought to bear in order to create the most challenging group fitness class most people have ever attempted.

They were also bursting with excitement at what they quickly realized was not just a single program that they wanted to license, but a complete fitness system and the next evolution of the industry.

Coach Sonnon and I, along with CST Coach and Equinox personal trainer Bao Tran, spent Saturday and Sunday coaching a handpicked group

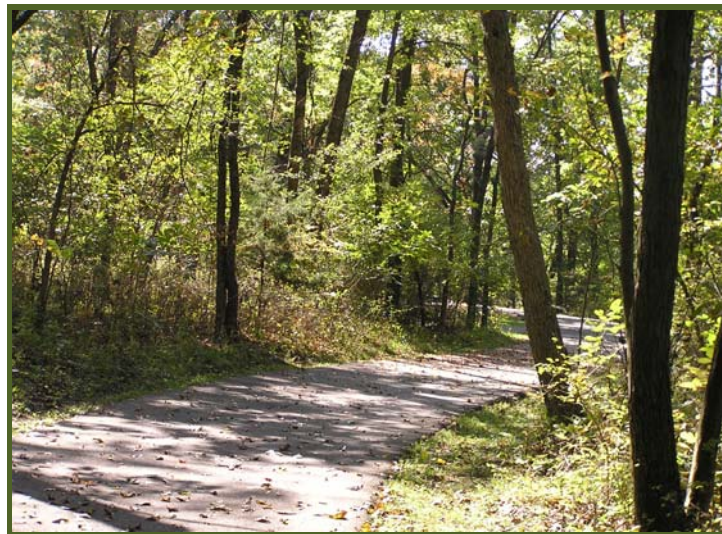
of talented people at the flagship Equinox facility in Columbus Circle, Manhattan. These were the top Equinox Group Ex instructors from across New York – the elite of the elite – as well as their Regional Directors from New York, Chicago/Miami, and Los Angeles. I can assure you that they didn't disappoint. They were challenged by many of these unfamiliar movements on Day One of the course, but they returned on Day Two having studied the manual and incorporated most of the skills overnight, moving with a precision and grace that was a joy to watch. Their questions were well-considered and direct, reflecting their years in the industry and their depth of knowledge. They were also bursting with excitement at what they quickly realized was not just a single program that they wanted to license, but a complete fitness system and the next evolution of the industry. Their enthusiasm was infectious, and it will spread to their students with every class they teach. It was with absolute confidence that Coach Sonnon, Coach Tran and I observed the Skills Examination of this group of leaders who will pioneer the first wave of CST into group fitness classes. Coach Sonnon and I also met with the National Program Director of Equinox just prior to instructing the seminar in order to discuss not only the nationwide launch of Clubbell Fitness and other CST

classes in Equinox clubs across America, but also a much larger strategic alliance.

You see, we stand at the edge of a major shift, a crystallization point where millions across the planet have begun the integrative process of moving out of the scarcity mindset and evolving into the abundance paradigm by unifying their physical, mental, spiritual, financial, vocational, social and familial lives into One Lifestyle. It's a social transformation which will involve not just our allies in the health and fitness world, but

our global allies in the wellness industry and our partners in the fashion and beauty industry. With Equinox as the hardware provider bringing their elite top-tier facilities and unparalleled member experiences, and RMAX as the software provider bringing the unparalleled transformational value of the CST system, we will co-establish our leadership role in this next evolution in human performance.

I can assure you it's going to be an exciting ride. We're honored to share the path with you.



As usually happens on these RMAX trips, we didn't enjoy much downtime last weekend in New York, and we didn't see the museums or galleries that we planned to visit. As I shuffled through Terminal 6 at JFK late Sunday night, burdened like a weary camel with my girlfriend's packages (*thanks to Bao's wonderful*

girlfriend Debbie for guiding her through the treacherous shoals of NY's shopping districts), Coach Sonnon was headed off to yet another series of private sessions with his celebrity clients. But we did spend our time forging new relationships with like-minded people who share our ethic for hard training and hard work, who share a

grand vision, and who are actively working to realize that vision.

What more could you ask of a weekend outta town?



Ryan Murdock is a CST Faculty Head Coach and a writer for Outpost Magazine. Visit his [website](http://www.rmaxstaff.com/murdock/index.html) at <http://www.rmaxstaff.com/murdock/index.html>

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