

## Charlotte Health and Fitness Magazine, March 2006 Issue

### **APEX PERFORMANCE**

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It is probably not a surprise that by combining the forces of two West Point graduates, a unique approach to performance training and leadership development would emerge.

APEX Performance recently celebrated the grand opening of their new and expanded Charlotte facility located in the Ballantyne Corporate Park in the South Charlotte area. This facility significantly expands the training capability of the company and makes peak performance training available to Charlotte area individuals and organizations.

To understand APEX, you need to know a little about their history. And it all started with the 1988 Army football team at West Point.

At the time, COL (RET) Louis Csoka, current President & Founder of APEX Performance, worked with key position players from the Army football team in enhancing their performance through mental training. As a result of the success of that team and the players who had undergone the training, the Superintendent of the US Military Academy directed that a formal "mental" training program be established for the Academy with the creation of a Performance Enhancement Center and its training and development program.

After Csoka retired, the Center and program continued to grow and still plays a significant role in the development of West Point's future Army leaders.

After leaving West Point, Csoka transitioned into corporate America and was inspired to shift his training from the athletic field to the boardroom.

Louis Csoka, along with Paul Maggiano, developed a first of its kind program to train and develop business leaders and executives to sustain superior performance and achieve extraordinary business results.

The company's Peak Performance Center in Charlotte replicates the program established at West Point, making this unique kind of training and development available to individuals and organizations in Charlotte and beyond. The program focuses on business leaders and athletes but also targets individuals who want to achieve peak performance in their lives.

"APEX Performance may be at a new beginning, but we are poised for considerable growth and built on a solid 17-year foundation," says Maggiano. "That alone is a significant accomplishment and proof of our endurance and commitment."

For more information on APEX and the unique niche they are carving in the Charlotte area, check out their website at [www.apexperform.com](http://www.apexperform.com).

#### APEX Highlights...

The first of its kind training and development program in corporate America. Aimed at significantly enhancing the performance of key business executives and leaders. Emphasis is on enhancing not only the performance of the individuals with whom we work but also impacting and changing their lives.

Our entire program and company philosophy is geared to the healthy and the positive side of human endeavor, not the clinical or the pathology of human behavior. We focus on improving what people do and how they are, working with their strengths, not on fixing problems. We move people from good to great.

