

# PLUG IN & GET CONNECTED!

publishers' page

Maybe "Babs" was right when she sang "*people who need people are the luckiest people in the world.*" It was 1963 when that album debuted and I was still three years away from making my own debut to the world. Perhaps my mother played that tune to me *in utero*; it's been my own personal mantra as long as I can remember.

We all need people. Everyone needs some kind of support system. In my role as owner/publisher of this magazine and the new *JerseyFIT* publication, I quickly realized that pages don't come together by themselves. Only teamwork and strategic networking have made it happen for me. I'm lucky, and I know it. I've been working to put the positive side of Philadelphia's fitness efforts forward, and the natural follow-on to this is enlisting support in doing this together. I've been lucky enough to be known as someone who "pulls things together." To me, this is better than receiving a trophy or plaque. They say do what you love and the rest will follow. Our last PhillyFIT Bash was a networker's dream, but for me a triumph that has nothing to do with financial gain. The day was warm and sunny. Folks from all different backgrounds came together to share information, provide goods, perform exhibitions and learn about innovative products and must-have services all for the betterment of health and fitness. There was the kick-ass band (The Sound Investment Band) that

just blew us all away, and I found myself dancing with people I hadn't known just minutes before. But I was dancing to another beat as well, the throbbing pulse of all these people pulling together. I'd brought together the team to do it, and WE did it. It totally rocked! It left us feeling *high with a little help from our friends.* (oops, another song!).

The group you see pictured here is a sampling of the people who are making a difference in their fields and making a difference in our communities every day. We all share ideas, Rolodexes, and yes, sometimes dirty Martinis. Whether we're clinking glasses or pumping iron, we do it together, sharing useful anecdotes and laughing over our silly stumbles.

This has been a challenging 2nd half of the year in a time punctuated by natural disasters, and we need each other now more than ever. The economy's being strained as a result of these events and the ongoing war against terror continues, creating political divide. Most of us seem to be working harder and longer just to keep up. **In fitness we seek a good sweat, but in life, we shouldn't sweat the small stuff.** However, the small stuff can add up, and with a little help from my friends, who've picked me up more than once, I get over it. The big stuff too. Maybe if we can focus more on camaraderie or the promise of new friends/alliances and less on our long, hard workdays, more of us can share *the feeling of being the luckiest people in the world.*

Don't miss our third PhillyFIT Bash coming January 29th, 1-5 p.m. at Spring Mill Manor, Ivyland, PA. I guarantee that you'll make at least ten new friends. And don't mind that silly blonde dancing up a storm... hopefully it'll be hard to pick me out of the crowd, as there might be a bunch of us dancing to our luck by then!



Jami Appenzeller  
Publisher: PhillyFIT & JerseyFIT Magazines

Bob Butera  
Publisher: Yoga Living Magazine

Stylin' Steph  
Radio Disney "EJ"

Rob Guarino  
FOX29  
Weatherman

Unable to attend the photo shoot but part of our team: Michael Tozzi (106.1FM) and Sheri Putnam (1210AM)

# letterstothe**publisher**

PhillyFIT,

You're one of the best advertising methods contributing to the tremendous growth of Good To Go Delivery, LLC. This magazine targets the pulse of the wellness community not just with the readers but with the incredible contacts (and now partnerships) I now have with other advertisers. By reading PhillyFIT magazine myself I not only become better educated on health and fitness issues but I gain key knowledge about other advertisers in the community. Participating in great networking events like the PhillyFit bashes provide me the opportunity to meet potential customers as well as working with other sponsors. Together many of our services and resources can be combined to offer unique, value added products to new or existing customers and create a competitive advantage. It also extends into building

a relationship with your advertiser. This is where Jami and her team take it to the next level. Thank you for exposing us to such a great network of wellness partners and your advice and support to help my business grow.... it's a win/win all around when you advertise in PhillyFit.  
[Lisa Guariano](#)  
[Good To Go Delivery, LLC](#)

