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VIRTUOSITY

Virtuosity 1: Morrill of the Story

Athletes look past a monster truck full of rottweilers to find a coach who's 100 percent invested in his athletes.

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At first glance, one would surmise that Kris Morrill is an asshole.

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The owner and head coach at World Camp CrossFit in Albany, Georgia, is 6 foot 3 with bulging biceps and the swagger of an athlete. He has three rottweilers, a truck that gives Bigfoot a run for its money and an intense love of guns. Just as CrossFit is misjudged and stereotyped by people who know nothing about its methodology, Kris Morrill is often misjudged based on appearance alone.

Then, without fail, those who are vocal in their opinions about Kris and World Camp eventually find their way through our doors. They see the incredible results in both athleticism and appearance the World Camp athletes enjoy. They hear about World Camp athletes frequently reaching the podium at competitions. They watch the camaraderie among the World Camp members, the support and community and love. They decide to see, just once, what is really happening at World Camp CrossFit.

They walk through our doors positive it will only be for one workout.

They never walk back out. That is because of Kris Morrill.

CrossFit and its impact—its beauty and ferocity and brilliance—cannot be fully appreciated until one actually tries CrossFit. The same is true of the magic that permeates World Camp CrossFit: It cannot be fully appreciated until one attends a class and feels the community, and the World Camp community cannot be understood until one understands Kris.

Kris, in his bones, is a coach. In his heart, he is a teacher. In his spirit, he is a person who believes anything is possible with hard work. He is adored by his members. It could be because of his ability to remember names instantaneously. It could be because of his enormous sense of humor and sharp wit. It could be because of the programming that he is known for within the CrossFit community.

Underneath it all, the real reason Kris has grown such a successful business—why he has made such an impact in Albany since 2008—is because of his unwavering belief in each and every one of his athletes. His belief is so real, so tangible, that when he says you can lift a weight, you suddenly know you can. You step up to the bar buoyed by his faith in you, and without hesitation you lift a weight that only moments before seemed impossible. As you celebrate your PR he quietly smiles, his eyes shimmering with pride and the shared excitement of your achievement. You feel his pride and know you are unstoppable.

It's the magic that resonates within each World Camp member, it's what fuels each athlete to be better than yesterday, and it's why so many incredible athletes found their start at World Camp CrossFit: When Kris Morrill believes in you, anything is possible.



Submission Guidelines

To be considered for publication, authors must satisfy the following:

1. Articles must be original, unpublished works. Authors of selected submissions will be supplied with legal documents to be filled out prior to publication.
2. Articles must be submitted in Word documents attached to an email. Documents should not contain bolding, italics or other formatting. Please submit in Arial font.
3. Articles can be 500 words maximum.
4. Each article must be accompanied by at least one high-resolution photograph to illustrate the story. The photo can feature the coach, the affiliate, the community—anything that illustrates the article. Photo guidelines are as follows:

- A. Photos must be original and owned by the person submitting. Photos taken by others may be submitted provided the owner has given permission.
- B. Photos must be in focus, well lit and free of watermarks. Minimum file size is 1 MB. Please review your camera's settings to ensure you are shooting high-resolution images. Cell-phone photos and thumbnails are not accepted.
- C. Photos must be attached to the email as JPEG files. Do not embed files in Word documents. Photo file names should list both the name of the subject and the name of the photographer in this format: SubjectName-PhotographerName.jpg. Examples: JonathonSmith-RachelDouglas.jpg or CrossFitAnyTown-JimJohnson.jpg.

Virtuosity@crossfit.com is open for submissions. Tell us why you train where you train, and do it uncommonly well.