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# Women's Fitness Week

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# Women's Fitness Week

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**Tiffany Finch and Claire Lucas**

An Honors College and Leadership Experience Project  
The University of Akron – Spring 2015

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# Introduction

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Our primary research discussed later in this paper has shown that many University of Akron female students feel self-conscious and uncomfortable while exercising at the Student Recreation and Wellness Center (SWRC). The Honors College and Leadership Experience Project of Tiffany Finch and Claire Lucas addressed this problem by planning and implementing the University of Akron's first "Women's Fitness Week." During this program, students had the opportunity to:

- Increase their knowledge base on exercise and try various exercising methods
- Learn about and try appropriate and effective self-defense tactics
- Receive dietary guidance
- Be inspired by successful women who have bridged their own personal gender gap
- And more.

Our findings about women at the University of Akron are consistent with current trends in the women's fitness industry. Female-only fitness facilities have been growing and flourishing over the last decade or more. This is due to a need and a demand that is not unique to the Akron community. Many women prefer an exercising environment that is welcoming, comfortable, and non-intimidating. This is accomplished through many fitness facilities throughout the country and world focused solely on serving women. This was a type of business we believed in and saw great value in, which led us to learn more about it and "create" or own all-women's facility through our entrepreneurship classes.

We began our research during our Introduction to Entrepreneurship class in 2013. Our research continued in 2014 in New Venture Creation, the succeeding entrepreneurship class. Research and results from these two classes are discussed in further parts of this paper. Our hypothetical women's fitness center - Athena's Fitness - was presented at the Entrepreneurship Education Consortium ideaLabs competition in April 2014. Feedback from the judging panel included a suggestion to partner with the SWRC on this issue. Working with the SWRC through this programming has given us the avenue to begin solving the problems related to women's wellness in our community without incurring the risks and costs of building a new business.

We started this specific project by presenting to some key members of the SWRC: SWRC Director John MacDonald, Manager of Special Events Julia Neal, and Manager of Fitness and Wellness Stacey Adams. At this meeting, we brainstormed different types of programming to address women's wellness at the University of Akron. Among the top of the list was a series of hands-on sessions educating women on the different types of weight training such as free weights, strength machines, and body weight exercises. We also discussed reserving part of or the entire fitness floor for females only on a set of particular days or for particular durations of time. This, however, was a less feasible option. The fitness floor of the SWRC is so widely used that closing it down to all but program participants would have a significant effect on regular, expected volumes and equity, satisfaction, and loyalty among SWRC members.

Ultimately, we decided the best solution was to widen the scope of our project and plan a week's worth of programming, offering more than just weight training education and instead focusing on all-around wellness in women. We recruited Stacey Adams and Jamie Liles,

Assistant Director of Strength and Conditioning, to be our project mentors. Liz Newcomb, Graduate Assistant of Fitness and Wellness, was also a part of the Women's Fitness Week team.

The subsequent sections of this paper will go into further detail on: secondary research, primary research, the actual event programming and outcomes, limitations of the project and recommendations for future actions, and personal lessons learned from being involved in a project such as this.

### **Personal Statement by Claire Lucas**

Through my years at Akron, I have witnessed young women feeling intimidated, judged, and uncomfortable while working out at the SWRC. As a student-athlete, I am in a different position. For one, I almost always work out at the field house weight room with a group of my teammates and the guidance of a coach. Secondly, I have been taught the ins and outs of numerous exercises; if need be, I could put together my own workout plan, walk into the SWRC, and feel comfortable and confident in my knowledge and experience.

When one is in an inviting environment and has the knowledge base to take ownership of her fitness lifestyle, I believe it can be enjoyable and rewarding. Working toward fitness goals and experiencing real improvement is stimulating and, often, somewhat addicting. Because the right resources have been made available to me, exercise has become a passion of mine. I am working toward a healthier body and lifestyle while having a great time doing it. I believe if we put a greater effort into educating, energizing, and supporting our female community, we will see positive effects: overall morale will be boosted among them; they will better take advantage of

all the SWRC has to offer; and, ultimately, they will feel more ownership over their fitness lifestyle and really work toward their personal fitness and health goals.

While my work in my entrepreneurship classes was on a hypothetical business, and it may be years before I am able to actually start my own business, this project has given me the opportunity to do something real toward this cause. I value the opportunity to create a positive experience for the female students, faculty, and staff that I walk past on campus, sit next to in class, and am close friends with.

### **Personal Statement by Tiffany Finch**

I feel very strongly about encouraging women to feel more comfortable in a fitness center. Motivating all ages to become physically strong has always been a desire of mine. I know how I felt once I had conquered the fear of working out alongside men in fitness centers. Ever since that moment, I have always wanted to pass along that feeling to other women. When Claire reached out to me about helping with the Women's Fitness Week, I was very interested. I feel there is curiosity for young women to reach the other side of the SWRC. I hope to see this grow into a permanent goal for the SWRC to help encourage young women to feel comfortable exercising throughout the SWRC and not just on the cardio equipment.

## **Summary of Secondary Research**

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Secondary research first articulated the importance of women's wellness. The term "wellness" is not solely related to exercise and fitness. Sinclair and Myers (2004) define wellness as "a way of life oriented toward optimal health and well-being in which the body, mind, and

spirit are integrated by the individual to live more fully within the human and natural community” (p. 153). The World Health Organization defines health as a “state of complete physical, mental and social well-being and not merely the absence of disease or infirmity” (D’Abundo, 2007, p. 22-23). Ainsworth and Ananaian (2013) discuss the multiple dimensions of wellness including emotional, environmental, financial, intellectual, occupational, physical, social/cultural, and spiritual wellness. Ainsworth and Ananian also discuss the state of wellness as a conscious, self-improving, and evolving process that allows one to achieve her full potential.

The physical component of wellness is indeed critical to one’s overall health. It often receives more emphasis and attention than the other wellness components, although research shows that all aspects of wellness are not only important, but also interconnected and dependent on one another. Through our entrepreneurship classes, we focused on women’s fitness, or physical wellness. We learned through secondary research that fitness is just a small piece of the overall mission to improve women’s wellness.

### **The Necessity and Benefits of Wellness**

D’Abundo (2007) states that heart disease, cancer, and cerebrovascular diseases are the top three causes of death among U.S. women. Physical activity can reduce the chance of these health problems and many others including diabetes, premature mortality, and the symptoms of premenstrual syndrome and menopause (D’Abundo 2007; Porto, 2015). Hermann (2015) states that exercise involving the cardiovascular system, muscular system, and body flexibility can reduce overweight and obesity rates, stabilize blood sugar, and improve heart health, weight management, and functional ability.



Exercise also promotes better mental health, with physically active women experiencing fewer symptoms related to depression, stress, and anxiety (D'Abundo, 2007). Exercise is shown to improve memory, thinking, creativity, and imagination (Porto, 2015). Mental health treatment programs that include both exercise and counseling have been successful in recent years (Porto, 2015). Even at a simple level, low impact exercise can improve one's mood (Kulinna & Warfield, 2009).

Sinclair and Myers (2004) review wellness in young women, particularly as it relates to body consciousness. There is significant interconnectedness between body image, self-esteem, physical wellness, and total wellness. "Up to one third of late adolescent and college-age women engage in some degree of binge eating, purging, caloric restriction, and unhealthy weight loss" (Sinclair & Myers, 2004, p. 150). Furthermore, ninety percent of the population with eating disorders is female. This article focuses on three dimensions of body consciousness – body shame, body surveillance, and appearance control. Body surveillance measures the frequency and extent to which an individual monitors how her body looks. Body shame has to do with the internalization of body standards according to culture. Appearance control is the extent to which one believes her appearance can be controlled. The factors of the "5F-Wel" were used in this study to connect body consciousness to holistic wellness. These factors include the creative self, coping self, social self, essential self, and physical self (Sinclair & Myers, 2004).

