



GYM NEWS

Why The Big Change?

Less than one year ago our facility was half the size with no group fitness, Spin®, or childcare. **So why the big change?**

We saw a need for a full service facility in our area and we came to the conclusion that we should satisfy this need. Since we are already in the business of strength training and cardio, could we add group fitness? The answer was “no”. Not without adding space to our facility and totally renovating the entire place from top to bottom, which is exactly what we did. Change not only came with our renovations, but also with our customer service, such as, floor trainers to assist members at all hours, certified personal trainers,

qualified group fitness instructors and coordinators to run each department.

Quite different from our



humble beginnings of ten years ago when our facility was about 3,000 square feet and had couple of bikes and some free weights with one person operating the whole facility. As the years went on, we made small improvements whenever we could, adding space and equipment.

Until finally we realized that at this pace it would take forever to build the facility that we wanted and our members deserved.

We put our heads together to secure the \$500,000 note it would take to reinvent our business and the Fitness Zone was born. Today with 13,000 square feet, 30 employees, 70+ strength training stations, and 30 pieces of cardio. Don't forget about group fitness

where we almost 50 classes per week including everything from Spin® to kick-boxing to yoga.

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Personal Training at its BEST!

Having your own personal trainer has several great advantages. Trainers provide motivation, professional expertise, and personalized attention, which are all key components of reaching your personal health and fitness goals. All the personal trainers at Fitness Zone are certi-

fied by an accredited professional organization. The newest additions to our trainer program are Marc Fischer and Mike Leip. Both Marc and Mike are educated fitness professionals who are committed to providing the Fitness Zone clientele with the highest standards of ser-

vice. With our trainers you will get a personally tailored fitness program and most importantly it fits into your busy schedule.

All the rich and famous celebrities have one. But you don't have to be rich or

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Keys to Fat Burning During Exercise:

- Increase cardiorespiratory fitness
- Increase the amount of active muscle mass
- Prolong the duration of cardiovascular exercise
- Exercise at a heart rate intensity that is challenging but maintainable

Why the big change? continued....

The big change was for you, our members, and future members. We still can't offer everything for everyone—no club can—but now we can better serve our members with the best fitness experience we know how. As a member of Fitness Zone you will continue to see improvements over time in our facility, staff, and service. We understand that just because we came along way from where started that doesn't mean we can stop continuing to better ourselves.



The Truth About Abdominal Shape & Function

One of the main activities that can be seen at any gym or health club is people doing countless sit-ups and crunches. Many of these people believe the myth that endless crunches will give them the washboard abs they so greatly desire. The reason a person does not have "shredded" abs, or a "six-pack" is because of the fat covering their abdominal muscle (oh yes, they are there, everyone has them) and sit-ups do not burn the fat, they work the muscle. Often working the muscles to extremes causes the

stomach to look even bigger. The best way to stay lean and get rid of the fat layer covering your beautiful abs is to get plenty of fat burning cardiovascular exercise.

Some may ask, "If fat burning exercise is the key to showing off my abs, why should I develop my abdominal muscles?" The answer is function. Without

developing these muscles your whole body can be weakened. They are a very important part of doing any movement with your body. Without them, you would not even be able to stand up! In the end, everyone wants to have well developed abs they can show off. So, work the muscles, take the **Phenomenal Abdominals** classes with Marc, but remember to do cardio before or after.

"If fat burning exercise is the key to showing off my abs, why should I develop my abdominal muscles?"

Help! Spinning Hurts Me!

Yes, spinning is an incredible form of exercise. The music, the energy, and the sweat. However, the most common complaint is that Spinning Hurts! Many participants comment that they feel very bruised and sore from the seat.

Just like any other activity there is always a period of transition. Your body has to become accustomed before being comfortable.

To prevent unnecessary discomfort, consider the following tips:

Make sure that you have enough resistance to stay in control of the bike! Too often participants are spinning with not enough resistance, especially during sprints. If you feel that you are bouncing up and down on the seat this means that you are lacking resistance. It is this bouncing out of control that causes those bruises. Take command of that bike! Increase the resistance! You should never be spinning full force without any resistance. It doesn't make much sense. If you did this on a real bike, you wouldn't go very far, would you?

Check to see that your bike is adjusted correctly. Maybe it is the positioning of the seat that is causing discomfort. Ask your instructor for help to align your seat properly. The best way to get more familiar with spinning is to go to an **Orientation** with Susan or Linda. This way you can get the attention you need to get you started. Orientations are very important for a beginning spinner. You will learn how to adjust your seat and handlebars properly, making your spinning experience much more enjoyable.

