

# A gift idea that promises a whole new beginning!

*Fitness Together promotes individual success in a private suite for one client, one trainer, one goal*

**By Phyllis J. Neuberger  
The Pompano Pelican**

Since getting fit has become an international obsession, it is hard to track the countless businesses that have surfaced to help the 'unfit' succeed in improving their health and appearance.

Having one's own coach in the privacy of one's own fitness studio sounds like an indulgence most people can not consider. But Fitness Together, the world's largest personal training franchise organization, makes these conditions an affordable reality. Founded by Rick Sikorski in Scottsdale, Arizona in 1983, there are currently 310 functioning locations nationally with plans for 1,400 more to come.



In July of this year, Wendy Tarlow opened a Fitness Together Studio at 1759 E. Commercial Blvd. in Fort Lauderdale. She is pictured here with her associate, Patricia Felizzola, also a certified trainer. [Photo by Phyllis J. Neuberger]

In July of this year, Wendy Tarlow opened a Fitness Together studio at 1759 E. Commercial Blvd. in Fort Lauderdale. With three private, fully equipped workout rooms and dedicated certified trainers, Tarlow and her associate, Patricia Felizzola will help men and women from 13 to 92 attain their health and appearance goals.

Felizzola adds, "We do not charge membership fees. There are no long term, lock in contracts involved here. We sell weekly or monthly session packages. The first session is free because we want to introduce a potential client to our equipment and our approach."

Tarlow elaborates. "Because we have eliminated the crowded gym atmosphere, the wait for equipment, and most of the excuses people have, our clients become really committed."

Dr. Jean Gordon, an ER physician, is just one case in point. "Of course I know the value of being fit. But I have a very busy and a very tight schedule. Like most people, it was very easy to skip going to the health club on a busy day. Here with an appointment and no waiting, I've been able to get back and stay in shape. I've been working one on one with trainers at Fitness Together for the past 3 1/2 months and I'm feeling wonderful. I've worked with three different trainers and each one was professional and concerned."

Pleased to hear praise from a client, Tarlow continues. "We design a program for each client, but first we do a full fitness evaluation, following the set medical questionnaires and guidelines in ACSM, or

American College of Sports Medicine, for testing and prescription. If there is a medical history that limits a client's use of certain equipment or exercise, we work with that client's doctor to create a safe exercise environment."

Certified personal trainers are qualified through tests and practical hands-on experience to do client assessments before planning a program. An assessment includes testing to determine resting heart rate and blood pressure, body composition measurements (relationship between lean muscle mass and fat mass), cardio respiratory fitness for the healthy individual, muscular strength, endurance and flexibility."

Nick Montgomery says there's no comparison between a typical exercise club or gym and the experience at Fitness Together. "I've been working out for several years," Montgomery says, "at one point I actually injured myself doing it on my own. The one-on-one approach at Fitness is helping me to achieve my goals and even live a better lifestyle. My work out plan is guided by experts to achieve better coordination, definition, balance, everything. I'm planning to travel to Brazil and Argentina this year and I want to be in good shape. I will be. I go to Fitness three times a week. Having a personal trainer is much more motivating than doing it on your own. I feel I am getting more than my money's worth. I've even referred a number of friends."

Don Debellis has been working out at Fitness six days a week for five months. "I've lost 25 pounds, lowered my cholesterol and improved my body definition," he says, beaming. "The reason I've been successful is having and keeping that appointment with a qualified coach."

Tarlow nods. "That's true. Our goal is to help clients achieve their goals by promoting and encouraging healthier living habits including regular exercise and proper diet."

The goals of their clients have been all over the place. Tarlow cites some examples. "We've designed a special program for a client who wanted to lose 30 pounds and also get off of blood pressure medicine. He's achieved both goals and continues to work very hard to maintain his regained good health."

Continuing she says, "We have a golfer who wants to improve his game. We have designed specific sports movements to improve his swing and his endurance. We have a basketball player who aspires to be a stronger and faster athlete. We've created a program suited to his needs. We have women who say 'I want to look better, sexier, fit into my clothes. I want a body that looks good in cocktail clothes.'

Felizzola adds, "Many people want to stay off of medicine for high blood pressure and cholesterol by getting and staying fit. Others seek postural improvements, increased endurance, stamina and of course weight loss."

Tarlow and Felizzola have both had long careers in the fitness industry. Tarlow, with 16 years of experience, was the Former director of the Equinox Fitness Club in New York City. Her exercise class, 'Street Fighting 101' and 'Boot Camp Box' appeared on cable TV. Felizzola, also a New Yorker, has 15 years of experience in the fitness field in sales, management and as a certified trainer.

For further information, an appointment, or to learn about the various gift packages, call 954-491-7988.