



# Vegan

is not a dirty word.

*Your journey to total wellness is waiting—Take baby steps!*

To some people the word vegetable, (let alone the word vegan), is rarely uttered these days. So a vegan lifestyle is not one that's so readily embraced. The idea of routinely consuming vegetables may be a reminder of your fourth-grade school lunch experience – you know – where the hairnet wearing “lunch lady” would stand behind the line up of daily food choices, glancing at your tray and then up at you, disapprovingly so. Using looks that could guilt a mob boss into a confession, her daunting glances were signals for you to select a good-for-you vegetable as you reached for the chocolate pudding or sugar cookies. As an adult you may still pass on those peas, so as to outsmart the lunch lady in your mind. Sound familiar?

The word vegan also gets a bad rap because of the stereotypes it tends to conjure up in the minds of the masses. But, today's vegans aren't Birkenstock-wearing, tree-hugging, Buddhist-hippies designing macramé wall hangings, or at least, not all of them. In fact, they're all around us, and if you add in the raw food enthusiasts, well – it seems like *everyone* is trying to eat healthier these days, to some degree. So, I've decided to give my own family a “refrigerator makeover.”

Wow, what a revelation that was! The word vegan will probably continue to get the cold shoulder by America's Twinkie contingency. To me, it's healthy music to my ears (and colon). For the Appenzeller-Yanceys, it was all about **just getting started**. I had to stop playing that game show in my mind, “*Will They Eat It?*” and just let them all make decisions organically. Could I sell Seitan? (And I don't mean the little red guy down below!) Could I tout tofu? Would Tempeh tempt? Some of you might not even know what I am talking about, already. Don't feel bad, I didn't know ANY of these words until 2007, and am only just considering letting any of these

items cross my lips in food form; it was hard enough learning to even say the words let alone eat these unfamiliar items. I was skeptical, yet confident that I could *rock the soy* if armed with some good, *fooled-them-all* recipes. Hubby Llyod had a semi-open mind, but the rest of the minds in his clan were closed for business. I knew this was going to be a long, tough “change,” and I'm still hoping that my refrigerator and my kids don't have a melt down. Heck, who am I kidding? I hope I can handle my new mission! Raw? Vegan? Semi-vegetarian? Organic? Low-sodium? Low Carb? Ugh, it's already starting to overwhelm me, and I have only just begun.

Personally, I think we've all been well-informed regarding the “basics” of what all these terms mean. I'd like to think that after reading *PhillyFIT* for five years now, we've all moved past the meat-'n-potatoes lifestyle and at the very least, are eating primarily organic meats and veggies. I learned a mantra on the Montel Williams show, “Everything of the earth and with color.” (Meaning, the brown grains vs. white – anything

that grows and isn't man-made – and has color, is good for you.) The raw part however, well, I have to admit, at first, I thought that referred to raw fish (Sushi and Sashimi) and meats (Carpaccio and Tar-Far)! *A blonde moment, I know.* My assumption only revealed and highlighted my own lack of understanding, and yes, I have been reading *PhillyFIT* too these past several years. I really ought to know better by now. But I don't, or at least, I didn't. I soon learned that fruits and veggies were the building blocks of the raw-foods movement. Raw is really about not cooking out all the “good stuff” that naturally grows in the foods. Not boiling out all of the water and oxygen from the vegetables. But I still had a lot to learn and I knew it. I think all of us have some familiarity of the inherent health benefits of eating raw, such as the unbelievable antioxidants and magical allergy relief properties, but I knew that there were so many other reasons to go raw and I desperately wanted to learn more. Suddenly, I was obsessed with jumping on the healthy-eating bandwagon, but, no joke, it was...and IS, REALLY HARD! I am not good at it, at all. But I'm sort of digging the whole concept that I am finally INTERESTED in it, at least. After all, that's a start, right? To me it's all about taking baby steps. I was hungry all of the time, and I mean *all* of the time. Whenever I ate “healthy,” I also craved certain loyal, go-to, gratifying junk foods in my sleep. I daydreamed about specific foods even *while I was eating other foods*. And although the idea of eating “anything with a face” TOTALLY GROSSES ME OUT. I just gag over the idea of eating an animal, I can't even think about the origins of my meal when I'm preparing one in the kitchen. I kind of “don't look at it,” and somehow I get past the reality of my actions. Truth be told, I am constantly in a battle between social morality and *damn-it-I-want-that-now*. I'll tell ya, when that grill gets goin' and the smells waft by my unsuspecting nose, all I can think about is that juicy burger seducing me to the dark side. I cave. And I take the walk of shame back to my lawn chair. As for my family, well they're a hardcore carnivore clan – *If it's meat, it's a treat. If it's raw, expect a brawl.* If it's organic, start to panic! And let's not forget that *raw* is *war* spelled backwards. When I first started cooking more healthfully, weeding out meats and dairy from my family's diet – well, it was a bit of a war in the kitchen and feeding a hungry, angry army ain't no picnic.


