



Dear Meeting Planner:

Working as a New York City-based wellness consultant, exercise physiologist, and published author, I travel the country consulting and coaching corporations, associations, and colleges about how health, diet and exercise affect productivity. The goals of my seminars, webinars, and coaching sessions are to improve the lifestyles of Americans and to cut healthcare costs related to poor day-to-day lifestyle choices.

The USA's annual cost of ailments related to poor diets and physical inactivity has reached \$118 billion – and continues to rise. Numerous studies have shown, however, that such ailments (and related costs) can be significantly lowered by providing health and fitness education for the public. As a motivational speaker and exercise physiologist, my seminars and workshops could ultimately save corporations and society, in general, enormous amounts of money while enhancing motivation, creativity and productivity.

Having worked as a wellness consultant since 1987, I introduce wellness initiatives to corporations, colleges, and associations nationally. The feedback I regularly receive is outstanding (see *Testimonials* and *Audience Feedback* within the following pages). I am confident my wellness programs will be well received by your employees. My ability to communicate, coupled with my message, inspires seminar attendees to take the steps needed to live healthier, more productive lives.

Please take a moment to call (212-687-1646) or email me (Sal@ForzaFitness.com) with a request to receive a press kit and promotional video. I believe you would be pleased with the results I can generate.

Sincerely yours,

Sal Fichera, MEd
Exercise Physiologist
212-687-1646
Sal@ForzaFitness.com

What Makes Sal Fichera A Uniquely Qualified Coach and Presenter?

Wellness expert, exercise physiologist, and published author Sal Fichera is uniquely qualified to motivate, educate and coach employees on topics of health, work performance, and mind/body synergy. Fichera has presented at corporations, colleges, and associations nationally, covering a broad range of health-related issues.

Fichera has been motivating clients since 1987, coaching and teaching them the endless benefits of healthful lifestyle choices. He graduated from St. John's University with a B.S. degree in quantitative analysis and received an M.S. degree in exercise physiology from Queens College (City University of New York). In 1989, Fichera founded Forza Fitness--a company that blends holistic philosophy with cutting-edge scientific research.

As an author, Mr. Fichera has written *Stop Aging, Start Training*, a health and fitness book published by Basic Health Publications. Released on June 12, 2008, this is expected to be the first in a series of books. He is a published author of health articles and is a column writer for *HealthWise* magazine.

Fichera is a valuable source for media professionals who seek his expertise on a wide range of health and fitness issues. From his television appearances on *CNN*, *Dateline NBC*, *NYI News* and NYC's ABC, NBC and WB11 morning news shows, Fichera has provided concise, articulate and insightful commentary—and has evaluated health and home fitness products. He has written features and editorials, provided expert advice and evaluated consumer products for publications including *Cosmopolitan*, *Fitness Management*, *NY Times*, and *NY Daily News*. On the web, he's been a consumer products expert for *WebMd.com*, *Healthgate.com* and *MyWellness.com*.

Years before dedicating his life to the wellness profession, Fichera worked in the corporate arena: first as a software programmer, then as a real estate sales agent, a real estate appraiser, then as a corporate recruiter. Fichera channels his experience in the corporate environment into dynamic presentations and coaching sessions that speak to the specific health and wellness concerns of corporate America.

This combination of practical experience and formal education has created a fully rounded approach to solutions for health and productivity concerns. Fichera has earned a reputation for informative and insightful presentations, workshops and coaching sessions that motivate audiences to take action; action that can ultimately lead to a more healthy, highly-productive, youthful lifestyle. He frames his subject matter and philosophy in a way that empathizes with his clients and gives them the knowledge, skills, structure and motivation to attain success.

Contact Mr. Fichera at (212) 687-1646, or at Sal@ForzaFitness.com

VISIT <http://www.ForzaFitness.com>

**Corporations & Colleges where Sal Fichera
has presented Seminars & Lectures**

Colgate Palmolive

Ernst & Young

Price Waterhouse Coopers

Cameron

Wachovia

Morgan Stanley

JP Morgan Chase

Mineral Technologies, Inc.

The McGraw-Hill Companies

Viacom, Inc.

Digitas

Itochu International, Inc.