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famous to reap the benefits of hiring a personal trainer. More and more people, novice and veteran exercisers, are working with personal trainers because they offer a practical and affordable means of getting and staying healthy.

A Trainer for Everybody

Many automatically equate personal training with gyms full of hardcore strength trainers and body builders. This is only part of the picture. Anyone, young and old, in shape or out, can utilize a personal trainer for a variety of reasons.

The work of our personal trainers focuses on increasing and/or maintaining their clients' fitness levels. Assisting them in weight loss and overseeing their strength training and cardiovascular activities.

Tailor-made Training

Personal trainers wear many hats, serving not only as coach, but also as a confidant,

role model, educator, and a major source of motivation and encouragement.

Some people may want constant supervision two or three times per week, which makes them most likely to stick to their program because they are accountable to someone else for their exercise time. Others may prefer to see a trainer only on occasion to update their exercise program, or for periodic fitness testing to receive feedback on their progress.

It is the novice exerciser, however, who may find a personal trainer most valuable. Working with a personal trainer for a few sessions is often all it takes for some people to feel comfortable with independent exercise.

The following describes the services offered to those beginning an exercise program:

Fitness assessment. This is a series of tests designed to assess cardiovascular fitness, body-fat percentage, flexibility, muscular

strength, and endurance.

Personalized exercise program. An individualized exercise program is designed based on your fitness assessment results and personal fitness and health goals.

Supervised exercise. Personal attention during exercise is the primary function of our personal trainers. You are educated about the fundamentals of strength and aerobic training, as well as the proper and safe use of equipment.

Personal Training is not a luxury, it's a great investment in your time, health, and well being.

Personal Trainers:

Stephanie Lichtenstein	Rocco Gervasi
Doreen Torrey	Mike Leip
Marc Fischer	Eric Madia
Denise Ozoroski	Linda Petrenko
Archie Christino	David Ganim
Dale Graham	

Stephanie Says: New Year—New You

Each year people try to lose weight, maintain a recent weight loss or get into shape. Some people are successful, but most are not. Many dieters do not realize that metabolism is that essence of weight maintenance. This is the rate at which your body builds up and breaks down energy. That energy is used for various functions. Examples are running, walking, maintaining one's immune system, keep-



Stephanie Lichtenstein

ing one's body temperature at a normal level, and excreting waste material.

People are aware that too many calories and not enough exercise equal weight gain. What they forget about is that metabolic needs change from person to person and day to day. One's metabolism also depends on other factors, such as genetics, how much muscle one

has, height, activity level, medical concerns,

etc.

If your metabolism is too slow, there are some things you could do to keep your calories low. Eat lots of fruits and vegetables. Fruits and vegetables contain a high amount of fiber and water, which tend to make you feel fuller. Add some amounts of lean protein, i.e. fish and chicken, for lunch and dinner. Eating snacks such as popcorn or grapes help the body feel fuller and less deprived.

Massage: A Complement to Fitness

Exercise is good for people but intense exercise stresses the tissues and causes fluid build up which makes the muscles sore. Massage is one of the oldest, most natural forms of treatment used to heal the body and is an excellent counterpart of exercise. Massage stretches and lengthens shortened muscles and reduces spasm. The kneading used improves circulation, which speeds up the removal of waste products that can make you sore, and brings in the oxygen and nutrients your muscles need to rejuvenate. Because massage assists your muscles to return to normal func-

tion, it can help you resume activity sooner, enhance your performance, and help your muscles work more efficiently. Since it's also a pleasant experience, many people use massage as a reward for sticking to their fitness routine.

Massage comes in many forms, from a neck rub by a friend or a loved one to recuperative massage performed by a certified practitioner. If you want more than just a friendly back rub it's best to find a qualified massage therapist. **Kim's Basic Kneads Massage Therapy** fits

the bill. She is a nationally certified massage therapist who is also a member of the AMTA (American Massage Therapy Association) and has been practicing out of the Fitness Zone for the last six years. Kim's massages are a blend of traditional Swedish techniques with strong emphasis on Deep Tissue and Neuromuscular therapies done in half-hour or full hour sessions.

Pick up a card at the reception desk for more info or to schedule an appointment after your workout any Monday-Saturday.

Calendar of Events

February 2004

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21 spin workshop 9am-1pm
22 spin workshop 9am-1am	23	24	25	26	27	28
29						

COMIC of the MONTH

