



Photos by Joe Chielli

Before... and Before

What Are We All Chasing "After?"

CHANGE IS GOOD. NO, CHANGE CAN BE GREAT. WE'VE ALL HEARD THAT, AND MIGHT EVEN KNOW IT, BUT HOW DO YOU KNOW IF YOU ARE READY FOR CHANGE, OR EVEN WANT IT?

Billy Joel really did say it best. When I first heard his timeless ballad, I wondered...who was it that he liked just the way she was? Boy, that girl was one lucky chick. Imagine, someone adoring you for you and not the lipstick or highlights in your hair. It never fails, this time of year so many of us try desperately to institute change. We try to modify our eating habits and revisit our commitment to time spent in the gym. It's like January first is a day of reckoning and if we make a genuine effort, then – Poof – the last 364 days weren't all that bad. Who are we kidding? January first is not a magical day. It's not a day of judgment or a day when we can wipe the slate clean. The fact of the matter is, we all have to really embrace the idea of 'change' for any of it to stick.

Allow me to vent. Quite honestly, I'm a bit tired of others trying to "make me over". Call me naïve, (and I in no way do I want to sound smug) but I thought I was pretty okay to begin with. Not great, not perfect, but I am not sure I even care to be quite that. Every now and then, acquaintances remark how great I might 'look' if, for example, I let professionals do my hair and make up regularly. Perhaps they have a point. However, it's not practical for my everyday lifestyle. There always has to be one in the group...that feels compelled to verbally nudge me into a high tech boutique yet they say they love my free spirit and my natural zest for life. So which is it? Great gal, that Jami, IF ONLY she'd define her eyes more prominently and add some layers to her hair?

This sociological phenomenon is conflicting to me. I can only assume that others struggle with the Catch 22 as well. Who says a woman can't be hot in bare feet and just a smidgen of mascara and blush to highlight her natural femininity? After all, Jessica Simpson sings, "Nothin' but a T-shirt on - I never felt so beautiful..." Still, people often feel they should go from LL Cool J to LL Bean... if you know what I mean.

So, my New Year's resolution this year is to take a stand. I say to everyone, "Enough is enough!" I, personally, am lucky to get any make up on this face each morning considering I hit the pool at dawn to swim laps. Time is not on my side. Primping? Ha! I respond to 250 emails each day (not complaining), get through the daily business of assembling this magazine, come home to be super mom and continue to answer over-active phones. I just don't have time to tease, reapply, fluff and spray. Now, by no means am I letting myself go. I just didn't realize that I needed to fix or improve areas that I didn't think needed fixing! When I need to 'look the part,' I can do it like a champ. That is my point. I know myself so well; I can get ready on a dime, in minimal time. I am so familiar with what I like on myself, and how I look when I'm all done up. For the most part, I am comfortable in my own skin. I just never realized how much I appreciated this until I was pushed to try a new



Photographer Joe Chielli, Jami and Make-up artist Tara

look, a Jami-makeover, “new and improved”?!. But, improved for whom? I am not sure I want to try to reinvent my wheel, unless someone can create a wheel that spins faster than the one I have worked so hard to create.

Recently I agreed to a makeover – a glamorama transformation. Heck, it’s New Years, aren’t we supposed to ‘change’? I succumbed to curiosity actually, wanting to see what others potentially saw in me. It was an experiment of sorts I suppose. So I went into it full throttle. Suddenly, CoCo Channel, Prada and Paul Mitchel were all my best friends. It was quite a look. For a split second I felt what it was like for those who pose for the cover of *W Magazine*, *Vogue* or *Bazaar*. What was *Bazaar* was that I couldn’t wait to get home, hop into my tank top and jeans, and most of all, let my hair down! I remembered why I have worked so hard for 3 years to grow my hair. It’s so versatile! I don’t really mind the toned blondes/browns (actually keeps my hair healthier not dying the whole thing!) and it ended up playing different roles in my transformation. Gosh, did I really need a new color and short cut, as suggested by a friend the week before? Earlier that day when the photographer’s staccato flashes blinded me, I felt Jami Lynn slipping away. I felt like my entire soul was being sucked up by the lens, the ooohs and the ahhs. Suddenly, I became the commercialized Cover Girl others saw when they squinted their eyes at me. But the thing about Cover Girls is that no one ever bothers to reads the inside. Inside I was cringing. I was laughing. Who was I kidding? It challenged me to be real, stay true to who Jami Lynn really was...is.

I wondered how many people also experimented with self-improvement against their better judgment. Who else out there is trying to transform themselves because outside influencers in their lives seem to think that they need to?

For instance, did anyone ask America’s favorite spud stud if he was up for a mashing makeover? In 2005, the much-loved, Idaho icon got buff, sporting a slick pair of sneaks, baseball cap, portable mp3 player, and water bottle. Now, THAT really IS cool, and his stylists even toned him up with noticeably new muscles! But, maybe he was perfectly happy being a couch potato. Heck, we’ve accepted him that way since 1952!!! I hope his change worked from the inside out. Otherwise, his new campaign just might not stick!

