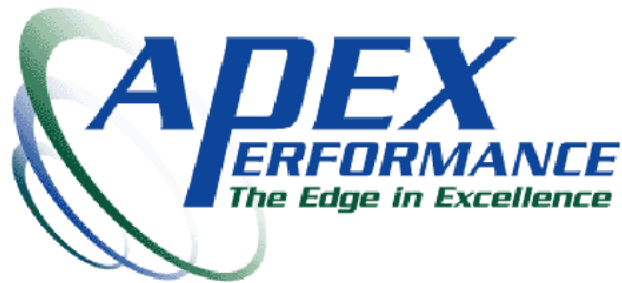


APEX Performance, Inc. Newsletter

October Newsletter

October, 2010



Apex in the news!

Apex founder Louis S.Csoka featured columnist in The Carolina Golf Journal

Click [here](#) to read online.

Click [here](#) to view all of the articles.

In each issue Dr. Csoka focuses on the Mental Approach to golf. In the Autumn issue Dr. Csoka focuses on controlling your attention. Below is an excerpt from his most recent article.

Control Your Attention and You Control Your Game.

Carolina Golf Journal, Vol.1, No. 4. Early Autumn 2010.

Well, even the great ones lose concentration, react to distractions and stop paying attention! The ability to zero in on one thing at any one moment is actually hard work for the brain. Our brains have a limited supply of resources available for all the myriad functions it must carry out. So in order to achieve maximum efficiency and effectiveness at any one moment, our brains borrow "energy" from other regions of the brain that are not critical for the task at hand and use it to get what is needed for this moment, like the razor-sharp focus needed to make that 20-foot putt. You can help your brain do this by shutting down the busy "chatter" in your head that comes from too much thinking about what you are doing.

[TO READ MORE ABOUT EACH OF THE RULES CLICK HERE FOR THE FULL ARTICLE.](#)

Attention Rule #1: Right before and during a golf shot, there is no thinking.

Attention Rule #2: Our attention is automatically directed by the brain's orienting response to external stimuli.

Attention Rule #3: It's about locking in, not blocking out.

Attention Rule #4: Under pressure and stress, attention automatically narrows.

Attention Rule #5: Use a solid pre-shot routine.

About Apex Performance, Inc.

Apex Performance provides performance improvement services to military units, pro and college athletes and senior executives who need to build mental agility and mental toughness. We currently work with numerous golfers to include high school, college, Q-School, and the PGA. APEX Performance provides 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.
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Apex Performance is a Service Disabled Veteran Owned Small Business.

Apex Performance, Inc.

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