

Fit Happens

Fit for Business

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Factoids

Through the powers that be, STEPS, like many other small businesses, has limped through the biggest recession since I was born. It was done with the energy and support of some very capable fellow trainers, the patronage and commitment to fitness of many new and long-term (notice I didn't say 'old') clients, and the hard work and dedication of a team-oriented staff. But, as I've written in this context before, being here and staying here are two different tasks, and staying requires more than being. It demands change, adaptation, and growth.

During the Fall semester at Vanderbilt, my good friend and professor of Managerial Studies, Cherrie Clark, engaged her two marketing classes in a real-life effort to study the feasibility and develop the marketing strategy for a Small Business Corporate Wellness Program (CWP) that STEPS could offer the Nashville business community. With 20 teams of five students competing against each other, a la The Apprentice TV show, I was compelled to pick the best of the best from each class. Making this choice was not easy as all of the projects offered so many novel and creative ideas and approaches that we could actually implement. Some, of course, were pie-in-the-sky strategies; several were totally doable; and a few were knock-your-socks-off fabulous. From each class, the winning presentations offered me more than just a model of a CWP, more than just good Powerpoint

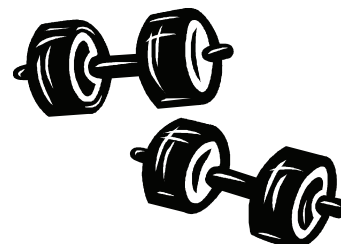
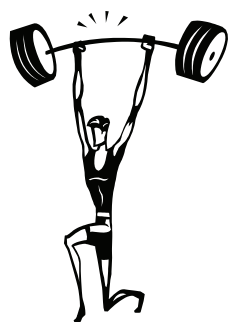
slides to use in a pitch. They offered me a new look – no, not hair dye and plugs, nor a nose job; we're talking STEPS here – both visually and virtually. Please note the new logo in the top left corner of this newsletter. Our new sign out front is next. And check out the link on the home page of our website (www.stepsfitness.com) that will take you to the Corporate Wellness page. Note the video produced, again, by one of the teams. And there's more. Read inside....

Most of all, as I do from my clients, I learned much about not only the benefits of corporate wellness, but the benefits of having wide-open eyes staring deeply into the crevices of one's own operations. Sometimes it is so true that it's hard to see the forest for the trees. Ideas, fresh and novel, come from being open to hearing and seeing them, not simply thinking and reading about them. What these kids did for me personally, and what they've done for STEPS professionally, can never be underestimated, regardless of the success of our new CWP. After 20 years of doing business under the same logo and same model, I learned that some minor changes can yield major changes in one's own energies and productivity. Without straying from the STEPS business model – personalized fitness training – we will now be offering the



same to businesses too small to take advantage of major, big-box corporate wellness plans: truly customized, totally comprehensive CWPs. These will help defray the cost of unhealthy lifestyles, of health insurance premiums, and reduce such productivity drains as absenteeism, and enhance employee retention, productivity, and recruitment.

The data is too strong to resist, so if you or someone you know is looking to boost your business's overall fiscal and physical health, you now have an option: STEPS Small Business Corporate Wellness. Happy New Year.



The Downside of Low Fitness

Here's some very enlightening if not depressing news:

1. Chronic health diseases are expected to amount to \$4.2 TRILLION in lost productivity by 2025
2. 10% of employees consume 80% of companies' health care costs
3. 43% of adults suffer adverse health effects because of stress
4. Personal and family health problems cost business ~\$1,685/employee/year
5. Over 9% of all health care costs in the US are related to obesity, which also accounts for increased absenteeism and decreased productivity

And last but not least, if not more frightening for the US economy, culture, and security, the military has reported that **27%** of new recruits do not qualify because they are too overweight. Furthermore, nearly 15,000 are too overweight to meet the fitness requirements to join. (In total, about 75% are unfit to be in the military due to inadequate education and criminal history.)

So, when we think about our future as a nation both economically and strategically, perhaps we should be thinking more in terms of what we're not doing – moving our bodies – than what we are doing – Facebooking, TV watching, computerizing, etc. The corporate world and all levels of government can only do so much to alter these data. A truly public health care plan would be one that rewards activity and healthy eating, but no one has yet to figure out how that would manifest. Though it's politically incorrect to say or write this, perhaps we need to subsidize everyone using a personal trainer thrice a week and ban junk food. While patriotic of me to suggest this, it does come off a bit self-serving, so I won't.

