



THE ST. JAMES
PERFORMANCE ACADEMY
2024

THE ST·JAMES



WELCOME TO YOUR BEST



450,000 SQUARE FEET

CLIMATE-CONTROLLED STATE-OF-THE-ART COMPLEX

THE ST. JAMES DIFFERENCE

CUTTING EDGE TECHNOLOGY
EVOLVING SPORTS SCIENCE
INDUSTRY LEADERS
INNOVATIVE THINKERS
PERFORMANCE NUTRITION



UNPARALLELED EXCELLENCE

The St. James is the leading sports, wellness and entertainment destination in the country. Our Washington, D.C. flagship combines a uniquely broad array of premium sports competition and training venues for elite athletes.

TRAINING VENUES

- 110,000 SQ. FT. FIELD HOUSE
- 50,000 SQ. FT. PREMIUM PERFORMANCE CLUB
- 32,000 SQ. FT OF HARDWOOD COURTS
- FIFA REGULATION-SIZED INDOOR TURF FIELD
- 2 NHL-SIZED ICE RINKS
- OLYMPIC-SIZED COMPETITION POOL
- 8 INTERNATIONAL SQUASH COURTS
- 7 FULL SWING GOLF SIMULATORS AND PUTTING GREEN
- 10,000 SQ. FT OF GYMNASTICS TRAINING SPACE
- VIRTUAL REALITY TRAINING

The St. James Performance Academies

are the premier elite training programs for athletes looking to take their game to the next level. With our signature holistic approach, each training program is designed around building the complete athlete.

A comprehensive program of physical conditioning, sports intelligence, nutrition, mental and lifestyle discipline and character-building allows each athlete to **maximize their potential.**

ST·J

ACADEMY



EXTERIOR PLAN





INTERIOR PLAN

TOTAL ATHLETE

PRO-PERFORMANCE DEVELOPMENT TRACK

ACADEMIC EXCELLENCE

Rigorous and flexible blended learning environment
Fully Customized learning plan
NCAA and cognia Accredited
80+ Customized electives

- AP
- Honors
- Foreign Language

TRAINING

Strength and Conditioning
Sports Position Specific
Functional Training

- Aquatics
- Yoga
- Dance
- Pilates

PERFORMANCE NUTRITION

Meal prep & Supplementation
Nutritional Education

RECOVERY

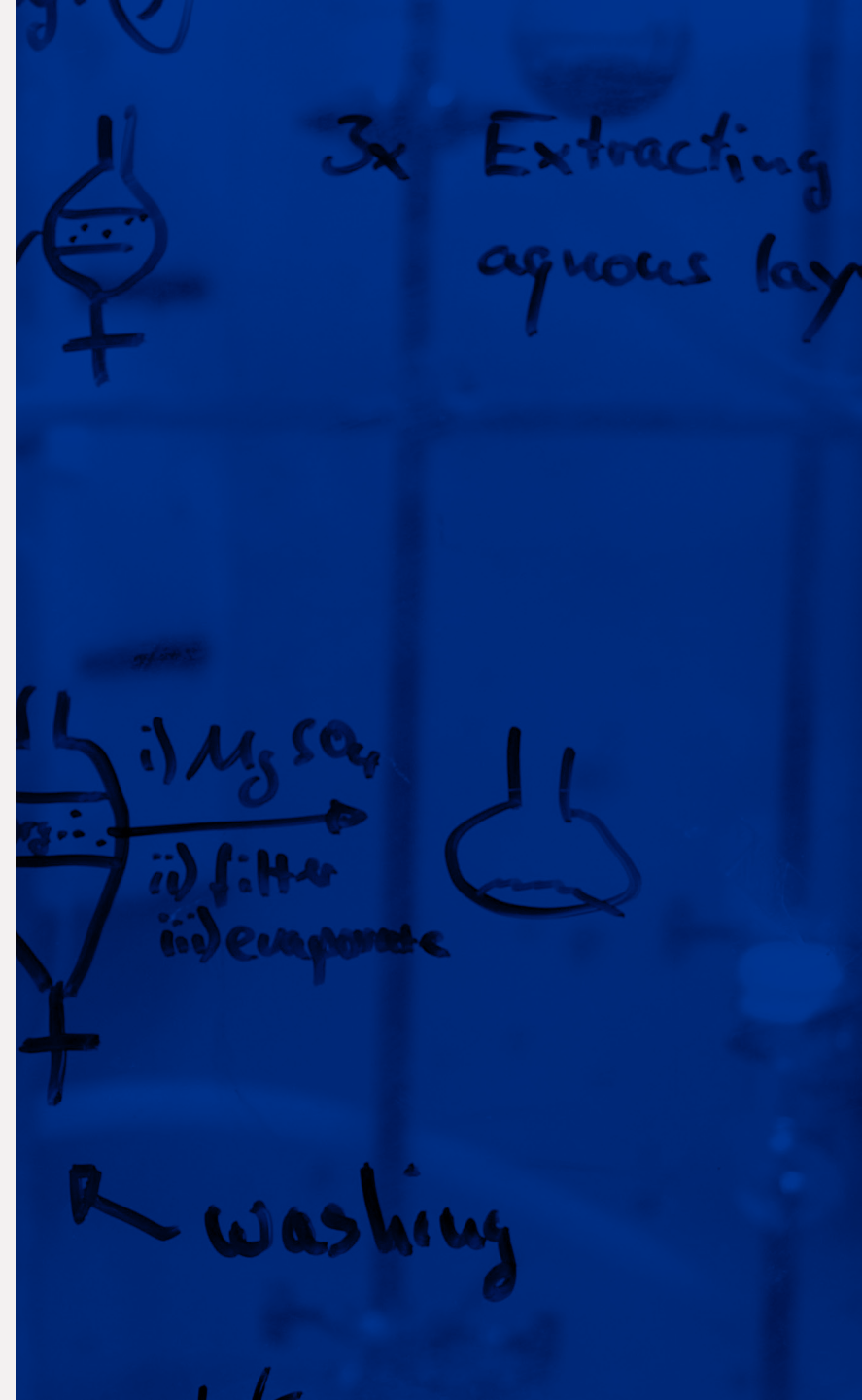
Cold Plunge
Massage
Cupping
IV Treatments
Compression Boots
Cryotherapy
Acupuncture
Steam & Sauna
Self-Myofascial Release
Kaiser Permanente

