

THE PFP LIFETIME ACHIEVEMENT

Awards Phil Kaplan for his impact on the personal training industry

BY KELLI CALABRESE

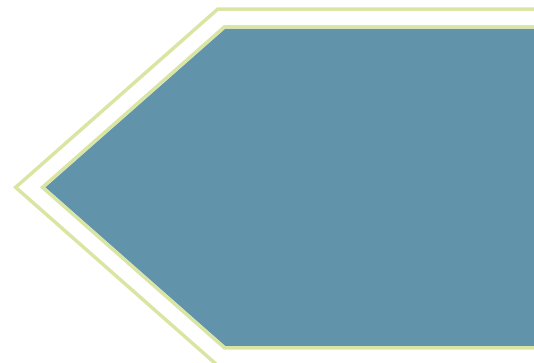
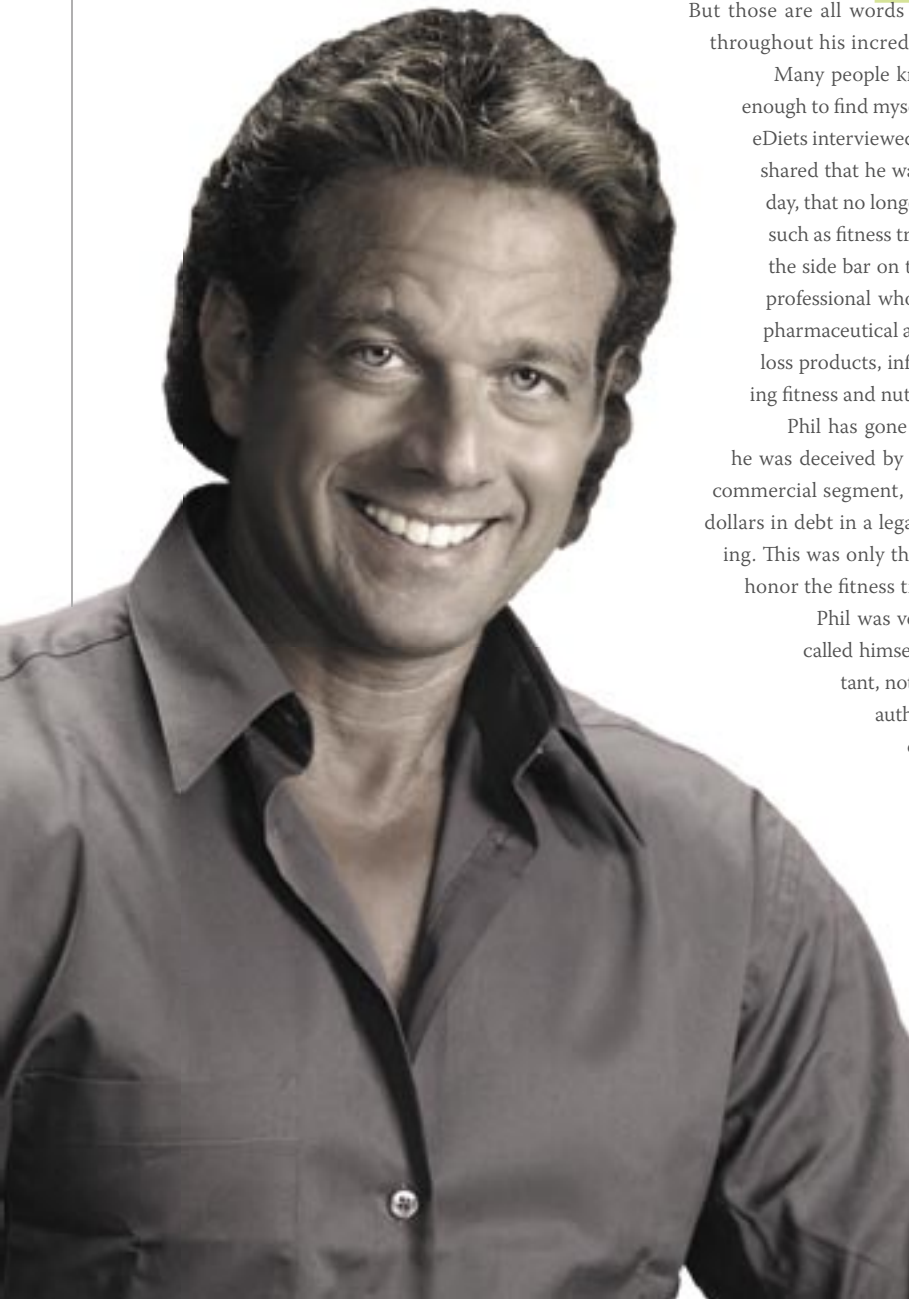
People throw around the words honesty, integrity and excellence; however, few actually understand or live by their meanings.

