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VIRTUOSITY

Virtuosity 11: Dig In

Two words on a wall define a tight-knit group of athletes who are ready to face any challenge.

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Dig in.

These two words greet me upon each arrival to CrossFit Focus in Pittsburgh, Pennsylvania. The five letters together represent a mantra that will pull you through grueling workouts or the challenges of life itself.

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At this box we are a family—our “Focus family,” as it is often called. Many times in the midst of a grinding workout, I have glanced up between strained breaths and witnessed my brothers and sisters finishing one more rep with that same determination and those two words boldly reflected in their eyes. In these moments I strive, because as I look to them, so they look to me, and together we reach amazing new goals.

It’s when the clock strikes the hour and the time has come to forget the day’s stress. No bills, no meetings, no deadlines. It’s time to dig in.

It’s when there’s a load on my back that feels impossible and doubt begins to creep in, but it’s wiped away when the coaches catch my eye and I know what’s coming. Dig in and know that if you get down, you will rise—if not this time, then the next.

When training has ended and the real world comes crashing back, I know that this mentality and fortitude will permeate every aspect of life.

It is not only this attitude but also the people who make CrossFit Focus so remarkable. On more than one occasion, head coach and owner Bryan Morse has offered to help

members pay for shoes, and I have seen coach Chris Redding selflessly dedicate extra time to help others, even when family commitments leave few moments to spare. Members have organized charity events, birthday celebrations and baskets for newborn babies.

We persevere—week by week, day by day, sometimes even hour by hour—celebrating each new muscle-up, double-under and PR as if it were our own. More so, in fact, because for us these achievements reflect on everyone at the gym.

At CrossFit Focus, you are not just a credit-card number that gets processed every month. You are treated as an athlete—and a valuable one. The monthly rates have not been raised and are kept affordable because our coaches have favored growth, achievement and community over driving a new car.

This is my box—and a great source of pride. This is CrossFit Focus.



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: JohnSmith-JaneDoe.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.