

# Contestants Complete Fitness Center USA's 10 Week Body Transformation Challenge With Great Success

"Transforming your body means so much more than simply losing weight," said Rob Knox, Co-Owner/Operator of Fitness Center USA with his father, Mike Knox. "Transforming your body has to start with transforming the way you think about health and fitness. That's why we designed our Body Transformation Challenge for people with a wide range of fitness goals. Yes, some people wanted to lose weight but only as part of a larger goal to improve their overall fitness. Some people wanted to tone up, change their work out routine for better results or go to the next fitness level. Although the scale is one measure, we thought before and after photos of the contestants would tell the true tale although photos were certainly not mandatory to enter the challenge. Eighteen completed the program achieving their goals with most exceeding them, while 11 of the 18 competed for best in their category honors."

With over 23 years in the fitness industry and as a professional personal trainer at the club and for Cathy Savage's Online Men's Division Fitness Program, Rob has seen the fitness crazes come and go. "There is so much misinformation out there about fitness, exercise and nutrition," said Rob. "People become attracted to all the outlandish promises on the market today and

they might get initial results but not lasting results. There is no magic pill, piece of equipment or special exercise that will help you "instantly" achieve your goals. On the reverse, a fitness program doesn't have to be drudgery, either. We wanted to offer people a program that would fit into their lifestyle and help them set realistic goals so they would stick with it and achieve steady results and be able to sustain those results after the challenge ended."

Rob worked with each contestant to develop an exercise plan, nutrition plan, personal training sessions as well as special classes for the contestants. "We wanted to educate our contestants about the benefits of following a fitness program the right way," said Rob. "In one of our classes we talked about perfecting posture through functional training. In another class we talked about the benefits of good nutrition, eating the foods in combinations that will help you stay satisfied and help your body function at an optimal level. We also saw the contestants bond. They formed friendships and planned workouts together in and outside of the gym. That's another important goal . . . to make fitness fun."

After 10 weeks, the contestants of the Body Transformation Challenge came to-

gether on Saturday, May 22nd to celebrate their success. The 11 contestants lost an amazing combined weight of 148.5 lbs, an average 13.5 lbs. per contestant and 127.5 overall inches, an average of 11.5 inches per contestant. Here are the winners and what they had to say about their Body Transformation Challenge journey:

**Overall Champion, Bill Lewis, Lost 29lbs., 10 inches overall (6 inches off his waist alone!)**

A member since 2004, Bill Lewis, said he always bounced back and forth from healthy to unhealthy and that sometimes he would be in good shape but never in amazing shape. "I started talking with Rob and he had mentioned that he was doing a body transformation contest," said Bill. "I knew it was what I needed. I was out of shape, and although I was at the gym all the time I really wasn't making any noticeable gains or fat loss. The contest changed all that."

"What I really wanted from the contest was to get lean and build muscle at the same time," said Bill. "That's a tall order for a personal trainer. So I talked with Rob and told him the things I wanted to accomplish, and to be honest, I didn't really think it was possible, but I set the bar high and knew I

was going to take an aggressive approach to both the contest and getting into shape. Right off the bat, I learned the way I was previously lifting was incorrect and that I needed to engage more muscle. Throughout the contest, I learned what worked and what didn't, and the practical applications to diet and exercise. I could visibly see the changes in my body and how it worked, which was something that really kept me going."

"One of the biggest factors in the whole contest was that Rob is such a great trainer. Here guys are flying in from Georgia, or driving down from Boston, and all over the country to work with him for a few hours, and I have this amazing resource down the street. As the contest progressed, I started to lose a ton of body fat and still gain some muscle which I thought was impossible. Once I started to see results, I just got more motivated. The experience I had was amazing throughout the entire 10 weeks, even when the diet or workout was challenging me, and now I hope to compete in fitness model shows in the future."