Sometimes I “fool” the family. See, I can write about this and get away with it as my oldest son Derek is too busy with his V-Dub (Volkswagen) buddies this summer to slow down enough to read this issue, and my middle child Darion, flips through the pages of *PhillyFIT*, but doesn't really sit and “read” it cover-to-cover yet. (I think he's looking for photos of cute girls in half-tops, but pretends to be “seeing how well I have done with regard to selling ads” or something related to the business side of things. (Yes, I find that to be charming, his way of showing interest in my job.) The kids just *assumed* that those were pieces of meat marinated in barbeque sauce (not), but Lloyd, well, I can't fool the big guy. I think I have spoiled him this past year or two. He has been my guinea pig taste tester since I started this venture, so he is wise to my tricks at this point. Often, I alter recipes so that there is less pasta in our Pasta Primavera and lots more interesting veggies. Other times I bait them with “just wait ‘til you see what's for dessert!” (This strategy takes the focus off cauliflower mash and

on to brownie sundaes.) I typically confess my white lies a few days after the meal and much to my surprise; no one is ever terribly upset. Disbelief? Yes. Do they feel betrayed? No. Somehow, I think my entire family is on to me more than I realize. I no longer peel off the ketchup label of the “organic” brand; the kids don't even seem to notice the huge words across the milk carton anymore either. But, trust me, that wasn't the case “in the beginning.”

Lloyd and I experienced our first “organic” session way back in 2007, when Susie Beiler of Spectrum Health Consulting, invited us to participate in a “*PhillyFIT Challenge*.” She basically challenged a few of us *PhillyFITTERS* to take her “whole foods” challenge. This consisted of a couple hours of Q and A as she informed the group about nutritional truths and myths. Her goal was to recondition us to begin purchasing farm-fresh *this*, free-range *that* and unprocessed whole foods. Susie made a dent and got us thinking. I even tried avocado for the first time after watching Susie eat it like it was a frosted Pop-Tart. She made it look so damned good, that after she walked away, I just had to walk over and grab the left over piece and try it! OMG, one of my favorite foods now! We listened to her workshops, we nodded (we drank the organic Kool-Aid, so to speak) and we discussed her ideas and concepts for days to come. It helped that we truly enjoyed Susie's informative sessions; her passion was contagious, but was that enough to make us “cross over?” She'll tell you, *it's not preaching, it's teaching* – one person at a time, with an aim to make a difference in this confusing age of food wars.

Fast forward a year—our next experience was at the first *PhillyFIT* Winter Wellness Retreat, a full week of “nothing but pure health and fitness, all day, every day!” And (wait for it) it was one hundred percent organic. Even our toilet tissue in the home was organic! The coffee...the creamer...the sugar...the breads...the meats...veggies...you name it; we didn't eat it unless it was officially stamped *Certified Organic*. I was prayin' that some organic TastyKakes would drop from the sky on day two. After just three days, we found ourselves begging our group Reflexologist to “work” on our feet – *more specifically, the part of our feet that manipulates the ...er...um...well, bowel section of our poor little innards*. Yes, we were all so constipated from such a dramatic change in our diets. You could say we were all full of cr\*#! Things were getting metabolically funky; but, in all honesty, it was worth it. It was shocking to see, firsthand, just how amazing it felt by week's end. The energy, the clear thinking – the restful sleeping – the beginning of what I'll call our *Journey to Total Wellness*. And I mean it; we are going to truly embrace this lifestyle with vigor sooner or later!

