

# Our Choices form our Habits!

We first Make  
Our Habits,  
and then  
Our Habits  
Make Us!  
~John Dryden

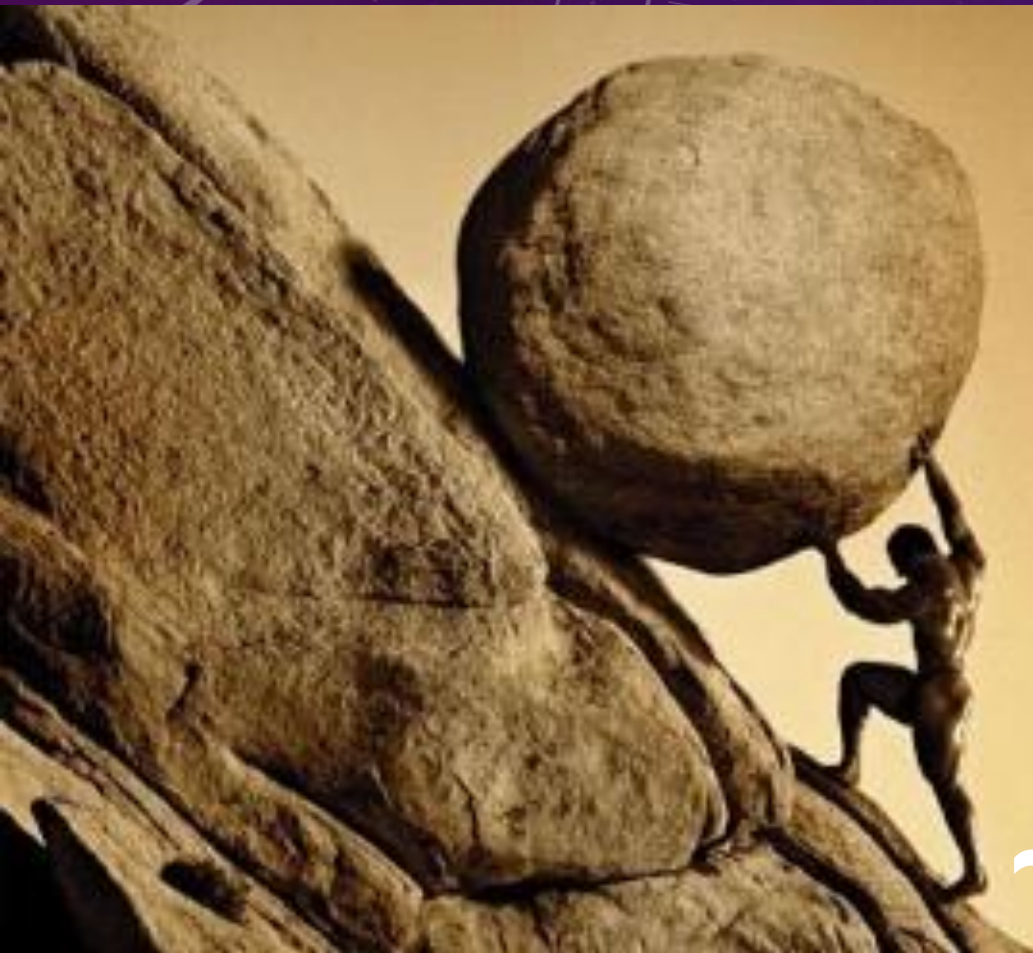


Image: Sisyphus

In Greek mythology Sisyphus was a king of Ephyra. He was punished for chronic deceitfulness by being compelled to roll an immense boulder up a hill, only to watch it roll back down, and to repeat this action forever