Sinclair's and Myers' (2004) findings show that high scores on the body consciousness dimensions are related to low self-esteem, negative eating habits, and poor psychological well-being as it relates to autonomy, environmental mastery, personal growth, purpose in life, and self-acceptance. Furthermore, low scores on body shame and body surveillance were associated

with higher scores on multiple wellness dimensions. The existing inverse relationship between body shame and the creative self can result in poor academic performance as problem solving and investment in new learning experiences is hindered. The inverse relationship between body surveillance and shame and the coping self can affect the personal, social, and academic success of college women as stress management and sense of worth is affected. Total wellness scores were also higher for those with lower body surveillance and body shame scores (Sinclair & Myers, 2004).

A positive relationship was found between appearance control and total wellness, showing that there are some positive benefits to appearance control (Sinclair & Myers, 2004). Belief that one can control her appearance can provide a sense of competence, can reduce stress and anxiety, and can help the individual cope with cultural body standards (Sinclair & Myers, 2004).

The last important result of this study was the relationship between body consciousness and the physical self, particularly as it relates to body mass index (BMI) (Sinclair & Myers, 2004). Individuals deemed to have "normal" or "overweight" BMI measures scored higher on body surveillance and body shame compared to those individuals with an "underweight" BMI. Studies show that BMI is positively related to eating disorders, body image disturbance, and body dissatisfaction (Sinclair & Myers, 2004).

Information from Armstrong (2011) shows that body consciousness issues begin to develop at an early age, even before college. Much of this has to do with the rising obesity rates in the United States. Eighty percent of children of ten years and younger are afraid of "being fat," and young girls collectively are more afraid of becoming fat than they are of nuclear war, cancer, and losing their parents. Over ninety percent of females aged fifteen to seventeen would like to

change at least one aspect of their appearance, with bodyweight being the most common aspect, and almost a quarter of females the same age would consider cosmetic surgery. There is a clear need to address and improve these statistics among our young population, from both physical and psychological standpoints, and follow through with actions at the high school and college level as well.

Also related to body consciousness is an article by Lamarche and Gammage (2010) stating that family, peers, and media are three significant influences to an individual's internalization and belief of cultural messages and stereotypes on beauty and the body. Without the use of BMI or another quantitative measure, a large percentage of women in Lamarche's and Gammage's study self-assessed their bodyweight in categories other than "normal," and those who did so exhibited worse perceived quality of life.

### **The Reality of Women's Wellness**

Despite the necessity and benefits, women's wellness often lacks in many areas. According to D'Abundo (2007), only four in ten U.S. women engage in the recommended amount of physical activity, and women are more likely than men to report no leisure-time physical activity (Hermann, 2015). The U.S. Department of Health and Human Services recommends thirty minutes or more of moderate-intensity physical activity most days of the week (Napolitano et al., 2006). As stated above, the striking statistics from Sinclair and Myers on eating disorders and the like among late adolescent and college-age women illustrate a widespread issue regarding dietary health, as well as its effects on almost all other areas of holistic wellness. "A review of the literature indicates that 'significant differences exist between men and women in biological well-being, in diagnosis and treatment of physical and mental disorders, in multiple role stress, in

vocational patterns, in economic resources, in social support networks, and in spiritual well-being” (Sinclair & Myers, 2004, p. 153). Specifically, studies from Myers, Bechtel, and Mobley reported lower overall wellness in college-age women than men, particularly in the areas of self-direction, self-care, nutrition, stress management, and sense of worth (Sinclair & Myers, 2004).

There are many explanations to the current extent of overall and, more specifically, physical wellness in the U.S. female population. Each explanation tends to involve one or more sociodemographic, biological, psychological, and/or environmental factors (D’Abundo, 2007). One relevant factor is self-worth. A study by Pridgeon and Grogan (2012) looked at the characteristics of and differences between adherers and non-adherers of a regular exercise regimen. A great sense of self-worth was more common in adherers of exercise compared to non-adherers. Non-adherers lacked motivation due to past failed attempts at exercise and weight loss, which lowered self-worth and worsened body image. The dropouts also frequently compared themselves to others which worsened body image. Another study showed that college students with a lack of confidence, an overwhelming feeling, or a lack of control of personal or environmental factors were likely to refrain from using the school’s recreation center (Hermann, 2015).

Adjusting one’s schedule to make exercise a part of the daily life is often a critical but challenging step. Technological and societal advancements such as the automobile, washing machine and dishwasher, and an abundance of fast food and sit-down restaurants, have decreased the natural amount of physical activity performed in a day, therefore increasing the need to work out at a gym, go for a run, or exercise of the like to stay healthy (Ibrahim, 2012). However, the

time saved from these advancements like the automobile and washing machine is now often being allotted to the workplace rather than physical exercise.

Although challenging, embedding exercise into a daily routine is shown to help people stick with it, according to Pridgeon and Grogan (2012). Creating a routine eliminates the decision-making process and therefore promotes adherence to exercise programs. For women specifically, making exercise a habit can increase confidence and empowerment, and it is likely for attitude towards the gym and exercise to increasingly improve as the habit develops (Pridgeon & Grogan, 2012). Medical professionals encourage a regular fitness program as one of the best ways to stay healthy and prevent disease (Kulinna, and Warfield, 2009).

Culture and support are two other factors that have an effect on exercise adherers and non-adherers. Ainsworth and Ananian (2013) state that for some, the gym is a place for female insecurities, while for others, it is a place to eliminate and improve body image issues. For some, it is a place to reduce and release stress and tension, while for others it creates more stress and anxiety. These differences have to do with the psychological characteristics of the individual as well as her perception of the gym environment and culture.

Exercise adherers often mention the enjoyment of a supportive, collective, socially satisfying culture at their gym, while the non-adhering counterparts often feel excluded, a lack of belonging, and are afraid to ask family, friends, or professionals for support (Ainsworth and Ananian 2013). The importance of a positive and supportive culture could be a reason for an increasing demand in all-women fitness centers. The quantity of female-specific fitness options has increased dramatically in the last decade or more, with the well-known franchises of Curves, Liberty Fitness, and Lady of America (Rhodes, 2005). In fact, it is the fastest growing segment in

the fitness industry (Craig & Liberti, 2007). While the offerings and structure of each facility is unique, these facilities are common in the appeal of no males and a non-intimidating atmosphere (Rhodes, 2005).

As it relates to culture and support, many of the female facilities are targeted toward older or less athletic women who have experienced exclusion or discomfort at other gyms (Craig & Liberti, 2007). Interviewees who attended an all-women facility often mentioned a sense of comfort, particularly relating to a non-judgmental and non-competitive atmosphere. In the study by Pridgeon and Grogan (2012) on exercise adherence, stated reasons for non-adherence included losing a training partner, a lack of confidence to continue alone, and too much intimidation with not enough support. The study showed that having a partner, community, or other type of support replaced self-consciousness with comfort, distracted exercisers from negative feelings about appearance and fitness levels, increased focus on the workout, and made exercise more enjoyable. Interviews by Craig and Liberti (2007) showed that college women specifically preferred exercising with a partner or in a group as opposed to by themselves.

### **Addressing the Issue**

Women's fitness and wellness has been addressed through multiple formats, and our secondary research provides us with examples and suggestions we have taken into account when developing our own women's wellness program. Some are more conceptual in nature while other articles provided specific and tangible recommendations.

Meyers (2006) stresses the importance of instilling healthy lifestyles from a young age, especially due to the health problems rising among the young such as obesity and diabetes

(Johnstone & Rickard, 2006). This includes parental promotion and support of healthy habits in regard to eating, exercising, and work-life balance. Promoting this wellness will have a lasting effect at the college level and beyond (Meyers, 2006).

We learn through the women's wellness project of Harris et al. (2006) that a giving more direct and personalized attention to women can result in more follow-through physical activity. This study included two forms of physical activity interventions that were mailed to women. One program, Choose to Move, included one mailing of standardized information. The other program, Jumpstart, included more individualized feedback based on the each participant's current wellness standing, as well as a letter explaining the program materials. This study showed that Jumpstart, which used a more personalized approach, encouraged greater results among its participants in regard to moderate physical activity compared to its Choose to Move counterpart (Harris et al., 2006).