- Pre-Hab
- Rehab
- Physical Therapy

X'S & O'S

Advanced Offensive & Defensive
Concepts Strategy & Tactics
Situational Awareness
Film Study

CHEMISTRY OF SUCCESS





SAMPLE SCHEDULE

Each student's schedule is customized to ensure the right balance of academics, athletics and personal development.

8:05 AM	ARRIVAL
8:10 AM	ACADEMICS
9:15 AM	VIDEO/WARM-UP
10:00 AM	SPORT-SPECIFIC TRAINING
11:05 AM	HIGH PERFORMANCE TRAINING
12:00 PM	LUNCH/BREAK
12:50 PM	ACADEMICS
2:50 PM	ACTIVITY/BREAK
3:00 PM	ACADEMICS
4:00 PM	DEPARTURE



W O R K

ACADEMICS

20 HOURS PER WEEK

HIGH PERFORMANCE

10 HOURS PER WEEK

SPORT TRAINING/RECOVERY

Includes Skills Training, Strength & Conditioning, Regeneration, Performance Nutrition and Housing

TRAINING

HOURS PER WEEK

Pre-Hab, Stretch + Tape	2.5
Dynamic Warm Up	5
Recovery	2.5
Skill Work	5
Individual Instruction	5

TOTAL

20



CRAIG DIXON
CO-FOUNDER, CO-CEO

Craig Dixon is the Co-Founder and Co-Chief Executive Officer of The St. James, a leading developer and operator of premium performance, wellness and lifestyle brands, technology experiences and destinations.

Prior to founding The St. James in 2014, Mr. Dixon was Senior Counsel and Assistant Corporate Secretary at Smithfield Foods, a global food

business, where from 2006 to 2013 he focused on mergers and acquisitions, corporate governance and served as general counsel to multiple operating business units. Mr. Dixon was named to the National Bar Association, Nation's Best Advocates: 40 Lawyers Under 40 list in 2013.

From 2003 to 2006, Mr. Dixon was in private practice at McGuireWoods LLP, focusing on mergers and acquisitions. Prior to McGuireWoods, Mr. Dixon was in private practice at Cooley LLP, focusing on early-stage technology businesses. Mr. Dixon began his legal career as a Law Clerk to the Honorable James R. Spencer, United States District Court for the Eastern District of Virginia.

Mr. Dixon is an alumnus of Harvard Business School, William & Mary School of Law and the College of William & Mary.



KENDRICK ASHTON
CO-FOUNDER, CO-CEO

Kendrick Ashton, Jr. is the Co-Founder and Co-Chief Executive Officer of The St. James, a leading developer and operator of performance, wellness and lifestyle brands, experiences and destinations.

