



This group wasn't always the definition of fitness you see before you.

*Frisco STYLE staff with Shane Massey
photo by Chris Fritchie*

everyone at Frisco STYLE.

"We offered the program to kick off our emphasis on adult fitness memberships and corporate wellness programs," commented Mr. Massey. "Many residents don't know they can exercise at ZOOM. We offer a great facility and excellent trainers for anyone who wants to lose weight and get in shape."

His idea was enough to turn my desire into action.

My commitment to the program remained because everyone was participating. I was determined to not let the opportunity slip away.

Everyone in the company had the opportunity to participate and more than half decided to do so. Participants had one session per week with a personal trainer, open access to Zoom's facility to workout anytime, as well as a group "boot camp" on Saturdays at 9am. Zoom would record weight, measurements and body fat content for each participant, then compare the measurements at the end of 12 weeks to determine a winner. (It was duly noted that the results and designation of a winner by Zoom was final and uncontestable).

THE WORKOUTS

Setting aside the time to work out wasn't always easy. As I mentioned, the busyness of life can get in the way. However, my commitment to the program remained because everyone was participating. I was determined to not let the opportunity slip away.

Squats, lunges, crunches, push-ups, jumping jacks, squat jumps, split

Fitness – Frisco STYLE

By Chris Johnson

BACKGROUND

Believe it or not, I used to be an athlete in high school and college. Throughout school and college, my sport was soccer. I was not tall enough for basketball and never had the hand coordination to compete well with my peers. My involvement in other sports was to stay in shape for the upcoming soccer season. But, I remained fit.

However, life changes. Priorities change. Enter many important things like family, church and job – "life." Other than a company softball team, participation in organized sports and the ancillary activities to remain fit all but vanished. Twenty-five years and sixty plus pounds

later, returning to some form of fitness was a desire that never seemed to result in action. Until...

THE PLAN

It was a normal workday. Voicemails, emails, phone calls, meetings, creative brainstorming. Reviewing articles; discussing photography...the tasks that keep me busy day-in and day-out. You know the drill.

Then, Mr. Shane Massey of locally owned Zoom Sports dropped by our office to discuss advertising with us. During the conversations and emails that followed, Mr. Massey suggested that I conduct a "Biggest Loser" contest for

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Shane Massey leads the Frisco STYLE team through boot camp

photo by Chris Fritchie

lunge jumps, mountain climbers, up-downs, shadow boxing...just a few of the exercises and methods of torment imposed on us.

Along with many cardio exercises, we also lifted weights. With my involvement in soccer in the early years, my legs have always been my strength, but my upper body has always seemed weak. We did incline presses, flat presses, incline flies, overhead presses, lateral raises, dips and curls. We did leg presses and leg curls. We did it all.

Each session was only an hour, so "hanging on" to complete the routines always seemed feasible, but was many times challenging and often exhausting.

THE RESULTS

"The contest was awesome!" added Mr. Massey. "Besides the successful results of all the participants, we had a lot of fun. They had a great time ribbing each other during our boot camps. The program

was the spark many of the employees needed to start working out and eating healthier!"

Every participant speaks to the benefits of participating. From weight and inches lost to simply feeling better and having more energy.

Officially, I lost 15 lbs during the competition and was deemed the contest winner. I have lost an additional seven since it ended. I'm more aware of what I eat and when, and am setting up a schedule for regular exercise.

"After 12 weeks of strength training and conditioning, they are all leaner and stronger, plus they are still exercising. It's amazing what a little inner-office competition will do to get people motivated," said Mr. Massey.

While it may be a bit overused and cliché, I suggest adding a workout regimen to your list of New Year's resolutions. You may be the next winner of your "Biggest Loser" competition.

Learned Axioms of a Good Workout

If it's easy, you're not doing it right.

Planking cannot only be mentioned in the context of pirates.

If at least one muscle isn't ready to explode, you're not doing it right.

There are multiple exercises to specifically target every muscle in your body.

You really are what you eat, so eat "clean."

The likelihood of targeting an already sore muscle group is 100%.

Too many lunges causes great pain.

Too many squats causes great pain.

Pain is just weakness leaving the body.

Winners sacrifice; losers complain.

Go hard or go home.

"Finish strong. Give me two more reps." – really means "Do five more."

60 seconds can be an eternity.

Frisco STYLE Biggest Loser Participant Comments



LIZ BOVARD

Participation in the program allowed for two areas of accomplishment in my life. It provided me the opportunity to give time to myself which I rarely do and at the same time it brought our staff closer together. Although I didn't lose a lot of weight I lost inches that resulted in me going down two sizes in my clothes. I have additional energy and an all over feeling of well-being. It was amazing!



CHRIS FRITCHIE

Am I doing this right? That has always been my biggest fear when exercising. The #1 thing that stood out to me was the personal attention and direction, my overall weight loss was minimal but toning, and my balance greatly improved. As someone who works out a couple times a week playing

hockey, the customized workouts greatly improved my balance, quickness and ability to recover from hard games.



BECKY JOHNSON

Being a part of this program with Zoom Sports allowed me to gain core strength, as well as improving my tone. I was able to lose 8% of my body weight, 6 total inches, and reduced my body fat content by 6%.



LEAH RATLIFF

The contest camaraderie helped me get through the tougher exercises. I lost eight pounds in the first three weeks, and then discovered I was pregnant. I then changed my focus to maintaining my weight loss and developing my core strength. I maintained the weight loss through 12 weeks of my pregnancy with some fluctuation. The core exercises they taught me how to do at home while

watching tv or giving my son a bath helped the most with balancing time and getting a workout.



MATT SMITH

I had a chance to work with Shane and I really had a blast working out with him! Definitely an intense workout and I noticed results after a couple weeks, so it was worth it!



BROOKE YOAS

This program is just what I needed to boost my confidence and get on track to a healthier lifestyle. As a result of this program, I dropped a full clothing size and my stamina and strength increased immensely.

Staff photos by Chris Fritchie

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