



Power lunch: After a workout at The Firm during his lunch break, Brian Muyslinski gets ready to return to his office at Bob Dusseau Lincoln-Mercury.

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find out what their goals are, and they design a program accordingly. We don't have one set program. It's not like an assembly-line type thing."

A lot of time and care go into each program. The trainers will give some of their clients a wake-up call in the morning. Clients write down eating habits in a book, and the trainers will go over nutrition and habits individually with them.

"We don't just give them a diet and say, 'Here, follow this,'" Frazier said. They follow the same program recommended at Wayne State University.

Cassandra Callaghan embodies that same philosophy of caring and came to experience it firsthand. She started as a client and was soon hired as a trainer. In August, she became a partner in the business.

"There's a lot more time that's put into it (personal training) than just the hour or half-hour session that they come in and do," Callaghan said. "They leave their books, and we sit here and discuss them and go over them," she said. "We go over the exercise program we put together for them. There's a lot of caring."

That kind of caring has definitely appealed to their clientele,

including such notables as former Detroit Pistons star Isiah Thomas, Earl Cureton of the Los Angeles Clippers, James "Lights Out" Toney, WLLZ disc jockey Sheri Donovan, and Mike Lodish from the Green Bay Packers, among others.

"I started him out when he was a kid at Brother Rice in 1985," Frazier said of Lodish.

Because one of Frazier's loyal clients worked for Warner Brothers, other big names who have stopped in to work out when in town were Peter Frampton, Rod Stewart and Bob Seger.

But you don't need to be well-known to get star treatment at The Firm. Frazier, Callaghan, and their three other personal trainers offer one-on-one training and encouragement.

"I call some people every day just to say, 'How are you doing? How is your eating going?'" Frazier said. He provides a lot of moral support and encourages clients to work out not just for their own benefit, but to remain active for their family and loved ones.

"It's fun. It's like a family. You get to know these people," he said. Clients come in for training and workouts anywhere from one to six times each week. Between visits to the studio, clients are encouraged to continue with good

cardiovascular activities.

"You don't necessarily have to work out," Frazier said. "You can go home and vacuum the house and clean and get a good workout if you do it in that type of manner. Put on some music and just go at it. We just ask people not to sit around and let their chains rust up."

The partners are planning to open a new aerobics studio and tanning salon at 15 Mile and Orchard Lake roads early in 1995.

They also have plans to emphasize more senior citizen workouts. Frazier has seen the positive attitudes seniors walk away with after a good workout. One woman in her 70s came in to train for the Senior Olympics and won four gold medals.

"We're putting a (senior) program together for our new studio," Callaghan said, adding that they may even have a transport service to take seniors to and from the studio.

Because of his love of children, Frazier would like to do something in the schools to encourage kids to live healthy and stay off drugs. He and his wife, Lizann, live in Farmington and have a 7-year-old son, Donnie, and a one-month-old baby boy, Dakotah.

Frazier feels very rewarded to have witnessed the positive



Fitness break: Wendi David, who works next door at the Tanning Salon, has a quick workout with Don Frazier at The Firm.

changes in people's lives because of alterations in nutrition and exercise.

"It's kind of neat because you work with an architect or a carpenter or an artist and they'll say,

"You know, I put that building together, or I painted that." Actually, I have living artwork. These people walk out of here and I helped to change their life a little bit."

The Firm Fitness is at 30006 W. Twelve Mile in Farmington Hills and offers many different programs, memberships, and personal training services. For information, call 810-737-9347.

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