Prior to founding The St. James, Mr. Ashton was a founding member and Managing Director of Perella Weinberg Partners, a boutique financial services firm. Before joining Perella Weinberg, he

was an investment banker at Goldman, Sachs & Co. and gained legal experience at Cravath, Swaine & Moore and Wachtell, Lipton, Rosen & Katz.

Mr. Ashton received a Juris Doctorate from the University of Chicago Law School, where he was a Merit Scholar and the Earl Dickerson Public Service Scholar, and a Master of Business Administration from the University of Chicago Graduate School of Business, where he was also a Merit Scholar. He earned his Bachelor of Arts (A.B.) from the College of William and Mary.

Mr. Ashton is a member of the Board of Trustees of the Colonial Williamsburg Foundation, the Board of Trustees of the National Urban League and the Board of Directors of Archbishop John Carroll High School

KEY LEADERS:

FOUNDERS



JEFF RINEY
CHIEF OPERATING OFFICER

Jeff Riney is the Chief Operating Officer at The St. James, where he is responsible for all operational execution, service delivery and facility maintenance.

Prior to The St. James, Jeff built a 20-year career in operations roles at Fitness Formula Clubs, Equinox Fitness Clubs, Crunch Fitness and Bally Total Fitness.



SARAH SAXE
CHIEF FINANCIAL OFFICER

Sarah Saxe is the Chief Financial Officer at The St. James, where she is responsible for financial reporting, financial operations and financing strategy.

Before joining The St. James, Sarah worked for 15+ years in various finance and business development roles at CAVA, AOL and Lehman Brothers



KRISTINE FRIEND
CHIEF MARKETING OFFICER

Kristine Friend is the Chief Marketing Officer at The St. James, where she oversees all creative development, marketing strategy and digital marketing and CRM execution.

Kristine built a 15-year career in numerous marketing roles at the Washington Nationals, Marriott and Sprint Nextel.

KEY LEADERS:

SENIOR EXECUTIVES



**ELYSE GRAZIANO
HEAD OF SPORTS**

Elyse Graziano is the Senior Director of Sports at The St. James, where she oversees the operations for 15 sports in the DMV, NY and NJ.

Prior to joining The St. James, Elyse was the Director of Operations & Finance at The Headfirst Companies, focusing on experiential event operations for professional teams across the MLB, MLS and NFL.



**MELISSA COYNE
SEN. DIR. OF OPS.**

Melissa Coyne is the Senior Director of Operations at The St. James, where she is responsible for driving operational execution in the business. Melissa was previously Director of Athletics at The St. James Flagship.

Melissa was previously in sports program development and administration at US Lacrosse.



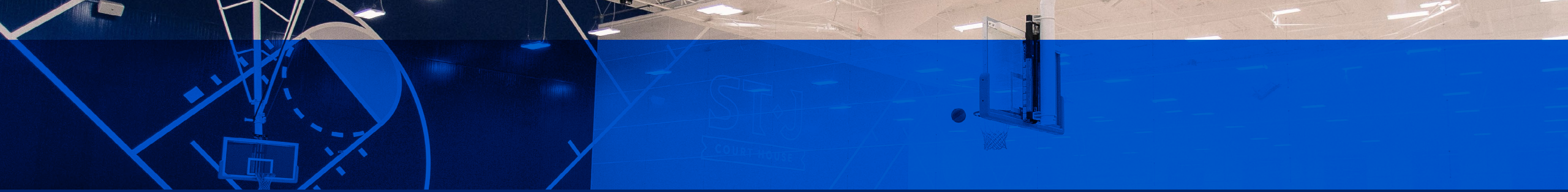
**MICHAEL KERIN
CHIEF DEV. OFFICER**

Michael Kerin is the Chief Development Officer at The St. James, where he is responsible for leading the design and development of new locations.

Before The St. James, Michael worked in a variety of real estate development roles at the U.S. General Services Administration and Achievement First.

KEY LEADERS:

SENIOR EXECUTIVES



DIRECTOR OF AQUATICS	RANDY COOPER
DIRECTOR OF BASKETBALL	AFIBA FAIRNOT (FOUNDER, SHE GOT GAME)
DIRECTOR OF DIAMOND SPORTS	STEVE BUMBRY
DIRECTOR OF CHEER, DANCE & GYMNASTICS	LAVEEN NAIDU
DIRECTOR OF HOCKEY	TIM GRAHAM
DIRECTOR OF LACROSSE	STEPHY SAMARAS
DIRECTOR OF SOCCER	ADAM BAUMGARDNER
DIRECTOR OF VOLLEYBALL	NIKKI MABREY

KEY LEADERS:

SPORT DIRECTORS

DR. TERE HERNANDEZ-ACOSTA



Dr. Tere received her Bachelor of Arts in Public Relations with Concentration in Business Administration from Loyola University, New Orleans, Louisiana, where she was also a member of the Women's Soccer team.

