

PROFESSIONAL LEADERSHIP

In April, 2006, Cheer Legendz opened its doors and quickly became the largest cheerleading and dance gyms in the Midwest, and among the largest in the US. We enrolled nearly 300 athletes in our All-Star program, and over 300 athletes in our classes program in our inaugural season. In the following 3 years, we have consistently maintained a census of all-star athletes between 250 and 300, and we continue to grow ~ the 2010-2011 season is our largest to date.

But our size is only part of the story we have to tell. We also became the *most successful* gym in the Midwest, and we are among the most successful gyms in the country. In our first season, we earned over 50 championships and awards, and that number has grown to over 155 to date. We became the first gym in the country to earn an invitation to the Cheerleading Worlds Championship in our first year of operations, and we have earned an invitation in each of the 3 seasons in which we have been in business. We are also the first gym in Missouri to earn invitations to the Cheerleading Worlds Competition and the first to earn an invitation to the Dance Worlds Competition ~ in total we have earned 6 invitations to Worlds Competitions in 4 years.

Our size, combined with our success, solidifies our position as market leaders in St. Louis and in the Midwest. There are very few gyms in the US that surpass our winning record.

How did we become a clear market leader in cheerleading and dance in our first season, and continue to grow and develop in the following years? The answer is simple. *It's our leadership.*

Our Head Coach, Chief Choreographer, Gym Manager, and Co-Owner



Anthony Best

Anthony is the dynamic, creative force behind Cheer Legendz and is directly responsible for the leadership that has earned the Cheer Legendz titles and awards since our origination. Anthony directly manages all aspects of the gym's operations, including squad creations and development, choreography designs, and coach development. Anthony has been a leader in cheerleading for over 13 years. His leadership and creative abilities were, and still are, recognized in every aspect of his professional cheerleading experience:

- At the University of Missouri, he was named the Captain of the Cheerleading Squad in his second year, and remained the Captain the 3 remaining years he was on the squad (until he graduated with his degree).
- When he graduated from the University of Missouri, he was retained as the University's Chief Choreographer and remains their choreographer today. The Mizzou Squad has consistently placed in the top 5 in the National Cheerleading Association (NCA) Collegiate Championships since he has been their choreographer.

- When he was a cheerleading instructor at the National Cheerleading Association (NCA), he was designated a Head Instructor during his seven years of employment, and was recognized as one of the best cheerleading instructors in the country in the NCA Staff magazine.
- As an All-Star coach and choreographer, he has earned over 300 championships and awards in his career.
- Since becoming the Chief Choreographer for Lindenwood University in St. Charles, LU earned one 2nd place title and two third place titles in the National Cheerleading Association (NCA) Collegiate National Competitions in three years.
- He has earned many Innovative Choreography Awards, the most recent of which he earned at the NCA Collegiate National Competition in 2009 where he was recognized for his creative college-level choreography.
- He is the head coach and chief choreographer for the Cheer Legendz Pumas, the Senior Level 5 Co-Ed Squad that earned invitations to the 2007, 2008, 2009 and 2010 Cheerleading Worlds.
- He designs our unique Cheer Legendz cheerleading uniforms and was recognized by the Varsity Uniform Company for *"Talent, drive, focus and skill combined with cutting edge style and one-of-a-kind design are what make these squads among the top competitors in the nation."*
- He is our gym manager. We often receive comments from parents about how well organized and well managed our gym is, especially considering its size. He has a rare combination of a creative and organized thinking, that allows him to create and manage amazing squads.
- He is an extraordinary coach. If you are not sure about that, just try to get 30 children or adolescents to learn and perform a complex routine in rapid synchronization for 2 1/2 minutes. He is a master at it.
- He is great at hiring and developing the best coaching staff in the area. Our amazing staff is, by far, the best in the St. Louis area. For detailed bios on our coaching staff, go [here](#). Compare their experience and expertise to other gyms. This is why we are Legendz.
- He is recognized by our governing body the U.S. All Star Federation (USASF) as a professional coach. He is level five safety certified by USASF (the highest level of certification possible).

So, why are we the market leader in the St. Louis Metropolitan area and one of the most successful gyms in the US? *Because of our leadership and expertise.* No other gym in the area has it.