
DECEMBER 2010

2010 Year In Review

I want to begin this year in review letter by saying thank you. Thank you so very much for your continued support of Z-Health as both a company and a training system. 2010 has been an amazing year for us and we are extremely excited about all that we will be able to offer you in 2011!

With that said, I wanted to take a few moments to reflect on this year in a more personal way than I usually do. In order to do so, let me begin by sharing with you one of my personal favorite quotes. It's by world-renowned osteopathic physician, Jean-Pierre Barral. He is a prolific author, researcher and world-class clinician, who is able to sum up vital concepts with great wit and wisdom. He says,

"Nature abhors a vacuum, but it abhors immobility even more."

I love this statement because it so elegantly states a basic "truth" that we work to exemplify personally and professionally in Z-Health. What is this "truth?" Simply this...

Keep moving.

Two words. Profound concept.

Keep moving.

When you sit still physically for too long, your body morphs and changes – making you less healthy, less athletic, and less capable.

When you sit still mentally for too long, your mind loses skills and capacities – making what was once easy far more difficult.

When you sit still emotionally for too long, you can become fixed and jaded – making it difficult to find happiness and joy in the things that truly matter to you.

When you still too long in business, you become more concerned about maintaining the status quo – making it hard to focus on changing your industry and the world for the better.

Keep moving. It's a rule, philosophy and a natural law all rolled into one easy-to-say statement.

Easy to say. Sometimes hard to do...

In 2010, everywhere we travelled and taught around the world, we were constantly confronted with the fallout of the economic crises that have arisen. Despite this, Z-Health as both a system and a company experienced its best year ever. More growth, more courses, more products, more exceptional staff and certified professionals than ever before. How?

We kept moving.

Some days the moving was hard. If you've ever experienced the intense muscle soreness that comes from a hard training session, then you know what I am

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EVENTS CALENDAR

Be sure to check [our website](#) regularly for updates.

Essentials of Elite Performance

Orlando, FL
December 10-12

Phoenix, AZ
January 21-23

Atlanta, GA
February 18-20

San Diego, CA
March 4-6

Seattle, WA
April 8-10

Denver, CO
April 15-17

Boston, MA
June 3-5

Cleveland, OH
June 10-12

San Francisco, CA
June 24-26

R-Phase

Bridgeport, CT
February 11-13 & March 18-20

Los Angeles, CA
February 18-20 & March 25-27

Copenhagen, Denmark
March 7-12

Orlando, FL
April 8-10 & May 13-15

Phoenix, AZ
May 13-15 & June 10-12

Seattle, WA
June 24-26 & July 29-31

I-Phase

San Francisco, CA
December 9-12

talking about. Hard work comes at a price. Change costs you something. Pain and discomfort are a part of the process. But if you keep moving, the soreness doesn't last. You grow. You get stronger. More flexible. Leaner. Tougher. And the next time the work comes, it doesn't take quite as much out of you. However, the basic rule still holds true.

Keep moving.

Sometimes the moving was hard. But, on the other hand, sometimes it was gloriously easy, too!

For example, early in 2010 we were given the opportunity to join together with Lifequest Transitions of Colorado to assist them in their work with our nation's Wounded Warriors. The program is headed by Dr. Grove Higgins who has trained extensively with us in Z-Health. As a result of his incredibly hard work and dedication, as well as his success in using the Z-Health system in this arena, it was a match made in heaven. To date we have donated over \$50,000 in training to the exceptional individuals who are daily tasked with helping wounded soldiers get out of pain and back into life.

Having the opportunity to give back – to help those who have given up so much of themselves for others – was easy. Plus, it made the days it was hard to keep moving more endurable because sometimes it is easier to keep moving for others than it is for ourselves...

So, as you look ahead to the coming year, make a plan: a simple, direct plan to just keep moving.

Struggling with your weight loss? Keep moving.

Shoulder still bothering you? Keep moving.

Work not going as you want? Keep moving.

Family troubles? Keep moving.

