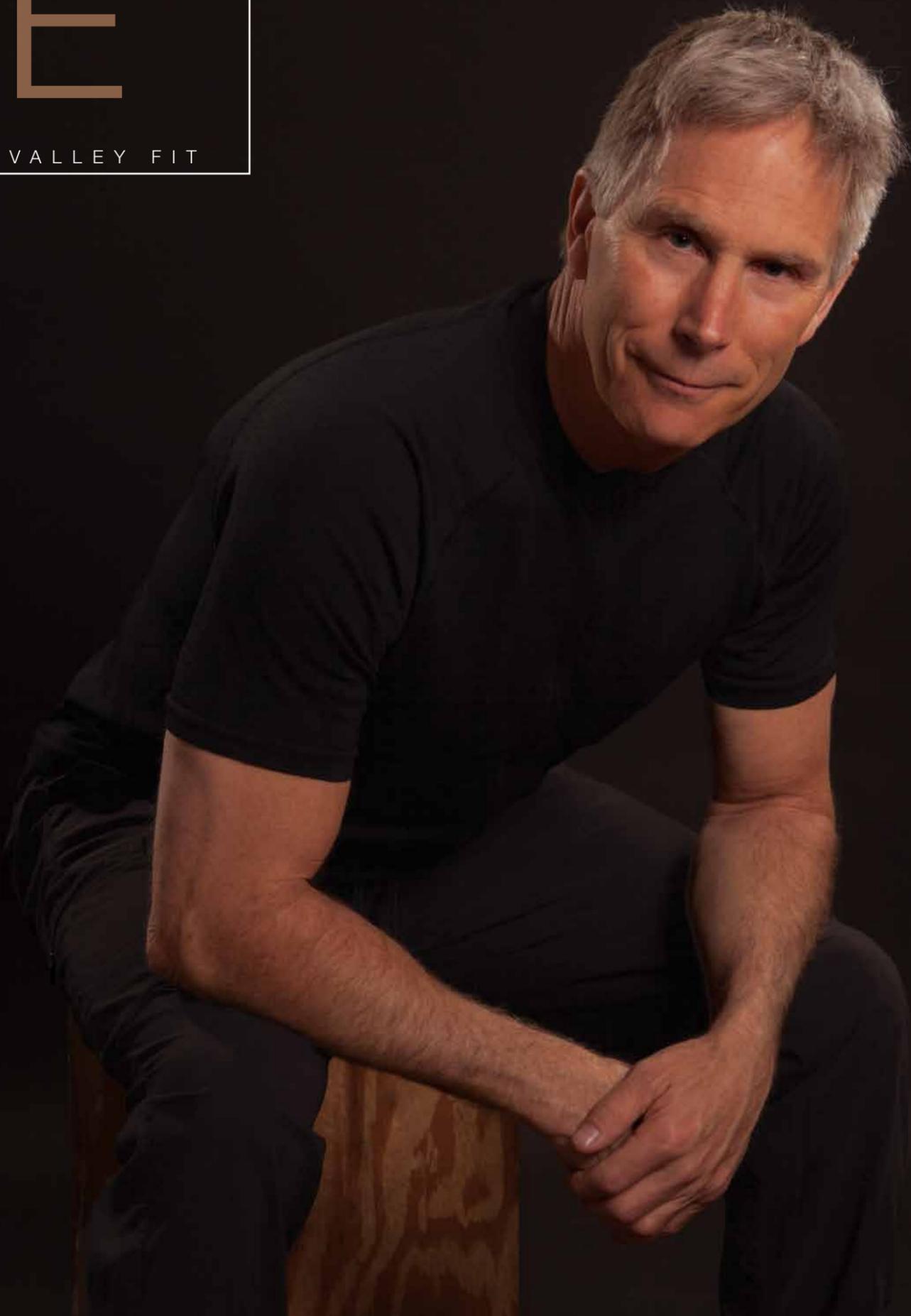


VALLEY FIT



As a coach, I provide the program and the education to go with it, but my clients bring about the change through their hard work and sacrifice.

NAME: EA Morgan

AGE: 57

HEIGHT AND WEIGHT: 5'11", 185 pounds

PROFILE: Owner and trainer EA's Crossfit, personal trainer, big on nutrition, once voted one of top 10 personal trainers in San Francisco, formerly owned personal fitness studio in Pacific Heights. Has background in corrective, holistic exercise kinesiology as a 17-year student of Paul Chek and the C.H.E.K Institute.

WHY FIT: I love physical activity. Growing up, I was a Ritalin child. One of the savors that kept me in school and out of prison was sports. I was constantly going 100 mph. You name it, I was on the team. In high school—football, wrestling, lacrosse all three years. Never stopped. I have been fit from conception.

HOW GOT FIT: Always been fit. Always played a sport. Always open to new things. Racing mountain bikes—did a Pentathlon last summer.

CURRENT FITNESS ROUTINE: Weight training, Feldenkrais movements, yoga, C.H.E.K. As you get older you can't keep taking money out of the bank, you have to give back. I mix it up with a lot of mobility. Flexibility is important. I do Crossfit training, Crossfit games, which require both strength and endurance.

FITNESS PHILOSOPHY: Crossfit is a mixture of workouts. Involves constantly varied functional movements including gymnastics, weights, rowing and more. High intensity training, all functional movements involving full-body exercise. I don't believe in machines, they just train isolated muscle groups. I'm a fitness detective, I look at the body inside-out. You can't train a bad diet.

CLIENTS WOULD SAY: Great guy, great coach, lots of fun.

PROUDEST ACHIEVEMENT: In 1979 I was the leading scorer for the U.S. Indoor Lacrosse Team. I was the player-coach for an Australian lacrosse team in Perth.

FOR FUN: I like to spend time with my family and friends. Biking and hiking are fun too.

GUILTY PLEASURE: Ice cream and chocolate.

CONTACT: eascrossfit.com, 415.314.1399.

PERSONAL STATEMENT

People think motivation is the key to change; I disagree. If it were, we would all be looking and feeling our best and I would be out of a job. Motivation simply creates the spark that ignites the process of change. It's hard work, commitment and sacrifice that create lasting change. As a coach, I provide the program and the education to go with it, but my clients bring about the change through their hard work and sacrifice. Add a supportive community environment, and that's where the results come from. Smart programs, dedicated clients, a supportive community. That's the recipe for the Kool-Aid that is known as Crossfit.

