

Four weeks to fitness

By Kenneth Partridge
Staff Reporter

It's called Bikini Bootcamp, but the four-week summer fitness program offered by Peak Physique isn't just for ladies looking to tone up and trim down for beach season.

According to owner and lead trainer Dominic Novak, the program also works for golfers, tennis players and high school athletes — anyone willing to commit themselves to one hour a day, five days a week, for one month.

"It's everyone," he said. "We've had some people that have dropped over 25 pounds. We've had people that have had to fine tune what they were doing. We've had people who were athletes in the past who have let themselves go."

Peak Physique has been offering the program for two years, and Mr. Novak says it's seen membership jump from 30 to more than 70, with one month left to go. Campers have included men and women aged nine to 90.

"What I did was, I picked a month period of time, because I know people want to get in as good a shape as possible, and they want to do it as quickly as possible," he said. "I've taken all the information I've been able to accumulate through the years and put it in a one-month program."

Mr. Novak, who's worked in the fitness industry for 22 years, said the program's greatest strength is that it's tailored to meet each client's individual needs.

"Our big question on a boot camp member's first visit is, 'How are you going to measure success?'" Mr. Novak said.

For some people, he said, it's all about dropping clothes sizes and shedding pounds, while others simply want to feel healthier and stronger — perhaps hit longer tee shots or enjoy an afternoon of tennis without feeling aches and pains afterwards.

Either way, he insists, everyone who has come through the program has left satisfied.

"We have a 100% success rate," he said. "A person comes in, they're guaranteed to see changes. They're going to see a change they want to see. We're very proud of that."

To help clients get results, Bikini Bootcamp employs a mixture of modern and time-honored tech-



Peak Physique owner Dominic Novak says Bikini Bootcamp, a month-long fitness program he's been offering for two years, is guaranteed to help clients see results, whether they're trying to lose weight, build muscle or just feel healthier. — Kenneth Partridge photo

niques, allowing people to try everything from Pilates to free weights, resistance bands to rock walls, depending on what they're after.

"We've always believed doing the same thing every day is boring," he said. "It dulls the senses." Since Peak Physique is personal-

training center, not a traditional gym, clients get one-on-one attention from staff without having to wait in line for machines. Mr. Novak says this is among the reasons most people, upon finishing boot camp, decide to join the center as full-time members.

"We are so focused on each person when we're training," Mr. Novak said. "They know they're going to work, but we make it as interactive and motivating and fun as possible. That's why they see the results they do."

Another reason for the center's high retention rate, he said, is that staff members never pressure people into doing things they're not ready for, following a "crawl, walk, jog, run" philosophy. This way of thinking goes not only for daily workouts, but also for recommendations made by Peak Physique's in-house dietitian, who meets with clients for one hour each week.

"We can show a person that it doesn't have to be a drastic change," he said. "Subtle changes that we can implement — subtle dietary changes, the habit of coming in every day for a four-week period of time, getting your body accustomed to exercise — those go a long way toward initiating life-long habits a person can take from our program."

Mr. Novak said he and his 12-person team of trainers are constantly on the lookout for ways to improve the program, and that he hopes Bikini Bootcamp will grow and evolve over time.

"We analyze the program constantly based on the experiences our clients are telling us and the new people that are coming in, what their needs are," he said. "We're trying to make changes that will make the most sense for the program."

After all, he said, it's Peak Physique's customers that have kept the center in business since 1993.

"They're smart people," he said. "It's such an honor for us to be able to provide them with a fitness hour. They're taking time out of their busy day to come see us. We don't take that lightly. We appreciate that, and we honor it and respect it."

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