



NutriFit Newsletter

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Body Design University Personal Training Certification—April 2004 Course Dates and Locations:

- April 13–16, 2004 in Atlanta, GA
- April 17, 2004 in Atlanta, GA (Stability Ball)

Body Design Announces 2004 “Design Your Body” Contest

Body Design, Inc. has announced that they will hold a new “Design Your Body” Contest beginning in June 2004.

Body Design’s last “Design Your Body” Contest was held in 2000 and was extremely successful with winners walking away with thousands of dollars in cash and prizes not to mention new and improved bodies.

This year, entries will be accepted from June 1 through July 15 from members of any of the fitness centers where Body Design conducts business.

The goal of the contest is to help people get in better shape. As in the past, Body Design expects anywhere

between 250-500 entries. The entry fee is \$30.

Everyone will have twelve weeks from their own start date to get their body in top condition. Winners will be announced on November 15.

The total amount of cash and prizes depends upon how many people enter the contest. The first place winner will be rewarded with 60% of the cash and prizes. Second and third place will receive 25% and 15% of the cash and prizes, respectively.



John Shealey—winner of 2000 “Design Your Body” Contest—dropped 12% body fat in 12 weeks.

There will be a panel of judges with a head judge who will make the final decision on all winners. The judges will objectively evaluate each and every entry based on body composition changes, before and after pictures, an essay, and other factors.

BDU’s Personal Training Certification Course is Unique

Day one of Body Design University’s Personal Training Certification Course focuses on the anatomical and physiological basics of the neuromuscular, skeletal, and cardiovascular systems. The sciences of bio-

mechanics and kinesiology are studied within the context of strength training for the average client. Day two introduces the basics of nutrition and the science behind it. Days three and four brings the academics

into the gym. These are not your typical demonstration days. They are revolutionary and effective training techniques that will change the way you train yourself and your future clients.

Body Design PT Director and Head Trainer of the Month for March

Terrin Ash, Body Design's Personal Training Director at Powerhouse Gym in Bloomfield, New Jersey, did it again. He captured Body Design's PT Director of the Month Award in March—making it six times in the last seven months that he has finished on top.

Terrin has now won the award four times since he has been at the helm of the Body Design team in Bloomfield. He captured the prize twice while he was leading the company's personal

training squad at AC Fitness in Auburn, Alabama.

The winner of Body Design's Head Trainer of the Month Award for March is Bonifacio (Boni) Moron III, Head Trainer at the Cornerstone Fitness Center in Edinburg, Texas. This is the first time Boni has taken the title.



Boni Moron, Body Design Head Trainer of the Month for March.

Boni began working with Body Design in November 2003. Aside from Body Design University (BDU), his personal training certifications include American Council on Exercise (ACE), Apex, International Fitness Associates (IFA), and National Academy of Sports Medicine (NASM).

"I attribute this month's success to our entire hard-working team," said Boni.

Body Design at IHRSA Convention in Las Vegas

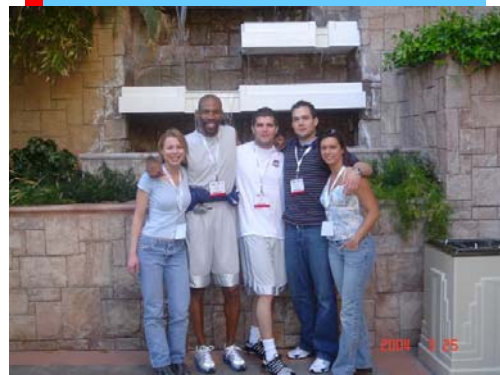
Body Design's top performers in January 2004—Regional Director, Veva Von Memmingen, Personal Training Director, Jennifer Coker, and Head Trainer, Craig Plummer—won a trip with company President, Corey Ritter, to the International Health, Racquet & Sportsclub Association (IHRSA) 23rd Annual International Convention & Tradeshow that was held last month in Las Vegas, Nevada.

Aside from making some great con-

tacts at the show, the Body Design team took advantage of all that Las Vegas has to offer as they hit the casinos, bars, and nightclubs on the strip, such as the Ghost Bar on top of the Palms Casino Resort, and even went horseback riding in the Red Canyon.

Body Design's next trip will be to the Bahamas, and the company's top performers from March 2004 are gearing up for that—although the Vegas itinerary will be a tough one to top.

Body Design's Veva Von Memmingen, Craig Plummer, Corey Ritter, Brandon Sargent, and Jennifer Coker enjoy Las Vegas.



Education Corner: Fat Loss Versus Weight Loss *(Continued on Page 3)*

It is important to realize that body composition and/or fitness goals are attained through fat loss and lean muscle tissue gain—not weight loss.

When your body receives the proper amount of



One pound of muscle tissue burns approximately 50-75 calories daily.

calories and nutrients, you can reach and/or maintain your fitness goals. Additionally, by eating foods that fuel muscle tissue, you will burn fat efficiently during exercise and rest.