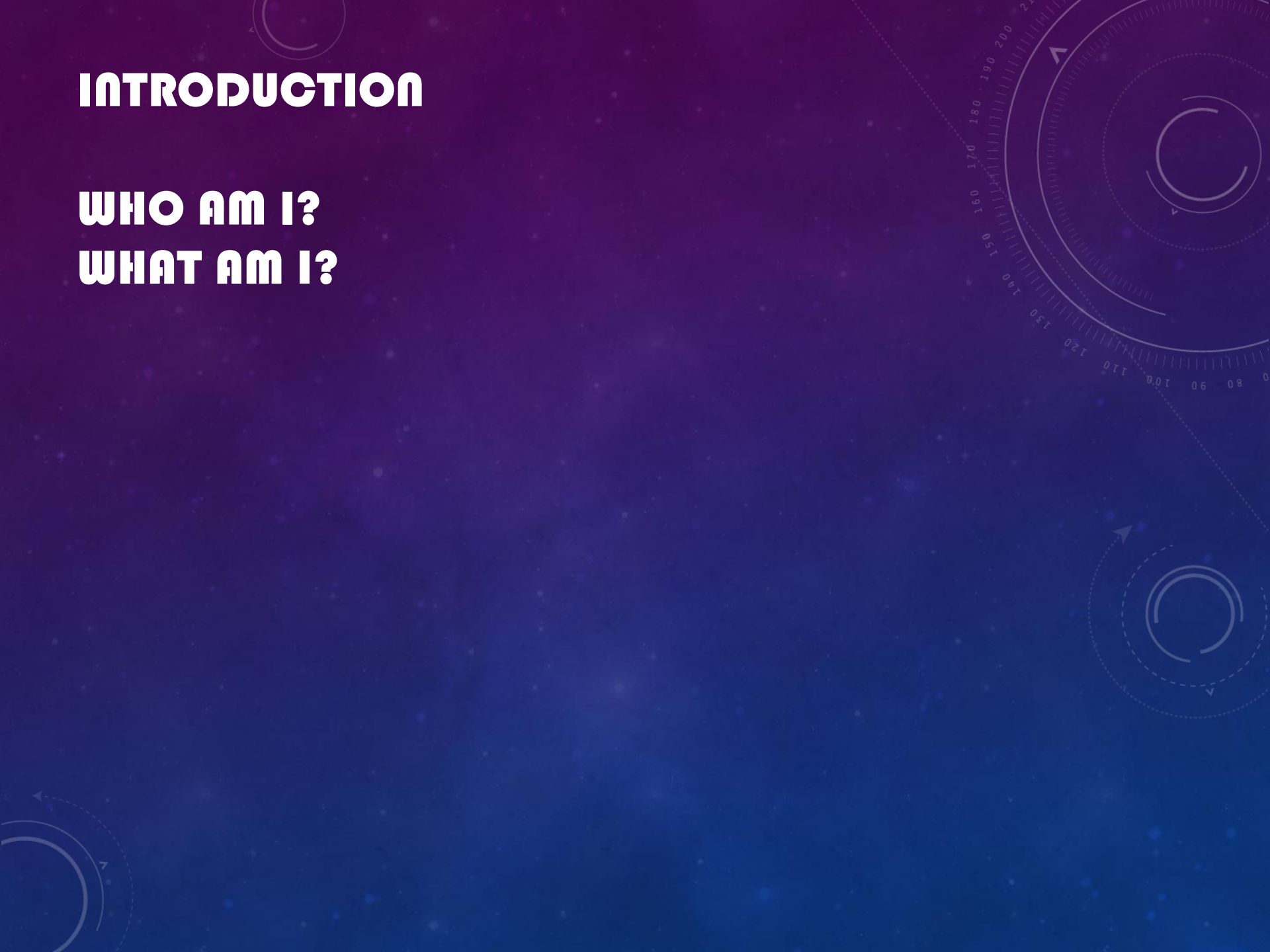
# INTRODUCTION



# INTRODUCTION

WHO AM I?

WHAT AM I?

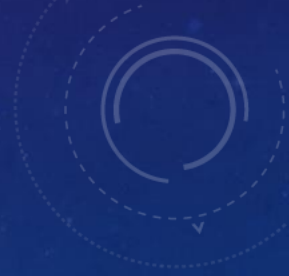


# INTRODUCTION

WHO AM I?

WHAT AM I?

I AM WHAT I AM!



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WHO AM I?

WHAT AM I?

**I AM WHAT I AM!**



- My name is DAMIEN OROZCO and I am 42 years YOUNG!
- I AM the Owner and Founder of **Iron Dog Fitness Personal Training**
- My company provides personalized fitness and nutrition programs for individuals and groups at the comfort of my clients home, place of business or local park

# INTRODUCTION

**WHO AM I?**

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**My Famous Motto**

***Your Place is My Place & My Machine is You!***

# THE **EARLY** YEARS...

I was born in EAST LA and raised in TOO MANY PLACES!



Born at LAC+USC Medical Center in 1972



Born to Mexican parents and raised in a Catholic Family



MORE **EARLY** YEARS...

A little about my family...



This is a picture of me and my mom  
**Andrea Hernandez**



My Grandma from Mexicali,  
**Antonia**

# MORE **EARLY** YEARS...

A little about my family...



I was quite handsome and  
cute at the time



My Brother Steve on left, Dad Steve in  
the middle and then me on the right.  
Also, pictured my dad at his graduation



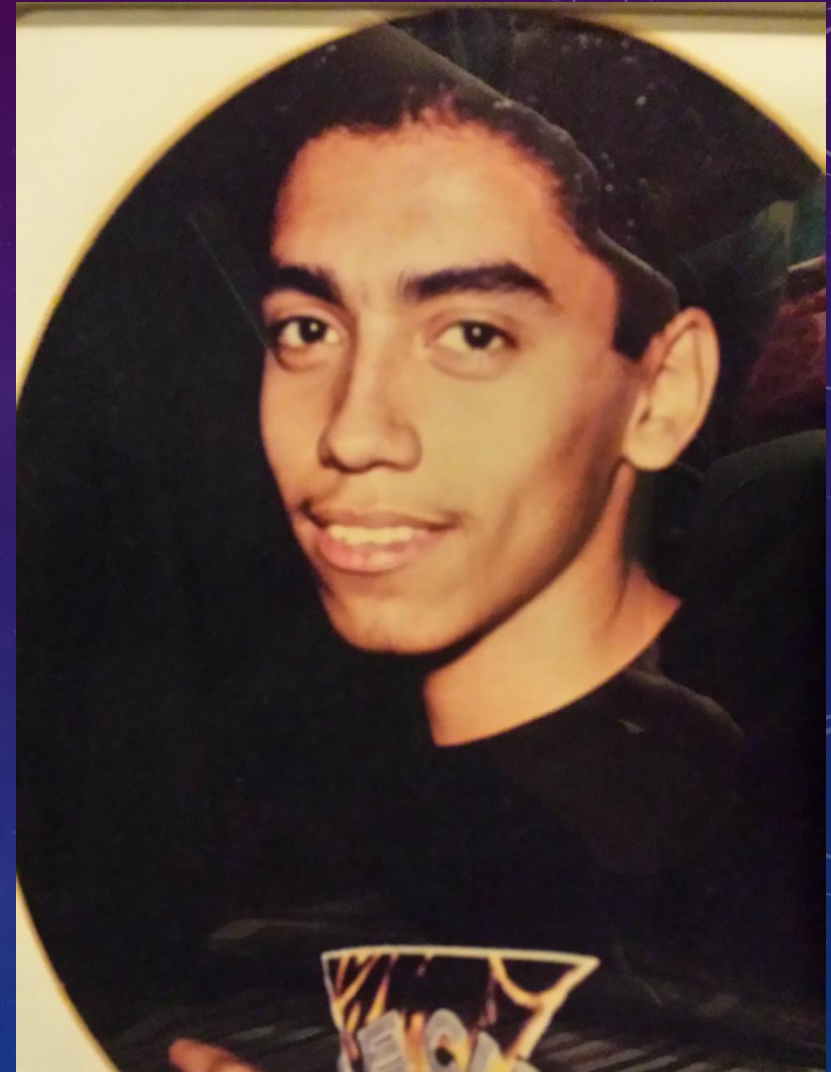
Not sure what happened  
later. Don't let this  
happen to you

# MORE **EARLY** YEARS...

A little about my family...



