



STAFF PHOTO BY BILL BUCKLEY

Doing it right: Rita Borgman keeps an eye on her technique as she works with hand held weights to strengthen her arms on her own bench in her basement.

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not be used; I've had friends use them to dry clothes," Canton said.

Canton began working with Marcy Adams Szewajski, a certified personal trainer with Custom Fitness Inc. who often works with Biofit customers.

"She directed me on basic equipment. I didn't want to buy a lot. I started with small weights, 35 pounds to 12 pounds," Canton said.

Since June, Canton has been happy with the results.

"I could do maybe 15 pushups. I really wasn't strong at all. Now I do 90 pushups. I could never run, now I run 2 1/4 miles with no problem."

Exercising options

When setting up a gym, customers usually choose between free weights or a weight machine. Then they may select some form of aerobic equipment, especially for winter months when running and biking are more difficult.

"Weight training is only half the clam shell — you should also be into aerobic exercise," said MacInnes. "The problem with aerobic exercise is that it is as boring as hell because it is repetitive. We'd steer you to a treadmill, you can read the paper, watch TV or listen to a Walkman."

Other possibilities include rowing machines, stationary bicycles, Nordic Tracks, stairsteps and the increasingly popular Aerobic Riders that are promoted on TV.

Jeff Younker of Wate-Man in Livonia said the cost of a universal weight machine can vary depending on the standards and flexibility of the equip-



STAFF PHOTO BY BILL BUCKLEY

Rack 'em up: This selection of weights provides a variety of exercise options for the Borgmans.

ment. Wate-Man sells a top of the line Hoist that can work out every major muscle group for \$6,600. Less expensive units range from \$700 up. Treadmills, the most popular aerobic equipment, sell for \$395 to \$2,395. The Aerobic Riders sell for around \$200.

Programs

Biofit has a personal trainer explain how to properly use the equipment they sell. They also recommend that customers work with a trainer.

"We decided three years ago to provide a trainer to avoid the dusty bike syndrome," MacInnes said.

Szewajski offers a number of training programs including a free consultation, a \$50 fitness evaluation and a \$40 per session training program.

"The first session is to get them set on the equipment so they don't hurt themselves," she said.

She then works out a program that fits the goals and needs of each client. "Most people I see don't know what

On the cover:

Birmingham attorney Richard Bockoff works out in the comfort of his mirrored home gym. A sound system, television, sauna and a less energetic "best friend" make the exercise go a little easier.

they're doing and want someone to lead them in the right direction," Szewajski said.

The Bockoffs and Borgmans also use a personal trainer.

"My wife uses a personal trainer for motivation. I use it to learn proper technique and work out on my own," Bockoff said. "In tennis season I use it for tennis exercises. In golf season, I use it for golf exercises."

Canton, like many people just getting into fitness training, set up his weights in his basement and is thinking of adding a treadmill this winter. For the Bockoffs, a new house provided the motivation to set up a home gym, complete with mirrored walls and a built-in television.

"The house had what looked like a gym or a potential gym so when we bought the house, we set up the gym about 10 years ago," Bockoff said.

The house came with a sauna bathroom and a high ceiling perfect for the tall weight racks and benches.

Bockoff said he enjoyed going to the spa gyms when he was single.

"Hey, I met my wife at the gym. You go there for reasons other than exercise," he said with a laugh. "Now, we've moved on to the home gym."