

CRUNCH-TIME / QUALITY-TIME

Does this scenario sound familiar? Three weeks have just gone by, and I haven't managed to complete one workout. I've also occasionally resorted to fast foods, though I confine these transgressions to the new fruit salads and the grilled chicken options, and with only one or two of my son's fries, (no really!). My phones ring constantly, especially at deadline time –great for PhillyFIT, bad for JamiFit! But prior to this stretch, I was faithful and consistent for several months! How'd I slip off the bandwagon again? Darn it, last time this happened, I decided THAT was going to be the last time. But "deadline this, deadline that", ...meetings, meetings, and oh...did I mention meetings? It's endless.

I haven't even touched on all the demands of family...and as 50% of Americans know, single parenthood often makes it even more challenging. Many of you know the deal and have been there; the challenge is to find a way to get our fitness regimens back on track! Working out has got to be part of our lives, somehow, some way. I'm determined to find a way this time, even as the din of phones and deadlines clamor, shoving me into that nonexistent 25-hour day...

Knowing I need and crave to spend time with my guys (my sons Derek and Darion) during these wonderful/awful crunch times, I've decided to make our hang-out time some kind of total-body workout –of course, the goal is NOT to make it feel like a workout, after all...this is family fun time for them, and escapism time for me. "But I don't



Jami with oldest son Derek

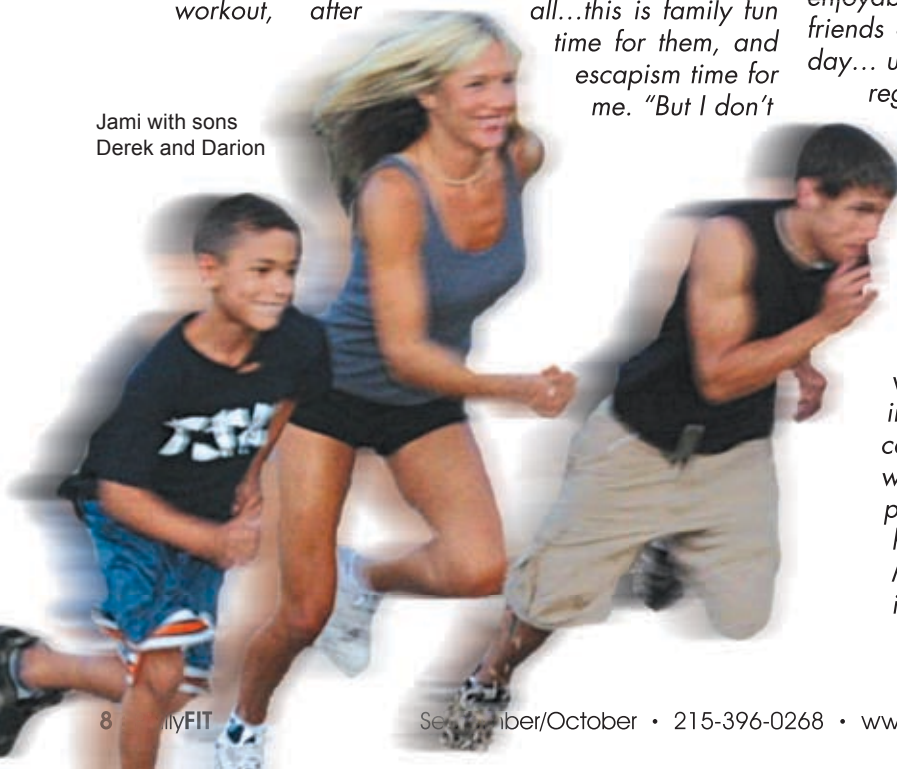
have any time" becomes "I'll make the time" if I add the kids to the equation. So, from now on, one hour of my 'kid' time will be one of the following: hitting the school-yard playground...but this time, I'm not just pushing my little guy as he swings...all three of us will dig in. We've made some real fun out of creating crazy obstacle courses that would leave even the most conditioned a bit winded (or so my ego likes to think). Maybe we'll bang a soccer ball around. Or go for a walk around the neighborhood...oops, did I say walk? I meant a jog. They'll ride their bikes...I'll jog. Yeah, that's the ticket... no slackers here!

There's no reason tough work schedules can't include some enjoyable fitness time with your significant other, kids, friends or pets. "Multi-tasking" isn't a bad word. It's your day... use it! Combine obligations with planned exercise; I regularly make a ton of my follow-up calls from my cell phone while walking on the treadmill. (Note: not a good idea during peak hours at a gym, your comrades won't be thrilled to listen to your conversations). But sometimes even getting to the treadmill is just too time consuming. So, with this new resolve to stay on track, I'll use my cell phone on my walk to the post office, and swing by the bank while I'm at it. I think most PhillyFIT customers will understand when I tell them why I'm panting in their ears. So next time you get a "breathless" call, congratulate your caller on his efforts to get that workout in, and still get the job done. And if he's not panting for that reason, tell him to call back when he's got something to pant about!

