

LA FITNESS

PERSONAL TRAINING

An Informative Newsletter

Vol. 6

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By John Platero

Bailing Hay

It was 8:00 pm at the MDR club and I found myself trying to train a new client for the first time during prime time. The gym was packed full of mostly young males grunting and groaning trying to lift too much weight without a clue on how to lift too much weight. They looked like they were bailing hay.

What happened next really made me feel proud to be a Personal Trainer. I spent most of my first session establishing some new motor patterns. You see my client had some issues: a fused C-4 and C-5 and a history of sciatica. This person also had hypermobility in their hips, elbows and knees. I was really helping this person gain control of their body before experiencing load on their musculoskeletal system. I was preparing this person to train with weights for the long haul, not just the quick "no pain no gain". I watched while another trainer who is also a chiropractor sit and consult with his client. It made me feel good to know I was in good company, providing a good service to the people who had sense enough to take advantage of it. Looking around at the rest of the club bailing hay challenged me. How could we get them to wake up and see the light? I guess one body at a time.

If you have some ideas let me know?

TRAINER OF THE MONTH

LORETTA CORTEZ - MARINA DEL REY

Fifteen years ago, after an unhappy marriage Loretta started going to the gym out of survival. After raising four girls and two boys of her own, Loretta needed to do something for herself. So she enrolled in a "Women Only" gym. Encouraged by the aerobics coordinator who had become pregnant, Loretta soon found herself in charge of both the aerobics program and the weight room! Not bad for someone who had only been going to the gym for 18 months! However,

Loretta felt she needed to learn more so she enrolled in the "Masters in Motion" school and got certified as both a Personal Trainer and an aerobics instructor.

The next step was to own her own gym, which she did for two years as a partner along with her husband in "Bodies in Motion" in West LA.

That didn't work out, but that didn't stop Loretta. Anyone who has taken a class with this 55 year old woman knows this lady does not give up?

She converted her garage into a gym where she worked out and trained her clients. But she missed teaching. So she got hired at LA WOMAN. From there Loretta transferred to MDR where I first met her. I saw how popular her classes were and I knew she would be a "natural" as a trainer. So with a little coaxing I got her to train clients for LA LIFESTYLE. Since then, she has attended the Future Fit Personal Training school and some of the advanced workshops. She currently performs about 40-50 sessions a week and teaches 10+ classes a week. This is amazing! Her clientele is mostly over 40.

Loretta sums up her philosophy like this, "Your body is like a car, if you don't take care all the parts it won't run smoothly".

There is just no slowing this woman down. Because of her amazing attitude, energy and zest for knowledge Loretta is our trainer of the month.

IMPROVEMENTS

Do not use the LA FITNESS name or logo on any of your flyers without the prior written approval from LA FITNESS. Also, the statement "**Independent Contractor not affiliated with LA FITNESS**" should be on all of your flyers, cards, price sheets or advertisements. If you need stickers, let me know

CLUB POLICIES

- Please show your card to the front desk at least once a day.

- In event of an accident and someone is injured, please go to the front desk and ask for an "incident report". Fill one of those out, make a copy for yourself, fax a copy to me at 888-287-0801 and give the other to the front desk. This way your covered.

- If you have not received a "trainers card", or you have moved, call 800-600-2540, ext 561 and ask for Jim Irwin. Give him your correct address so you can be sent one.

- This is a reminder, you will be charged a 10% late fee plus a \$10 bank charge if your rent comes back to us. We will also deny you entry to the club until you pay the balance. If your rent is \$300 it will cost you \$340 to get back in to the club. THERE WILL BE NO MORE EXCEPTIONS.

UPCOMING EVENTS

FREE WORKSHOP WITH PRECOR AND HAMMER STRENGTH

Monday- October 27, 1997
Noon - 2:00pm
LA FITNESS- Chino Hills

FUTURE FIT

PERSONAL TRAINING SCHOOL

Sat. and Sun. 8:30 am - 6:00 pm, November 22-23
LA FITNESS - Miracle Mile
213-934-6150 (for directions)
\$159
1-800-778-6060 to register

BALANCE WORKSHOP with John Blievernict and Matt Scmit.

Nov. 8 -9 8:00 - 5:00pm,
Sports Club Irvine
312-819-0020
\$225

Please send any suggestions, comments, complaints, praises, accomplishments, articles or information you might find useful to the newsletter or training program to:

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P.S. Well, so far no one wants to do the stairs. Bummer, guess I'll just get in shape by myself. Tuesdays and Thursdays at 2:00 pm I'll be at the

stairs. Anyone who would like to join me would be great! The more the merrier. The stairs are located on 4th st, one block north of San Vincente. Hope to see you there.