I think it's accurate to say that I started out gung-ho. I was full of piss and organic vinegar. However, sadly, human nature took over and I slowly slipped back to my *Nutter Butter*; and yes, Whiskey Sour stand-bys. I simply couldn't find the time to shop at *Trader Joe's* and *Whole Foods*. (*Didn't know about [www.doortodoororganics.com](http://www.doortodoororganics.com) back then – check that site out!*) My will faded and my plan to go green went black. Those stores weren't geographically friendly and that proximity issue actually sabotaged my plans. I really need Trader Joe to open a store next door to me, (*Hey, I'll even donate some land in my back yard!*)



THE COUNTRY'S LARGEST GROUP OF  
INDEPENDENT PERSONAL  
**TRAINERS MAKE MORE MONEY**  
AT 12TH STREET GYM  
THAN ANYWHERE ELSE  
**YOU CAN TOO!**

FOR ONE LOW MONTHLY FEE, YOU CAN ENJOY:

- ACCESS TO MORE THAN 4,000 MEMBERS
- AMAZING 8 LEVEL FACILITY
- CONVENIENT CENTER CITY LOCATION
- YEAR-ROUND, HIGH-QUALITY MARKETING SUPPORT

**KEVIN KREIDER**  
REGISTERED PERSONAL TRAINER AT 12TH STREET GYM

**12<sup>th</sup> STREET GYM**  
204 South 12th Street  
Philadelphia, PA 19107  
215.985.4092  
www.12streetgym.com  
*We deliver for our members.*

For more information about this highly lucrative business opportunity,  
please contact Frank Baer, General Manager, at  
215.985.4092x15 or fbaer@12streetgym.com

# Physicians Weight Control


**PA Offices**  
Media  
Bristol  
King of Prussia  
Royersford  
Allentown  
Lansdale

**Dr. William J. Strowhouer**  
Medical Director

Safe, Effective, FDA-Approved Medications

**1-800-PWC-3161**

[www.physiciansweightcontrol.com](http://www.physiciansweightcontrol.com)



From time to time I'd have a good week, and really enjoyed those new meat-substitute items with my family. But soon, we'd slip back into our quick and easy old routine of stopping by our convenient, local, fast food joint. I let myself down and I let my family down. Those *Golden Arches* were majestic, beckoning structures against the blue sky and they summoned me. They said: "*Jami...over 250,000,000 sold, what's one more? 250,000,000 people can't be wrong! Why do you think they're called Happy Meals!?*"

*PhillyFIT's* second Retreat hit and we were willing to "be good" a little longer, a couple weeks longer. We had more discipline and support than the debut retreat. We were no longer sheepish rookies. We pushed ourselves, we knew what to expect and we embraced the mantra of "less complaining, more results!"

By the third retreat, our journey to total wellness lasted several weeks and then months, and so on. Enter Joel Odhner, "Transformation King" and CEO of RawLifeLine.com. (Joel has been featured on Dr. Mehmet Oz's XM Radio show, which is under the Oprah & Friends Network.) I met Joel at a local high school's health and fitness event. He was presenting in the middle of the gymnasium floor. Well, it was a tough crowd as Joel was demonstrating, I'm so glad I heard his important info! Not many bodies remained at the event by the time he presented, but guess what, it's about quality, not quantity. Little did he know, "I" was his audience that fateful day! I might not be one hundred people, but I have to admit, I have become one heck of a client for him, spreading his word to anyone who asked what I am up to.

