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## **Get your mind RITE!**

Arlington, VA – Zone Ready Coach Chris Gizzi is always on the look out for other performance optimization professionals who share his and his company's philosophy. Success and high performance can be influenced – you can ready and prepare yourself for excellence. Coach Gizzi found another such elite coach who knows the value of putting time in before the moment of truth arrives. It's about training to win and having fun doing it. And like Chris, she is taking her passion as an athlete and redirecting toward her endeavors as a professional who is helping high performers do their thing.

As an athlete Holly Roselle made a big splash – she was an All-American swimmer and team captain at the University of Virginia. Following her athletic instincts, she started a career in sales for high profile organizations for nearly all the professional sports teams in Washington D.C. – the Redskins (NFL), the Wizards (NBA), the Capitals (NHL), and the Mystics (WNBA). Still, she wanted to go deeper – much deeper. Equipped with a sports psychology masters and Ph.D. candidacy in her resume – Holly Roselle is operating in the limitless realm of the human mind. Currently, she is a performance enhancement specialist at the Walter Reed Army Medical Center in Washington, D.C. Working with recently wounded veterans along with high performance military personnel awaiting deployment, Mrs. Roselle covers both extreme ends of the combat psychology spectrum. At the same time, she is cementing a foundation for her own high performance company known as the Roselle Institute for Training and Education or RITE for short.



Holly Roselle is a Performance Enhancement Specialist at  
The Walter Reed Army Medical Center

Training and consulting combat veterans and elite fighting forces seems a tall order for a sports psychologist – but Holly Roselle is all about high performance. She relates, “The world of sports performance and combat performance have many striking similarities: the demand to execute under pressure, working with others, doing it consistently, and striving for continuous improvement is shared by athletes and combatants alike. Obviously, there are some matters that must be dealt with from a combat side that is specific for that career. But when it comes to peak and consistent high performance, the process is the same.”

Education and competency are abundant for Holly Roselle, but what is most striking is the passion that comes forth when she does her thing. “Yea, she’s (Holly Roselle) is bright, sharp, talented – she knows her stuff.” ZoneReady Coach Chris Gizzi elaborates, “As striking as that may be, what really grabs you is her enthusiasm for coaching, for teaching, for giving. Her eyes light up – her energy is palpable, and she’ll get in there with anyone and provide the right amount of support that the situation needs. You can only do that when you love what you do!”



“If this doesn’t light your fire men, then the pilot light is out!”  
Coach Giz teaching some Aussie Ruggers (Melbourne Storm) how we “Get a Breakdown” in the States

It seems that in every walk of life; there are plenty of sharp, educated, and talented people. The thing that always distinguishes the best is their driving passion and a willingness to express it. Companies like ZoneReady and the RITE are living examples of when talent and desire meet. It shows in everything they do and it’s contagious. Before all the great knowledge and “how-to’s” are delivered, passion precedes all – it is the first gift they give to their clients.