

The Pilates Movement

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

October 2003

New Look, Same Mission

Cross-Training...

At Pilates PLUS we have taken the traditional foundation designed and executed by Joseph H. Pilates and modified it to reflect the many developments and advancements made in the fitness industry over the past 30 years. We have combined our knowledge of the human body with the technology of newer exercise equipment (BOSU Balls, Foam Rollers, Rotator Discs, etc.) to enhance and vary the Pilates experience. Clients will recognize exercises that relate to everyday movements as well as those which will improve leisure activities (golf, tennis, basketball, etc.). Pilates PLUS clients will receive a workout that is both challenging to their fitness level and functional for their day to day activities.

Michelle...

Liz and I would like to welcome Michelle Kaminski to the Pilates PLUS team. Michelle started studying dance at the young age of four and continued to study ballet, jazz, modern and tap dance through college. While in college she carried her passion for dance to the water, performing as a professional water skier at Sea World during her summer breaks. Michelle graduated from Ohio University in 1998 with a degree in Communications and Business and works for a large advertising agency. After a year of private Pilates instruction with me at Pilates PLUS, Michelle expanded her knowledge and training by undergoing the certification process through the PhysicalMind Institute. She is now teaching classes at Pilates PLUS and is available for Private and Semi-Private instruction in the evenings.

Circuit Class...

There has been an additional circuit class added to the schedule due to the positive response received for the current Saturday 9:15 AM class. The class will be held on Wednesdays at 6:30 PM.

Schedule...

Liz, Michelle and I will be sharing the responsibility of teaching the mat and circuit classes as shown below:

Mon. 6AM Mat: Liz
Tues. 6:30PM Mat: Michelle
Weds. 6AM Mat: Liz
Weds. 6:30PM Circuit: Michelle
Thurs. 6:30PM Mat: Eme
Sat. 9:15AM Circuit: Liz
Sat. 10:30AM Mat: Liz



Pilates PLUS
cross-training studio

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Incentives...

Without a doubt, the majority of our new clientele come from referrals from current clients. I wouldn't want this to go unnoticed. I have therefore designed an incentive program to reward clients for their referrals. The referring client will receive a complimentary class/session relevant to what the new client purchases. Specifically, if the client that you refer purchases a package of mat classes, you will receive 1 complimentary mat class. If the new client purchases a package of private sessions, you will receive 1 complimentary private session, and so on for each package category.

In addition, anyone who purchases a package of 20 Private Sessions will be given the choice between a hat or tote bag with the new logo. We truly appreciate that you have chosen Pilates PLUS!

Biometrics Nutrition and Fitness

Program Price: \$150

Pilates PLUS is licensed to distribute a highly acclaimed nutritional program for clients looking to adapt to a healthier eating pattern. It works like this: you take a body profile assessment here at Pilates PLUS and a licensed nutritionist will design a six week eating plan to fit your needs. It includes your choice of meals, weekly shopping lists, recipes and portion control. Combine this customized plan with Pilates classes to achieve the desired results. Call the studio for more info.

Pricing

Private Sessions	
1 Session.....	\$65
10 Sessions.....	\$600
20 Sessions.....	\$1100
Semi-Private Sessions	
1 Session.....	\$40/Client
10 Sessions.....	\$350/Client
Group Mat Classes	
1 Class.....	\$15
10 Classes.....	\$100
Circuit Classes	
1 Class.....	\$20
10 Classes.....	\$150