Joel did not suspect that he had one great big prospective client off to the side, trying hard to hear what he was cooking up! All I could make out over the faulty loud speaker was: "Cut up the avocado, wah, wah, throw in a few cherry tomatoes, wah, wah, add orange and grapefruit slices - all fresh of course, then mix in your fresh basil, salt and pepper." WTF? (*With The Fruit?*) Was I hearing this dude correctly? This demo on raw foods was eye-opening. (*You can learn more about Joel Odhner at [www.joelsfood.com](http://www.joelsfood.com) by the way!*) I just couldn't imagine that fruit and veggie combo. Susie was also at the event, manning a booth promoting her services, so I ran over to her and she too had a dumbfounded look on her face. We both admitted to never have concocted those ingredients on our own. Yeah, I had to taste the dish, and much to my amazement it was delish; and yes, I still make it today - I've even added crushed red pepper to the fruit mix for more of a bite! Lloyd even asks me to make it when I pack his lunches. (Go ahead, say, "Awwwww," I admit to still be crushin' on my husband and do all I can to remind him of me when we're not together.)

I ended up chatting with Joel that pivotal day and quickly realized that we could easily become good friends. We had/have similar interests, and travel in the same professional circles (know many of the same people). We discussed him coming to my home to actually SHOW ME how to make some vegan foods, raw foods - heck, anything new, healthful and tasty! I just needed some help getting started (baby steps). I had always dreamed of

having my own personal chef, (but could really only afford *Chef Boyardee*). However, I was optimistic that I could be coached by Joel. He was open and flexible, and even seemed to have the patience for a client like me (phones always ringing, just when he is at the height of explaining the main ingredients of a recipe).

During my personal one-on-one session, he prepared a week's worth of delicious and inventive recipes with me. The total cost for the groceries he bought on his way over was about \$125. And, he prepared several incredible meals from that sum. The value was mind-blowing. I thought that "shopping the perimeter of the market" was costly (that's typically where the fresh produce, milk and other specialty items are). Boy was I wrong, wrong, wrong!

Joel is a really interesting guy—not what you'd expect. He's...well, normal, just like you, and me. He's totally laid back and even admits to NOT being what people expect. He's what I call "a perfect eater" (won't touch junk food or sweets, no meat, etc.) He does admit to occasionally having a taste or bite here and there if he's insanely hungry and there are no other convenient options. He is an advocate of *everything in moderation* and balance; he's all about trying your best and NOT beating yourself up. He reminded me that he didn't become this "perfect eater" overnight, and still isn't. That was refreshing. I started to realize that maybe I really could fit in with the extra health-conscious group of people. Maybe they really were, or are, like me.

*"It's hard to let go of old habits,"* says Joel, *"It's impossible to ditch them all at once. Instead, try replacing items for other items slowly. Take away something (soda, chips, heavy meat items), but replace them with new and interesting experience like Cliff Bars, Gourmet Tofu, Marinated Satan. This method gives your body and your taste buds some time to make the shift, and you're less likely to revert back to old behaviors."* During one of our three cooking sessions we've now had, Joel mentioned that he'd prefer I drink regular Coke, if I NEEDED TO have a soda, as opposed to Diet Coke. The idea of anything "manufactured" with *sugar-substitute* chemicals sends him over the top. He doesn't feel that there's anything splendid about *Splenda*, in other words, and all things are not *Equal*. He draws the line when it comes to eating anything that isn't "real." He also doesn't eat berries that aren't certified organic, the pesticides used to keep them are basically like eating pesticide out of the jar! YUCK!

My debut, personal cooking lesson was four long hours. It was challenging to take in all the info, so note taking was critical. I still fantasize about having a chef do my cooking once a week, allowing me to escape the house for a few hours, and then returning to a magical refrigerator full of perfectly cooked, healthy whole foods. (*Why is it that food cooked by someone else is always so much fun to eat?*) In my fantasy, that chef also brings along his dishwasher partner. Ah, yes, that would be most excellent. And his massage therapist buddy tags along as well. (Okay, my mind is starting to slip into a different direction here, back to the original point.)