Playboy Enterprises

Iowa Sports Management

Corinthian Condo Health Club

Columbia Condo Health Club

Paris Health Club

York College (PA)

Hartwick College (NY)

Central Connecticut State University (CT)

La Roche College (PA)

Testimonials: Praise for the Seminars & Lectures of Sal Fichera

“When we first met Sal, we knew he was a keeper. He was very engaging and passionate about the topic. I highly recommend Sal ... and I look forward to having him return.”

~ Essence Clark, Mineral Technologies, Inc.

“Sal’s lecture was extremely informative and his energy and enthusiasm engaged our company. Sal’s passion for his work was contagious. I highly recommend Sal as a corporate speaker and look forward to working with him again soon!”

~ Maureen Cmielewski, Digitas LLC

“Sal’s enthusiasm for health & fitness consistently engaged the audience. . . I highly recommend Sal as a corporate speaker, and we look forward to having him return.”

~ Danielle Shanes, The McGraw-Hill Companies

“Sal is not only a fitness expert, but a skilled presenter! He has the ability to present technical terms in a way that makes exercise seem achievable! He is very engaging, extremely passionate, and very knowledgeable.”

~ Jennifer Laxson, Viacom, Inc.

“Powerful, motivating and enthusiastic! You were clear and crisp. . . easy to follow. You grabbed everyone’s attention and held it.”

~ Nick Sialmas, CMN Technologies, LLC

“. . . A record turnout for Sal’s presentation. He’s a dynamic speaker and obviously excited about his work.”

~ Rebecca Dunphy, Itochu International, Inc.

“[His] lecture was well presented and very informative. . . judging by the number of people that stayed on after to speak with [him] personally, [he] certainly raises some amazing questions about how we live our lives.”

~ Playboy Enterprises

“He is the ultimate teacher.”

~ Iowa Sports Management

“He is a very skilled instructor. We plan on having him back for future seminars.” ~ Columbia Condo Health Club

“Sal’s presentation was highly informative and timely. It was in touch with a number of the health-related concerns our students face today. . . . Athletes responded favorably . . . took many things to heart.”

~ Sean Sullivan, York College

Audience Feedback From
NYC Speeches, Seminars & Lectures (2004-2009)
by
Sal Fichera, MS (Exercise Physiologist)

“Such a well-crafted speech. You made me laugh ... and you gave me chills!”--January 29, 2009

“Fascinating! That was a lot of fun. I love your ability to share a story – incredible!”--January 29, 2009

“Excellent job of merging fitness and human resources into a powerful topic. Very smoothly delivered and well-done.”--May 17, 2007

“Highly professional – and motivating! You are so masterful and a thrill to watch. You make speaking look so effortless.”--September 28, 2006

“Excellent – you are so poised, confident and polished! Very informative and engaging. I admire your passion for health and your desire to help others.”--June 1, 2006

“Wow; love your speech! Beautifully done ... great stage presence.”--February 16, 2006

“Fabulous – I loved it! You are a great speaker ... this was a varied and most captivating speech delivered with great enthusiasm and drama!”--June 9, 2005

“Absolutely fantastic! We are lucky to have you. You have such intrinsic energy and great information!”--June 9, 2005

“Very inspiring! Great facts ... great emotion, enthusiasm and energy!”--April 7, 2005

“Great presence...you were rocking!”--April 7, 2005

“Excellent speech ... very revealing, motivating and inspirational!”--February 17, 2005

“... brilliantly engaging and witty.”--May 27, 2004

“...a funny, informative, exciting speech. . .wonderfully amusing!”--February 19, 2004

“Wow! Great, moving speech! Terrific heart-felt message and very effective organization and delivery. You’re good!!!”--February 12, 2004

“Inspiring speech! Eloquent. Great message, moving, passionate!”--February 12, 2004

Lecture Topics from Sal Fichera, MS (Exercise Physiologist)

(These are a few sample topics. We can also custom-make topics according to your specific needs.)

