LaVack Website Copy

Home Page

**HOME**

Menu picks across top

Home – About – Services – Blog – Contact (take out resources for now)

(Text with Slider Movement)

1. **strive** for your own perfection

2. **commit** to reach new levels

3. **achieve** the results that are possible

**SUB-MENU**

Square Ups (in swashes of color, make the swashes green color)

(left)

Brandon Lavack

(center)

(Professional Training)

(right)

Muscular Therapies

(Below left, where it says ‘welcome’ text)

**functional** fitness

Every fitness experience is different. Each body has a unique response. Just like me, every individual wishes to write the next chapter in their journey to reach their fitness goals.

Functional fitness is my developed discipline that matches each of my clients to a carefully constructed fitness plan that addresses every aspect of your athletic experiences, your goals, your injury history – *and most importantly* – your body and its response to your commitment to exercise and physical work. No two individuals share the same history and goals and for every wellness program, I position myself as an invaluable partner and instructor.

(Center)

recent posts

(Right)

(recent video) stays pretty much the same, but should have a spot to title the video.

(At bottom)

Contact

Brandon LaVack

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**ABOUT TEXT**

Brandon Lavack, CPT, LMT, NTP

Brandon is one of the more accredited trainers in his trade, fueled by a desire to learn and apply his experience to help clients attain lasting results. Brandon has a B.S. from St. Lawrence University, where he majored in Psychology and was a competitive runner. He is a Professional Trainer who is based out of the popular Beverly Athletic Club in Beverly, Massachusetts. His many certifications serve as testament to his passionate pursuit to be an exceptional trainer and fitness partner.

Certified Personal Trainer

Licensed Massage Therapist

Neurokinetic Therapy Practitioner

ISSA Certified Personal Trainer

USA Track & Field Level 1 Coach

USA Weightlifting Level 1 Sports Performance Coach

International Youth Conditioning Association

Level 1 Youth Fitness Specialist

Functional Movement Screen Certified

NeuroKinetic Therapy Level 2 Certified

Movement Efficiency Training Method Level 1 Certified

**SERVICES**

(DROP DOWNS)

**Personal Training**

I have dedicated myself towards being the very best professional fitness trainer I can be, and to do so, it has required me to embark on an almost constant journey of learning. My commitment to developing my skills is evident in my numerous certifications and can be witnessed when talking to my clients about my intense focus on helping them achieve their goals.

- 1 on 1 Personal Training

This is the core of what I do and I have success because our work together is based on a foundation of understanding your fitness and physical history and developing a very customized plan together where we both share a common vision and realistic approach. My clients are tremendously different: From older males intent on maintaining activities and flexibility to younger females focused on running a personal best marathon. I specialize in injury prevention and recovery and am adept at mitigating pain and managing the normal soreness that comes from putting in hard work.

(to accompany little square ups in ‘Services’)

- Small Group Training

Ideal for groups of 2-4 with a collective focus on strength, speed, core stability or cardio. Small groups are excellent for shared motivation and competitive spirit.

– Pain Relief

Most everyone experiences pain, either from an injury or from poor mechanics or over use. I am a licensed massage therapist and an experti in deep tissue work and manual therapies. The results speak for themselves.

- Core stability

Core stability is the cornerstone for just about every exercise, and without it, both small and large problems loom. Much of my work is centered on establishing and maintaining core strength and stability.

- Post-Surgery Rehabilitation

Sometimes the gardest road we travel together is the road back from an injury or surgery. It can be slow, frustrating and wrought with setbacks. Having come back from injuries, I understand the path and have deep experience taking the role of a trusted partner in this process.

- Injury Prevention

Flexibility is key in staying in front of injury. Together, we will work on flexibility, stretching and most importantly, on establishing proper biomechanics. It can be tedious work, but for those that have suffered an injury in the past, the importance is critical.

- Distance Running

I am a runner – pure and simple. I come from a family of runners and competed in high school and college. Next to training people, it is one of my true passions and a place where I can call upon my own successes and experience to help clients excel.

**Massage and Mechanical Therapies**

To really connect with the physical person, and to fully understand how their body is functioning and responding to our work, mechanical therapies are an essential component. I have spent countless hours learning anatomies and biomechanics and obtained my license as a Massage Therapist and my certification in Neurokinetic Therapy. As important as physical activity is to the body, developing a connection with musculature and nerve function is an equally critical component in achieving goals. My clients regularly benefit from orthopedic massage and deep tissue manipulation.

- Neurokinetic Therapy

NeuroKinetic Therapy (NKT) is an advanced form of massage that goes beyond treating the symptoms of pain and stiffness and finds and corrects the root causes of your discomfort. It can treat pain in the lower back, neck, shoulders, or anywhere in your body where muscles can be found.