I think we should be open to change (all Mr. Potato Heads included), as it can be fun and inspiring, revitalizing and even "time" to do so. But I still wonder if our influencers ever stopped to think that maybe Jane, Rodger or Laurie may not really want to change their appearances? Laurie may not be ready to work on her body more than her normal aerobics class 2x per week. Rodger may not be ready to bulk up his muscles and Jane may not want D-cups! Maybe they are all transforming in ways that people cannot see with the naked eye. Maybe they are working on their insides—their compassion, their acceptance and their willingness to look at life’s obstacles in new ways. Maybe they have all turned the corner and made transformations of the heart. Don’t you think that eventually, if we all end up working on our entire ‘self’, I mean keeping it in balance, is what it’s all about anyway? My personal goal is to try a little of everything, and find what part of the change I can live with. Maybe other’s should also.

Point being, change may be needed in attitude, and maybe change is also needed in nail polish colors. But before we brush on red, we should all flush out blues. We should take an attitudinal inventory of ourselves and determine if, and what, change is needed! I say work on improving areas about your self that may make you sad or disappointed. Work on the inside and the outside simultaneously for the most extreme makeover of all. Change may be adding a new component of cardio along with experimenting with bangs. Change should only occur as you “feel” it necessary – and not when others are pressuring you to do so. Perhaps heed the advice of influencers and synthesize these suggestions with your own personal ideas of what might work for you. Make your changes gradual so that they stay real...stay you. In other words, don’t ever toss out your favorite jeans; maybe just add a new belt to the look.

As for my photo session experiment, I was enlightened too. I plan to incorporate some of the hair styling techniques she used, I loved the up-do and vowed to have it done for my next fancy event! And the boots were really me too. The total “After”? Well, I realized that I’m a whole lot happier than I thought I was. I’m going to stop those once-in-a-while hard-on-myself moments and I’m simply not going to let others talk me into something that rubs me the wrong way.

New Year, new you? Perhaps, but only at your pace and on your terms! Maybe it’s no coincidence that beauticians and stylists

everywhere know so much about our personal lives. As our coifs get curled our hearts become untangled while we bare our secrets and insecurities to those with compassionate scissors. A good friend of mine and metaphorical maven once said, "A salon chair is merely a sofa and the empathetic stylist is a pauper's shrink." Either way you'll spend \$150 on your head and you'll feel better when you leave.

What are we all chasing after? Heck, this is way too philosophical for this Publisher's Page. If I had to guess, I'd say the answer is happiness and you can't always get that from Dr. 90210, especially when his bill arrives. Remember, when the suggestion of change just doesn't feel right, just dig deep into your own best judgement and remind yourself why you look and behave the way you already do. Now that I'm 40 I guess I'm not as open to radical change as I had been in the past. I think it's totally cool to be comfortable in your own skin, it takes forever it seems to get there! I think for many reasons I actually like the spot I've landed in. And I'm protective of that spot – that centered feeling that I have earned.

I hereby vow to make 2007 embody the idea of exploring and experimenting with fashionable, contemporary shades but to always let my true colors come through.



letterstothepublisher

Jami,

I loved this issue of PhillyFit...you could "feel" the energy and wonderful spirit...a feel good magazine about living life and what really matters! Dr. Rob Danoff
Medical advisor for CN8

Carmen,

I just finished your article on Howard Eskin. In your second paragraph, the word should be "jibe" (just a pet peeve). Also, "controversial" was misspelled on page 35, but spelled correctly on page 36. I figured that you should know that your editing team let you down. Otherwise, I enjoyed your read. An interesting subject to choose and one whom, especially considering his popularity, is seldom written about locally. Please accept my criticism in a good way!!
Chuck Smith

Dear Jami,

One of the best things about your mag is that the articles are fresh and new each month! I am a cover to cover reader!
Anil

Hello Jami,

First of all, thanks so much for what you're doing with your magazine. It's fantastic that someone has taken it upon herself to promote the fitness lifestyle in our city. I've been a faithful reader from the start and have thoroughly enjoyed each and every issue. I myself have been dedicated to working out and living the fit life since my freshmen year of college in 2000. During the last six years I've been able to build a body that has allowed me to do some amazing things. I've done fitness and fashion modeling in New York and Philly for the last four years (part

time – my "real job" is as a financial analyst), and most recently have had the opportunity to be in two movies shot here in the city. I played a football player in 'Invincible' and an FBI swat agent in the upcoming 'Shooter.' Keep up the great work!
Nick Gray

