

# The Pilates Movement

A Newsletter For Pilates PLUS Studio By Eme Cole, M.S.

June 2005

## Happy 3rd Anniversary Pilates PLUS!

### Many Thanks...

Wow! It's hard to believe that 3 years ago I thought that this would be a great business to run as a one-woman show. Little did I know that it would grow into a thriving studio with double the equipment and multiple instructors to share the ever growing client list. The instructors who have joined me here are wonderfully skilled and share the same vision of how Pilates should continue to evolve over time. We each bring different strengths which allow us to learn from each other and grow stronger as fitness professionals. Of course we wouldn't even be here without our loyal clients (many of whom have been here since year 1) who inspire us to keep improving. The friendships we have formed make our jobs so enjoyable and rewarding.

### Mind Body Spirit...

This past April, Liz, Michelle and I attended the Mind Body Spirit Pilates Conference in California. This annual conference offers instructors 25 hours of innovative Pilates lectures and demonstrations. The three of us maximized the experience by taking completely different courses and exchanging information so that we could gain the most exposure to new and improved techniques. In addition to confirming that we are already offering a very comprehensive set of exercises, we also came home with some great new ways to keep the routines interesting and challenging to the clients. It's refreshing to learn that the Pilates industry is still very much growing and continually striving to meet the demands of health and fitness enthusiasts.



Pilates PLUS  
cross-training studio

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### New in July...

To more accurately reflect the value of our instructors and the quality of the services that we provide, there will be an increase in prices on July 1st. Thank you in advance for your cooperation and continued support.

The studio will begin accepting Visa and Master Card payments in July for purchase of Pilates packages.

Please also note the addition of 1/2 hour private sessions for clients interested in an intense time and cost-efficient workout.

### Happy Hour...

As a token of my appreciation, please join us across the street at Mickey's for our annual "Client Appreciation Party." We'll be gathering Sunday June 26th from 5-7pm for drinks and snacks. Hope to see you all there!

### New Pricing

**\*\*Beginning July 1, 2005\*\***

#### Private 1hr Sessions:

1 session \$70  
10 sessions \$650  
20 sessions \$1200

#### Private 1/2 hr Sessions (New!):

1 session \$40  
10 sessions \$375  
20 sessions \$700

#### Semi-Private 1hr Sessions:

1 session \$45 / client  
10 sessions \$400 / client

#### Group Mat 1 hr Class:

1 class \$15  
10 classes \$120

#### Group Circuit 1 hr Class:

1 class \$20  
10 classes \$170

### Welcome Kristina...

All of us at Pilates PLUS are happy to welcome Kristina Schneider to our team of instructors. Growing up in Boise, Idaho she loved sports and fitness and swam competitively for 12 years at the national level. While in college, Kristina continued her focus by becoming a certified aerobics and fitness instructor. She graduated in 2000 with degrees in Finance and Marketing from Southern Methodist University. In 2004 Kristina moved to Chicago and currently trades the commodity markets.

After trying spinning, yoga and weight training, Kristina found Pilates and has been practicing for 5 years now. She has trained under the Colorado, Classical and Power Pilates Method, and additionally here at Pilates PLUS for a year. Kristina is excited to balance her day job by instructing at Pilates PLUS on the weekday afternoons and evenings.

### Class Schedule

#### Group Mat Classes

Tuesday 6:30 pm  
Saturday 10:30 am

#### Group Circuit Classes

Tuesday 12:00 pm  
Saturday 9:15 am