Sinclair and Myers (2004) give multiple suggestions to address body consciousness among young women. Studies show that women wellness programs can have positive effects on body satisfaction and self-image. There are multiple ways to construct or enhance these wellness programs. It is beneficial to find the source of discontent in women's bodies. Acknowledging the influences of "sociocultural milieu" can help women better understand and deal with body image issues. Media portrayals of the female body can be unhealthy influences on women's body consciousness (Vogel, 1999). Body image therapy such as guided imagery, movement therapy, and sensory awareness has also shown positive effects on college women (Sinclair & Myers, 2004). Sinclair and Myers (2004) also suggest psychoeducational programs with activities that promote wellness such as yoga, weight training, nutrition classes, and meditation training.

Lastly, in general, sharing experiences with other women is an important way to address body consciousness. Mentors, peer educators, and support teams are useful for this in the college setting (Sinclair & Myers, 2004).

There are countless ways to address women's wellness through the context of physical activity. One such popular way, as we have discussed, is the female-specific fitness facility (Rhodes, 2005). There is also an increased demand for personal trainers that bring in guidance, expertise, and encouragement through the pursuit of a better body (Diehl, 1999).

Group aerobics classes are particularly more popular among women than men (Hermann, 2015). D'Abundo (2007) argues that aerobics classes can be improved by bringing further attention to total wellness rather than focusing only on the physical component. An overpowering focus on the physical component limits the development of spiritual and emotional health. D'Abundo argues that wellness-focused aerobics classes can feel more inclusive to beginners and enhance the experience of more experienced class participants.

Martial arts is another specific way to empower women and promote wellness (Phillips, 2011). Phillips suggests that "women often lack a methodology for empowerment that allows them to take control of their health and their lives" (Phillips, 2011, p. 67). Martial arts activity that acknowledges personal aspects such as race, gender, and socio-economic status can be extremely beneficial to women's well-being. Benefits include the release of anger in safe and healthy ways, self-discipline, self-esteem, and the learning of how to take ownership and responsibility for maintaining good health (Phillips, 2011).

In the context of traditional fitness facilities, Hermann (2015) recommends encouraging peer support through promotional activities such as bringing in a friend for free, incentive-based peer



referral systems, and fostering an interactive environment between facility members. New exercise behaviors and information can be introduced through activities such as a small group personal training and free samplers of various group exercise classes. Activities such as these provide information, increase comfort, and lessen the difficulty related to unfamiliar exercise (Hermann, 2015).

## Summary of Primary Research

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### Survey 1 – Exercise Habits of Women Aged 26-55

In our Introduction to Entrepreneurship class, we began by focusing on women aged 26 to 55 rather than college-aged women. Our first survey consisted of basic questions regarding exercise habits. Some of the questions included: How often does the participant exercise, where does she exercise, and how comfortable is she at her place of exercise? What may increase that comfort level? What types of exercise does the participant engage in? Does the participant work with a personal trainer, or would she like to?

The survey was distributed electronically through an email with a link to the online survey, as well as directly in hard copies. We received feedback from 75 survey participants. 92% of those surveyed were over the age of 26. 82% lived in the Akron or Cleveland area, with the remaining from southern California and one participant from Phoenix, Arizona. Key findings from this survey are highlighted below.

- 27% of participants said they work out zero to one time(s) a week. We asked these individuals what would influence them to exercise more often. While something

regarding scheduling issues was the overwhelmingly dominant response, we also had responses such as:

- “Greater motivation”
  - “Female gym”
  - “Workout buddy”
  - “A gym or someone to push me.”
- 73% of participants said they work out at least two times a week. Common places of exercise were homes, the general outdoors, and traditional fitness clubs.
  - To our surprise, 100% of those working out at some sort of public fitness place ranked their level of comfort at a four or five (out of five), meaning very comfortable. When asked what would increase comfort levels:
    - Nine individuals mentioned more experience and knowledge would increase comfort levels.
    - Four individuals commented that they prefer nobody else to be around when they exercise, or that they are concerned that everybody in the gym is already thin relative to themselves.
    - Four individuals mentioned self-consciousness when asked about increasing comfort levels.
    - Three individuals commented that males specifically affect their comfort levels at the gym.
  - 40 women stated they use cardio machines and 34 stated they attend group classes. These are the two traditional activities for females at fitness clubs. 38 women mentioned something related to group classes when asked about their ideal gym. One woman

specifically mentioned she would like a weight lifting class, which is a less common type of group class. People also mentioned beginner classes or classes at multiple intensity levels to accommodate people at each physical level.

- 20 and 23 individuals use strength machines and free weights, respectively, and 67 individuals said they were willing to try different forms of exercise. Somebody stated they would like to see a separate room for women's weights.
- Another common topic was child care services offered at fitness clubs. 68% of participants said they would utilize an on-site child care service while they work out.

### **Interview 1 – Exercise Habits of Women Aged 26-55**

We then conducted in-depth interviews with nine of our preliminary survey participants shortly after the aggregation of results from our first survey. These interviews were done predominantly over the phone, with a couple interviewees preferring to only answer some open-ended questions via email. The questions and topics of these interviews varied depending on how each participant answered the preliminary survey. Key findings are highlighted below.

- One woman regularly worked out at Jazzercise, a predominantly female fitness club combining aerobic exercise and dance fitness. When asked about the female-dominated environment, she said, "I do [see value in exercising amidst other women rather than men]. I feel women support you in the classes I take."
- Another woman exercises at a Powerhouse Gym, spending most of her time participating in group classes. She stated that the group classes are predominantly female and the free weight area is predominantly male. When asked about her interest in the free weight area, she said, "I would probably venture out into the free weight area if there more females. I

do not know much about free weights and would feel awkward trying to figure it out with all the "muscle heads" around. In regard to an all-women's fitness club, she said, "Yes, I would definitely be interested in an all-women's fitness center. Eliminating the men would definitely make me feel more comfortable using aspects of the gym other than [just] classes. I would think some of my friends would be interested in that too."

- Another woman, in regard to trying personal training and new forms of exercise, said, "Mixing it up and allowing you to experience muscle confusion and to step out of your comfort zone is where I have experienced the most fitness benefits."
- When we asked one woman what about her gym attributes to such a high level of comfort (a five out of five ranking), she answered: "It is small gym that has several fitness trainers available. They promote a very friendly atmosphere." When asked for her initial thoughts on an all-women's fitness center, she said, "I think this could definitely work. I think women encouraging women to do and be their best is a win-win situation. An all-women's center may help women feel more comfortable and confident and less intimidated. I would be interested and I think others would also."
- When asked about an all-women's fitness center, one woman said, "Women tend to be intimidated by men when it comes to talking about their bodies. I have friends who are definitely intimidated by the sight of a new male member in our yoga class. Their conversations and work out requests are definitely hindered with the presence of males."

## **Survey 2 – Exercise Habits of Female College Students**

In our New Venture Creation class the following semester, we continued our research on women's fitness, but focused on the needs of female college students rather than females aged

26-55. We conducted a basic online survey that was shared through email that reached 74 females. 89% of participants were college students. This survey included many similar questions to *Interview 1*. Additional and modified questions included: how strongly do you feel men overpower the gym environment? How much more comfortable would you feel if men were not present at the gym? How interested would you be in a gym geared toward female college students? Some key findings are highlighted below.

- 80% feel that men overpower the gym environment.
- 79% would feel more comfortable if men were not present at their place of exercise.
- 74% would be interested in a fitness center geared toward females only, and 68% would be interested in a center geared toward female *college students*.
- 84% felt fairly to extremely comfortable at their place of exercise. The following depicts common sources of discomfort.
  - Eleven people mentioned something along the lines of “people judging me,” “self-conscious,” “intimidation of others,” or “I don’t like exercising in front of others.”
  - Five people mentioned males specifically as a source of discomfort with these comments: “ex-boyfriends,” “hot boys,” “meat heads,” “not many females go to the part of the gym with weights,” and “I like going to an all-female gym. Men are sometimes intimidating to work out with.”
  - Five people mentioned not having enough knowledge on what to do and how to work the machines.

- Many participants only listed one or two exercising activities that they regularly do. When asked why they stick to only one or two exercise methods, seven people mentioned not knowing how to do anything else.