At this point, you may find yourself asking a simple question, "That sounds great, but how? How do I just keep moving?" The simple answer is find a "why."

For us in Z-Health, our primary "why" is easy.

It's about you. Our clients. Our athletes. Our soldiers. Our friends and family. We are committed to helping people live bigger, better, more powerful and enjoyable lives through our training programs, products, services and charitable work.

While it may sound old-fashioned in today's world – we believe that all change begins with a small, committed group of people who share a common "why." This is how Z-Health began and how it continues to grow and evolve to meet the needs of thousands of health and fitness professionals and athletes of all levels around the globe.

Let me encourage you this holiday season to take a few minutes or hours for yourself. Go sit for a time in your favorite place, perhaps with something warm to drink and reflect. Find your "why." Find a reason to just keep moving. As you do, you will engage your brain – the most fascinating and powerful organ on the planet – to change your life for the better. We see it happen all the time and know that it can happen for you as well.

Finally, thank you again. Thank you for your work with us. We wish you an absolutely wonderful holiday season and an amazing new year!

Keep moving,

Dr. Eric Cobb
Founder, Z-Health Performance Solutions, LLC

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Phoenix, AZ
February 3-6

Bridgeport, CT
May 19-22

Los Angeles, CA
June 16-19

Copenhagen, Denmark
June 16-19

S-Phase

Phoenix, AZ
February 10-13

T-Phase

Phoenix, AZ
March 31-April 3

9S Certification Series

9S: Speed
Phoenix, AZ
December 2-5

Master Trainer

Live Training
Phoenix, AZ
January 3-8

If you have spent any time at a Z-Health course or with a Z-Health certified practitioner, you'll know that we have things for shoes. The flatter-soled, the better. The more minimalist, the better.

Those things can be quite hard to come by in the US.

And, the black Onitsuka Tai Chi shoe is a favorite brand and color of many practitioners, but it isn't manufactured on a consistent basis. As a matter of fact, they are ONLY manufactured when Classic Sport Shoes places an order. But, we needed our shoe fix, and they agreed to do a run for us if we can help them out with some pre-orders. Of course, we took the bait!

HOW IT WORKS

1. Order the shoes [online](#). Be sure to use coupon code **ztaichi** to get free shipping! *(Since these aren't manufactured often, you might want to consider stocking up.)*
2. Once Classic Sport Shoes has enough orders to fill the pre-order, they will order the shoes to be manufactured.
3. Because these are made-to-order, it's 6 months from ordering to delivery, so at this point it's hurry up and wait.
4. Once they have arrived, you'll get a note from Classic Tai Chi that your shoes are in and being delivered.
5. Wear your black Tai Chis in style and enjoy!

NOTE: Z-Health is not affiliated with Classic Sport Shoes, and makes no money from any shoe orders you place. We just know how popular, and hard-to-find these shoes are, and want to make them available to you (and restock our respective wardrobes).

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Newsletter Archive

Did you miss an issue of the Newsletter? Our regular newsletter is filled with interviews, articles, reviews, and all of the goodness that is Z-Health Performance.

Are you receiving our Training Tips? These brief training nuggets will be sure to enhance all of your activities.

Catch up on all of [our back issues](#) on the Z-Health web site or click on the "Manage your Subscription" link on the bottom of this email to ensure you are getting the latest news.

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Become a Fan on Facebook

Z-Health is on Facebook, and right now it's the ONLY place where you can see photos of the Z-Health Performance Training Center and recent certifications.

If you are already on Facebook, [become a fan](#), write on our Wall, or ask a question on our Discussion board. We'd love to hear from you.

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Learn More on YouTube

Interested in the science and theory behind Z-Health?

Want some athletic performance tips and tricks?

Check out our growing video library on [YouTube](#). Our most popular clips include:

- [Hamstring vs. the Running Shoe](#)
- [Jump Landing Training](#)
- [Z-Health in 3 Minutes](#)

Enjoy!

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