I have this neighborhood friend, Deana. I was telling her about my experience with a “raw foods” chef and she said, “Ewww, what?” I proceeded to tell her I was “open” to the idea and, I loved the cancer-fighting aspect of raw foods, etc. Deana was impressed that I was even considering it, but I could tell that she had no clue what I was talking about. “Another Jami-moment” was the look on her face, as she kindly let me go on and on about something that likely was never going to be of interest to her. I think I have done this to her a few times over the past several years – talking about workouts or whatever. But later, she confessed, that she’d thought that raw foods meant raw fish and meats too, just like I had originally surmised!) I invited her over after my session with Joel “for a sampling.” Deana walked in my front door, and said with conviction, “You know I am really NOT interested in this stuff!” So I smiled, and pulled a spoon out of the drawer. “Well, get started sistah!” We were both in a hurry, but I just HAD to make her try the food. I was so excited! Here is XYZ, and ABC, and 123...and this one...is made out of ...and that one is a substitute for....and....guess what you just ate, you little jaded skeptic...” It was such fun! Her husband sent her kids over to “rescue her” from my kitchen after only ten minutes. I am sure she planned that ahead of time (*blind-date style*, you know what I mean, the “*Oh my Gosh, you need to leave now, your great grandmother’s cat just died!*”) BUT GUESS WHAT? Deana’s pre-arranged “rescue” wasn’t necessary after all. She even took some samples home for her family to try! By the end of the taste testing, Deana was blown away, and I mean totally in shock. She pulled into my driveway the next day, as I was leaving, to stop me and remind me that she had a real “awakening” with that experience, and thanked me for sharing it with her. As weeks passed, I randomly bumped into her again and the first words out of her mouth? “Guess what I have been eating all week? Raw sweet potato pasta salad!” We both laughed. Deana is doing better than I am. She’s a whole-foods goddess. Admittedly, those good ole’ mashed (white) potatoes graced my table (again) recently. Ugh!

But I swear, I am really trying. I’m just not ready to go full throttle, nor is Lloyd. We do it for a few days (eat vegan or raw) but then find ourselves still craving certain stand-by, satisfying meals – so, we are doing a little of both right now. Grilling some organic free-range chicken, then adding a raw side dish of veggies or something more inventive for desert around fruits. It really is still somewhat of a WAR to eat RAW in my household, but we’re taking baby steps, adding greens, (ammunition) swapping out meats, and little by little, we’re getting there and the benefits are worth it. Summer is the best time to try consuming more fruits and veggies simply because they’re in season. They’re juicy, farm-fresh and well, they’re really good.

Write me about your raw, vegan or organic experiences. Was it hard for you? What are your tips and tricks for sticking with it? I’d love to hear from you!

For me, there are two resources that I frequent to get pumped and informed...[www.hungrygirl.com](http://www.hungrygirl.com). It’s my latest obsession, it’s not vegan per se, but it helps me with my out-of-control, intense cravings and offers terrific and practical shopping lists and recipes for women trying to eat healthy but still need to be satisfied! (It’s a must visit.) Also, I typically pick up *Skinny Bitch in the Kitch* by Rory Freedman and Kim Barnouin to get inspired by unusual (but tasty) vegan recipes. There are a ton of easy recipes in this book, so get your (soon-to-be) skinny butt to the bookstore (or library!) and start cooking. The book also offers great “substitute” ideas for items like sugar, maple syrup, flour, etc. Check them both out. You’ll be amazed at the depth of information they both provide!

