



A Publication of Focused Fitness

# In Focus

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## What's Inside

**Page 1**  
*Transformation:  
A Big Success*

**Page 2**  
*Bullseye  
The Three Dimensions  
Of Golf*

**Page 3**  
*Focused Fitness &  
Two Chefs Team UP  
Trivia Question*

**Page 4**  
*Community Focus  
Referral Program*



## SIX WEEK TRANSFORMATION *A Big Success*

We recently completed our first Transformation contest, also known as the Focused Fitness Six Week Fat-to-Muscle Metamorphosis, to see who could achieve the greatest physiological changes utilizing the principles of exercise and diet taught at Focused Fitness. Our winners were Judy Benedict (lost 7 pounds and 2.5% body fat) and Christine Grewcock (lost 10 pounds and 2% body fat). Both showed dramatic changes in their before-and-after pictures. Our congratulations, a free month of personal training, and a one hour massage go to both of you for a job well done. Congratulations also to Tony Sanchez who, although not officially entered, lost over 20 pounds during the contest period!

These are real people, working out each week, who demonstrated what can be achieved with a focused and directed mindset. If people can achieve these results during the summer months when vacations tend to wreak havoc on diet and exercise regimes, there's no doubt other times of the year will yield even better accomplishments.

We now have a better understanding of how to utilize packaged foods, shakes, and bars provided by Zone Perfect to make following a healthy balanced diet more convenient. In the near future, we'll be able to offer the Transformation (Fat-toMuscle Metamorphosis) program as a single package, including one-on-one personal training and all food for six weeks. With this package we'll also guarantee results or your money back. Stay tuned.



Judy Benedict before and after taking part in Focus Fitness' Transformation contest.

## Bullseye By Billy

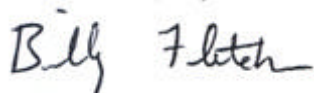
Chronic low back pain is a major problem in the United States with millions of sufferers and an estimated cost of over 40 billion dollars per year.

In my years as a personal trainer, I've had many clients suffer from back pain at one time or another. If you've experienced it, you know how debilitating it can be. Contributing factors can be poor posture, tight muscles (hamstrings, hip flexor or spinal erectors), weak muscles (abdominals or spinal erectors), and poor general conditioning. Until now, we've only been able to address poor posture, tight muscles, general conditioning, and weak abdominals to manage back pain. However, recent research suggests that weak lumbar extensor muscles may be the major contributing factor to chronic back pain. This would explain why, in some cases, we've been able to help clients reduce their amount of chronic pain, while in others have not been nearly as successful.

For years, I've been impressed and interested with research done and results produced with the Medx medical lumbar machine, developed by Medx Corporation primarily for rehabilitation and medical testing of lumbar function. Most of the research was performed at the University of Florida (published research can be found at [www.Medxonline.com](http://www.Medxonline.com)) and showed the Medx Lumbar Extension Machine was very effective at strengthening and rehabilitating those with chronic low back pain. In fact, one particular study involved 627 patients with chronic low back pain who followed an aggressive exercise program utilizing the Medx Lumbar. 76% had "excellent or good results," meaning the patient had substantial subjective relief from pain and substantial objective increases in strength. After one year, 94% reported maintenance of the results.

We now have the Medx Lumbar Extension Machine available for clients. There are many possibilities for usage of this machine, including testing, rehabilitation, and prevention. We hope this program will enhance the quality of our clients' lives by helping prevent future back problems as well as improving those that may currently exist.

Sincerely,



## The Three Dimensions of Golf

Remember the most enjoyable round of golf that you ever played? We wager that you played well that day. (In other words, you played to the best of your capabilities!) There's no question that golf is more fun from the middle of the fairway and a good distance from where you played your last shot!

The experience of playing golf takes place at three levels: mechanical, physical, and visual. More than ever before, people are realizing the impact of physical conditions on their performance. While the mechanical dimension of the game deals with positioning, the physical dimension focuses on movement relative to positioning. Once we understand a few simple mechanical positions needed for good ballstriking, improvement begins in the physical dimension, where rhythm & timing are developed. If a golfer lacks the physical capabilities for the task, swinging from mechanically sound positions are compromised. Try to get into a visual condition, not over-thinking swing mechanics but effectively 'seeing' the golf shots before they're played. An enjoyable round of golf should be a physically and mentally comfortable ride. If your trips around the course seem to be a bit bumpy, it's likely you can use some help with your three dimensional game. Good luck, and remember...always keep it fun!

