

# Society

## Centerville Absolute Fitness opens

Contrary to the industry norm, a full-service fitness and personal training facility, which does not require contracts of any kind, has opened in Centerville. Absolute Fitness, 7585 Clio Rd., is owned by 26-year old Mike Moorman, whose motto is, "Let's get you in shape, and not worry about refinancing your home!"

While Moorman is a young man, his experience and dedication to his profession is extremely intense.

A graduate of Kettering Fairmont High School, and a Certified Fitness Trainer, Moorman began working out at 13 when he received his first set of weights. "I knew I wanted to do something in the health and fitness field from that point forward," Moorman points out. "I was amazed how quickly the body can get into shape with the proper exercise and diet."

At the age of 19 he became interested in personal training, and began the certification process as a trainer.

While working at various gyms in the area, he noticed that customers had several complaints about the industry. A major complaint was overcrowding, impersonality, and a lack of customer service. Contracts were expensive and often confusing, and fees for personal training involved the pur-

chase of large, pre-paid packages.

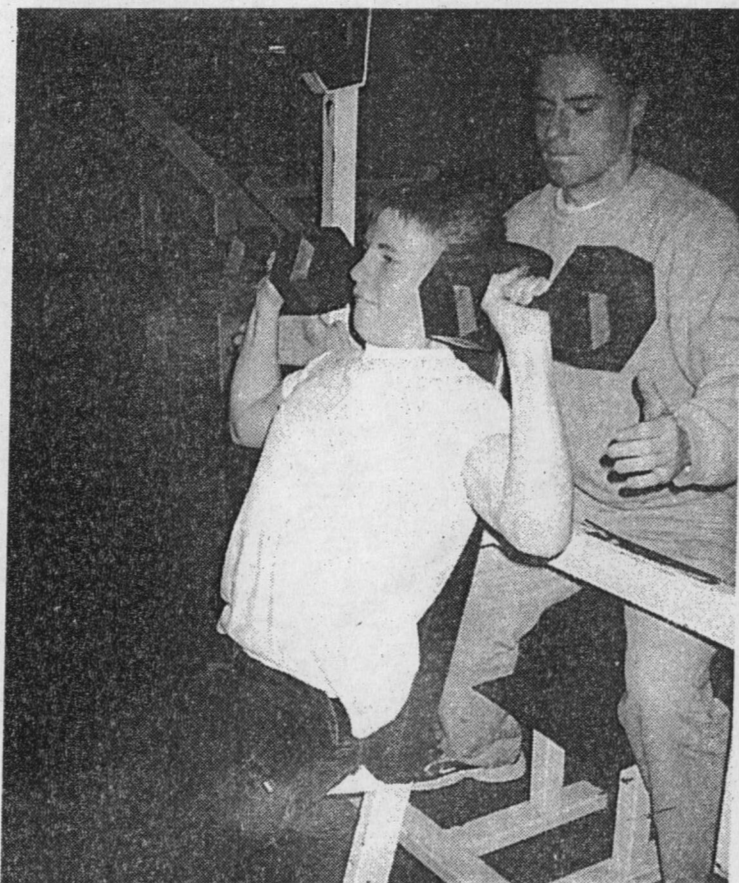
Moorman began the planning of opening his own fitness center in 1999, by purchasing equipment at auctions or on-line from all over the country. He then spent hundreds of hours carefully refurbishing the equipment in his apartment. He also created a business plan that would eliminate most, if not all, of the industry complaints from his operation.

He opened a facility in Kettering (with a partner whom he has since bought out), and recently re-settled in Centerville.

Absolute Fitness includes top-of-the-line equipment, such as Cybex, Life Fitness, Stair Master, Hammer Strength and Trotter.

Moorman's enthusiasm and energy is well suited for this business, and his philosophy has created a diverse client base. "We see lots of doctors and other professionals, as well as business owners who need to stay in shape," he says. Absolute Fitness also works with an array of athletes including at the high school, college and professional level. "Our goal is to make everything as fun and casual as can be, without any intimidation," he notes.

He has six other trainers on staff, and Moorman has recently been volunteering



Submitted photo

**Absolute Fitness owner Mike Moorman works with 17-year-old client Josh Rupp of Bellbrook**

as Strength and Conditioning Coach for Bellbrook High School's basketball team.

Absolute Fitness is open seven days a week. Hours of operation are: Monday to Thursday from 6 a.m. to 8:30 p.m.; Friday from 6 a.m. to 7 p.m.; Saturday from 9 a.m.

to 4 p.m.; and on Sunday from 10 a.m. to 3 p.m.

A community open house is being planned for January. For further information, please call Absolute Fitness at 937-438-6867, or check out their web site at [www.absolutefitness.com](http://www.absolutefitness.com)