Hello!  
 My name is Stephanie Huston, and I am a sophomore at Messiah College in Grantham, Pa. I am a Communication major with a concentration in Public Relations & Advertising. For a final project assignment, I have to choose a company, and profile the company's public relations history. When thinking of a company to profile, PhillyFit magazine came to my mind first. I work at The Total Wellness Centre of Yardley. Your magazine is sent to the office I work at, and I read it all summer long. I specifically remember an

issue where your magazine highlighted and celebrated how much your magazine has grown since you first started out. This grabbed my attention because I realize how much hard work and planning goes into making an organization big. I'd like to feature PhillyFIT for my class project!  
[Sincerely,](#)  
[Stephanie Huston](#)

Jami,  
 WOW! It was such a pleasure meeting you today, you simply blew me away! I appreciated your candor, sharing of yourself - you are quite a lady! I look forward to sharing and supporting your efforts.  
[With Enthusiasm,](#)  
[Kimberly Garrison](#)

Hello Jami,  
 Congrats on getting this magazine going! I look forward to every new issue of PhillyFit and make reference to it to all my students about the articles. I love it when something I've been telling them for years, comes out in print. It backs up what both your magazine and I've been telling them!!

Keep up the great job you're doing, both as a publisher, and as a MOM!!  
[Take care,](#)  
[Dutch Vandiepen](#)

Dear Ms. Appenzeller;  
 Congratulations on a great first year! I was reading the latest edition of your publication (September/October 2005 Anniversary Issue of Philly Fit Magazine) and was really impressed with how you combine information about health with special attention to the people who participate in different fitness/wellness programs in the various areas of the Delaware Valley.  
[Regards,](#)  
[Chuck Budd](#)  
[Assisting Director for Supported Living SPIN, Inc.](#)

Hi Jami:  
 Congratulations on a great Sept./Oct. issue. The magazine looks great! I couldn't be happier for you. You have always been a hard worker, and you deserve the best of everything. Best of luck to you and continued success!!!  
[Michelle Polesinski](#)

Dr. Nick DiNubile  
 Orthopaedic Surgeon for the 76er's and the Phila. Ballet

Faith LaRosse  
 Asst. to the Publisher,  
 PhillyFIT Magazine

Art Carey  
 Columnist, Philadelphia Inquirer  
 (Hey Art, you work at the Inquirer, not in the "outdoors"... yet!)

Meredith Landis  
 Owner, Pulse PR

Larry Bershtein  
 Owner, Just Children Daycare Centers



Hi Jami!  
 It's great for me to see other Moms thriving in business! I think it's awesome that your new and improved magazine is doing soooo well!! I had no doubt it would! Glad to see my dear friends Lynda Lippin (BalanCenter) & Gwen Foster (FUN, FIT & FREE- I'm a corporate Partner) are included and featured in this magazine!  
 Thanks Jami and keep up the awesome job!  
[Lisa Dent](#)  
 President & CEO  
 LLD Systems Corporation  
 Corp Health Promotion,  
 Training & Human Resources

Dear Jami,  
 I wanted you to know that we are very proud and honored to display and hand out your magazine at our gym. It has grown tremendously with class...the quality of the content is terrific and it's a resourceful source for everyone. It is a nice addition to the fitness community. We need a source like this in the city, and your magazine is IT! THANKS for all the obvious hard work!  
[Rick Piper, President](#)  
 12th Street Gym, Center City Philadelphia

Jami,  
 Congratulations and Happy PhillyFit Birthday! Time flies but you made it happen. Just read your latest issue, I like your Publisher's Page article, about staying fit as a single parent. I do the same with my daughter. I am glad that you have been so successful and keep it up!  
[Mark DeStefano](#)

Dear Jami,  
 You are truly a pioneer! Your vision has become a reality. We have watched the growth of this publication which is nothing short of phenomenal. Congrats on the magazine and the success of PhillyFit Bash. To see everyone enjoy themselves at the Bash was a pleasure. There was tremendous networking, great food and beautiful people. And speaking of beautiful people, you are a gorgeous woman. In person you are warm, engaging and full of energy. We can't wait for your next Bash. Continued success with the magazine and your other endeavors.  
 MAXIMIZE!  
[Lamont Peterson](#)  
[Lloyd Yancey](#)

Dear Jami,  
 Just wanted you to know that the PhillyFIT Bash was the best...it was by far the most exciting and beneficial event that I have ever been too, the best thing that has happened to Philly! This was a networkers dream come true... we will forever be at all your events.  
[Randy Coleman](#)  
[Isagenix](#)