## Conclusion of Primary Research

Our primary research showed us that environmental and cultural changes can be made in the fitness industry to enhance females' experiences. Many of the shortcomings in the environmental and cultural experience have to do with self-consciousness and intimidation of males. There is also a lack of knowledge that is hindering the female's ability to generally feel comfortable and confident and to try varying exercise methods beneficial to the body. Our primary research articulated this for females in the Northeast Ohio area, and most especially for female students at the University of Akron.

## Women's Fitness Week

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Given our secondary and primary research, we wanted to simply give the Akron female community the attention they need. A partnership with the SWRC was a great opportunity to do so. The partnership benefited all parties involved. We were able to pursue our passion and concern for women's wellness with the many resources of the SWRC that we otherwise would not have had access to. The female community benefit from all that Women's Fitness Week had to offer. And Women's Fitness Week better aligned the SWRC's mission to the female community specifically. It also increased awareness and hopefully activity of the SWRC's many

offerings such as personal training, weight training equipment, and the rock climbing wall. The mission, vision, and values of Student Recreation and Wellness Services are below.

- The mission of Student Recreation & Wellness Services is “to serve and engage all students to learn, develop, and succeed through innovative recreation, wellness, and leadership opportunities that encourage healthy and balanced lifestyles.”
- Its core values are articulated by the following statements: “We are student focused; we provide a supportive environment that is safe, accessible, fun, and educational; we model behaviors that inspire such as pride, respect, integrity, responsibility, sportsmanship, wellness, and community.”
- The vision of the Student Recreation and Wellness Services is “supporting health, fun, and friendship.”
- The vision of the Fitness & Wellness program in support of Student Recreation and Wellness is “to provide opportunities and resources that support and enhance healthy lifestyles. We aim to provide these services and programs in the context of an inviting environment that is accepting of all shapes, sizes, and abilities – even Zippy!”

Our goals of this project were to: increase knowledge levels of fitness, health, and wellness, increase confidence levels, increase comfort levels at the SWRC specifically, and ultimately give females the ability to take initiative and ownership of their health and fitness lifestyles and goals. After continual tweaks and evolutions of programming plans, we offered the following events to female students, faculty, staff, and members of the outside community.

The following sections give detailed explanations of various aspects of Women's Fitness Week, including each event offered, our budget, promotional and marketing efforts, attendance,

and attendees' experiences. The information below includes the schedule of events and a brief description of each event. This was posted on the registration webpage.



**WOMEN'S FITNESS WEEK**  
*March 1st-6th*

**Sunday 3/1/15**

**9 AM – 12 PM: Weight Room Orientation**  
This hands-on session will show you how to integrate weightlifting into your fitness routine practically and effectively. No prior experience necessary. Learn basic exercises using machines, dumbbells, barbells, and body weight.

**Monday 3/2/15**

**11 AM – 12 PM: Rock Wall Session**  
Be adventurous and have fun at the rock wall with the help of dynamic instructors.

**12 PM – 1:30 PM: Dimensions of Wellness Fair**  
Visit the Dimensions of Wellness Fair in Classroom 245 of the Student Recreation and Wellness Center to learn how you can live well in all areas of life - emotionally, environmentally, financially, intellectually, occupationally, physically, socially, and spiritually.

**12 PM – 3 PM: Individual Massage Appointments**  
Sign up for a quick massage at the Dimensions of Wellness Fair. Spots are limited!

**Tuesday 3/3/15**

**12 PM – 1 PM: Nutrition 101**  
Learn from nutritionists that will guide you to healthier eating habits.

**1 PM – 3 PM: Individual Nutrition Appointments**  
Focus in on your personal dietary needs with a nutritionist. Sign up for an appointment after the Nutrition 101 session. Free for individuals with a University of Akron meal plan, \$15 otherwise.

**7 PM – 8 PM: Nutrition 101**  
Learn from nutritionists that will guide you to healthier eating habits.

**Wednesday 3/4/15**

**11 AM – 12 PM: Rock Wall Session**  
Be adventurous and have fun at the rock wall with the help of dynamic instructors.



**12 PM – 2 PM: Success Stories – Speaker Panel**

Be inspired by the stories and insight of a lineup of female speakers who have experienced their own success.

**Thursday 3/5/15****12 PM – 1 PM: Self-Defense with UAPD**

Learn tips and techniques for effectively defending yourself with University of Akron's Police Department.

**7 PM – 8 PM: Self-Defense with UAPD**

Learn tips and techniques for effectively defending yourself with University of Akron's Police Department.

**Weight Room Orientation**

An event such as a weight room orientation was something we focused on a great deal at the start of our planning process. It was the programming most in line with the previous research and work we had done with women's fitness, directly relating to the lack of knowledge we observed in many of our females. We offered a three-hour orientation on a Sunday morning before the SWRC opened to the public. This ensured we would have enough space, quiet, and privacy. It also ensured we would not be interfering with the experiences of any other SWRC members. The fundamental topics that were covered in this session are described below. See the Weight Room Orientation Handout in the appendix for more details on what was covered at the event.

- Knowing your way around the weight room
  - The SWRC Fitness Floor has two parts to it – cardio work and strength work. We showed attendees the layout of this and clarified the differences between each type of machine, such as cardio machines, selectorize machines, and cable machines.
- Major muscle groups

- We covered the six major muscle groups of legs, back, chest, arms, shoulders, and abdominals, along with sample exercises for each muscle group.
- Cues to remember
  - We provided attendees with important things to remember such as “never lock out joints”, “slow and controlled movements”, and “lift with your legs rather than your back.”
- Stretching
  - We articulated the importance of stretching and how it is related to weight training. We explained the difference between static and dynamic stretching.

All of these topics were explained in full, and each attendant also had the opportunity to try a variety of exercises using free weights, selectorize machines, and cable machines. Female personal trainers from the SWRC (including team member Liz Newcomb) along with project mentor Jamie Liles led this event and ensured that all attendants were well-informed, their questions were answered, they were trying new exercises in a safe environment, and they knew where to go for further information or implementation.

### **Rock Climbing Session**

Women's Fitness Week gave registrants the opportunity to rock climb for an hour before the climbing wall was open to the public. We had two fantastic female instructors that helped the attendees who had never climbed before. This event was offered on two different days of Women's Fitness Week.

## Dimensions of Wellness Fair

The purpose of this event was to promote all-around wellness in our attendees. We did so by focusing on the eight dimensions of wellness – emotional, environmental, financial, intellectual, occupational, physical, social/cultural, and spiritual. We invited various individuals, organizations, and companies to represent these dimensions of wellness, simultaneously promoting their organization and wellness in the lives of the attendees they interacted with. We thought this would be an effective way to communicate and educate on the dimensions of wellness while still being lively and interactive.

Quoted descriptions of each dimension are listed below, as well as the representatives present at the fair. The dimensions descriptions were taken from the University of Akron's web page on Wellness.

- Emotional wellness – “Emotional balance is being able to freely express and manage your feelings in an effort to arrive at healthy personal decisions.”
  - University of Akron Counseling Center
  - University of Akron Student Health Services
- Environmental wellness – “Environmental balance includes choosing lifestyle practices, both personally and as a society, which are respectful of the environment.”
  - University of Akron Campus Recycling/Sustainability
- Financial wellness – “Financial balance is having an understanding of your financial situation and taking care of it in such a way that you are prepared for financial changes. Maintaining that balance consists of being comfortable with where your money comes from and where it is going.”

- Apprisen
- PNC Wealth Management
- University of Akron PNC
- Intellectual wellness – “Intellectual balance focuses on striving to expand your knowledge and improve your skills by engaging in various intellectually stimulating activities.”
  - University of Akron Education Abroad
  - University of Akron Center for Academic Advising and Student Success
- Occupational wellness – “Occupational balance focuses on building and making good use of your knowledge, skills, and talents whether in your academic and/or professional careers.”
  - University of Akron Career Center
  - University of Akron Student Employment
- Physical wellness – “Physical balance includes taking care of your body for optimal functioning.”
  - SWRC Intramural Sports
  - KOI Vitality
  - Walgreens
- Social/cultural wellness – “Social/cultural balance is the ability to interact with others. Develop and cultivate close friendships and interact with people of different backgrounds, lifestyles, and abilities.”
  - University of Akron Student Life
  - University of Akron Women's Resource Center

- University of Akron Office of Multicultural Development
- University of Akron Police Department
- Spiritual wellness – “Spiritual balance involves searching to create a personal sense of life's meaning, purpose, and direction through everyday experiences.”
  - Campus Focus
  - Newman Campus Ministry

### **Individual Massage Appointments**

Recovery, relaxation, and rejuvenation can be just as important as dieting and hard exercise when it comes to all-around wellness. A local massage therapist volunteered three hours of her time during Women's Fitness Week so we could offer a recovery and relaxation service to our registrants. Registrants signed up for quick ten-minute massages that focused on back, neck, and arms.

