



I am a firm believer in the saying “Everything happens for a reason.” Several years ago a friend of mine asked me if I would be interested in taking a personal training class offered by the World Instruction Training School. After doing research on several different certifications, I decided that WITS was a very credible organization. At the time of the certification I was the Athletic Director for a large community center, overseeing all the personal trainers. This position afforded me the opportunity to observe a variety of training techniques and individual styles. Upon completion of the WITS certification class I began training clients at our facility, as well as several other gyms and clubs in the area. As time progressed I began to integrate all the knowledge that I had learned from the WITS seminars into my programs. I soon acquired the reputation of being a very knowledgeable trainer.

While staying current with the newest fitness trends and methods, I began to see 30 min circuit training clubs emerge as the newest phenomenon. After talking to many people who were familiar with clubs like Curves for Women, the general consensus seemed to be that there was a need to accommodate the male population. John Gennaro who has been in fitness industry for over 20 years is now the founder and president of Cuts Fitness For Men. After extensive research, John Gennaro and I came up with the Body Cuts System which is being used nation wide. Currently, I am the Corporate Fitness Director for Cuts Fitness For Men, the fastest growing men’s fitness franchise in the country. The WITS program opened my eyes and allowed me to pursue a career for which I have a real passion. As Fitness Director for Cuts Fitness For Men, I am responsible for training and educating all new franchisees on how to become successful in the fitness business. Completing the WITS program was a great way for me to get a jump-start in my career, as well as earn instant credibility in the fast pace fitness industry. I would strongly recommend Cuts Fitness For Men to anyone looking to own their own business and would feel very comfortable knowing that they were well educated through the WITS program. Cuts Fitness For Men is planning to have over 2000 gyms nation wide in the next three to five years. Feel free to visit us at www.cutsfitness.com

Sincerely,
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