JAMI\*

side bar

## 12 Benefits of The Raw Vegan Diet By Joel Odhner (read more at [www.joelsfood.com](http://www.joelsfood.com))

- 1 - Fruits, vegetables, nuts and seeds in their natural unheated state prevent cancer, diabetes and heart disease.
- 2 - Many people report dramatic weight loss and healing from disease by consuming only raw vegan foods and vegetable juices.
- 3 - According to the FDA most processed and heated foods contain chemical compounds that are classified as toxins.
- 4 - Eating fresh locally grown raw organic produce is good not only for your health but also for the health of the earth’s soil, water, and air.
- 5 - Unheated fruits and vegetables are nutrient-dense, combining the most nutrients with the least calories.
- 6 - Scientific testing has proven that eating a third less than normal extends life spans by up to a third longer – eating raw vegan means you can eat less and still be totally nourished, thus lengthening your potential life span considerably.
- 7 - Many people report increased energy, vitality, mental clarity, skin elasticity, muscle tone, endurance, flexibility, rejuvenation, happiness, patience, potency, fertility, and general well-being when eating a raw vegan diet.
- 8 - Taste buds become more sensitive so food tastes better and is more enjoyable.
- 9 - No more greasy pots and pans to wash.
- 10 – No more scrubbing and scraping that stove.
- 11 - Raw food takes less time to prepare.
- 12 - No feeling heavy and sluggish after meals.

**Published by:** Jalyynn Concepts

**Publisher:** Jami Appenzeller-Yancey

**Summer Interns:** Amanda Cieri,  
Towson University and Jaclyn Vickery,  
Bucks County Community College

**Art Design:** Buxmont Media

**Copy Editors:** Heather Hoehn,  
Bev Appenzeller

**Distribution Manager:**  
Jim Appenzeller

**Cover Photography:** Photos of 5K runner Kristen, and Ceasar the dog, provided by the Broad Street Re-Run race. Photo of Robyn Yantes and Bill Smith provided by Bill Mason.

**Publishers Page:** Hair by Amy Chandler, Fresh Hair Studio in Southampton, PA. Make-up by Alexandria and Photography by Joe Chielli, Church Street Studios in Philadelphia, PA

**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

*All inquires are welcome...*  
Call us NOW! 215-396-0268  
Fax: 215-396-0288  
www.phillyfitmagazine.com  
jami@phillyfitmagazine.com

**Advertising Deadlines:**  
Reservations for the  
Sept/Oct 2009 issue:  
August 5, 2009  
Ad Copy Due By: August 10, 2009  
Payment Due By: August 5, 2009

PhillyFIT Magazine is a news magazine with emphasis on health, fitness and leisure. PhillyFIT Magazine is printed bi-monthly, distributing 50,000 magazines to more than 2,000 locations in the Philadelphia, Bucks, 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.

**Hi Jami,**  
I just finished reading your editorial and browsing your website – your editorial was a breath of fresh air during these stressful times, you managed to put a smile on my face and I hope you do the same for the rest of your readers. Congrats on your 9th PhillyFit BASH and your many achievements over the years. I have seen your publication all around town!  
Lisa A. Marsland  
Programs Manager  
Philadelphia Sports Clubs

**Hi Jami...**  
Thanks so much for listening to my idea today, about featuring a FIT FedEX driver over 50!  
I can't believe you have a new born! You're certainly the true American Woman of this Decade....You look wonderful/are an inspiration.  
Jane Ann Cantwell

**Hi Jami!** I am Dr. Epstein's partner up at Tri County Pain Management Center in Warminster. We had met a few years ago. The magazine has really come along. We love the ad we have with you! (This ad has run non-stop for going on five years now!)  
Brian M. Bayzick, D.C., NASM-CES  
PGA Certified  
Professional Sports Care Certified  
and Tri County Pain Management Center  
Warminster, PA 18974

**PhillyFIT,**  
Thank you, thank you, and thank you. The article you wrote about me is beyond great. It already has begun to do what I wanted it to do. At Greg Long's gym tonight, everyone was talking about PhillyFIT and the article. Fathers who brought their sons were telling them, "Look at Burt, he's 73 and he's not giving up." Friends of mine who I've been trying to get to the gym are calling me saying that they are now going to join. You've done a real good thing, Jami. It looks like we'll be helping a lot of people and of course, Greg, who really deserves it. Thanks again.  
Respectfully, Burton Sklaroff, Champion Business Brokers, Inc.