### **Nutrition 101**

Nutrition 101 was the main dietary component of Women's Fitness Week. Three students from the university's dietetics department presented the fundamentals of nutrition and how they can be implemented into our own diets and lifestyles. We offered one afternoon session and one evening session for this presentation. The following concepts were covered.

- MyPlate – the nutrition guide of the United States Department of Agriculture, recently replacing the well-known food pyramid. MyPlate illustrates a plate and glass place setting showing the five major food groups: fruits, vegetables, grains, protein, and dairy.
- The definition of “whole grain” and in what foods you can find whole grain.

- The significant amount of sodium in many processed foods and easy ways to reduce sodium intake.
- Healthful eating on a budget.

### **Individual Nutrition Appointments**

After the Nutrition 101 sessions, Women's Fitness Week registrants had the opportunity to meet with one of the dietetics students for an individual nutrition appointment. This in-depth and individualized consultation includes an assessment of the consultee's current nutritional habits, a personalized nutrition plan, follow-up consultation, and any other relevant nutrition education. This nutrition appointment was offered at no charge for students with a university meal plan and fifteen dollars otherwise.

### **Success Stories – Speaker Panel**

We wanted to bring in a few female speakers that have created their own success despite any possible gender-related obstacles. Most of the Women's Fitness Week events were very educational; we thought a speaker panel would bring a different dimension to the program and make it more personal. We hoped to bring in individuals and stories that would inspire the Women's Fitness Week attendees, most of whom are young women soon graduating from college and beginning to create their own success. Each speaker, along with her current professional position, is listed below. Full speaker biographies can be found in the appendix.

- Heather Lentz – Founder and Vitality Coach of KOI Vitality and Wellness Consultant for Heinen's Fine Foods.

- Liberty Harper – Owner and CEO of The Harper Consulting Group and Director of Global Operations for EnVie Fitness.
- Missy Hayes – Vice President of Business Development and Marketing for MAR Systems.
- Terra Milo – Integrative Nutrition Health Coach and Author and Founder of The Simple Life Academy.
- Dr. Theresa S. Beyerle – Associate Director of the Institute for Teaching and Learning at the University of Akron.

We also offered a Vendor and Volunteer Appreciation Brunch before the Speaker Panel began. This was a way for us to show our appreciation to all those that contributed to Women's Fitness Week in any way. We also thanked our vendors and volunteers with a Women's Fitness Week t-shirt and hand-written card. About fifty individuals served as a volunteer or vendor of Women's Fitness Week, with the large majority being tabling representatives for the Dimensions of Wellness Fair.

### **Self-Defense Session**

University of Akron Police Department provided their traditional self-defense class as part of Women's Fitness Week. Similar to the Nutrition 101 session, there was both an afternoon and evening opportunity for the self-defense class. The structure of the class and UAPD's leadership created a comfortable and safe environment to learn more about self-defense and engage in some hands-on practice. The intention of this program was to give participants practical knowledge, a better sense of empowerment, and a unique and fun experience.

## ZipLift Competition

We timed Women's Fitness Week to conclude with the ZipLift weightlifting competition that the SWRC hosts each semester. Although the planning and executing of ZipLift was independent of Women's Fitness Week, we collaborated in some promotional ways. ZipLift was listed on our marketing materials with the idea that some Women's Fitness Week registrants would be interested in competing or spectating.

## Registration

Women registered for Women's Fitness Week online at the SWRC web page. Registration was free to SWRC members and cost ten dollars for non-members. Included in registration was access to all Women's Fitness Week events, a free Women's Fitness Week t-shirt, and a registration folder. The folder contained information such as the schedule of events, speaker biographies, and promotional materials from our sponsors. Most of these items can be found in the appendix.

The folder also included a special letter from Judge Deborah Cook. Cook serves on the United States Court of Appeals for the Sixth Circuit. She was invited to be part of the Speaker Panel but unfortunately was unable to attend. Instead, Cook offered to write a letter to all the registrants in which she shared her story of successes and bridged the gap between her career and fitness lifestyle. Cook's letter, along with her full biography, can be found in the appendix.

## Sponsors

We were privileged enough to have four sponsors of Women's Fitness Week. Our first and most obvious sponsor was "Zips Rec," or the SWRC. The ability to share their resources and



capabilities enhanced this project in so many ways. In particular, Zips Rec provided the design and printing of all of our marketing materials, all the space and equipment used throughout the week, and the personal trainers who worked at the Weight Room Orientation event.

EnVie Fitness is a new women's fitness club franchise that was founded in Australia and is now beginning to move into the United States. EnVie Fitness' offerings directly address many of the issues and needs related to women's fitness that was described at the start of this paper – the issues and needs that Women's Fitness Week also aimed to address. EnVie Fitness offers express workouts for those with little time to devote to exercise. Each studio is open from 5am to 7pm, seven days a week, for those women with tighter schedules. EnVie Fitness' classes accommodate all ages and fitness levels and progress on an individual basis as each woman becomes stronger and fitter. EnVie Fitness offers a Kids' Corner to help make exercise more accessible for mothers and more fun for children. EnVie Fitness takes security and surveillance very seriously and ensures that their members are safe and secure while at the studio. Personal training is also offered, in addition to a friendly staff always standing by to answer questions, offer advice, and give support. The trainers monitor each member's progress through regular check points so each woman can clearly see her self-improvement and accomplishments.

EnVie Fitness covered the cost of Liberty Harper's trip from California to Akron, Ohio to be a part of our Success Stories event. In addition to Liberty's work with EnVie Fitness, she has amazing stories to share about starting her own business, her seventeen years of experience in the franchising industry, her own health and fitness accomplishments, and her experience in and passion for helping other women succeed. EnVie Fitness' public relations team created some publicity for Women's Fitness Week. Literature on EnVie Fitness' clubs and franchising

opportunities was placed in the registrant folders. While Liberty was here, she spoke with one attendee who is considering franchising with EnVie Fitness.

The University of Akron's Institute for Leadership Advancement and the J.M. Smucker Company are very important sponsors and constituents of this project. The Institute for Leadership Advancement has provided the platform and support that has made this project possible. In addition, through generous contributions from the J.M. Smucker Company, we received two thousand dollars in funding for this project.

### **Collaboration with Women's History Month**

Women's Fitness Week was held March 1<sup>st</sup> through March 6<sup>th</sup>, the first week of Women's History Month. The University of Akron's Women's Gender and Resource Center tied the Women's Fitness Week programming into the rest of the Women's History Month activities. Our event was mentioned in all of the literature and advertisements for Women's History Month, both on its website and in the Student Union.

### **Budget**

The table below shows our uses of funds. While we were able to remain just under budget, the actual allocation of funds differed significantly from our original forecasted budget. We budgeted t-shirts, folders, and printing at a much lower cost, while brunch ended up costing us much less than expected due to a lower number of RSVPs than expected. While we did not anticipate having to purchase parking passes in our initial budget, the savings on our brunch purchase allowed some breathing room.

<b>Item</b>	<b>Cost</b>
T-shirts	\$868.06
Folders	\$76.08
Printing	\$457.00
Brunch	\$195.73
Water bottles	\$134.00
Parking passes	\$25.00
<b><i>Total</i></b>	<b><i>\$1,755.87</i></b>
<i>Available funds remaining</i>	<i>\$244.13</i>

## Marketing

A graphic design student from the SWRC's marketing department created the flyer, poster, and t-shirt design for Women's Fitness Week. The poster can be found in the appendix. Flyers were dispersed in black and white on standard 8.5x11-inch paper. Flyers were available for pick-up in various spots in the SWRC. Posters were printed in color on larger paper and hung up around the SWRC.