**Women's Champion, Wendy Patrovich, Lost 2 lbs., 19.5 inches overall (9 inches off her hips alone!)**



Overall Body Transformation Challenge Champion, Bill Lewis



Top Photo: Women's Champion, Wendy Patrovich  
Bottom Photo: Men's Champion, Mark Sweeney

“Wendy is the epitome of the Body Transformation Challenge,” said Rob. “Her goal was not weight loss but she still had a most amazing body transformation.” “I learned so much,” said Wendy Patrovich, 42. “I have gone to the gym religiously ever since I quit smoking four years ago but my workout routine had become hum-drum. I signed up for the program because it was an opportunity to soak up Rob’s knowledge. One of the first things he told me was I was doing too much cardio. Who knew? In fact, the amount I was doing was potentially damaging my body. We made little changes here and there and even though my goal wasn’t weight loss, I can’t believe the inches I lost. My arms look toned, my legs looked toned . . . my whole body looks great and this all happened in 10 weeks! Besides learning so much from Rob, the program was really fun. We all pushed and encouraged each other. I am totally motivated and plan to sign up for the next Body Transformation Challenge in June.”

**Men’s Champion, Mark Sweeney, Lost 30 lbs., 17 inches overall (10 inches off his waist alone)**

Contestant Mark Sweeney, 43, works for the railroad but at a desk most of the time. “I used to work out consistently and then I got lazy,” said Mark. “I knew I had to make a change so I joined the Body Transformation Challenge. With Rob and Trainer, Joe Freitas’ help I began to workout consistently five days a week combining cardio and weight training. I do the elliptical, the rowing machine and spinning. I also made real lifestyle changes including my diet with Rob’s help. I eat a lot of the same foods but smaller quantities. I’ve lost 30 lbs. and I feel great. Joe and Rob provided the motivation and the proper methods to get and stay fit.”

**Contestant Hamilton Shippee, Lost 20 lbs., 18.5 inches (7.5 inches off his waist alone)**

Forty-four year old contestant, Hamilton Shippee wanted to sculpt his body and lose weight. “I have been working out for years, but I’ve always done it my way,” said Hamilton. “I wasn’t getting the results I thought I should be getting so I finally turned to the professionals, Rob and Mike. The workout they designed for me was great and I had no problems with it. The nutrition end of things was a little more challenging. I did follow the plan and lost 11 lbs in the first month and then I plateaued. But I stuck with it and lost another nine lbs.! One of the things that really kept me going were the meetings on the weekends. We got to

talk about our progress, ask questions and share ideas with other contestants. Getting to know my fellow contestants has been fun and rewarding. I am seeing and feeling a difference in my body and my attitude but the real proof is my wife’s reaction—she’s been blown away!”

Besides being Co-Owner, Manager, Head Trainer and Nutritional Consultant for Fitness Center USA, Rob is also a head trainer for CathySavageFitness.com Online Men’s Division. “This online program is a monthly service that brings together professional fitness models and competitive body builders with experienced personal trainers,” said Rob. “I also train about 12 personal trainers up and down the east coast and some come to the gym to train with me in person.”

Father, Mike Knox is Co-Owner, Manager and Coach. He has 45 years of coaching experience including coaching swimming, soccer, wrestling, football and track & field. “What my coaching experience brings to the table is the ability to motivate and guide people through the training process,” said Mike. He is currently the Head Coach of Track and Soccer at Holy Cross High School in Rumson and is the former Head Coach of Red Bank Regional High School Boys Track Team.

“All the people at Fitness Center USA are great especially the relationships they form with their members,” added Challenge Winner, Bill Lewis. “When you really enjoy the transformation experience, it makes all the difference.”

“If you want to get into the best shape of your life, give our Body Transformation Challenge a try,” said Rob. “The before and after photos really tell the story. I have notebooks full of photos showing people of all ages, gender, fitness levels and walks of life who have exceeded and transforming their bodies. Whatever your fitness goals, we can help you reach them. Together, we can achieve the results you’re looking for whether that’s weight loss, a more sculpted body or a new workout routine.”

**For more information about Fitness Center USA and the next Body Transformation Challenge starting in mid-June, call or visit [www.fitnesscenterusanj.com](http://www.fitnesscenterusanj.com)**

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