



Leaders & Achievers



Photography by Sandy Huffaker

Mike Rangel
Independent Distributor
California

Key to Success
Persistence and determination

Performance of Olympic Proportion

Mike Rangel thrives, using a unique blend of athletic training and business savvy.
by Beth Douglass Silcox

Hot and thirsty, Mike Rangel hit the refrigerator after a workout on the beach near his California home and reached for something new—efusjon. Mike knows more than a little bit about what the body needs after an intense workout. He's made a career of training athletes, including Olympic gold medalists, to reach optimum performance levels and meet their competitive goals.

A highflier on Long Beach State's men's volleyball team in the '70s, Mike was determined to increase his vertical jump. Adapting the European exercise regimen called plyometrics, he gained 6 vertical inches in just six months. Later, as a high-school basketball and volleyball coach, he trained using plyometrics, and witnessed good athletes evolve into champions who were fast and possessed explosive jumping skills.

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When his son, Steffin, showed promise in competitive volleyball in 1996, Mike stepped in with a complete 50-minute plyometrics workout of hops, skips and jumps. "It's an intense aerobics class for athletes," he says. Soon, he was training groups of kids, taking his workout regimen to high schools and starting a company called Plyocity.

Since that time, Plyocity has trained some 50,000 athletes, including Olympic gold medalists Karch Kiraly, Misty May and Kerrie Walsh. Working out is big business for Mike, who has franchised 106 Plyocity locations in 27 states and is part-owner of the American Sports Center in Anaheim, Calif., the largest



privately owned indoor sports complex in the country.

"Once I created it and built it, then it was on to the next project," Mike says. When it comes to business, the chase is more important than the capture, and that keeps him open to irresistible business opportunities.

"I'd already hit my home run in life before I ever got involved with efusjon," Mike says of the energy drink he found chilling in his refrigerator. "Everything you do in your life prepares you for what you are ultimately going to do," he says. Synergy exists between his life in the business sector and his commitment to building an efusjon business. "All these contacts I've made over the years with my other businesses fit right into the efusjon template."

Mike's potential influence was obvious to energy drink companies, who unsuccessfully recruited his endorsement. So when efusjon entered his sights, "I was trying to poke a hole in every angle imaginable," he says. A hundred man-hours later, with efusjon's manufacturing, shipping and corporate management dissected, Mike met with the

efusjon CEO to pick his brain. Three hours in, Mike had decided.

He partnered with Steffin, now 26, in what the pair calls the opportunity of a lifetime. Both approach efusjon as they would any other business venture. "Everything we've done is strategic and calculating," he says.

Steffin, who put plans for law school on hold to pursue efusjon, studies the company's compensation matrix, calculates earning potential, harnesses the marketing power of Facebook and provides ever-essential back-end support for the business.

As for Mike, his focus is efusjon's front end. "It's a matter of being aware and being open, being a good listener and then sharing the stuff you believe in," he says. "If I believe that this is a healthy alternative and that there is money to be made, how could I not share it with people I know?"

Attitude and teamwork catapulted the Rangel team to the top of the efusjon earnings roster in a few short months. "I wanted to show business owners it is doable," he says—and show them, he has. **SFH**