In addition to the posters and flyers, announcements were made in Zipmail, The Digest, and the Honors College news. It was also communicated to all female student athletes at the university and posted on the Zips Rec Facebook page. The Buchtelite also wrote an article about it halfway through Women's Fitness Week. Lastly, as previously explained, advertising was also done through Women's History Month.

## Registration and Attendance Measures

While registration numbers were high, we were ultimately disappointed with the lack of registrants actually attending each event. We set a registration goal of 100 women. 106 individuals registered for the event. Nineteen of those registrants also served as vendors or volunteers for part of the programming, so there was a total of 87 true registrants for Women's Fitness Week. Only five registrants were not members of the Student Recreation and Wellness Center.

Although many registered for the week, no more than ten women were in attendance at each event. The most popular events were the Nutrition 101 sessions, Self-Defense sessions, and Individual Massage Appointments. The least attended events were the Weight Room Orientation, Success Stories – Speaker Panel, and the Rock Climbing Sessions. About forty people spent a portion of time at the Dimensions of Wellness Fair, although we opened that event up to anybody walking through the SWRC during that time.

Two post-event surveys showed us that scheduling conflicts was the leading reason for poor attendance among registrants. Specifically, survey respondents mentioned work and class schedules. Some women suggested the lunch hour was not a great time, while other women preferred it. Illness and poor weather was also mentioned.

## Attendees' Experiences

Those women that were able to attend the events found them enjoyable and worthwhile. Upon the conclusion of Women's Fitness Week, we asked registrants to complete two surveys. The first survey came directly from the Women's Gender and Resource Center and was distributed at

all Women's History Month events. The survey was in each registrant folder as well as emailed out to the registrants. This survey captured: events attended, year of standing at the university, how the participant became aware of the program, ratings on various aspects of the attendees' awareness and experiences, and an opportunity to leave an additional comment. Although we only received eight responses, each response provided great information. Key findings are summarized below.

- Most attendees learned of this program through flyers, Zipmail, and faculty and staff.
- All but one person who completed the survey were aware that Women's Fitness Week was part of Women's History Month.
- All who completed the survey thought the information delivered was interesting and informative.
- About 50% of those who completed the survey thought they had learned more about the history, understanding, and empowerment of women after attending the program.
- All but one person who completed the survey would be likely to attend a similar program in the future.
- The following are some insightful comments from those who completed the survey.
  - "It would have been really cool to see a Women's Fitness Week takeover at the rec. I know part of the reason I don't go to the rec more is that I feel it's still very male-dominated, even though I'm an athletic individual who loves working out at my gym at home. It would have been so awesome to participate if the events had been bigger and more numerous."

- “I would love to see future programming aimed at educating women and helping them reach their fitness and strength goals!”
- “I was SO happy to hear a week such as this took place at UA. Events and/or weeks devoted to empowering women around fitness/weight training/wellness should happen more often!”

The Women's Fitness Week team sent a second survey to the registrants via email with the hopes of receiving some feedback on the lack of attendance. Those who did attend an event were asked to provide feedback on their experience while those who did not attend were asked to share what prevented them from attending. We received 28 responses for this survey. The comments regarding the lack of attendance were summarized in the above section *Registration and Attendance Measures*. In this survey, 94% answered that they would attend this event or a similar event in the future. Some insightful comments from the attendees are shown below.

- “I thought having the weight room orientation was great. Too bad such a poor turn out with the weather and you couldn't reschedule. The girls were all very knowledgeable on the equipment and information provided. I think it would have helped a lot for me to have taken some notes for the information that was provided for each machine and free weight exercise. Since there was so much at once, I did forget some things. Or a preprinted sheet with some of the equipment already listed, with room to add notes for each individual on how much weight, reps, etc. and what it's for.”
- “I think the fair was a great concept, but maybe having it in a different location will allow more students to visit.”
- “I personally thought it was underwhelming. I think separate session for students and employees would be more beneficial.”

- “The [individual] nutrition appointment was very helpful. I didn't even know we had a nutrition center on campus! The massage was nice but could have been a touch longer. The wellness fair was really helpful. I attended both the career center events afterwards (etiquette dinner and career fair) and use my bottle from the recycling center every day!”
- “I liked the way the weight room orientation was organized and I also liked to have the chance to try things out.”
- “Well organized.”

Aside from a few critiques, most attendees had positive feedback and were glad to be a part of Women's Fitness Week. The challenge for programming like this in future years is the follow-through from registration to the actual event. For many, scheduling issues accounted for this gap in registration and attendance. Although it is unrealistic to please every person's schedule, we could attempt to vary times and offerings even more so than we did for this event.

## Recommendations for Future

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Although attendance, and therefore effect on the community, was a major shortcoming of this project, we still believe it is a worthwhile and necessary cause. Our high registration numbers alone tell us that the women in our community are interested in an event such as Women's Fitness Week. Our primary research shows that they *want* this type of programming and our secondary research shows that they *need* it. Our post-event feedback shows that Women's Fitness Week had the potential to send many women home with worthwhile experiences, if only they would have been able to attend. It also shows that the lack of attendance was predominantly due to scheduling and timing, as opposed to a lack of interest.

Because of the low attendance, our Success Stories – Speaker Panel event instead turned out to be an invigorating roundtable discussion. We brainstormed ways to better pursue our mission of women's empowerment, specifically in fitness and wellness. Some of the main takeaways from this brainstorming session are below.

- Language is very important, and playing with words can go a long way in health and wellness. For example, a client of Terra Milo with a severe food allergy committed to using the phrase, “I don't eat that” versus the previously used “I can't eat that.” Missy Hayes raised her two daughters to use the words “fit” and “unfit” when describing themselves and others, completely eliminating the word “fat” from their household vocabulary. Little language changes such as these can go a long way in improving the attitude and morale of women regarding health and wellness.
- Liberty Harper shared the importance of passion and heart when trying to sell a business, idea, or cause such as this one. At just twenty-two years old, potential franchisees of hers bought in to and were inspired by the dream of a young woman. She emphasized the passion she had for the cause and it quickly became contagious. Each person who was a part of our roundtable discussion believes in the mission of Tiffany and I and take part in it themselves through their own children, clients, and relationships. Liberty suggested that communicating the passion and heart is an effective way to get others on board with the mission and feel a vested interest.
- Heather Lentz reminded us that health and fitness means something different to each and every person. Because of this, asking the question of “why?” is so important in health and fitness, particularly for women. For example, some women are trying to lose weight, some see health and fitness as a benefit to their mental and emotional health, and some



simply exercise to have fun. Communicating with women and finding out why their health lifestyles are the way they are gives us the opportunity to create a more personalized experience and better serve needs.

- We discussed the concept of barriers and the idea that every barrier is simply a perception. Educational or therapeutic programming designed to help eliminate barriers from the mind could potentially have a significant effect on women in regard to health and fitness.
- Lastly, we formulated these few specific techniques that could be used toward the cause of improving women's health and fitness experience:
  - Buddy up.
  - Incentivize and challenge.
  - Return the free weights and weight machines to zero pounds after each use.
  - Share health and fitness goals with those around you to create support from others and a feeling of accountability.

### **Attendance Improvements**

One way to improve attendance in the future is to market and advertise more frequently and aggressively. Posters could be larger in size and posted in other buildings on campus. Flyers could also be distributed in different places on campus. Social media could be utilized more effectively. We advertised solely on the Zips Rec Facebook page; advertisements could expand to other university-affiliated Facebook pages and other social media websites. Social media posts could also be more frequent. The university's radio station is yet another marketing vehicle we did not use for this first Women's Fitness Week. More opportunities for the SWRC to attend

tabling events on campus would increase the marketing reach for Women's Fitness Week as well. And lastly, while we put a great deal of focus on women at the university, off-campus marketing could be increased to attract more women from the outside community.

The purpose for using all of these advertising mediums in some capacity is to increase awareness and familiarity of the event among potential registrants and attendees. Constant advertisements will make it more likely for women to not just register and forget about it, but instead be continuously reminded of and familiarized with the upcoming event.