**Hey PhillyFIT,**  
Just wanted to let you know, I guess the new magazine that my ad is in came out this week. I got a new patient from it yesterday! Hope to get more!!  
Thanks!  
Dr. Mike Burak

**Jami,**  
Loved your Publisher's page in the May/June issue! Way to keep the positive thoughts flowing. And yes, I'm clapping my hands. For every negative there is a positive. I choose to be positive. And with a positive attitude, happiness usually follows. I heard the bash was a hit

today. My son had a good time. Sorry I had to miss it. I subscribed to your mailing list so I will be forewarned for the next bash. Great job as always, Jami! I'm still clapping!  
Take care  
Jen Haunold

**Hi Jami,**  
I was just getting my oil changed at an STS around Feasterville, PA, and saw PhillyFIT Magazine. I started reading and found some great info – thanks for providing the print.  
I wish you continued success with the magazine and all your endeavors.  
Richard Toft  
IT Manager  
Associated Imaging Solutions

**Jami,**  
I was able to check out PhillyFIT magazine on-line and I was SO impressed with you and what you've done running your own successful business. You've done things that the rest of us dream of doing so I just wanted to congratulate you and all the hard work it took for you to get there.  
Meegan E. Cameron

**PhillyFIT,**  
Your PhillyFIT Bash is a fantastic venue for us to showcase our business. We get to offer our locally-made, compliment-worthy jewelry to a high-energy, fit-focused and positive clientele. There is no other show on our calendar like this one and we are thankful that it happens twice a year!  
Tari Zarka  
Aspiring Artists of the Earth

**Jami**  
Thank you again for helping us to attend the PhillyFIT Bash. Not only were we successful in getting the word out about Temple Football, but we were also able to get some sales as well as make many great contacts. I hope we are able to participate in all of your functions in the future. It was well-run, exciting, entertaining, educational, and most of all... FUN! It was great meeting your husband as well.  
Vicki Miles  
Temple University Athletics

**Hi Jami,**  
You must be exhausted after the Bash and all the work involved in pulling an event like that together.  
The Dr. Drill Instructor Program was glad to be a part of it. We always enjoy bringing our very diverse group to events and I was particularly happy to be doing the Billy Blanks workout. I know our people enjoy a challenge. Where else could one do a workout, buy jewelry and make new friends?  
Thanks,  
Val

**Hi Jami,**  
Vendors are saying they are happy with the Bash; we had a great time also! We met lots of sharp women, ideal for our Mary Kay Business!  
Robyn M. Smith

**Jami,**  
We had a great time at the Bash on Sunday. You're doing good work bringing attention to health and fitness as well as making it accessible to everyone. Keep up the good work!  
Best,  
Mitch Goldfarb  
T'ai Chi Arts

**PhillyFIT,**  
Jill & I wanted to send you a quick note thanking you for having us at the PhillyFIT Bash. We were able to get the XS and Perfect Water in front of a lot of people who never heard of it and are following up with most of the 20+ people interested. It was also great to run into Sue MacInherry, small world. We definitely would love to be a part of future PhillyFIT events in any capacity. You run a 1st class operation with 1st class people, keep up the great work!  
Herb Peluzzo, Owner  
Peluzzo International

**Hi Jami,**  
As usual, I had lots of fun at the Bash. I loved the location and layout, it's always perfect!  
Lisa Appel

**Jami,**  
We'd love to participate as a vendor again at any of your bash events, it was the best experience that either of us have had! Well worth the investment of time, money, energy and ingredients! And, John is deeeelighted to get me hooked on fresh veggies & fruit, all due to YOUR event!!

Thanks, thanks & more thanks – Deev

**Jami,**  
Thanks for having your Bash at our club. You used this space so well. It looked great and we got a ton of great feedback from our members and our guests! Whenever you're in need of a venue – we'd welcome another Fit BASH immediately! Everyone in attendance was great! The vendors were all positive and awesome and so were the guests! Tell Heather and your husband we really appreciate all the effort they put in with moving the equipment and maintaining what was going on here. The place was so easy to clean up after you guys left. Just really small stuff, but well worth the few minutes it took! Any time you're ready for a repeat let me know!  
Patti Marcus, Fairmount Athletic Club



**A Perfect Saturday Night out!**  
**September 12th from 5-9pm**  
Join in the fun at the  
**PhillyFIT Workout-a-thon**  
*details on page 5*