- Kinesiology Taping

Unlike standard athletic taping, which often involves wrapping a joint for support and compression, kinesiology tape can help take pressure off overused muscles, reduce swelling and alleviate pain from injuries

- Sports Massage

Sports massage therapy is geared toward athletes of every kind, from world-class professionals to weekend joggers. The particulars of the sports massage technique are specific to the athlete's sport of choice. Focusing on areas of the body that are overused and stressed from repetitive and often aggressive movements.

- Myofascial Therapy

Fascia is the connective tissue or membrane protecting musculature.

‘Myofascial release’ is a form of [soft tissue therapy](http://en.wikipedia.org/wiki/Soft_tissue_therapy) used to treat [muscular dysfunction](http://en.wikipedia.org/wiki/Somatic_dysfunction) and resulting pain and restriction of motion.

**RESOURCES**

There is a wealth of information out there about fitness, wellness, recovery, mechanics and psychology – and much of it has served as inspiration for me in my career and development. From time-to-time, I post resources and links here and I hope you find them useful.

Upcoming Learning:

LaVack Fitness is attending these upcoming events:

Sept 22 - Hudson, MA - 2nd Annual Cressey Performance Fall Seminar

Oct 10-12 - Woburn, MA - Neurokinetic Therapy, Level 1

Oct 26-27 - North Chelmsford, MA - Restorative Movement through Breathing -

Nov 10 - Beverly, MA - Barefoot Training Specialist

Recommended online products

Strength & Conditioning Research Review (Monthly) - Bret Contreras  ---- <http://www.strengthandconditioningresearch.com/>

Post Rehab Essentials V2.0 - Dean Somerset --- <http://postrehabessentials.com/>

Assess & Correct - Eric Cressey, Bill Hartman, and Mike Robertson --- <http://www.ericcressey.com/products#assess-and-correct>

Muscle Imbalances Revealed - Assessment & Exercise  ---- <http://muscleimbalancesrevealed.com/assessment-and-exercise/>

Recommended Reading

Supertraining - Mel Siff - <http://www.amazon.com/Supertraining-Paperback-Yuri-Verkhoshansky/dp/8890403802>

Movement - Gray Cook --- <http://www.amazon.com/Movement-Functional-Assessment-Corrective-Strategies/dp/1905367333>

Neurokinetic Therapy - David Weinstock - <http://www.amazon.com/NeuroKinetic-Therapy-Innovative-Approach-Testing/dp/155643877X>

Muscle Testing & Function with Posture & Pain - Kendall - <http://www.amazon.com/Muscles-Testing-Function-Posture-Anatomy/dp/0781747805/>

Relax into Stretching - Pavel - <http://www.amazon.com/Relax-into-Stretch-Flexibility-Mastering/dp/0938045288/>

Anatomy Trains - Thomas Myers ---- <http://www.amazon.com/Anatomy-Trains-Myofascial-Meridians-Therapists/dp/044310283X>

Assessment and Treatment of Movement Imbalances - The Janda Approach - Phil Page - <http://www.amazon.com/Assessment-Treatment-Muscle-Imbalance-Approach/dp/0736074007>

Clinical Application of Neuromuscular Techniques, Volume 1 - The Upper Body - Leon Chaitow --- <http://www.amazon.com/Clinical-Application-Neuromuscular-Techniques-Upper/dp/0443074488>

Clinical Application of Neuromuscular Techniques, Volume 2 - The Lower Body - Leon Chaitow --- <http://www.amazon.com/Clinical-Application-Neuromuscular-Techniques-Lower/dp/0443068151>

Fascial Manipulation for Muscoloskeletal Pain - Luigi Stecco ---  <http://www.amazon.com/Fascial-Manipulation-Musculoskeletal-Luigi-Stecco/dp/8829916978>

Diagnosis and Treatment of Movement Impairment Syndrome - Shirley Sahrmann ---- <http://www.amazon.com/Diagnosis-Treatment-Movement-Impairment-Syndromes/dp/0801672058>

Corrective Exercise Solutions to Common Shoulder and Hip Dysfunction - Evan Osar --- <http://www.amazon.com/Corrective-Exercise-Solutions-Shoulder-Dysfunction/dp/1905367260>

LaVack Articles and Interviews: (this is a section I really expect to expand a lot over the next two years, as will be a focus once the new site is up and running)

Brandon LaVack Interview - Part 1   ----- <http://michaelzweifel.blogspot.com/2013/01/brandon-lavack-interview-part-1.html>

Brandon LaVack Interview - Part 2 ------ <http://michaelzweifel.blogspot.com/2013/01/brandon-lavack-interview-part-2.html>

Run to Get Fit or Fit to Run? ----- <http://wdtscrapbook.wordpress.com/2013/06/06/run-to-get-fit-or-fit-to-run/>

**CONTACT**

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To see the Beverly Athletic Club: [www.beverlyathletic.com](http://www.beverlyathletic.com/)