

It is absolutely critical to me that Nook Rx'd becomes family for each of its members, and for all who come through our doors. This is what drew me to CrossFit in the first place. I believe that it is essential for me to be up front and honest regarding all Nook Rx'd operations; therefore, I want each of you to hear from me why we are not affiliated as CrossFit.

Simply stated, CrossFit, Inc. chose not to affiliate with us.

I applied. That application was denied. I pushed back. Still denied.

One of the primary questions CrossFit, Inc. asked of me within the application for affiliation was why do I want to affiliate under the CrossFit brand. Here was my answer:

Roughly six years ago a good friend of mine introduced me to CrossFit at a young affiliate in Hershey, PA. I was immediately drawn to the community of people that called CrossFit Gamma home. With an intense desire to help people and a love for coaching and training, I obtained my L1 Trainer Certificate roughly a year and a half later.

Four and a half years of coaching has intensified my desire to have a positive impact on the lives of those I coach and train. I get excited about the opportunity to be a part of their journey and I take the responsibility that comes with that very seriously. I have not only grown as a coach and an athlete, but as a man, as a husband, as a father; and I still have much to learn and plenty of space to grow.

Affiliating, for me, is about accumulating more and more of these opportunities to have a positive impact on others' lives. I believe in the CrossFit methodology. I believe that we can be positive agents of growth for everyone that comes through our affiliate. I very much believe Spooky Nook has a unique opportunity to not only have an impact on the immediate community, but that we will be able to connect with the larger CrossFit community. Spooky Nook's conference rooms, hotel, restaurant and sheer size in general provide us the ability to run seminars, competitions and more in order to reach the entire CrossFit community.

I believe that we can build bridges to connect the CrossFit community, but also to create positive relationships with the fitness community that already exists and continues to grow within Spooky Nook. I believe these relationships can bridge the gap that often exists between the two. I full heartedly believe we can connect under the exact same desire to help others as they move along their own health journeys.

Their response: "We are not willing to affiliate this location. We are looking for individuals that are 100% in on CrossFit and not companies just looking to add CrossFit to their long list of other activities that they offer."

While CrossFit, Inc. is correct in their assessment of *how* many activities we offer here at the Nook, they could not be further off in their assessment of *the manner in which* we deliver the services we offer here at Spooky Nook Sports. Moreover, their characterization of my commitment level to this program could not be further from reality.

We will pursue excellence in everything we do.

We will build a community based on the principles of hard work, honor and respect. We will push each other to accomplish things we never thought we could. We will encourage each other when we struggle. And we will celebrate together when we succeed.

I am not sure I can fully put into words the level of excitement I wake up with each day knowing I have this incredible opportunity to bring Nook Rx'd to each of you, to grow this community together. I am blessed and excited to meet and work with each of you!

Chris Hiester
CrossFit L1 Trainer
717-618-8529
chrish@nooksports.com