But those are all words Phil Kaplan takes literally, and they have served him well throughout his incredible career.

Many people know of Phil Kaplan, but few truly *know* him. I was fortunate enough to find myself sitting across the table from Phil in the spring of 2001 when eDiets interviewed him for a consulting position. Phil leaned forward and simply shared that he was a personal trainer who delivered the fitness truth. Now today, that no longer sounds like a big deal since everyone has adopted Phil-isms, such as fitness truth, supportive nutrition and synergy (for more Phil-isms, see the side bar on the next page). Phil went on to explain that he was the fitness professional who was the watch dog for the consumers. He went up against pharmaceutical and supplement companies, weight loss experts, physicians, fat loss products, infomercials, diet drugs and anyone making false claims regarding fitness and nutrition.

Phil has gone to extreme lengths to stand behind the fitness truth. When he was deceived by an infomercial company who tried to change his words in a commercial segment, he re-mortgaged his house, going hundreds of thousands of dollars in debt in a legal dispute, in order to prevent the fraudulent show from airing. This was only the beginning of the lengths I have seen Phil go to in order to honor the fitness truth.

Phil was very modest; however, he was extremely passionate. He simply called himself a personal trainer, not a guru, not a fitness business consultant, not a radio personality, not a multi-club owner, not a web master, author, celebrity trainer, millionaire or international presenter — all of which he could have easily done. When I visited his website, www.PhilKaplan.com, I did not find an alphabet of letters after his name (although he easily could have placed those credentials there). I did not see a bio or resume page, testimonials from celebrity clients or a website



AWARD

PHIL-ISM'S

- THE ORIENTATION
- THE FITNESS TRUTH
- SUPPORTIVE NUTRITION
- SYNERGY
- A CONCERN FOR MUSCLE
- MODERATE AEROBIC EXERCISE
- CONTAGE-IASM
- MIND AND MUSCLE
- THE "SERIES"
- THE SMALL GROUP FORUM
- "BREAKTHROUGHS"
- FAT LIBERATION
- THE CALORIC STAGGER
- BODY TRANSFORMATION
- PEAK IMPACT
- THE CHEAT DAY
- THE "AYE KANT"

filled with pictures of Phil. There was only a small picture with a quote from none other than legend, Joe Weider, who I later came to find out relied on Phil's consulting to steer the direction of Weider Publications.

Phil set out to be a personal trainer, and through his passion to deliver a fitness result and his willingness to take risks, he became one of the greatest leaders and pioneers in the personal training industry. He's the first one to admit he has made more mistakes than he's had successes, but Phil is not only a fast learner, but he also has an amazing ability for forecasting and turning lessons into opportunity.

Phil is not about fluff or hype. He delivers jam-packed, quality information every time, and there are thousands of people in new bodies and thousands of personal trainers in new careers because of Phil's willingness to risk it all in delivering the fitness truth and helping trainers have a rewarding career. Phil continually strives to find ways of raising the bar for fitness pros, setting new standards for professionalism and insisting trainers are placed on a pedestal in terms of public perception, along with medical and legal professionals.

CAREER HIGHLIGHTS Phil had gone head-to-head with Dr. Atkins on a top-ranked morning radio show and challenged Dr. Siegel, the Cookie Diet founder, and Dr. Agatston, of South Beach Diet fame, on national TV. As the host of the Mind & Muscle Fitness Hour radio show for over 15 years, Phil thoroughly enjoys pitting people with opposing views against each other so listeners can make more educated decisions. He has completed dozens of media tours and is published in the leading fitness and trade publications, all in the name of providing con-

sumers and trainers with the fitness truth. Some of his most astounding programs include "Transform," "Eat," "The Best You Have Ever Been," "Personal Training Profits," "The Vault," "The Answer," "Exceeding Excellence," "R.E.S.C.U.E," "Ultimate Fat Loss" and the "21 Day Journey to Excellence."

Phil also co-created the first business conference for personal trainers, called the Personal Trainer Business Forum, where for three days he, along with a few hand-selected speakers, energetically shares with fitness professionals all of his tools and proven business formulas from his past two decades in the trenches. I have seen and heard some of the powerful, life-altering testimonials from personal trainers who return, from all over the world, year after year to further develop their skills and take their business to the next level.

