

# BizSnaps

A Snapshot look at local businesses

**Your Name:** Andy Paull, DC, CCSP and Joe Arreola, DC  
**Title:** Co-Owners and Trainers  
**Business Name:** Punch Kettlebell Gym,  
Art of Strength Training Center  
**Address:** 119 West Milwaukee, Suite C  
(located off the alley next to the Franklin St. parking lot)  
**Phone:** Please call Park Place Chiropractic for more info at 608-754-7463  
**website:** [www.janesville.punchgym.com](http://www.janesville.punchgym.com)



**When was your business started?** The gym opened in Oct. 2008.

**How did you get interested/start this business?** As Chiropractors at Park Place Chiropractic, wellness is a fundamental part of our lives and profession. We both stumbled upon Kettlebells through our own fitness research and quickly found that using them was the best workout we had experienced. We began to see how easily kettlebell training would fit into our rehabilitation program at our clinic with our chiropractic patients. Over the past year we received such enthusiastic responses from our patients that we were inspired to take it a step further and open our own gym.

**Describe your products/ services:** Punch Kettlebell Gym is a specialty gym that builds practical and functional strength through the use of kettlebells and other fitness tools. Originally founded in Providence, RI, Punch was the FIRST American gym to focus on kettlebells as the central tool for strength, endurance, and body shaping in every workout. It is the ultimate in core strength training.

**What is a kettlebell?** The "kettlebell" is a cast iron weight that looks like a flat-bottom cannon ball with a handle.

**Why is kettlebell training such an effective exercise/training tool?** Kettlebell exercise burns fat in less time by working the entire body instead of isolated muscle groups. Kettlebells have a displaced center of gravity, which causes the smaller stabilizing muscle groups to work harder than they do in other workouts. Kettlebells are very versatile. They are basically an entire gym in one hand and provide you with a total body workout. You have to experience it to truly understand it. Our training programs are unique and revolutionary; designed to increase core strength, cardio health, balance, flexibility, endurance, speed, agility, and overall lean muscle and tone.

**What kind of training or background do you have?** We are both Chiropractors with heavy sports and strength training backgrounds. We have also received our Art of Strength (AOS) kettlebell training from Anthony Diluglio, the founder of Punch Kettlebell Gyms and one of the most sought after trainers in America.

**What would a new member expect in joining Punch Kettlebell Gym?** Each new member must participate in an orientation class that teaches proper form and technique for kettlebell exercises taught by either Dr. Andy or Dr. Joe. Members are welcome to join any Fundamental class at its scheduled time led by a trained AOS instructor. More advanced members may move up to the challenging Circuit class. Routines in both the Fundamental and Circuit classes change regularly to keep things new/fun and help avoid plateaus in fitness gains. Our AOS certified trainers are always there to ensure a positive workout experience with small classes (12 people or less) focused on personal attention. It's a fast-paced, exciting, and effective atmosphere from start to finish.

**What or who has had the most influence in the way you do business?** Punch Kettlebell Gym founder, Anthony Diluglio. Anthony has been extremely encouraging and excited about the combination of our Chiropractic clinic and the gym. In training his own clients, his main goal is always to make the most positive impact that he can in that person's life through fitness. That is our main goal as well.

Anthony has developed fitness tools that are used widely today by colleges, universities and professional sports teams, and is highly respected throughout the fitness world. His cutting-edge training techniques have made him a giant in the fitness industry. He is the trainer of choice for the Tennessee Titans (NFL) and the Boston Celtics (NBA) and has many celebrity followers, including Beth Chamberlain of The Guiding Light.



**What have been some challenges you have faced?** Making people aware of what kettlebells are and how effective they are as a fitness tool has been one of the challenges. Thankfully once people see/experience a workout, kettlebells speak for themselves. Many of our clients can't wait to get back the next day to get to work. Also running both Park Place Chiropractic and now Punch Kettlebell Gym has forced us to really focus on time management in order to balance it all.

**What do you find most rewarding in owning and training at your gym?** We love seeing our clients get incredible results. To see them become stronger, leaner, more confident than when they started is the best part of it all!

**What types of customers use your products/services?** Punch Kettlebell Gym is for everyone that wants results and is tired of the same old workout. We represent the hottest new trend in American fitness with a mainstream appeal for all fitness levels, ages, and genders. Whether you're looking to become fit and lose fat, regain flexibility, rehab an injury, or increase your athletic performance, Punch Kettlebell Gym will help you achieve your fitness goals.

If you have any questions please feel free to check out our website at [www.janesville.punchgym.com](http://www.janesville.punchgym.com) or come join us for our Open House on Tuesday, February 24th from 4:30pm – 6:30pm.

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**Gazette**

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