---Improved Employee Health = Increased Corporate Profits

---Cutting Healthcare Costs Through Smart Lifestyle Choices

---Reverse the Obesity Epidemic by Managing Your Weight

---Basics of Stress Management

---Workstation Workouts: Simple, Convenient Exercises To Enhance Wellness

---Stop Aging – Start Training

---The Mind/Body Connection

---Shape Your Body in Six Weeks or Less

---Maximize Your Workout Results with Negative Training

---Sal's RMP Approach to Fitness Success (realistic goals, mindset, persistence)

---5 Psychological Steps to Fitness Success

---Strength Training for Women: Dispelling Myths and Misconceptions

---The High-Protein Myth: The Truth About Atkins, South Beach and Zone Diets

---Avert or Minimize Osteoporosis with the Right Nutrition and Exercise Programs

---Sensational Abs: Flat Abs in 30 Minutes a Week

LECTURE SYNOPSES

LECTURE: *Reverse the Obesity Epidemic by Managing Your Weight*

PRESENTER: Salvatore Fichera, MS (Exercise Physiologist)

\$118 Billion!

That's the annual cost attributed to being overweight or obese – and the figure is rising. According to the Surgeon General, 300,000 people in the U.S. die each year from illnesses caused or worsened by obesity (a toll that may soon overtake tobacco as the chief cause of preventable deaths). Being overweight is not simply an issue of aesthetics. A host of diseases (such as diabetes, heart disease and cancer) are caused or exacerbated by excess fat storage. Obesity doubles the risk of heart failure, while 90,000 cancer deaths annually are linked to excess weight.

The solutions are easy – eat better, become more active and exercise more. The challenging part is putting the right formula into action.

LECTURE: Stop Aging – Start Training

PRESENTER: Salvatore Fichera, MS (Exercise Physiologist)

We all are capable of halting and even reversing the aging process. As quoted in a 5/29/01 *NY Times* article on aging, “regular physical exercise could take 20 years off chronological age.” Strength training, in particular, has been scientifically proven to help achieve such results. In this seminar, participants will learn the basics of designing and performing a strength training program; there will be a discussion and demonstration of exercises for each of the major muscle groups of the body. With the fitness skills and nutritional guidelines taught in this lecture, participants will learn how to condition themselves so that they can live each day as though they were 10 or 20 years younger. Each person will soon be able to add years to their life and life to their years!

LECTURE: *Basics of Stress Management*

PRESENTER: Salvatore Fichera, MS (Exercise Physiologist)

Stress is an inevitable part of life. To our bodies, it is associated with *change*--whether positive or negative. Stress will always be present as we adapt to our continually changing environs.

When not handled properly, stress becomes one of society's most dangerous afflictions--particularly in a culture where it has become nearly impossible to react with our natural "fight or flight" biological response mechanism. There are few socially acceptable and practical ways to vent stress. Thus, negative influences can lead to negative emotions like frustration and anger that, in turn, contribute to health problems such as ulcers, heart disease and stroke.

Stress is not always necessarily harmful, however. The flip side of the coin is that, just as stress can cause disease, good stress promotes wellness. Winning a contest, race or election may be as stressful as losing; but they trigger very different biological responses. Increased stress can compel us to action, resulting in a new awareness and perspective. It can result in increased productivity--but too much "good stress" can result in overload.

There are two key factors in using stress in positive ways. One is to be aware of what your own acceptable stress level is. Secondly, choose to stressors that, on a daily basis, impacts our long and short-term physical and mental health.

LECTURE: *The Mind/Body Connection*

PRESENTER: Salvatore Fichera, MS (Exercise Physiologist)

We're all familiar with the concept of *mind over matter*. But we tend to overlook the power that *matter* can have over mind. Physical well-being enhances our ability to generate thoughts in the first place. Exercise is associated with better mood, enhanced creativity and productivity. It can also be a powerful method of stress management.

The purpose of this lecture is to examine the need for physical fitness and to illustrate it's interconnectedness with the mind – from positive attitudes to heightened creativity. Want to have fewer sick days, greater enthusiasm, and more stamina? Here's how to improve your quality of life through better awareness of the mind/body connection.

**LECTURE: *The High-Protein, Low-Carb Myth:
The Facts and Fiction of the Atkins, Zone and South Beach Diets***

Presenter: Salvatore Fichera, MS (Exercise Physiologist)

The purpose of this lecture is to enhance awareness of the misleading, unhealthy and potentially harmful myths perpetuated by the Zone, Atkins and South Beach diets. Sal Fichera explains the physiological realities of each diet vs. their claimed benefits--concluding that none of these plans exceeds the effectiveness of exercise and a balanced, healthful diet.