



# Body Design Bulletin

## Inside this issue:

PT Director and Head Trainer of the Month	2
NutriFit Analysis	2
Education Corner: Warm Up	2
Regional Directors	3
In Their Own Words ...	3
Education Corner: Stretching	3
Client Testimonial of the Month	4

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

- March 3–6, 2004 in Bloomfield, NJ
- March 18–21, 2004 in Tampa, FL
- March 30–April 2, 2004 in Edinburg, TX

## Partnership With ACS Spawns Growth

At the beginning of 2003, Body Design, Inc. formed a partnership with Charlie Lindsey and Tim Goodwin, renowned owners of Columbus, Georgia-based American Club Systems (ACS), owners and operators of fitness centers across the nation.

At that point, Body Design was based in Orlando, Florida and ran the fitness and nutrition program in health clubs throughout the state.

One year later, the almost five-year old Body Design is now headquartered in Atlanta, Georgia and manages the personal training departments in eighteen fitness centers in six states including Alabama, Florida, Georgia, New Jersey,

Tennessee and Texas.

The Body Design—ACS relationship began with Body Design working out of ACS-owned AC Fitness and AC Fitness for Women in Auburn, Alabama with outstanding operator, Sara Longshore.

Within the next few months, AC Fitness and AC Fitness for Women in Columbus, Georgia was added to the Body Design fold. Most recently, Gold's Gym in Dothan, Alabama was put on the company's list.

In addition to the fitness centers that ACS owns,

they manage many includ-



ing Cornerstone Fitness Centers and Cornerstone Fitness Center for Women in Edinburg, Mission and McAllen, Texas. With a presence in all of these—as well as in Olympia Athletic Club in Maryville, Tennessee—a referral from ACS, Body Design is looking forward to continuing this fortuitous relationship.

## BDU Continues to Educate Trainers & Club Members

Body Design University held its first Personal Training Certification Course in September 2002 in Orlando, Florida. In 2003, there were four courses in Daytona Beach, Florida, Columbus and Atlanta,

Georgia, and Edinburg, Texas. This year, BDU was already held in Atlanta and there are three more courses scheduled in March alone (see box on the left of this page for details). There will also be

courses offered this year for Stability Ball/Core Stabilization Training, Single Day Advanced Personal Training for Athletes, Advanced Sports Nutrition for Athletes, and Special Populations.

## Body Design PT Director and Head Trainer of the Month for February

Terrin Ash, Body Design's Personal Training Director at Powerhouse Gym in Bloomfield, New Jersey, continued his outstanding performance in February by capturing the company's PT Director of the Month Award for the fifth time in the last six months.

It does not make a difference where Terrin is located because he won the award in September and October 2003 while he was lead-



Terrin Ash, Body Design PT Director of the Month for February.

ing his team at AC Fitness in Auburn, Alabama. In November, Terrin moved up north to help Body Design open up in the brand new Bloomfield facility, and he did not miss a beat.

"In Auburn, I had the best team I ever worked with," Terrin said, "and we are in the proc-

ess of building the same thing here."

Craig Plummer, Head Trainer, is proof of that. Craig started his career with Body Design in the middle of November. In his first three full months—December, January and now February—he has won the company's Head Trainer of the Month Award.

Terrin, Craig and the rest of the staff in Bloomfield have been working together as a team and the results have been getting better each month.

## NutriFit Analysis Helps Members Reach Goals

Body Design's goal is to help fitness center members attain their goals. It all begins with the NutriFit Analysis. In the NutriFit Analysis, the Personal Training Director:

- discusses any injuries or health concerns the member may have
- analyzes the member's current eating habits and exercise routine
- measures the member's body composition and helps them set

realistic and attainable goals

- answers any questions the member may have regarding fitness and nutrition
- shows the member options regarding how they can receive additional instruction.

Following the NutriFit Analysis, the member can be scheduled with a personal trainer to receive one-on-one instruction on the exercise floor.