Elementary School Days  
**Miguel Hidalgo School,  
Brawley, CA**



Early High School  
Freshman Days

# HIGH SCHOOL

## I WENT TO TOO MANY.....

- **Huntington Park High School, Huntington Park, CA**

(was arrested and kicked out for possession of marijuana and carrying a knife to school)

- **Odyssey Continuation High School, South Gate, CA**

(was arrested and kicked out for carrying a knife to school)

- **Simon Rodia High School (Continuation type school), Watts, CA**

\*Principle Leo Crevea upon arrival told me that if I got in trouble again I would not be able to return to school and he would make sure of that.

(\*Insert pictures of from of school)

# HIGH SCHOOL

- As a HS student I was involved in all the wrong activities like gangs and nothing worth talking about that I could be proud of :(
- As a HS student I was (shy, artistic, angry at the world, anti-social for the most part, etc.) .....



Huntington Park High School

# HIGH SCHOOL

## Things I enjoyed in HS

- Drawing, Art
- Reading Books
- Pets (too many all the time)

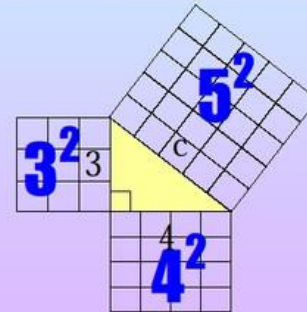


## Things I did not enjoy in HS

- Math

### Pythagorean Theorem

If you **square the legs** of a right triangle and then **add**, the result will be the same as the **square of the Hypotenuse**.



$$a^2 + b^2 = c^2$$

$$3^2 + 4^2 = c^2$$

$$9 + 16 = c^2$$

$$25 = c^2$$

$$\sqrt{25} = \sqrt{c^2}$$

$$5 = c$$

# HIGH SCHOOL

## Activities/Athletics in HS

- Running from Cops



## Jobs I worked while in HS

- Installing Carpets with my Dad

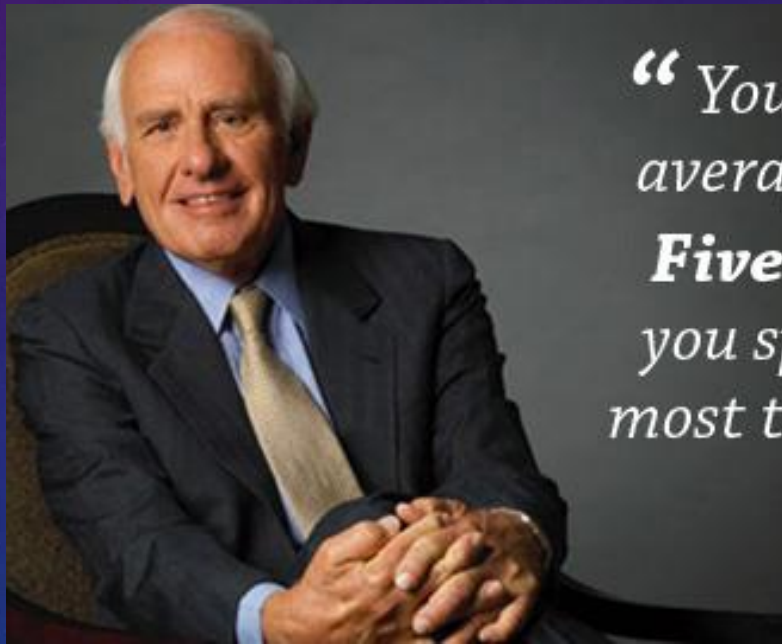


# HIGH SCHOOL

## Obstacles/Adversity I had to overcome in HS

- Fights on the way to school
- Fights during school
- Fights after school
- Getting it through my head that I was not making the best decisions nor was I hanging with the right People!\*
- And being afraid to ask for help when I didn't understand something!\*

\*This didn't happen until much later in life!



*“You are the average of the **Five People** you spend the most time with.”*

*~ Jim Rohn*



# AFTER HIGH SCHOOL: COLLEGES & UNIVERSITY

East LA College  
LA Trade Tech College

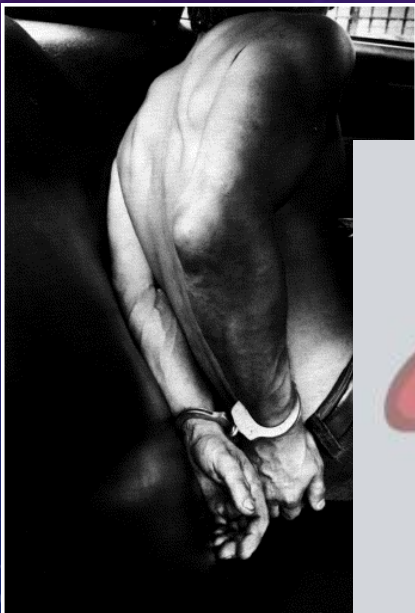
South Baylo University



# AFTER HIGH SCHOOL: COLLEGES & UNIVERSITY

## Activities/Athletics in College

- Still Running from Police???????