Additionally, she has a Master of Science in Educational Media and a Doctorate in Education with a Dual Concentration in Instructional Technology & Distance Education and Organizational Leadership from Nova Southeastern University, Miami, Florida.

In 2012, she was a recipient of the Francisco Walker "Teacher of the Year" award at Shenandoah Elementary School and committed her time as a Team Manager for the Miami Toros Ice Hockey 8U and 10U teams.

Dr. Tere is multilingual in English, Spanish and French.

Dr. Tere has spent the last 2 years running TPH's Fort Lauderdale Academy and her two sons (hockey) will be attending The St. James Performance Academy this fall.

DIRECTOR, THE ST. JAMES PERFORMANCE ACADEMY


MATEUS MANOEL

DIRECTOR, THE ST. JAMES HIGH PERFORMANCE

Mateus has spent the last decade holding senior staff positions in MLS franchises such as Sporting Kansas City, Inter Miami CF, and DC United.

Mateus was the High-Performance Coach with the US Men's National Team at the FIFA World Cup in South Africa. His expertise transcends the pitch, as he's experienced with NBA, NFL, MLB, and NHL athletes at the world-renowned EXOS training center.





**UNMATCHED
X
SPORT EXPERIENCE**



DYNAMIC LIFESTYLE & WELLNESS EXPERIENCES

Our training venues are complemented by dynamic, premium lifestyle experiences to provide a comprehensive experience for serious athletes.

- Full-service medspa
- World-class restaurant and market café
- High end performance retail boutique

Our complex also features a first-rate health and sports medicine center in partnership with Kaiser Permanente

- Services include primary care, pediatrics, physical therapy, pre- and post-operative rehabilitation, injury prevention, orthopedics and sports medicine

R E S T

K A I S E R P E R M A N E N T E

R E C O V E R

C O U R T E D

R E L A X

The St. James Performance Academy:

- Four hardwood courts
- Two Dr. Dish and VertiMax machines
- Strength & Conditioning center with 12 hammer strength racks, agility turf, multiple fixed and adjustable benches, plyometric boxes, hurdles, medicine balls, kettle bells and more
- Cross-training opportunities:
 - Myrtha pool - grow cardiovascular endurance and rehab muscles
 - Yoga and Pilates studios - improve flexibility and pliability
 - Gymnastics center - boost agility, explosiveness, jump form
 - Rock wall - improve grip and upper body strength
- Team meeting space and top-tier locker rooms with steam and sauna rooms

TRAINING



COLLEGE PLACEMENTS



HARVARD UNIVERSITY



YALE UNIVERSITY



BROWN UNIVERSITY



CORNELL UNIVERSITY



DARTMOUTH COLLEGE



UNIVERSITY OF NOTRE DAME



UNIVERSITY OF MICHIGAN



UNIVERSITY OF WISCONSIN



BOSTON COLLEGE



TUFTS UNIVERSITY



BOSTON UNIVERSITY



THE OHIO STATE UNIVERSITY



NORTHEASTERN UNIVERSITY



MICHIGAN STATE UNIVERSITY



PENN STATE



RENSSELAER POLYTECHNIC
INSTITUTE



UNIVERSITY OF NEW HAMPSHIRE



UNIVERSITY OF DENVER



NUTRITION



WELLNESS



FOOD AS FUEL

Our in-house restaurant **Vim & Victor** is committed to designing nutritious and delicious meals for athlete. The menu for pre-draft training consists of customizable dishes with protein, vegetables and complex carbs.

Sample Menu:

- Miso glazed salmon, roasted broccolini and quinoa salad
- Jerk chicken thighs, sautéed Brussels sprouts, sweet potato hash
- Ground lamb, stuffed cabbage filled with farro and garbanzo beans
- Herbed chicken, stewed lentils and fluffy brown rice
- Beyond Meatballs in tomato sauce in spaghetti squash sautéed with spinach and basil





MIGHTY MEALS

Fresh, locally sourced chef prepared meals delivered to Student Athletes to align with their training goals

Customizable menu based on calories, macros and dietary restrictions



What does it mean to be Courted?

Step into the full-service medspa and enjoy time to rejuvenate. The spa offers a wide range of services for athletes.

