**The Climb**

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Our expedition is only for the brave. Climbing a mountain is the commitment to challenge yourself to push past obstacles in the quest to be your best. While many aspire to enjoy the view from the top, few possess the focus and commitment and conditioning of the body & the mind. To “want” and to “do” aren’t one and the same when it comes to the climb.

The higher you get up the mountain, the rarer the air. Only the privileged have experienced it. Books, films, and games can define rare air, but only climbers who’ve breathed it, truly understand it.

Higher up the mountain, the hazards multiply. Thin air is intoxicating. Steep ledges and deep crevices are not for the weak-hearted. Decisions must be made quickly. Slick ice offers no forgiveness—no second tries. Climbers train hard so they process split-second choices when they have little time to think. They just do. Climbers are hardcore—just like you!

Beware of the dangers. Don’t fall victim to false pride. There’s little time to celebrate past victories. When climbing a mountain, one’s focus is where to step next, not ponder where they’ve been.

One step in front of the other—one game at a time—that’s how we climb.

Have your brothers’ backs, stick close to the pack, never let your guard down, and always act with intention—attack!

Climbers refuse to accept the view ¾ up the hill. A climber’s work is done when they reach the summit of the mountain. Once their goal has been accomplished, they then pause and look back and ponder where they’ve been. And it’s typically at the summit where the next peaks to climb are planned. The best climbers rarely rest; they climb—all the time.