Makin' it fun and keepin' it real. That's what I think it's all about.

*JAMI**

Jami with sons Derek and Darion



letterstothe**publisher**

While running a fitness company for the past ten years, I have searched far and wide for a professional, non-biased, fun and engaging publication in which to advertise. I have tried everything from newspapers to television, and a little bit on the radio. Then I found PhillyFIT Magazine. I have had a successful run of ads in PhillyFIT because it is completely professional and a nice magazine for the local public to read and be informed by. On the business side the PhillyFIT staff has been extremely cooperative and patient with ad development and placement and have continued to keep me in the loop of what is going on around my marketing area. I feel like I have joined a team. I look forward to many years of future work with a great publication.”

-Mike Smaltz
Platoon Fitness Training

I just got a copy of your magazine, I did not realize that your magazine was so good. I would not say this if it were not true, this the best fitness magazine I have ever read. I was really pleasantly surprised, and realize now that I am not alone in this world of natural fitness and health.

-Darius Wright
Fountain of Youth

Recently, in a doctor's office, I came across your publication PhillyFit Magazine. Your magazine made my 45-minute wait, to speak with my doctor for 5 minutes, completely worth it. I am very impressed!

-Sarah E. Klem

I just wanted to say that the more I hear of you, the more I am impressed with your wealth of knowledge, enthusiasm and willingness to reach out and help. I enjoyed listening to the show you were on with Cory Bank, on WWDB radio Sat. night.

-Ed Becker
Rose Vally, PA

We here at East Falls fitness enjoy reading your magazine. We find it very informative and have had a great response from our members as well. I would like to meet with you and discuss advertising as well as contributing information to your magazine from our staff if possible. I would like to invite you to our facility and show you what we are all about. I look forward to hearing from you. We would like to be part of this magazine!

Sincerely,
-Nancy Aaron

Our holistic health center just received your mag. It's pretty snazzy! I was wondering if you sleep much?? I'm glad you are doing this! It's a big undertaking, and you're the woman to do it. Some people would be surprised at the number of joggers, etc. out on the streets and around the art museum at 5 AM. This is a city on the move...Stay FIT!

-Ralph Nigro, N.D.
Director, Center for Whole Health in Drexel Hill

My name is Chuck Billitto and I represent the Alcom Printing Group. I wanted to take a minute to congratulate you on receiving the Excellence in the Community award from the March of Dimes. I noticed the article over the weekend when I picked up the July/Aug issue of PhillyFIT magazine. I enjoyed the magazine thoroughly!

-Chuck Billitto
Account Manager
Alcom Printing Group Inc.

I enjoy reading your magazine and find it to be very informative. Being the head of our PE and The Health Department, I feel this is an excellent resource for helping our students, especially the girls, develop their levels of fitness. Keep up the good work.

-Joe Tornetta
Great Valley High School

friendsinthebusiness special thanks to:



Mayor's Council of Health & Fitness

"The Big Talker"

1210AM Radio



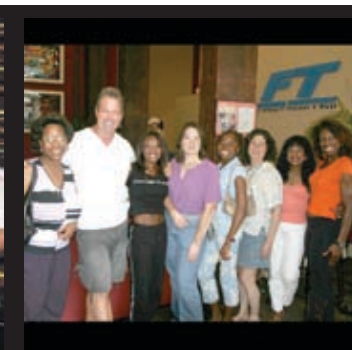
aroundtownwith**PhillyFit**



Jess King with her husband Mike King, PhillyFit's new Art Director, ready for a night in Philly.



Susan Lapp, Owner of Buxmont Media (PhillyFIT friends in the biz) & William Quigley, Owner of The Washington House Restaurant & The Sellersville Theater at the Saturday Night Parrot Beach Concert at The Sellersville Theater on Main St, Sellersville, PA



From Left to right: Val Bradford, Charles Peebles, Debra Dunn (a Figure competitor with 3 kids, two of whom are in their 20s!!!), Jo-Ann, Liz Beth, Ruth Silverman (IRONMAN columnist), Linda, Celeste Chance (Personal Trainer, Nutritional consultant, fitness store owner, IFBB Fitness Pro)



Columnist Jami Tryer (back/right), cruises around town with her colleagues from Munroe Creative Partners, where she is Partner in this well-known, Center City Marketing Communications Firm.