And while all of these marketing techniques could have been used more fully this year, and should be used in the future, we think the single greatest way to increase attendance is more direct, face-to-face marketing. This takes into account Liberty's advice of communicating passion and heart. Direct interaction with the women of our university and outside community could help to transfer our own enthusiasm for the event over to the potential registrants and attendees. We could get to know a bit about the women and then therefore share information on the aspects of Women's Fitness Week that each woman may be interested in. While our marketing materials simply listed the names of each event with little description, face-to-face marketing could go into greater detail about each event and why it is a great event to attend.

There are plenty of ways to pursue this face-to-face marketing. The first way is informal, causal, word-of-mouth marketing through friends, classmates, and campus acquaintances. We could make announcements and interact with women at the end of group exercise classes at the SWRC. We could set up a table near the SWRC front desk and speak with women coming in and out of the building. We could make announcements at the meetings and gatherings of sororities

and various all-women organizations on campus. We could stop in to some classes that have a large proportion of female students.

Another change that may cause an increase in registration to attendance follow-through is to create incentives for attendance and participation. Some of this can be considered “skin in the game” for the registrants, making it more likely for them to attend the event. A very simple example of this is to charge five dollars for registration. While this may cause a decrease in registration numbers, it is likely to significantly increase the percentage of registrants that actually attend the events. Another possibility would be to distribute the free t-shirts at the end of the week to women who attended a certain minimum number of events. Similarly, points could be awarded for attendance and participation, where the women with the most points at the end of the week receive the t-shirts or another prize. Prize baskets could be made with various health, fitness, and wellness items such as yoga mats, exercise apparel, water bottles, free personal training sessions, and massage gift certificates. Raffle tickets could be distributed upon event attendance that the attendees could then put toward the prize baskets.

### **Program Changes**

In the future, the health and fitness needs of our women could be addressed using a different approach than Women's Fitness Week. Upon conclusion of Women's Fitness Week, the team brainstormed various ways the type of programming could be altered to enhance overall experience and better fill our women's needs. Most of these new ideas are similar in the fact that they move away from a week-long program and instead focus on one individual event at a time.

The reason for this is two-fold. First, increased focus and specialization should increase the overall value of the event to its participants. The team and resources for Women's Fitness Week this year was spread across eight different events. Focusing resources and planning personnel onto one event at a time should consequently result in a better overall event. This should also hold true for the marketing of the event. Since our marketing materials for this event had to cover multiple events, there was little room to actually describe the details, benefits, and amazing features of each event. The best example for this is the Success Stories – Speaker Panel. Through the marketing materials, all the registrants knew was the fact that Women's Fitness Week was holding a speaker panel; information on each speaker was not made accessible until the week of the event, in which the speaker biographies were in the registration folders that many registrants did not even pick up or read.

The second reason for more individual programming is to better align our offerings with the interests of our women. As we talked to the women throughout Women's Fitness Week, we learned that some women registered for the event due to interest in only one or two of the events. For example, one woman attended only the Self-Defense Session, an event she was very interested in and looking forward to. She registered for all of Women's Fitness Week with the intention of attending only that event.

We were mistaken in thinking that most registrants would want to attend every event, and that the registrants missing events would be primarily due to scheduling issues rather than lack of interest. Holding events one at a time and registering for them one at a time avoids the confusion and difficulty we experienced this year in inaccurately forecasting attendance based on registration. Additionally, in response to the many scheduling conflicts that existed among

registrants this year, individual events offered throughout the course of the semester or year would give women a greater ability to adjust their schedule to attend events, rather than trying to fit into their schedules multiple events in one week.

One idea is to offer one-day, all-day events. This would be suitable for the Weight Room Orientation and the rock climbing wall. The Weight Room Orientation could cover topics and exercises more thoroughly but at a slower pace, and could also encompass additional topics and activities such as pre- and post-workout eating and safe and effective spotting. An all-day event on the rock climbing wall would also allow participants to get involved in more but at a slower, more reasonable pace. The SWRC has had much success with one-day events such as these, particularly on Saturdays.

Another alternative to the Weight Room Orientation would be to do a multiple-part series, similar to an approach we considered at the start of this project plan. The different parts could be organized in a number of different ways, as described below. This type of programming would allow women to come to just one, or all, of the sessions, depending on the interest and prior experience of each woman.

- Each session could focus on a different muscle group.
- The SWRC could hold one session on body weight exercises, one on free weight exercises, and one on the strength machines.
- The SWRC could hold a series where each session builds on the previous, such as an introductory session, followed by a session on basic strength exercises, followed by a session on power or Olympic lifts.

The other topics that may not warrant an all-day event, such as nutrition and self-defense, could still be offered and marketed as focused, individual events. These events would be planned, marketed, and run independently, but could all be “branded” under the same women-related umbrella. Greater independence for each event would allow more flexibility to bring in specialized personnel and make the event more unique and valuable to the attendees.

For instance, the connections we now have with the members of the speaker panel this year could be leveraged in great ways in the future. Terra Milo has built an entire “Academy” on how to live a simpler, healthier, happier life. She also does many local cooking demos and shows her clients better ways to shop at the grocery store. All of these topics would make for one-of-a-kind and worthwhile events for the women of our community. And Terra Milo is just one local female individual within the women’s health industry; with a more specialized approach, the SWRC could offer invaluable programming and events to our women.

## Personal Development

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Completing such an extensive and wide-scoped project has given us great experience in many different areas. We learned about working in a team and, specifically, leading the team. This includes communicating with the team, coordinating meetings, and working with the different ideas and personalities of each team member. We also learned a great deal on the planning and implementing of a large, long-term project. On a wide scale, goals were formulated, budgets were made, and timelines were developed. Then, countless small steps needed to be taken to ultimately make the initial big picture a reality.

Throughout this planning process, strong organization was needed in every aspect of the project. We organized every set of logistics for the week, from reserving the space in the SWRC to creating a sign-up sheet for Individual Massage Appointments to communicating with Panera Bread on where to deliver the food for our appreciation brunch. We called a large number of individuals and organizations, inviting them to be part of Women's Fitness Week through vendor or volunteer roles. We then had to coordinate and communicate with all of those volunteers and vendors leading up to the event. We had to keep our notes from each meeting and brainstorming session organized in a way that allowed for the strongest implantation of our work done at each meeting. We then had to stay organized through the execution of each event and the week as a whole.

We also gained experience in mass communication – an activity we had not done much of prior to Women's Fitness Week. We communicated through email with a large group of fifty vendors and volunteers, as well as one hundred registrants. It took some time, as well as trial and error, to learn the best ways to effectively communicate at this scale. For the volunteers and vendors, we needed information from them for our records, and it was often difficult to get every volunteer to respond back to us with that information. For the registrants, there was a lot of information regarding the event that we worked to communicate in the most clear and concise way possible.

These are a just a few of the many ways we have developed and gained great experience throughout the life of this project. Each and every step we have taken to get to the end of our Women's Fitness Week project has taught us something we can take away and use in other ways throughout our academics, our professional careers, and personal lives.

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## Weight Room Orientation

### I) Knowing Your Way Around the Weight Room

#### A. Cardio and Strength

1. Cardio – Elliptical machines, treadmills, bikes, cross trainers, stair masters, rowers
2. Strength – Selectorize machines, free weights, cables
  - a) *Selectorize machines* – designed to target specific muscle groups in a controlled and safe range of motion.
  - b) *Free weights* – barbells, dumbbells, kettle bells
  - c) *Cables* – weight connected to various handle attachments moved through a pulley system.

