



Dear College Programmer:

As a New York City-based professional speaker, exercise physiologist and author, I offer seminars, lectures and workshops that speak to the health, diet, exercise, nutrition and fitness concerns of college students.

Since 1987, I have worked as a presenter whose academic credentials and experience as a fitness consultant allow me to blend cutting-edge technical information about physiology & nutrition with practical health and fitness tips that can easily be incorporated into a college student's hectic lifestyle.

Travel expenses associated with my speaking fee can be shared with other colleges (when the booking coincides with appearances within a 100-mile radius of your area). If interested in booking me, I will work within your budget to ensure that you are able to bring me to campus.

I am available to you throughout the day, and can present two separate lecture/seminars (daytime and evening presentations).

**Lecture Topics Include:**

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

---*The Right Food For Thought: How Diet Effects the Body and Brain*

---*Eliminate The Freshman 15*

---*Making Your School Cafeteria Work for You: Calories, Carbs and Fat*

Please contact me at 212-687-1646 or [sal@ForzaFitness.com](mailto:sal@ForzaFitness.com) if you have any questions or comments.

A press kit and video demo will be sent to you upon request.

Sincerely,

Salvatore Fichera  
Forza Fitness  
(212) 687-1646

## **What Makes Sal Fichera A Uniquely Qualified Campus Guest Speaker?**

Exercise physiologist, certified personal trainer and motivational speaker Sal Fichera is uniquely qualified to speak on topics of health, fitness and mind/body synergy. He regularly appears in the TV, print and Internet mediums while training a roster of private clients at places such as Gold's Gym (NYC).

Offering a selection of topics such as dieting, health and fitness, appearance, improving school grades, wellness and stress management, Fichera channels his diverse background into dynamic lectures and presentations that speak to the specific concerns of college students.

Fichera has been studying, practicing and teaching the benefits of proper exercise and nutrition since 1987. He graduated from St. John's University with a B.S. in quantitative analysis and received an M.S. 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.

Through seminars, interviews and workshops, Fichera has earned a reputation for informative and insightful presentations that gives his audiences the knowledge, skills, structure and motivation to attain success with any fitness goal.

Fichera has lectured at universities, health clubs and corporations on the East and West coasts, covering a broad range of fitness-related issues. In addition to being a published author of fitness articles, he has been a valuable source for media professionals who seek his expertise on a wide range of health and fitness topics.

From his television appearances on *CNN*, *Dateline NBC*, *NY1 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 is the outside fitness expert for *Good Housekeeping*, appearing in print and TV segments that evaluate the effectiveness and safety of exercise equipment. He has written features and editorials, provided expert advice and evaluated consumer products for publications including *Cosmopolitan*, *Fitness Management*, *NY Daily News*, and *The Daily Challenge*---and is a regular contributor to *Healthwise* magazine.

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**College Lecture Topics from  
Sal Fichera, MS (Exercise Physiologist)**

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*---Making Your School Cafeteria Work For You: Calories, Carbs and Fats*

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

*---The Right Food For Thought: How Diet Effects the Body and Brain*

*---Eliminate The Freshman 15*

*---Carbs, Fats, Proteins and Your Diet*

*---Gut Busters: Flat Abs in 30 Minutes a Week*

**FOR ATHLETES / ATHLETIC DEPARTMENTS**

*---Optimize Your Performance Through What You Eat*

*---Supplements That Enhance Athletic Performance and Quality of Life*

*---Improve Your Game Through Eating Smart*

*---Abs and the College Athlete: Core Conditioning for Sports*

*---Making Your School Cafeteria Work For You: How Well You Eat Determines How Well You Compete*

*---Maximize Your Workout Results with Negative Training*

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Corporations & Colleges  
where Sal Fichera has presented  
Seminars & Lectures

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York College (PA)

Hartwick College (NY)

Central Connecticut State University (CT)

La Roche College (PA)

Price Waterhouse Coopers

Wachovia

Morgan Stanley

Mineral Technologies, Inc.

The McGraw-Hill Companies

Viacom, Inc.

Digitas

CMN Technologies, LLC

Itochu International, Inc.

Playboy Enterprises

Iowa Sports Management

Columbia Condo Health Club

**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 (2002-2006)  
by  
Sal Fichera, MS (Exercise Physiologist)**

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“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

“What infectious enthusiasm! I need to lose 10 pounds. . .you make it sound possible and enjoyable.”--November 20, 2003

“So professional! Loved the content. Your style is very engaging.”--November 20, 2003

“. . .great enthusiasm for your topics. Your demeanor grabs the audience.”--May 22, 2003

## LECTURE SYNOPSES

**An Interactive Seminar/Workshop facilitated by Sal Fichera, MS  
Exercise Physiologist and Personal Fitness Trainer**

**TITLE:**

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

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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 a balanced, healthful diet and exercise.

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**An Interactive Seminar/Workshop facilitated by Sal Fichera, MS  
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**TITLE**

***Eliminate The Freshman 15***

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Life as a college freshman can be overwhelming. New and unfamiliar environments, endless studying, fewer physical activities, homesickness and loneliness can all become sources of stress. Further compounding these potential problem areas is the lack of a consistent schedule, access to a wider assortment of foods than back home, all-you-can-eat options and alcohol consumption at social events. Often times, this blend of changes manifests itself as extra weight gain---up to 15 pounds during the freshman year.

While such increases in fat may seem inevitable, the solutions to prevent or reverse this problem are quite simple: exercise and eat right. The freshman year challenge, then, is to decipher the optimal ways of eating and exercising. With the deluge of fad diet and exercise programs currently on the market, choosing the most healthful options is an elusive--but crucial--component of an overall fitness strategy.

This presentation maps out a clear, practical approach to an exercise and nutrition plan.

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**An Interactive Seminar/Workshop facilitated by Sal Fichera, MS  
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**TITLE**

***The Right Food for Thought: How Diet Effects the Body and Brain***

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The primary purpose for going to college is to *learn!* Yet, there is one crucial, but widely overlooked factor, which could enhance a student's learning experience – DIET! Food directly affects the brains' function and capacity to absorb new and challenging information. Unfortunately, with the pressures placed on students' schedules, little attention, if any, is placed on what to eat to nourish the body and *brain*.

This seminar teaches students how to maximize their thought and learning capacity through what they eat and when they eat it.

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