Losing weight incorrectly

(usually overtraining and under-eating) results in a minimum of 25 percent of the weight loss from lean muscle tissue. If 25 percent or more of the weight you lose is from lean muscle tissue, not only will you easily regain the lost weight, but you will most likely gain additional weight.

Two Chains of Four Clubs Give Body Design Strong Presence in Markets

Among the eighteen health clubs where Body Design is currently running the fitness and nutrition programs, eight of them are a result of two distinct partnerships with owners and operators of unique chains of four.

Homer Gomez and Mike Overly's Cornerstone Fitness Centers in Edinburg, McAllen, and Mission, Texas and Cornerstone Fitness Center for Women in Edin-



Cornerstone Fitness Center in Mission, Texas.

burg, Texas is one of those chains.

In true-Texas form, these facilities are among the largest and most populated that Body Design is in.

In addition, the four clubs are within

about a ten-mile radius of each other, and that helps make it efficient for

Body Design's Regional Director in Texas, Brent Brinkmeier, to manage.

The other chain is Steve Strickland and John Q's Workout Anytime/24-Hr. Fitness Centers in Smyrna, Vinings, Douglasville, and Fairburn, Georgia.

As the name suggests, these four facilities are open 24 hours a day, seven days a week. During the hours when most other clubs are closed, Workout Anytime members have a card they swipe that opens the front doors.

In Their Own Words ...

"Physical fitness is not only one of the most important keys to a healthy body, it is the basis of dynamic and creative intellectual activity." - **John F. Kennedy**

"I hated every minute of training, but I said, don't quit. Suffer now and live the rest of your life a champion." - **Muhammad Ali**

"The mind is the limit. As long as the mind can envision the fact that you can

do something, you can do it as long as you really believe 100 percent." - **Arnold Schwarzenegger**

"There are many ways of going forward, but only one way of standing still." - **Franklin D. Roosevelt**

"If you don't like something, change

it. If you can't change it, change your attitude. Don't complain." - **Maya Angelou**

"You have to stay in shape. My grandmother, she started walking five miles a day when she was sixty. She's ninety-seven today and we don't know where the hell she is." - **Ellen DeGeneres**

Education Corner: Fat Loss Versus Weight Loss *(Continued from Page 2)*

Calories (i.e., body fat) are burned in muscle tissue. One pound of muscle tissue burns approximately 50-75 calories daily and consists of 450 calories of stored energy. Body fat is a storehouse for calories. One pound of fat burns about 2-8 calories daily and stores 3,500 calories of energy.

Muscle tissue weighs more than fat tissue because it is 70 percent water, while fat is approximately 20 percent water.

Rapid weight loss and under-eating results in the use of muscle tissue for energy, and therefore, a decrease in me-



One pound of fat burns about 2-8 calories daily.

tabolism. Muscle is burned before fat under the wrong program.

Providing your body with the food and nutrients it needs will sufficiently fuel working muscles, initiate fat loss and develop a healthier metabolism.

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Body Design, Inc. is committed to bringing its customers and clients the latest fitness and nutritional information available, while also providing innovative programs, informative literature and unsurpassed service. We continually strive to anticipate customer needs and attempt to educate the forever-misleading marketplace in an attempt to aid our customers in their quest for optimal health and fitness.

We're on the Web!
www.bodydesign.biz

Body Design Client Testimonial of the Month—Jody L. Schnurrenberger

I wanted to share a little of my opinion of Body Design and, most especially, Jennifer “JMo” Morozov (Head Trainer at AC Fitness for Women in Auburn, Alabama). I started working with Body Design and JMo last fall because I had decided to join the military and was struggling to reach my fitness goals. I had to be able to do a minimum of three push-ups in a minute to enter, but fifteen in two minutes to pass my fitness test. After about six weeks, I’d worked up to three push-ups, but I wasn’t satisfied. I enlisted the help of JMo. After a few short weeks, I was given an Army Physical Fitness Test to determine how I was doing. My recruiter was so amazed! I only had to do three push-ups in a

minute, and I did eighteen! That’s more than I have to do to pass my minimum two-minute test. I can’t tell you the high I felt. JMo has been such an amazing help and inspiration to me. She is wonderfully creative. I don’t think I’ve done the same exercise three times with her. I am always interested to know what we’ll be doing today. I also appreciate her concern regarding my personal fitness goals. She freely admits that she doesn’t work other clients the same way she works me. I watch her doing entirely different things with other clients. She is always friendly and patient. She laughs with me and encourages me. She thinks of me as more than just her eleven o’clock ap-

pointment. She really cares about helping me meet my goals. I don’t know what I, or the U.S. Army, would do without her. Thank you, Body Design, for employing such a fantastic trainer!



Client, Jody S., with Head Trainer, JMo.