Hey Jami,  
 Saw you on TV the other day, FOX News with Keri Lee! Congrats on your wonderful accomplishment of PhillyFIT magazine, you have come.. and are going to go so far with this, and I am so grateful to be working with you and your company!  
 See you at the bash, can't wait!  
[Bernadette Price](#)  
[The Training Lounge L.L.C](#)

As far as I'm concerned, you have the best fitness magazine in town!  
[Jeannie Andrews](#)

Keep up the great work Jami! You are truly an asset to the health and fitness industry!  
 Cheers!  
[Cory Banks](#)

Hello PhillyFIT!  
 Let me tell you how awesome it is to have a magazine dedicated to Philly's healthiest people! You guys truly help break the stereotype that Philly is a city drowning in cheesesteaks, tastycakes and pretzels, and you are appreciated!!! Looking forward to attending your PhillyFIT BASH too!  
[Gretchen Stein](#)  
[Usana Products](#)

Jami:  
 I have read PhillyFit from your first issue and am consistently impressed with the quality of articles and the clear message that fitness is not just about nutrition and working out. The idea is that it is a balanced body-mind-spirit endeavor! Congrats on the success of your magazine. I know first hand the challenges that you face and the labor of love that it is.  
[Peace,](#)  
[Edie Moser](#)

Gary Barbera  
 (Need we explain who Gary is?!!!!)

Joe Cheilli,  
 Owner,  
 Church St. Studios

Susan Lapp,  
 Owner,  
 BuxMont Media

Kimberly Garrison, Owner,  
 One on One Ultimate Fitness and Columnist  
 for the Daily News



# letterstotheeditor

Jeffrey (PhillyFIT columnist),

I read your article in the PhillyFIT magazine. I was wondering if you could help me out.

I workout 5 days a week doing Aerobics and some weight training. I've been having trouble with my stomach ever since I fractured my Fibula in December. I could not workout for 3 months. I had to ride the stationary bike (so boring). Anyhow I'm having so much trouble keeping my stomach nice and toned. Are you a nutritionist and if so can you help me with eating the right foods?

Thanks!  
Trisha

Hello Trisha,

Let me first say thank you for reading my article in PhillyFIT. Did you and Terrel Owens rehab together? He broke his fibula in December too. I don't suppose a Dallas Cowboy hauled you down to cause the injury? Anyway, I hope it's all better now and let's get to your question.

*Obviously, with the injury you had and the time spent away from working out is a perfect combination for gaining weight, more specifically body fat. It sounds like you are concerned about body fat that accumulates around the mid section and all the exercise you're doing is having little impact on keeping your stomach nice and toned. Don't sweat it. You can get it right back to where you had it before and even better.*

*First, let me tell you that I am not a nutritionist. Your nutrition is very, very important to your success so I would recommend meeting with a nutritionist/dietician that can assist you with straightening out your eating habits. I will tell you however to avoid every and any diet (as hard as that may seem) because all they will do is potentially provide a false sense of true accomplishment and you'll be right back to square one.*

*Second, I would spend as much time doing strength training as you do performing aerobic exercise.*

*Building quality, energy using muscle is what will keep the metabolism up and make the aerobic exercise more effective, not to mention the calories you will burn at rest.*

*Finally, it's a shame you find the stationary bike boring. While I may agree with you slightly, may I recommend an indoor cycling class such as Spinning which takes boredom completely out of the picture. Being a big cycling advocate myself, I try to introduce as many people as I can to the non-impact joy of exercising on the bike – indoor, outdoor, in a group setting, etc. You can work just as hard, if not harder, on a bike as you can running, plus you spare your joints. And when combined with proper nutrition and a good strength training regimen, your stomach will be more toned than ever.*

*If there's anything else I can help you with, please let me know. I wish you the best of health and success and thank you for reading PhillyFit.*

Yours in Health,  
Jeffrey S. Harrison

Jyll Capcino,  
Manager, Philly.com

Gwen Foster,  
Fitness Czar for the Mayor's  
Council on Fitness

Rita Henry  
Sales Queen for PhillyFIT  
Magazine

Jack Lutz  
Manager, Montgomery News-  
papers

Roger Schwab  
Owner of Main Line Health and  
Fitness