RECENT CHALLENGES The past two years have been challenging for Phil — to say the least! It began with Hurricane Wilma, tearing the roof off of his office and damaging his new home and his fitness center in Ft. Lauderdale. Not only did he lose inventory, had computers damaged and had to shut down business for a period of time, but in the months following, he would come to learn that he had developed a neuromuscular disease resulting from a mycotoxin found in the mold growing in the walls of his office. The illness was debilitating; however, he didn't let it slow him down. After relocating his office, traveling to medical facilities around the continent for examination and treatment and going through what many people would consider crippling challenges, Phil puts one foot in front of the other, holds tight to his mission and is excitedly now focused on the next stage of his career. He promises to impact more people than ever in more powerful ways than he ever has, and along with that promise, he's spearheaded a success organization for personal trainers, the Personal Trainer Business Alliance.

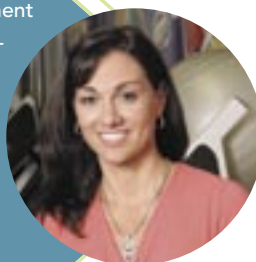
INTEGRITY AND FRIENDSHIP Since I have gotten to know Phil and called him a friend over the past six-plus years, I have seen him turn

down lucrative contracts where the product or message was not in line with his personal philosophy on fitness. The more time I spend with Phil, the more impressed I am. He does not tell you the answer you want to hear. He has no hidden agenda except to provide you with a truthful answer that is in your best interest. Phil has yet to steer me wrong, and as one of the members of his mastermind group, I can share that I've seen his advice and introductions help trainers triple their income in a year's time.

Phil is the guy who is never too busy to take or return your call and will do so with genuine interest and concern. His success is no accident. How can I possibly take 20 years of milestones, breakthroughs, teaching moments, successes and victories and wrap it into one short article? Well, I can't. I sincerely hope you now have an idea of how Phil's unlimited energy and passion for the personal training industry has helped its growth. It is with great gratitude that *Personal Fitness Professional* presents Phil Kaplan with the Lifetime Achievement Award. I look forward to watching him lead the way for the next 20 years.

Turn the page to read a small sampling of testimonials of how Phil has positively influenced the many lives of fitness professionals in his astounding career, or log on to www.fit-pro.com for more in-depth testimonials from the many others who have benefited from Phil's guidance and support. ▶

PFP is proud and honored to present our first-ever Lifetime Achievement Award to Phil Kaplan, who we consider to be the Father of Personal Training. Because of his lifetime commitment to elevating the status and compensation of personal trainers through education and the unselfish sharing of his experiences, fitness professionals stand at the forefront of changing America's plight of obesity and the shift to wellness. Phil's 20-year dedication to the fitness industry, the "truth" about fitness, his clients and, most importantly, to the professionalism of personal trainers is the reason that we honor him today.



PHIL-MONIALS



Phil is a true leader in the fitness industry. He has the unique ability to take difficult business concepts and communicate them in simple and practical terms.

JUAN CARLOS SANTANA, OWNER OF IHP

The first quality you'll notice about Phil is the one that makes all great leaders stand out and that is his passion.

JOE CIRULLI, OWNER, GAINESVILLE HEALTH & FITNESS CENTERS

Phil has helped to change the lives of tens of thousands of individuals looking to improve their fitness. Personally, he has been instrumental in my growth and development over the past 15 years of my career.

JESSE D. HARPER, NATIONAL SALES MGR. OF POLAR ELECTRO

Phil Kaplan has played an integral role in helping take my business from ordinary to extraordinary. He is a true mentor who is never afraid to share his experiences so others can learn from him.

DR. CHRISTOPHER R. MOHR, CO-OWNER OF MOHR RESULTS, INC.

For a lifetime, Phil has epitomized the true spirit of coaching and training. With integrity, a passion for excellence and a sincere care for every trainer in the industry, Phil has been more than a role model to all.

**CLIFF LATHAM, OWNER OF FITNESS TOGETHER & ELEMENTS,
COLLEGE STATION, TX**

When I was putting together a superstar panel discussion of the leading personal training pros, Phil's name appeared at the top of the list!

HOWARD RAVIS, FITNESS CONFERENCE/MEETING CONSULTANT

Phil took me from a place where I couldn't pay the bills to a place where I lead in my area of the country. His continued guidance has given me the ability to charge what I believe I am worth.

DEXTER TENISON, OWNER OF BODY TRANSFORMATIONS

The impact Phil has had on me is enormous. He's helped me believe in myself and not be afraid to do things. He's given me direction and belief.

PATRICK REILLY, OWNER OF NATURAL FITNESS GROUP

Phil is teaching an industry how to act and behave like true professionals.

**ERNIE SCHRAMAYR, OWNER,
ALL CANADIAN FITNESS**



LOG ONTO WWW.FIT-PRO.COM FOR
MORE TESTIMONIALS ON PHIL KAPLAN