

## CORPORATE BACKGROUNDER

### **Empower Fitness**

Empower Fitness was founded by Troy D. West, whose vision was realized when he opened the doors to a facility where individuals could find functional fitness education programs to pursue fulfilling and healthy lives.

### **About Troy West**

#### **Troy West**

Troy has achieved extensive education and experience in the fitness field with concentration in the areas of individual training for personal needs and gym management. He is fully certified in all areas of fitness with both AFAA and ACE associations. Some of Troy's major areas of certification are:

- Certified Personal Trainer, AFAA (Aerobics and Fitness Association of America) and ACE (American Council on Exercise)
- Aerobics Instruction, AFAA
- Weight Training, AFAA

Troy also has certifications in Nutrition, Spinning, Cycling, Kickboxing, First Aid, and CPR.

### **Background**

#### **Experience**

While serving with the U.S. Marine Corp, Troy gained an in depth insight into the physical demands of working under high stress environments and went on to gain experience and expertise with several nationally known fitness companies where he achieved record setting goals with his training and instructional talents.

But all that time, Troy was putting an unusual amount of thought into formulating a plan to create a facility that had all basics – the things any client would expect to find – but create a comprehensive, full service, environment that stimulates the body and the mind. Troy's professional philosophy is clearly stated in his definition of fitness:

Empowered fitness: the ability to do what you love without your body becoming a hindrance.

### **Industry Stats**

#### **Health Club Industry**

Nationally, this is still a tremendous growth industry. According to the International Health, Racquet and Sports Club Association (IHRSA) the number of health clubs grew by 14 percent in January 2005 compared to the previous year. Estimates for 2005 show more than 10 million people have joined a club, with almost 2 million, or 20 percent, joining in January, the most active month for new memberships. The fastest growing



segment for health club memberships is for those under 18 and over 55, according to the IHRSA. And, with two-thirds of the American public overweight and 75 percent getting little or no exercise, the large national chains provide little solace for their problems. During the past fifteen years, membership of the 55 and over demographic has grown by 265 percent.

After analysis of these compelling facts, Troy has positioned Empower Health and Fitness to meet the needs of those who want more personalized service, are not comfortable in the 'big box' environment, want a customized and varied workout plan, and desire the education that helps increase the chances of success.