

[Charlotte Area Press Release]

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West Point Leadership Comes to Charlotte

CHARLOTTE -- Two West Point graduates have joined forces to bring a unique form of performance training and leadership development to Charlotte corporate executives.

Retired Colonel Louis Csoka from West Point's Class of '65 and Paul Maggiano, Class of '95, have formed APEX Performance Inc. to train business leaders, world class athletes, medical professionals and front line operators in how to attain and sustain peak performance under the most demanding conditions.

Fifteen years ago, while teaching at the United States Military Academy, Dr. Csoka began working with cadets to help these young leaders handle various performance and pressure situations. There he created the first ever Performance Enhancement Center for West Point.

Building on his West Point experience, Dr. Csoka and his Charlotte-based company, APEX Performance, is now offering training centered on specific mental skills to maximize energy while managing stress, increase focus and concentration

"Our goal is to help individuals get 'in the zone' to perform to their fullest potential," Maggiano said. "Until now, there was no systematic and scientific method to teach and train these individuals on how to reach and sustain their peak levels of performance."

In addition to business executives, the Apex Performance team has been working with up-and -coming NASCAR driver Leilani Munter from Mooresville and golfers Ian Bollinger and Jordan Kreuter from Charlotte.

The trainers work with clients' goals and strengths to give them the skills to succeed – in business, athletics, personal goals and for their team. Clients learn how to leverage their time and manage attention, to master critical decisions and key situations under conditions of pressure and stress, and to lead others by personal example.

"Our unique approach uses advanced performance feedback technologies combined with individualized coaching, providing measurable improvements and eventually sustained peak performance," Dr. Csoka said. "The only other program like it is the one I developed at West Point."

Dr. Csoka's career has spanned 28 years in the military and 12 years in business, most recently as a head of Human Resources and in executive coaching. The firm's CEO, Paul Maggiano, left an executive position to work with Dr. Csoka in bringing peak performance training to a broader audience.

The founders say their training can help a variety of professionals in high-stress situations, ranging from business professionals to military leaders, surgeons and healthcare providers, students, educators, sales professionals, athletes, coaches and pilots.

"The bottom line is our clients learn to master techniques for maintaining calm, composure and clear headedness under pressure," Maggiano said. "With our approach to feedback in learning a new skill, they develop extraordinary levels of focus and concentration, giving them the ability to rise to almost any occasion on demand."

Visit the APEX Performance website at www.apexperform.com.

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