## Jobs I worked while in College

- Warehouse Truck Loader
- Squid Factory
- Iron Manufacturing Company
- Veterinary Clinics
- Bally Total Fitness
- Gold's Gym

# AFTER HIGH SCHOOL: COLLEGES & UNIVERSITY

## Favorite classes

- Chemistry
- Biology
- Anatomy
- Art 101
- World Religions
- History
- Lab
- Herbology
- Acupuncture & Oriental Medicine



## Least favorite classes

- Western Medicine
- Pharmacology



# AFTER HIGH SCHOOL: COLLEGES & UNIVERSITY

## Fondest memories

- Going to Sacramento to fight for people's right to choose whether they want to go see a Western Medicine Doctor or Chinese Medicine Doctor.



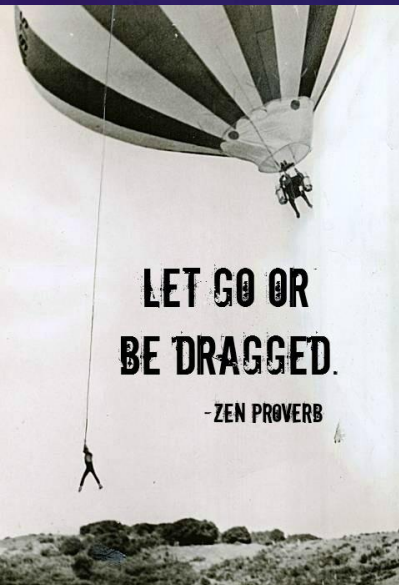
## Obstacles or adversity that you had to overcome

- Cooking my own food
- Doing my own laundry
- Working two full time jobs and going to school full-time
- Not worrying about how long it was going to take to finish school
- Dropping old habits
- Changing my acquaintances
- Staying focused on my goals
- Hanging out in the wrong places

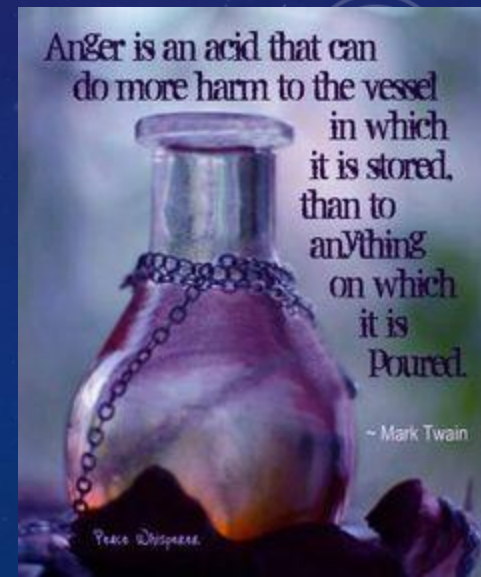
# AFTER HIGH SCHOOL: COLLEGES & UNIVERSITY

## The Greatest Challenge I had to Overcome

- Learning to let go of people who didn't share or contribute to my goals and purpose.
- Watching my dreams slip away after being shot 7 times and years of financial hardship that resulted from not being able to return to work for a while and getting rid of the woman who was in my life at the time.



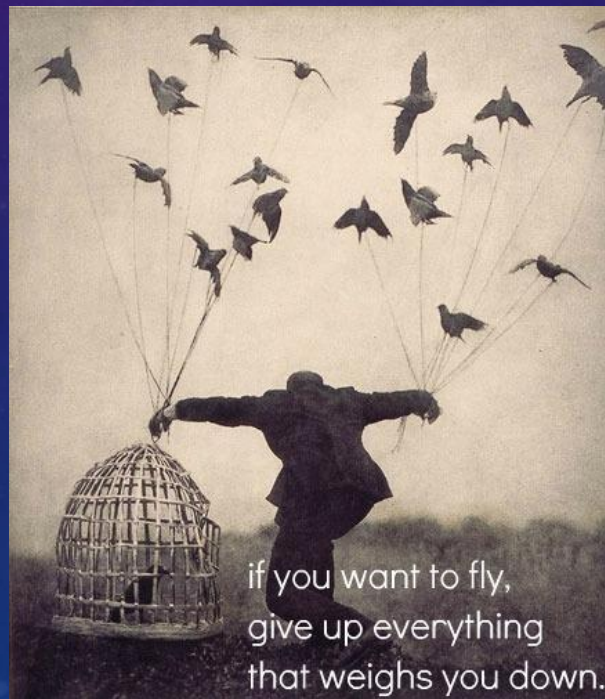
# FORGIVENESS!



# AFTER HIGH SCHOOL: COLLEGES & UNIVERSITY

The Greatest Challenge I had to Overcome

## **FORGIVENESS!**



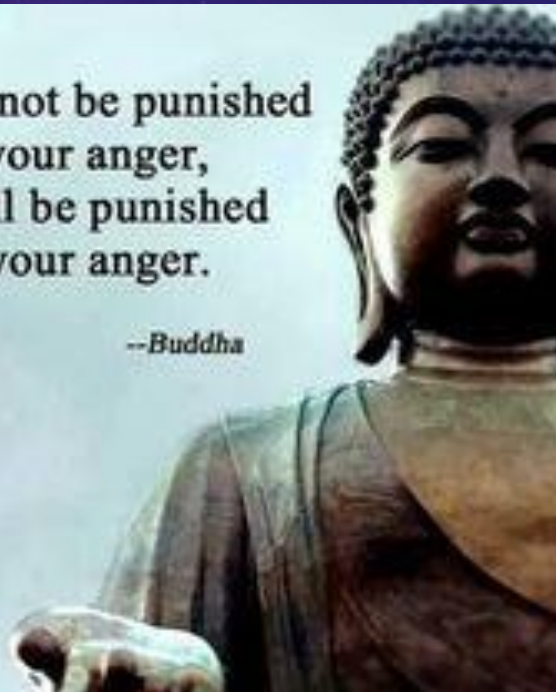
# AFTER HIGH SCHOOL: COLLEGES & UNIVERSITY

The Greatest Challenge I had to Overcome


## **FORGIVENESS!**

You will not be punished  
for your anger,  
you will be punished  
by your anger.