Did You Know?

The volume of an average adult's empty stomach is 1/5 of a cup.

Stuffed full, it can reach upwards of a little over a gallon.

Scientific Training & Exercise Prescription Specialists

Join Dr. Irv for quality discourse on all things fitness at the intersection of Dr. Irv and the 21st century:

drirvfitnessfax.blogspot.com

Functional Strength

Researchers in British Columbia randomly assigned 155 women, ages 65-75 either to strength training (ST) 1-2/wk or to a comparison group doing balance and toning exercises (BT).

A year later, women in the ST group had improved their performance on tests of so-called executive function by 10.9 - 12.6%, while those assigned to the BT group experienced a slight deterioration— 0.5%.

The improvements in the ST group included an enhanced ability to make decisions, resolve conflicts, and focus on subjects without being distracted by competing stimuli.

“Older women are less likely than others to engage in strength training, even though it can promote bone health and counteract muscle loss”, said Teresa Liu-Ambrose, from the Center for Hip Health and Mobility at Vancouver General Hospital, and the lead author of the study.

— *New York Times*

Social Networking @ Work

Most of us are familiar if not already engaged with such on-line social networks as Facebook, MySpace, etc. For some of us, it's a means by which to post our own personal happenings and pictures; for some, it's just a way to see our friends' or family's postings. Little did I know that it had utility in the business world....until the Vandy marketing kids told me. The fastest growing users of Facebook and Twitter – made famous during the post-Iran election turmoil – happen to be those between ages 35 and 55. (Having just turned 57, I'm too old to be in that group.) But I'm not too old to appreciate its value in sharing information about health and fitness in a non-threatening, non-commercializing manner. So, I started the STEPS Personal Fitness Training Facebook page which allows me to share with anyone interested news bits as they come off the presses. Unlike our monthly newsletter, “REAL News”*, formerly E3 (Electronic Exercise Education), or this one, the Facebook page is more current, in-the-news kind of stuff. Again, non-promotional, not too scientific, and not quite a blog, but still useful. So please join the STEPS Facebook page and stay up to date on all matters of health and fitness.

* To sign up for REAL News, simply email Scott at stepsinc@bellsouth.net.

The 20 Year Cycle

Books have been written about it, and most of us live by it, but 20 years seems to differentiate an American Generation in the capital "G" sense of the word. It seems as if something big, some big kind of social movement occurs every 20 years or so. 1900 – American exceptionalism goes world-wide. 1920 – relatively unscathed after WWI, America experiences boon times. 1940 – the WWII generation. 1960 – JFK brings in youthful idealism and liberalism. 1980 – Reagan scales back liberalism, conservatism blossoms. 2000 – well, I'll withhold commentary a few more years. But in between, other major events occur: 1990 – STEPS personal training comes to Nashville. 2010 – STEPS Fitness takes over. And to celebrate this 20th anniversary, we had a big party at the Tin Angel restaurant for the people who've made it work this long. In addition to a nice article about STEPS in NFocus (December 2009), here are some pics of the party. If you're not in there, fret not: in 20 years, when I change the logo again, I'll throw another party, bigger....



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STEPS

fitness

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FIT HAPPENS

STEPS FITNESS MENU

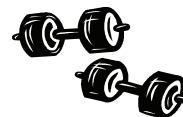
Solo Training: Traditional one-hour sessions of cardio, strength, stability, and flexibility: **12 Sessions.....\$730**

Solo + Power Plate Training:
a one hour session that incorporates Whole body Vibration and other technologies to enhance bone density, muscle strength, power, Agility and balance. **12 Sessions.....\$790**

Half Time: You do cardio for 30-45 minutes, then work with a trainer for the strength, stability, and flexibility portions of your workout: **15 Sessions.....\$670**

Duet: You and a friend for one hour with your trainer: **12 Sessions.....\$890**

Biometrics: A successful approach to long-term weight management, balancing healthy eating with strength training. This 6-week program includes **19 sessions, menu plan, 2-month cardio membership and initial assessment...\$1325**



**Initial consultation required for all new clients.*