### The Physical Game of Golf

While talking with Billy Fletcher and the staff at Focused Fitness is your best bet for improving your golf game through better fitness, here's a quick-tip to help your next visit to the course or range. Watch your posture when setting up for a shot. It's easy to unknowingly slip into the habit of bad posture, a primary reason for bad shots. Remember, when setting up for a shot, bend at the hips and keep your spine straight to maintain that good spine angle through the backswing and downswing!



CHANGE THE WAY YOU PLAY!



**Total GolfGame Management**  
Millstone Golf Village, 295-1172  
**Mike Lawrence**, Director of Golf  
**Todd Ellison**, Director of Instruction  
**Sandy Ligon**, Head Professional

## Focused Fitness, Two Chefs Team Up Alliance Provides Meals in the Zone



A balanced and healthy diet is essential for optimal health and fitness. Part of our mission at Focused Fitness is to provide our clients with sound information about nutrition and help develop the skills to act on that information so they may lead a more healthy and fit life. We teach a dietary approach based on the principles developed by **Dr. Barry Sears** and popularized in his Zone books, emphasizing balance, moderation, and awareness.



Feast your eyes on these "Zone-Friendly" foods just waiting for you at Two Chefs Delicatessen and Market.

In bigger cities such as Los Angeles, Chicago, and New York many people, including celebrities ' **Charlie Sheen** and **Cindy Crawford**, follow Zone principles by having zone meals delivered to : their doorstep each morning (compliments of the Zone delivery system). We've teamed with **Judy and Bill Balsizer** of Two Chefs and Two Chefs To Go, to accomplish the same thing here in Greenville. One of the biggest obstacles to following a .healthy diet is convenience, as are lack of taste and variety. By teaming with Two Chefs and Two Chefs to Go we have eliminated those potential obstacles.

We are already able to provide pre-packaged Zone meals. However, Two Chefs provides much more variety, freshness, and flavor. If you are already eating in the Zone and want to try Zone meats Two Chef style, go to the restaurant and ask for the Zone-Friendly order form, and customize your meal. If you need our help putting meals together, we'd be glad to help.

Thanks again to Judy and Bill for their time, effort, and cooperation in helping make it more convenient and fun to eat healthy and stay in the Zone.

### Q. How many grams of protein are in a block according to the Zone eating principles?



### Trivia Question

The winner this month will receive a Focused Fitness Prize Pack, which includes a free strength test on the Medx medical lumbar machine and a Focused Fitness t-shirt.

*Submit/our answers in writing, including your name, address, phone number and email address (if applicable) to Focused Fitness at 1200 Woodruff Road, Unit A - 8, Greenville, SC 29607. For more information, contact Focused Fitness at 675-6183. In the event of multiple correct answers, we'll conduct a random drawing to determine the winner.*

Look for the correct answer and winner's name in the next issue of "In Focus."

### A. Answer to last issue's trivia:

**Arthur Jones**

**Our winner** — Gwen Heusel Congratulations, Gwen! Stop by and pick up your Focused Fitness Prize Pack.



[www.focused-fitness.com](http://www.focused-fitness.com)

## Referral Program DOUBLE THE FUN Fall into Fitness!



To prepare for temptations of the upcoming holidays, we added a new incentive to our \$50.00 referral program. We appreciate your referrals so much, we want to reward you!

For our Fall into Fitness Referral program, if we successfully sign up a client referred by you, we'll give you a \$ 100 discount on membership dues in the month following your client's contract, plus a free Focused Fitness sweatshirt.

### Mark your calendars!

An introductory workshop will be held from the **Integration of Golf Mechanics and Golf Fitness** at Focused Fitness on October 16 at 6:30 p.m. Don't miss it!

## Community Focus

Millstone Golf Village

Millstone Golf Village is located on New Easley Highway between Greenville and Easley. **Tom Jackson**, the acclaimed architect of the Cliffs at Glassy, Links' O Tryon, and Willow Creek golf courses, designed the 240-acre course.

Millstone offers more to its members than an average golf course through its Total Game Management System, developed by **Mike Lawrence** and **Todd Ellison**. Mike is the Director of Golf at Millstone, and has been a PGA Professional for 20 years, winning the South Carolina Open Championship three times. Todd serves as the Director of Instruction for Millstone and has been a PGA member since 1995. **Sandy Ligon** is also a head professional at Millstone Golf Village.

Total Game Management System takes golfers of all levels through a systematic analysis of overall technique for complete game improvement. The system focuses on the 3 building blocks of golf technique, mechanics, and timing— including a complete swing analysis, swing mechanics, club fitting, and overall fitness. For more information, contact Mike, Sandy or Todd, at (864)295-1172.



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