--Buddha




# CAREER PATH



I started as a Personal Trainer in May of 1998 at Bally Total Fitness



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I quit working their and went over to Gold's Gym where I worked for 3 years after having worked 7 years at Bally's

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I started as a Personal Trainer in May of 1998 at Bally Total Fitness

I quit working there and went over to Gold's Gym where I worked for 3 years after having worked 7 years at Bally's



Just when the recession of 2008 was about to severely damage our economy I decided to quit. I am now the Owner of my own company



Founded January 2008

# CAREER

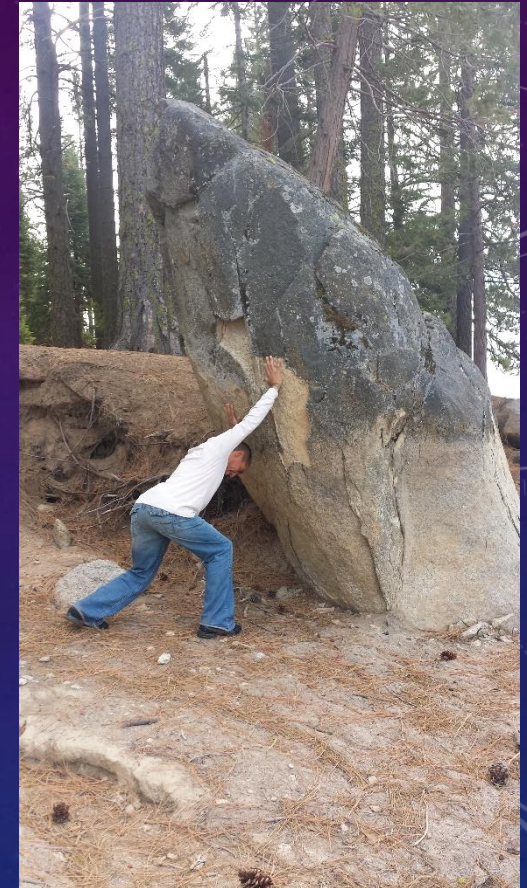


# CAREER



1 on 1 workout at Barnes Park in  
Monterey Park

# CAREER



Warming up to see if I can lift a rock up a mountain like Sisyphus

# CAREER



# CAREER



**Meditation time at  
Iron Dog Fitness  
Personal Training private  
hut**

# CAREER

## My worst Job: Packaging Squid





# CAREER

## Some challenges I had to overcome in my career

- Outside of a gym environment and on my own nobody new who I was
- Nobody had ever heard of my company Iron Dog Fitness
- I didn't know how to run a business
- I didn't have a degree in anything that has to do with starting a business
- I didn't have enough money to pay for advertising of any kind
- I started my business at the beginning of the recession
- I lost 90% of my clients almost immediately by the end of year 1
- I was not used to this type of failure
- I made many mistakes along the way
- I almost lost my house
- My family didn't believe in me
- My family did not support me in my efforts from an emotional standpoint (nor did my now ex-girl)
- Family kept telling me to go get a job bagging groceries

# CAREER

## The greatest challenges I had to face as I tried to succeed

- I was in it by myself (harsh reality)
- I had no emotional support from my family (depression)
- I could not take my license exam so I could start practicing Chinese Medicine and PT at the same time (disappointment)
- The woman I was dating did not believe in me either and did not support my efforts (loneliness)
- I had to find a way to make it happen! (self-determination)

# CAREER

## What I came to Realize

**THE DIFFERENCE BETWEEN  
WHO YOU ARE AND  
WHO YOU WANT TO BE  
IS **WHAT YOU DO.****

AND WHAT YOU HAVE TO DO  
TO GET WHERE YOU WANT TO BE  
MAY NOT BE PRETTY OR MAY NOT COME EASY...

# CAREER

## What I came to Realize

Sometimes the  
path can seem a  
bit lonely.  
That's okay.  
Keep walking  
anyway.

Katrina Mayer

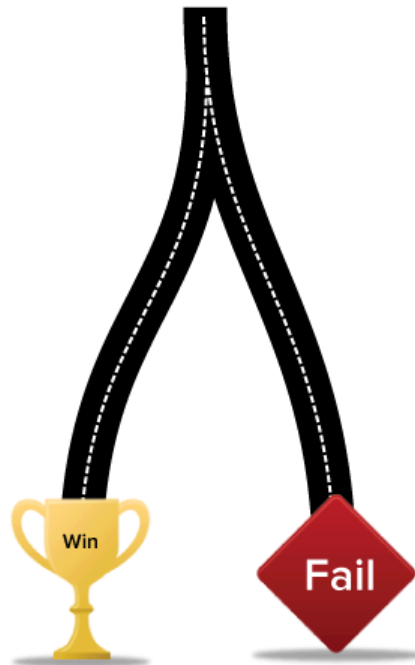


[KatrinaMayer.com](http://KatrinaMayer.com)

