

Health and fitness through exercise. "It's about people being happy!"

by **George Moses**

Powerhouse Gym opened in South Lyon in 2003. In 2009, Randy Sitto took over management. Lance Kistler is the Fitness Director and personal trainer on staff. When they took over in 2009 they totally remodeled the whole facility. Built a new room to hold classes: kickboxing, weight training, body pump geared toward women on weights.

"Our classes are definitely catered to women." said Kistler. "We have a very large family atmosphere. My mother and father both workout here."

The colors and the layout are inviting. They have made an obvious attempt to raise the comfort level to make women and men of all ages feel welcome at their gym. "We definitely changed the decor." said Kistler. "They had harsher blues and reds and we brought it into more earth tones. We also expanded our day-care area. Our child care center. It's free to all the members. We have a Nintendo Wii for pre-teens. Toys and puzzles for the younger kids. Coloring books. We have a section where they do their homework.

And we have a movie area. And it's always staffed for the hours that it's in operation. Monday thru Thursday, 9:00 to 2:00 and 4:00 to 8:00; Friday 9:00 to 2:00 and Saturday 8:00 to noon."

Because of their size, there's never a wait for equipment. 22,000 sq. ft. and 30 pieces of cardio equipment and over 30 pieces of pin-stack equipment (where you can change the weight by putting the pin in a certain position in the stack.) In total they have over 100 pieces of equipment.

"We really do have one of the largest and best outfitted facilities." said Kistler. "That's the reason why I train here as a personal trainer. Where else can I find this kind of space and equipment in a family atmosphere? It's a one-stop shop where you have day-care, classes, tanning and the gym."

The classes are structured, higher paced, designed to make exercise fun. Workout with your friends. Meet new people. Network. They offer weight training, aerobics, yoga. The yoga classes are included with the membership, so there's no extra charge for yoga. Tanning, massage and personal training are extra-charge offerings.

"I've been doing this for 7 years full time." said Kistler. "One of the things I see is it's not about pushing yourself to the limit everyday. It's about reminding yourself how important it is everyday. Things are gonna happen. People get sick. Work happens. Life happens. But just as we know it's important to take our kids to the doctor when they're ill, it's important to exercise, whether it be at a gym or anywhere else".

"We just happen to be a one-stop shop. The wife can be doing yoga while the kids are in day-care and the husband can be running on the treadmill."

Powerhouse Gym has many families who come in as a group. Kids who were in their day-care as toddlers are now working out. Randy and Lance employ a lot of their members' children when they're looking for jobs in high school and college. Most of their current employees are members' children.

"Our memberships are structured to the person or the



Powerhouse Gym - South Lyon



Over 100 pieces of equipment!

family. We have a base price, but we work around the family, depending on the needs of the family or the person." said Randy. "Every membership is custom fit for the situation in hand. We always advertise our most popular membership, which starts at \$14.95 a month".

"We also have a membership that for \$19.95 includes unlimited guest privileges. So as long as one other guest comes with you at the same time, they're free. You can bring a guest every single day, as long as they are with you. Bring your brother, your sister, your mother. Whoever you want."

They have an open policy on the room that's used for classes. If it's not being used, members can use it for their own purposes (ballroom dancing, jumping rope, stretching, practicing dance routines). It's all mirrored so they can see what they're doing.

Powerhouse Gym offers discounted memberships for police, fire personnel and teachers. And they donate a certain number of memberships to community charity auctions each year. "We love our work!" said Kistler.

"We've seen people do incredible things here. Recently we had a client who was trying to get into the police academy. He was 100 lbs. overweight, couldn't do a single pushup. Three months later, he passed the test. He just finished the academy. He's 130 lbs. lighter".

"We had a senior woman member. She was 85. Replacement hip. Replacement knee. Fused ankle. And Parkinson's. And she still came in because she saw the validity of having some strength, so that she didn't need a wheelchair or a walker. We have a lot of senior citizens here who understand the benefits of weight training and how it can help you live a healthier, longer life".

"You pick your goal, we'll help you get there!" said Kistler.

Powerhouse Gym has a full pro shop with dietary supplements, meal replacements, clothing, belts, water, energy drinks and bars. They have won the South Lyon Herald's People's Choice Award for the best gym.

Randy Sitto and Lance Kistler hope to see people promise to workout 3 days a week, even if it's only for 10 minutes. Their business is based on the belief that regular exercise is the key to maintaining your health.

"It's about people being happy!"



Lance Kistler, personal trainer and Randy Sitto, Powerhouse Gym Mgr.