

NEW VENTURES

Once-a-week workout program comes to Fogelsville



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InForm Fitness Studios, a New York City-based fitness center, has opened its first location in the Lehigh Valley. The Studio features the Power of 10 fitness system featured in the New York Times best-selling book “Power of 10 —The Once-a-Week Slow Motion Fitness Revolution,” by founder Adam Zickerman.

The system involves having clients train with an instructor once a week for 20 to 30 minutes using specially designed equipment. Zickerman described it as “doing a week’s worth of exercise in a single workout, using Power of 10 slow motion techniques.”

The system is geared towards busy professionals who have difficulty scheduling time for workouts due to their work and personal commitments.

“This is a perfect program for busy people who want to experience results but have very limited time,” said Zickerman. “This program is efficient because it works muscles to fatigue in one short set.”

Paul Wagner, co-owner of the Lehigh Valley studio, discovered the program as a commuter who lived in New Jersey, but worked as president of The Program, a



Photo by Stacy Wescoe

Trainer Brent Musselman, right, instructs Olivia Osterhoudt at the InForm Fitness Studio in Fogelsville.

frozen fruit distributor in Fogelsville. He said it started when he heard an interview on the radio with Zickerman.

“And I thought that’s got to be a joke, but it stuck in my head,” he said.

While intrigued, he said he wasn’t sure if it was worth a weekly trip to New York to work out in Zickerman’s studio. Still, it was a workout that seemed right for him.

Lehigh Valley location near his office in Fogelsville.

“I get those kinds of calls all of the time, actually,” said Zickerman. He said when prospective partners learned how demanding he was, they were usually scared off.

“But Paul, he got it,” said Zickerman. “He appreciated my due diligence and how I leave no stone unturned.”

Zickerman said he and Wagner spent more than a year developing the Fogelsville studio, InForm’s third location.

Fellow co-owner Mark Palonis and Lehigh Valley trainer Brent Musselman will instruct clients. Zickerman said he will also be available at the Fogelsville club to train Lehigh Valley clients.

The cost per session is \$45, but Wagner said there are discounts when clients sign up for multiple sessions. While he said that is higher than other health club fees, he notes that each session is with a personal trainer — which he called key.

“You can’t do this kind of training without a personal trainer,” said Wagner. “You just can’t push yourself as hard as you need to.”

The studio is having a grand opening Friday, May 4, through Sunday, May 6, that is open to the general public. The studio is located at 2374 Seipstown Road in Fogelsville.

For more information contact InForm Fitness Studios at (610) 285-6070 or go to the Web site www.informfitness.com.