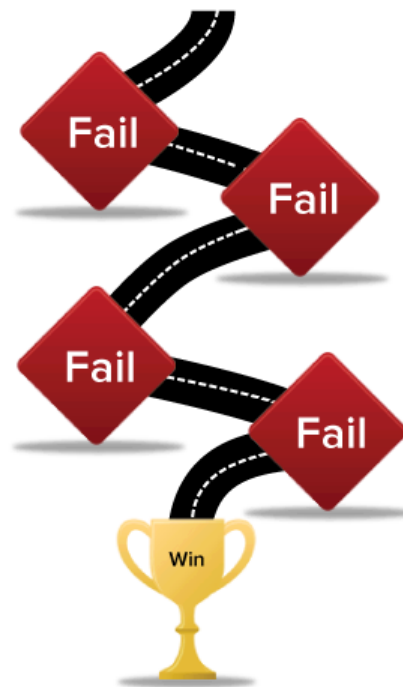
# CAREER

## What I came to Realize

What Most  
People Think



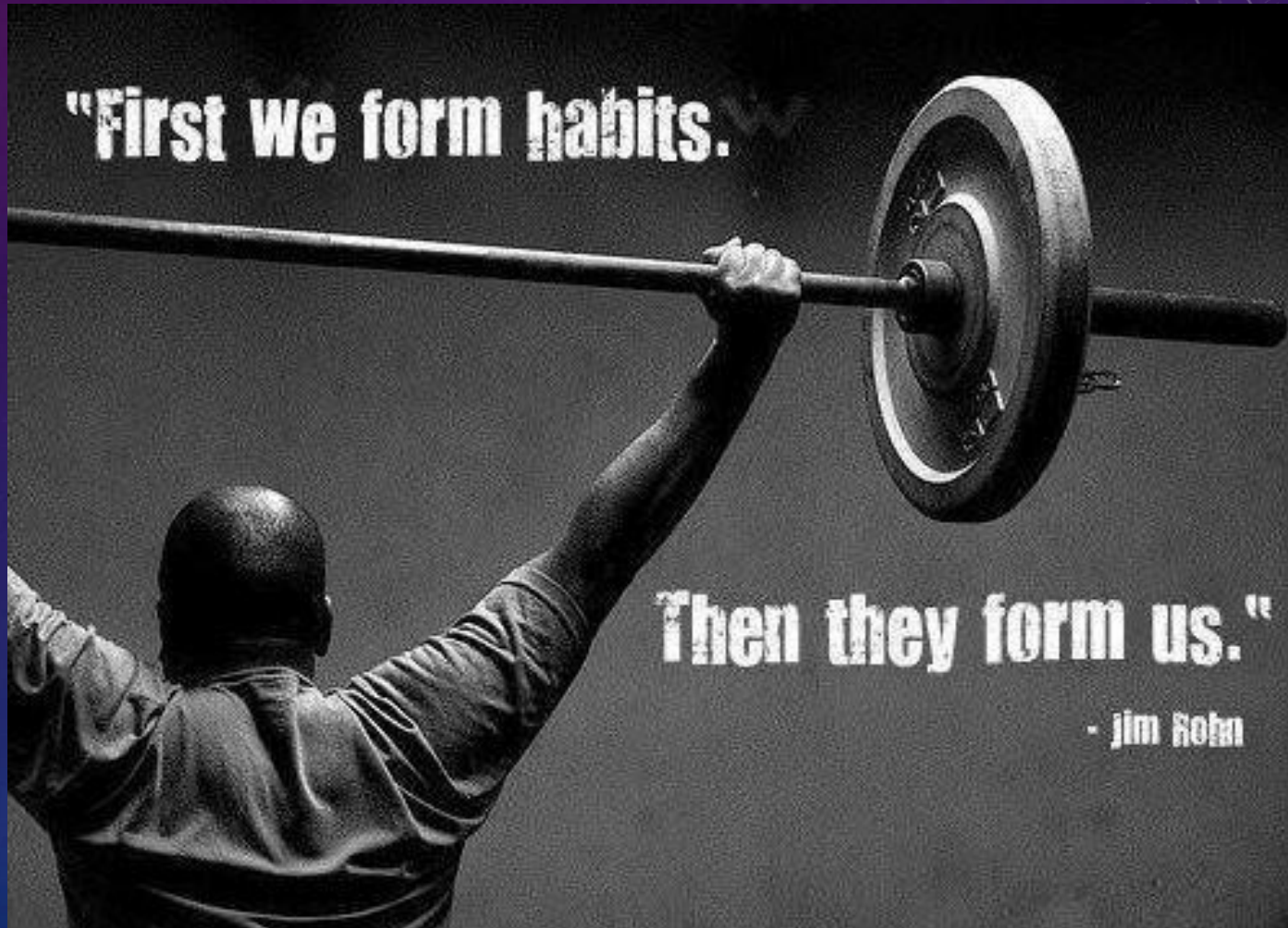
What Successful  
People Know



@douglaskarr

# CAREER

What I came to Realize: I had to change my habits!



