

HONORING ALL WHO SERVED

Veteran's Day
November 11, 2010

APEX Performance, Inc.

November 10, 2010



Wounded Warriors Build Mental Strength to Succeed

Once again, Veteran's Day is upon us and once again it is fitting that we pay tribute to those who serve and have served so that we may all enjoy life, liberty, and the pursuit of happiness. They are all American heroes and patriots. We also honor their families who have made enormous sacrifices to support their loved ones as they answered the call to defend America and to preserve democracy worldwide. At Apex Performance, we are proud to be able to help warriors be at their best when it matters the most and to work with returning veterans who are starting new careers through education and personal development. Since our founder, Retired Colonel Louis Csoka, himself is a veteran, it is fitting that we at Apex especially pay our tribute to all the servicemen and women in our armed forces.

The non-profit Wounded Warrior Project (WWP) TRACK program is one of the few programs in the country addressing the unique educational needs of wounded warriors and has been doing so since 2008. The TRACK program is designed to address the long-term needs for starting in a new direction. When WWP called over two years ago, Dr. Csoka and Apex were eager to help and work with them in creating a Peak Performance Center at their headquarters in Jacksonville, FL. The TRACK program combines education, coaching and training to achieve greater adaptability in thinking, maintaining poise and composure through self-regulation, enhanced memory and attention, setting goals to pursue, and envisioning success in everything they do.

"Whether it is warriors preparing to deploy, or transitioning after deployment, they all can benefit from programs that teach them mental skills that provide the edge in both combat and life. We at Apex are proud and honored to be an organization that can provide precisely that kind of education and training." States Dr. Csoka. "We need to change not only what we think but also how we think. Building confidence, resilience, perseverance and focused purpose are essential for succeeding in anything we do. Helping our warriors develop these attributes is our sole purpose and mission. It is all about being at your best no matter the situation, one thing that our warriors have clearly demonstrated they can do."

More than 35,000 service men and women have been physically injured. Many more have been injured in mind and spirit. While wounded warriors receive excellent care as inpatients at military medical facilities, that care must also provide for their continuing need for coaching, training and support as they begin to build a new life. Injuries like traumatic brain injury, amputations, burns and blindness create challenges that last far beyond the battlefield - a challenge of the mind - a battle between earlier ways of thinking and new ways of thinking that offer hope and confidence for meeting these challenges and thriving in a new life that they create. Again, it is an honor for APEX to participate in providing these veteran warriors the mental skills that help them accomplish this.



Apex Performance, Inc.

14045 Ballantyne

Corporate Place

Suite 350

Charlotte, North

Carolina 28277

(704) 831-5614, ext 4

www.apexperform.com

The WWP's TRACK program is a highly successful program, with additional facilities to follow throughout the country. Corporate and personal donations have made this a reality. Please help those that have served us so honorably.

For more information on WWP, or to make a donation please call (904) 296-7350 or visit www.woundedwarriorproject.org

About Wounded Warrior Project:

Wounded Warrior Project (WWP) is a non-profit organization whose mission is to honor and empower wounded warriors. WWP serves to raise awareness and enlist the public's aid for the needs of severely injured service men and women, to help severely injured servicemembers aid and assist each other and to provide unique, direct programs and services to meet their needs.

About Apex Performance

Apex Performance provides performance improvement services to military units, police forces, pro and college athletes and senior executives who need to build mental agility and mental toughness. APEX Performance offers training to deliver results on the core of leadership - self awareness, confidence, mental agility, and composure. Utilizing a combination of personalized development programs, follow-up coaching, and advanced sensory technology, APEX provides the tools and learning required to achieve sustainable peak performance.

Apex Performance is headquartered in Charlotte, NC.
Website: www.apexperform.com Phone: 704-831-5614

Apex Performance is a Service Disabled Veteran Owned Small Business