- Cryotherapy
- Sports recovery and reflexology massages
- Body wraps and exfoliation treatments
- IV micronutrient therapy
- Cold Plunge
- Infrared Sauna
- Compression Therapy

KAISER PERMANENTE

The St. James' partnership with Kaiser Permanente gives athletes access to top sports medicine professionals and techniques without ever having to leave the complex. Kaiser Permanente will collaborate with you to develop a plan to help reduce your risk of injury or a roadmap to recovery. All providers at Kaiser Permanente at The St. James specialize in sports medicine and musculoskeletal injuries and conditions.

- AlterG® anti-gravity treadmill
- Back, neck, and spine pain management
- Blood flow restriction therapy
- Cupping therapy
- Concussion management
- Dry needling
- Foot and ankle services
- Injury prevention screenings
- Orthopedic care
- Post-surgical rehabilitation
- Return-to-play testing
- Sports physicals
- Ultrasound-guided injection therapy





H O U S I N G
X
T R A N S P O R T A T I O N



STAY AT THE BARTLETT

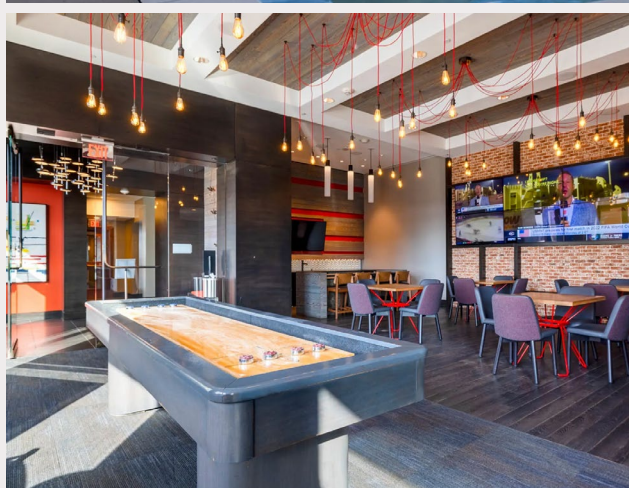
The Bartlett is a brand new, one-of-a-kind apartment community designed to give residents a living experience unlike any other in the Washington area. The Bartlett boasts spacious units, an on-site Whole Foods Market, a coffee shop, unparalleled amenities, superior services and panoramic DC skyline views.

The Bartlett is located in Pentagon City, 15 minutes south of downtown Washington, D.C. and fewer than 20 minutes from The St. James. It's close to Reagan National Airport and Metro-accessible.

TRANSPORTATION

The St. James has a partnership with a reputable transportation service that will make transport from apartments to the complex seamless and comfortable.

- With a fleet of 25 minibuses, four vans, two luxury sedans, a luxury SUV, Mercedes Benz Sprinter and five coach buses, The St. James has more than enough capacity to handle all your transportation needs.





HOMWOOD SUITES

Distance from The St. James: 2 miles

Drive Time to The St. James: 7 minutes

Rooms Available:

- 7-Day King Bed Studio
- 90-Day King Bed Studio

Services & Amenities:

- Complimentary Full American Breakfast Buffet
- Spacious Contemporary Suites with Full Size Kitchens
- Complimentary Evening Reception / Light Dinner on Wednesdays (5:30pm – 7:30pm)
- Complimentary Shuttle Service to and from The St. James
- Fitness Center
- 24 – Hour laundry
- Rooftop Patio
- Patio Grills
- Complimentary Parking
- Business Center



WASHINGTON

DISTRICT

OF COLUMBIA

DISTRICT

OF COLUMBIA



The St. James is located less than 20 minutes from Washington, D.C. The Nation's Capital offers a variety of tourism and historic sightseeing opportunities, as well as culture and cuisine.

- U.S. Capitol
- Kennedy Center
- National Zoo
- Library of Congress
- National Mall featuring the Washington Monument and Lincoln Memorial
- Museums: National Museum of African American History and Culture, U.S. Holocaust Memorial Museum, Air and Space Museum, Natural History, National History
- White House
- National Cathedral

The city is easy to navigate and accessible via three airports: DCA, IAD and BWI

SEVP Certification

In partnership with Ogletree, The St. James is well-versed and prepared to submit a petition to the Student And Exchange Visitor Program (SEVP) Certification process for the 2025-2026 academic year

The St. James will remain in compliance with SEVP policies and record keeping and reporting requirements to maintain in good standing

The St. James is also prepared to oversee the issuance of F-1 Visas to all qualifying Student Athletes

As a SEVP-certified school, The St. James team will execute the petition for recertification every two years



INTERNATIONAL STUDENTS

ST·J



THANK YOU

THE ST·JAMES

WELCOME TO YOUR BEST