**"Body Design's goal is to help fitness center members attain their goals. It all begins with the NutriFit Analysis."**

## Education Corner: Warm Up and Stretching *(Continued on Page 3)*

The warm up is a crucial part of training. It should always be performed prior to stretching. The warm up process makes muscles more pliable allowing for injury free stretching. The warm up is also bene-



### Warm Up

ficial because it prepares the muscles for an increased workload. In addition, warming up begins the process of transporting nutrients throughout the body while simultaneously increasing the body's core temperature—maximizing

strength and performance. The warm up does not need to take any longer than about five minutes. A stationary bike or treadmill is usually adequate. Attempt to move any muscle groups that will be worked during resistance training while in the warm up.

## Body Design Regional Directors Cover New and Expanding Territories

Body Design's emergence into new markets has created the need for Regional Director positions. Currently, there are two employees who fill these roles.

Brent Brinkmeier is the Regional Director overseeing the Cornerstone Fitness Centers in Edinburg, Mission and McAllen, Texas and Cornerstone Fitness Center for Women in Edinburg, Texas.



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

Director managing AC Fitness and AC Fitness for Women in Auburn, Ala-

Brent began with Body Design in June 2002 and has rose up the ranks from Personal Trainer to Head Trainer to Personal Training Director to his current position.

Veva Von Memmingen is the Regional

bama, AC Fitness and AC Fitness for Women in Columbus, Georgia, Gold's Gym in Dothan, Alabama, and Powerhouse Gym in Huntsville, Alabama.

Veva joined the Body Design team in April 2003 and began as a PT Director before climbing to her current spot.

Both Brent and Veva brought sales experience and fitness training certification/education with them when they came on board and have flourished in the Body Design system.

## In Their Own Words ...

"To race and suffer, that is hard, but that is not being laid out in a hospital bed in Indianapolis with a catheter hanging out of my chest, with platinum pumping into my veins, throwing up for 24 hours straight for five days. We have all heard the saying, 'What does not kill you makes you stronger,' and that is exactly it." - **Former cancer sufferer Lance Armstrong after winning the Tour de France**

"It is only through work and strife that

either nation or individual moves on to greatness. The great man is always the man of mighty effort, and usually the man whom grinding need has trained to mighty effort." - **Theodore Roosevelt**

"Obstacles are those frightening things that become visible when we

take our eyes off our goals." - **Henry Ford**

"To prepare is half the victory." - **Miguel Cervantes**

"Exercise and application produce order in our affairs, health of body, cheerfulness of mind, and these make us precious to our friends." - **Thomas Jefferson**

## Education Corner: Warm Up and Stretching *(Continued from Page 2)*

After performing the warm up, it is important to stretch at a minimum, those muscles that will be trained. In terms of a pre-exercise benefit, stretching increases joint flexibility and allows synovial fluid to enter the joint capsule providing lubrication. Flexibility training prior to resistance

training also decreases your risk of injury by allowing a more natural range of motion while exercising. Outside of pre-exercise stretching, flexibility is a major component of fitness. Often, back pain is a result of poor hamstring and/



### Stretching

or hip flexor flexibility. Stretching should be performed slowly until the pull is felt. For pre-exercise benefits, a 12 second stretch is adequate. For long-term flexibility, stretches should be held for at least 20 seconds.

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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.

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## Body Design Client Testimonial of the Month—Karen Bell, Maryville, TN

Thank you, Jim (Wheeler—Head Trainer at Olympia Athletic Club in Maryville, Tennessee) and Body Design. When my regular doctor said, “You have to start exercising to strengthen your legs,” I called Olympia and asked for a trainer. At that time, I was stumbling and sometimes falling. I had difficulty getting up and down without holding on to something. Stairs were always a problem. Jim had been working with me once a week for a month when my oncologist said to get your affairs in order, you have about six months to live. Cancer was taking its toll. But Jim was not going to give up. He went the extra mile checking with other trainers across the nation to find those that

have expertise in working with clients with similar problems. He altered my exercise routine based on what he learned and helped with dietary issues. It has now been two months of training, and I increased my strength by 50%. Just yesterday, I went to the mailbox bounding down the front steps and back. When I got back in the house, I said, “Wow!” I did not give the steps a single thought. It was like I was a teenager again. I honestly think God sent Jim to me. His personality and mine clicked immediately. He has

a way of encouraging me that makes me want to give 120%. I cannot wait for my 6 months to go by so I can show my doctor what a little faith and help can do.



Body Design Head Trainer, Jim Wheeler, and client, Karen Bell.