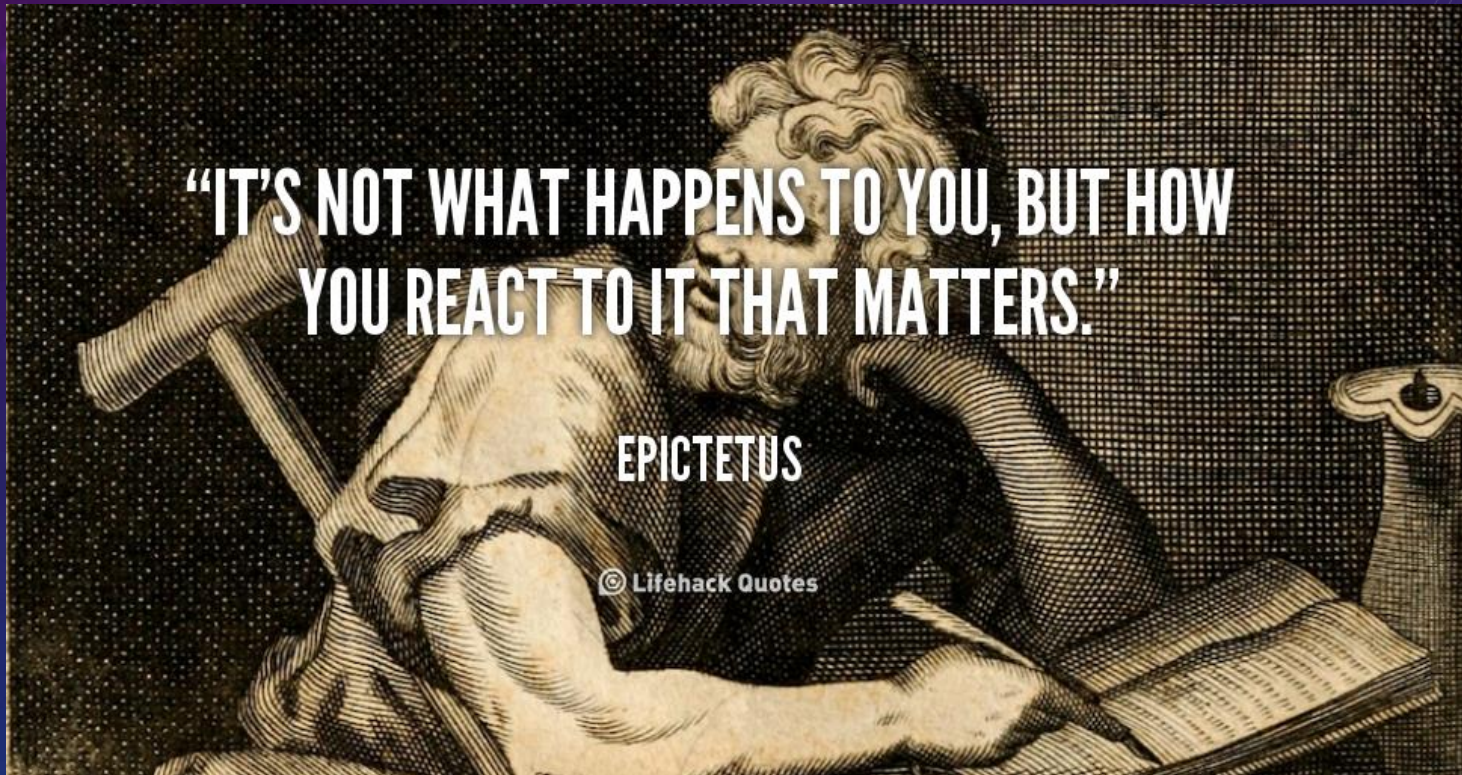
# CAREER

**What I came to Realize:  
I had to changed the people around me!**



# CAREER

**What I came to Realize:  
I took responsibility for my future!**





# CAREER

## What I came to Realize:

**I took responsibility for my future!**

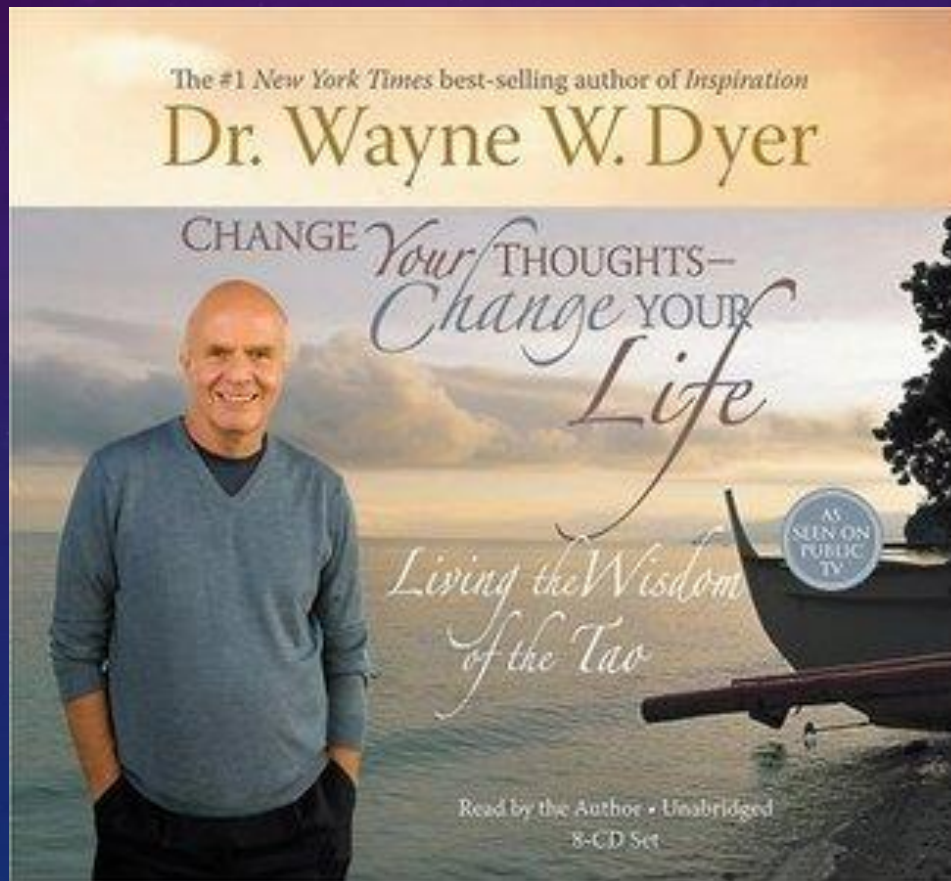
visualizeAbundance.com

**Your life is in your hands.  
No matter where you are now,  
no matter what has happened in your life,  
you can begin to consciously choose your thoughts,  
and you can change your life.**

