



beginnings

There's no way that any of us could witness Hurricane Katrina's destruction and not sympathize with her victims. Yet few would imagine that a fitness boot camp would be the impetus to reclaim one's life. With no place else to go, Shirley (name changed) left New Orleans for New York City. Finding boot camp, where her troop members propelled each other through a grueling six-week, military-style workout regimen was her saving grace. Keshier A. Glymph and Lisa A. Dennis, a former U.S. Navy officer, the founders of True Control Fitness, coaxed them beyond athleticism to an experience that would change their lives forever.

The like-minded, certified personal trainers are adamant that most people need discipline as much as they need an accelerated heart rate. Rather than accept the countless reasons -- even those that seem legit, as in Shirley's case -- most say they can't do something Glymph and Dennis show that through discipline and education anything is possible. After discovering their mutual devotion to making health and fitness central to people's lives, they conceived the idea of True Control. Research of similar programs helped them differentiate the company by going beyond just providing a "killer" workout to consultation, nutrition counseling and personal attention for each client.

The duo founded the Harlem-based business using personal savings. Later, local investors, who in most cases were participants in



their boot camp, stepped in with additional financing that allowed them to secure their present studio. Since opening in November 2004 over 100 male and female graduates as young as 18 and as old as 58 have completed the program. Each one left with a new-found confidence in their mental and physical strength, and a greater sense of their potential for personal achievement. "That's the biggest focus of our day," explains Glymph, "making sure you gain something that's going to stick with you after you leave. We've seen people get better. They improve. They come up another level."

Forget the stereotype of the menacing drill sergeant spewing dares and demeaning declarations to tear you down (in theory, to build you up). Boot camp according to Glymph and Dennis is where you can learn to respect yourself and your ability to grow and be accountable. You don't have to be disrespected or intimidated in the process, but you will need to be motivated.

And just who is paying for the rigors offered by this unique fitness boutique? They get all kinds according to Glymph: people who need a jumpstart, hard bodies looking for bigger biceps and people who are just plain fed up with being walked on. "We had someone come in who said she didn't have a backbone, that she needed to be stronger in her life." It turns out the woman worked for a boss who thought shouting and name-calling were acceptable behaviors. After graduating from boot camp the woman gained the courage she needed to confront her boss and demand the courtesy and respect she deserved. Results that spill beyond fitness and into participants' lives are typical according to Dennis. People use the discipline and health and wellness concepts that True Control teaches to discover, create and reach goals they never thought they could.

In truth, boot camp is simply True Control's launch program. While results have been outstanding for its enlistees and the proud founders have enjoyed financial success, they're equally excited about the next round of True Control offerings "We're here for the community's fitness needs," explains Dennis. "We have fitness classes, seminars and workshops and expect to have programs on obesity and a children's program in the future."

True Control is providing a sobering mix of knowledge and power that enlistees seem to thrive on. "The thing that we're most proud of is that you're growing while you're here. It's not just about a workout. It's the experience of it all," says Glymph. *nv*

Enrollment in a six-week True Control boot camp is \$650. For more information, call 212-234-3557 or visit www.truecontrolfitness.com.

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TRUE CONTROL'S BOOT CAMP TRANSFORMS LIVES