

Name: Heidi McLain

Title: CEO

Business Name: FitPro Services

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Directions & Business Hours: We are a fitness service business, offering fitness classes at various locations throughout the Rock County Area. Our complete class schedule can be found at <http://web.me.com/heidro>.

When was the business started?: Our first classes were held on September 8th, 2009, at the Janesville Senior Center. We currently offer 17 Zumba classes a week in the Rock County Area.

Describe your products/services: We currently offer Zumba Fitness classes at various locations including Milton East Elementary School, the Janesville Senior Center, Marx Dance Academy in Janesville and Beloit, Edgerton Community Center, UW-Rock County, and Grinnell Memorial Hall in Beloit. Zumba is a Latin-inspired dance fitness class that incorporates the rhythms of salsa, merengue, cumbia and reggaeton to name a few. No prior dance experience necessary. We will be expanding to offer other fitness formats including PiYo (pilates/yoga fusion class), Zumbatomic (kids Zumba) and Zumba Toning.

Do you have a favorite saying that applies to your business?: "If you need a miracle, be a miracle."

How did you get interested and/or started in this business?: I have been a fitness instructor for 23 years and have always wanted to make a bigger impact on the community than in the traditional gym/club market. I think we can reach more people in this manner and it is also a benefit to the sites that sponsor us.



What are your future plans for your business?: We are interested in expanding our concept outside the Rock County Area. If our community needs this kind of service, then other communities are probably in need as well.

What do you do that differentiates you from your competitors?: Our slogan is "Affordable Fitness." Participants do not need to pre-register or pay up-front for any of our classes. All of our classes are only \$3. We are trying to get people into fitness without the high cost and long-term commitment of gym/club memberships.

What do you find most rewarding about this type of work?: I get to see people smile while working out! How great is that? And our participants thank us after for such a fun time! It's like a party every class!

What have been some of the challenges you've faced and how did you work them out?: Finding venues that are open to a "new" type of fitness business/workout and giving us the opportunity to expose our concept to the general public. I must say our host sites have been very receptive and accommodating to us. We have a great instructor team and it has been a wonderful experience building this network together.

What have you learned from this business?: That people really do have a need for this type of fitness opportunity and are extremely grateful for it. It makes me feel like we are bringing a much needed service to the community, especially in this unpredictable financial economy.

What kind of training or background do you have?: I am an ACE and AFAA certified group fitness instructor with 23 years teaching experience. I am certified in Zumba, PiYo, Turbo Kick and Group Power, as well as have experience in cycling, sculpting and aqua classes.

What or who has had the most influence in the way you do business?: The people that we are trying to provide for have the most impact I think. We are trying to listen to what they want and are actively seeking ways to accommodate them.

What type of customers uses your products/services?: We have people of all ages coming to our classes, although primarily women, men are encouraged to join us! All fitness levels are welcome as we try to demonstrate a high and low alternative to the dance moves.

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