**-Rhonda Byrne**

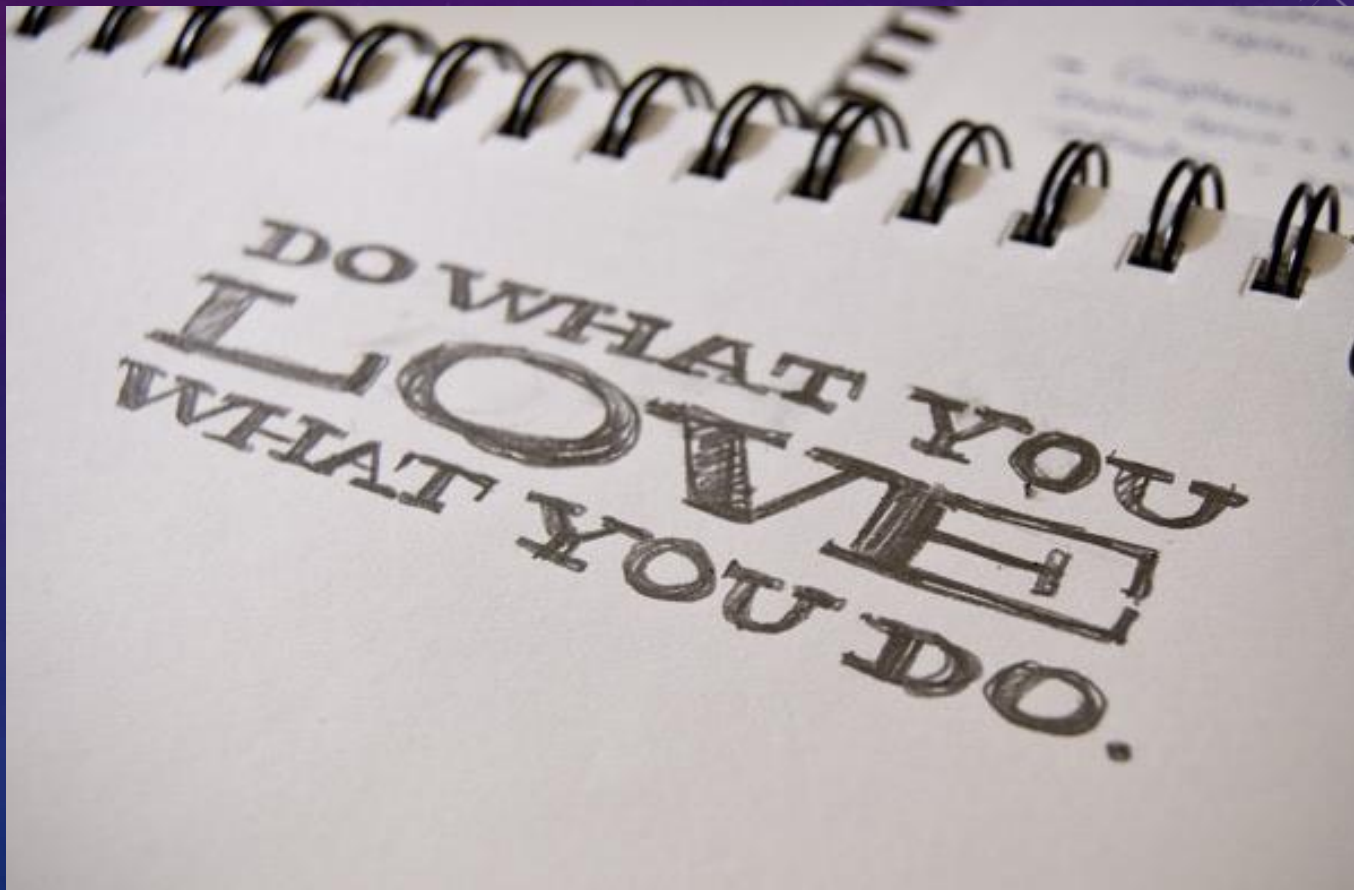
# CAREER

**What I came to Realize:  
I took responsibility for my future!**



# CAREER

What I came to Realize:  
Make a career out of your hobby!



# CAREER: I AM WHAT I AM – CURRENT ROLE!

## What Happened when I Changed My Thoughts and Followed My Passion?



**Owner & Founder, Iron Dog Fitness**

# CAREER: I AM WHAT I AM! – RECENT ROLES

What Happened when I Changed My Thoughts  
and Followed My Passion?



Track Coach & Head Strength Coach Bishop Mora Salesian HS

# CAREER: I AM WHAT I AM! – RECENT ROLES

What Happened when I Changed My Thoughts  
and Followed My Passion?



Head Strength Coach: LAPD Centurions Football

**CAREER: I AM WHAT I AM!**

**What Happened when I Changed My Thoughts  
and Followed My Passion?**



**One Day of America's Top Model**

# **CAREER: I AM WHAT I AM! – CURRENT ROLE**

**What Happened when I Changed My Thoughts  
and Followed My Passion?**



**Ambassador, Santa Fe Springs Chamber of Commerce**



# **CAREER: I AM WHAT I AM! – CURRENT ROLE**

## **What Happened when I Changed My Thoughts and Followed My Passion?**



**2013 Ambassador of the Year, Commerce Industrial Council Chamber  
Ambassador Chair**

# CAREER: I AM WHAT I AM! – CURRENT ROLE

## What Happened when I Changed My Thoughts and Followed My Passion?



**Community Mentor @ LA CAUSA YouthBuild**

# CAREER: I AM WHAT I AM! – CURRENT ROLE

## What Happened when I Changed My Thoughts and Followed My Passion?



**Board of Directors, Project NEO**

# **CAREER: I AM WHAT I AM! – MOST RECENTLY**

## **What Happened when I Changed My Thoughts and Followed My Passion?**



**November 2013, Started my 2<sup>nd</sup> Business: LegalShield**

# CAREER: I AM WHAT I AM! – MOST RECENTLY



**Promoted from Jr Associate, Associate to Senior Associate & striving to become an Executive Director**

# ACADEMIC EXERCISE

- We will now spend several minutes discussing the day's academic module and how it is relevant in the 'real world'

# QUESTION AND ANSWER