Hi PhillyFIT,

We had a great time at the PhillyFIT BASH! They are getting bigger and bigger! We also had another large turnout of members and one was even exhibiting. You are truly an example of what extra energy derived from physical fitness can do to motivate an individual to accomplish their goals. We look forward to working with you at the next one!
Art Wurster, Co-Founder, Suburban Singles Network

Dear Jami,

Thank you so much for PhillyFIT... I have been doing my part to spread the word about Phillyfit to friends and family... I think it's a great and much needed outlet for this area.
James Decker
Outwork Fitness, LLC

To whom is may concern;

I would love if my fitness center could start receiving PhillyFit magazines. Many of my members have commented on seeing your magazine at other clubs and their desire to have it at our center!
Amanda Yost
Health Alliance Wellness Center
Upper Gwynedd

Jami:

Just wanted to drop you a line to thank you for such a great magazine. You provide such an invaluable service to the people of Philadelphia and the surrounding area. Every issue is packed with great local information,

resources and stories that I can't wait to read it. Also wanted to applaud your decision to offer a home-delivery service as I sometimes have difficulty getting a copy because they are snatched up as soon as they are dropped off, I workout at LA Fitness in Warrington. What a great idea and convenience!
Again, thanks for all that you do to help me and the rest of the community live healthier lives.
Dave Mitchell

Dear Jami,

I recently purchased Knockout Boxing & Fitness (Berwyn, PA) in May 2006. It started out as a Boxing gym exclusively for women. We've recently expanded to provide Boxing classes for men too. I began reading PhillyFIT at that time due to my cousin's recommendation. I advertised over the summer and attended the PhillyFIT Bash at Villanova. What a great experience that was! It was wonderful to meet and discuss fitness with all the various attendees. Such a great idea to bring together various aspects of fitness and health to showcase all our capabilities and strengths in one place.

In the last issue there was a letter to you from "Another Addicted Reader," Ashley, a Del Val College Student, she mentioned that there were no Boxing classes advertised in the magazine. She must have missed the issue I advertised, so, I'll try advertising more frequently, it would be a shame to miss out on the opportunity to reach potential clients.

I also want to thank you for the newest opportunity you presented to your readers and advertisers. I'm looking forward to participating in the discounts offered to PhillyFIT subscribers.
With gloves on,
Stacey Leider
Knockout Boxing & Fitness

PHILLYFIT family

Published by: Jalynn Concepts

Publisher: Jami Lynn Appenzeller

Assistant to Publisher: Faith LaRosse

Art Director: Joe Morena

Art Design: Buxmont Media

Cover Photography: Photo of Biker by Todd Weiley. Photos of Seniors Games, Sean Landetta, Kate Mulhall, Kim Pinkett provided.

Copy Editor: Heather Hoehn

Distribution Manager: Jim Appenzeller

Distribution Assistant: Derek Appenzeller-Exner, Charles Peebles, Michael Lougin

Editorial Research: Beverly Appenzeller

Calendar Of Events: John Beeler

Ad Sales:

Jami Appenzeller
jami@phillyfitmagazine.com
Rita Henry
ritahenry@phillyfitmagazine.com

Editorial Photographer:

Bill Mason

Publisher page photo shoot

Hair: Jessie Ann, Elite Concepts
215.364.7112. Make-Up: Tara Keating
570.430.4435. Photography: Joe Chielli
215.627.2420.

Services & Accounting: Accounting Plus Services (Yardley)

All inquires are welcome...

Call us NOW! 215-396-0268

Toll Free: 866-PhilFIT (866-744-5348)

Fax: 215-396-0288

www.phillyfitmagazine.com

Jami@phillyfitmagazine.com

Advertising Deadlines:

Reservations for the

March/April 2007 issue:

February 5, 2007

Ad Copy Due By: February 15, 2007

PhillyFIT Magazine is a news magazine with emphasis on health, fitness and leisure. PhillyFIT Magazine is printed bi-monthly, distributing 60,000 magazines to more than 2,000 locations in the Philadelphia, Bucks, Chester, Delaware and Montgomery Counties. Address all submissions of advertising, calendar entries, photos, inquiries and letters to the above address. PhillyFIT Magazine does not assume responsibility for unsolicited materials. PhillyFIT Magazine will assume that all unsolicited materials are being submitted for possible publication and should the material be published, no fee is due to the submitting party. It is our understanding that the submitting party holds models' releases on photographs submitted. Physicians' Pages are paid advertisements. PhillyFIT Magazine does not knowingly accept false or misleading advertising or editorial content, nor does the Publisher assume responsibility should such advertising or editorial appear. PhillyFIT Magazine reserves the right to edit letters to the editor and other submissions for clarity and space availability, and to determine suitability of all materials submitted for publication. Before implementing any exercise or diet modification mentioned in PhillyFIT Magazine, readers are advised to consult with their physicians. No reproductions of printed material are permitted without the consent of the Publisher. All rights reserved.