\* Machines are more controlled and isolated movements, while free weights allow for more range of motion and more stabilization from other muscle groups

### II) 6 Major Muscle Groups

#### A. Legs: Quadriceps and Hamstrings

1. Example exercise: Free weights – squats and lunges  
Selectorize machines – leg curl and extension

#### B. Back: Latissimus Dorsi, Trapezius, Rhomboids

2. Example exercise: Cables – lat pulldown  
Body weight – pull ups

#### C. Chest: Pectoralis Major and Minor

3. Example exercise: Free weights – bench press  
Selectorize machine – chest press

#### D. Arms: Biceps and Triceps

4. Example exercise: Free weights – biceps curl and triceps kickback  
Cables – biceps curl and triceps extension

#### E. Shoulders: Deltoids

5. Example exercise: Free weights – shoulder press  
Selectorize – shoulder press

#### F. Abdominals: Rectus, Oblique, Transverse

6. Example exercise: Free weight – crunches

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## Weight Room Orientation

- III) Always Remember:
- A. Never lock out joints
  - B. Slow and controlled movements
  - C. Challenge yourself
  - D. Know your limits
  - E. Lift with your legs, not your back
- IV) Stretching is Key!
- A. Stretch after a warm up
  - B. Stretch during exercise as well
  - C. Stretch post workout
  - D. Static (holding a position for 15-20 seconds) vs dynamic (active movement through full range of motion)

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## Dimensions of Wellness Fair

### Emotional Wellness

#### *Counseling Center*

A culturally diverse staff of licensed psychologists and doctoral trainees are available to provide psychological counseling and psychotherapy, career counseling, outreach, and consultation to currently registered students, faculty, and staff.

**Location:** Simmons Hall 306

**Phone:** 330-972-7082

**Website:** [www.uakron.edu/counseling](http://www.uakron.edu/counseling)

#### *Student Health Services*

The mission of Student Health Services is to assist students in meeting their academic and personal goals by addressing their health concerns by providing quality, cost-effective, culturally competent and compassionate health care and health education.

**Location:** SRWC 260

**Phone:** 330-972-7808

**Website:** [www.uakron.edu/healthservices](http://www.uakron.edu/healthservices)

### Occupational Wellness

#### *Career Center*

Our goal at the Career Center is to educate students about the many resources we offer while providing networking opportunities for employers and the campus community.

**Location:** Student Union 211

**Phone:** 330-972-7747

**Website:** [www.uakron.edu/career](http://www.uakron.edu/career)

#### *Student Employment*

Student Employment helps students locate on-campus employment while in school.

**Location:** Simmons Hall 202

**Phone:** 330-972-7201

**Website:** [www.uakron.edu/student-employment](http://www.uakron.edu/student-employment)

### Intellectual Wellness

#### *Education Abroad*

We offer exceptional international experiences for students through summer-, semester- and academic-year-length Education Abroad programs.

**Location:** Polsky 483

**Phone:** 330-972-3503

**Website:** [www.uakron.edu/oip/studyabroad](http://www.uakron.edu/oip/studyabroad)

#### *Center for Academic Advising and Student Success*

Experience academic success with the help of our advisors.

**Location:** Simmons Hall 205, 301

**Phone:** 330-972-7430

**Website:** [www.uakron.edu/advising](http://www.uakron.edu/advising)

### Spiritual Wellness

#### *Campus Focus*

Our goal at Campus Focus is to help people discover how amazing life with God really is! We think that God has an adventure for you that is just waiting to be discovered. Jesus said, "I have come that they may have life, and have it to the full."

**Location:** 135 Fir Hill

**Phone:** 330-315-5495

**Email:** [info@campusfocus.org](mailto:info@campusfocus.org)

#### *Newman Campus Ministry*

At Newman you will be challenged, encouraged, and pushed to encounter Jesus Christ on a real and personal level. Newman offers companionship that will allow you to experience the overflowing mercy and love God has to offer each and every person.

**Location:** 44 University Ave

**Phone:** 330-376-3585

**Website:** [www.uanewman.com](http://www.uanewman.com)

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**Financial Wellness**

*Apprisen*  
 The mission of Apprisen is helping people improve their financial well-being through counseling, community outreach, and financial education.  
**Website:** [www.apprisen.com](http://www.apprisen.com)

*PNC*  
 PNC offers a complete set of money management tools and special benefits to University of Akron students and employees to help them achieve their financial goals.  
**Location:** Student Union 1<sup>st</sup> Floor  
**Phone:** 330-252-1726  
**Website:** [www.pnc.com/uakron](http://www.pnc.com/uakron)

**Physical Wellness**

*Intramural Sports*  
 The vision of the Intramural Sports program is to provide a variety of organized sport programs which enhance the social, mental, and physical well-being of the campus community.  
**Location:** SRWC 140  
**Phone:** 330-972-6956  
**Website:** [www.uakron.edu/srws/intramural-sports](http://www.uakron.edu/srws/intramural-sports)

*KOI Vitality*  
 Heather Lentz is a Vitality Coach, speaking to groups, and coaching women to live vitally through food, fitness, and positive body image to create their own happiness.  
**Website:** [www.koivitality.com](http://www.koivitality.com)  
**Email:** [heather@koivitality.com](mailto:heather@koivitality.com)

*Walgreens*  
 Helping people get, stay, and live well.  
**Walgreens Store and Pharmacy:** 216-663-5103  
**Walgreens Healthcare Clinics:** 855-925-4733  
 or email [HCC-information@walgreens.com](mailto:HCC-information@walgreens.com)

**Environmental Wellness**

*Campus Recycling/Sustainability*  
 The university diligently monitors and records the weights of all materials recycled. In recent years, the total tonnage of materials recycled has significantly increased, as a result of a campus-wide commitment to improved sustainability.  
**Website:** [www.uakron.edu/pfoc/recycling.dot](http://www.uakron.edu/pfoc/recycling.dot)

**Social/Cultural Wellness**

*Student Life*  
 The Department of Student Life is committed to building community through collaborative learning experiences that provide our students the opportunity to engage, serve, and lead.  
**Location:** Student Union  
**Phone:** 330-972-2738  
**Website:** [www.uakron.edu/studentlife](http://www.uakron.edu/studentlife)

*Women's Resource Center*  
 The Women's & Gender Resource Center at The University of Akron operates from a gender-based-led agenda that is focused on issues pertaining to leadership, social justice, professional and personal development.  
**Location:** Schrank Hall North 58  
**Phone:** 330-972-7008  
**Website:** [www.uakron.edu/wrc](http://www.uakron.edu/wrc)

*Office of Multicultural Development*  
 The mission of the Office of Multicultural Development at The University of Akron is to prepare students to live and excel in a global society. This mission is characterized by extensive student-focused collaboration with all segments of the campus community.  
**Location:** Simmons Hall 124  
**Phone:** 330-972-6769  
**Website:** [www.uakron.edu/omd](http://www.uakron.edu/omd)

*University of Akron Police Department*  
 The University's police department operates around the clock, 365 days a year, providing the campus and the neighborhoods adjoining the university with law-enforcement services that enhance safety and security.  
**Location:** 146 Hill St  
**Phone:** 330-972-2911  
**Website:** [www.uakron.edu/safety/police](http://www.uakron.edu/safety/police)

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## Heather Lentz



Heather is a self-proclaimed foodie, published cancer research technologist, board certified holistic health practitioner, fad diet escapee, eating disorder survivor, and lifelong fitness enthusiast.

Earning her Bachelor's degree in Biology at the University of Akron, she became an accomplished biomedical technologist with seventeen years healthcare experience. Heather has always been driven to impact society in ways that extend beyond the laboratory. In 2002, she launched her own personal food research; examining food chemistry and its relationship to the body, as well as its capabilities to positively influence health and healing.

She is the Founder of KOI Vitality and spends her time as a Vitality Coach. In this role, she speaks to groups, and coaches women to live vitally through food, fitness, and positive body image to create their own happiness. Additionally, she developed KOI Supernaturals – all-natural, superfood infused skincare. Her focus is to forge a truly informed and healthier society. One that goes beyond an emphasis on disease and treatment, but seeks wellness through prevention, balance and richness. She can be contacted at [heather@koivitality.com](mailto:heather@koivitality.com) or [www.koivitality.com](http://www.koivitality.com).

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## Liberty Harper



In 2001, at 21 years old Liberty founded what grew to be a 65 unit fitness franchise in just a few short years called Liberty Fitness, making her the youngest female franchisor in history. Prior starting her own franchise Liberty was a double franchise co-owner with Curves from '98-2000. Over the last 17 years of being a franchisee, franchisor and business consultant to dozens of companies, Liberty has become a competitive runner as well as group exercise instructor and is a leading fitness coach and mentor. Now also a mom, Liberty strives to motivate and encourage all women to lead their best lives in the healthiest and most positive ways possible.

Liberty has fine-tuned her business focus with her experience, specializing in franchising and marketing consulting with numerous companies, having worked with franchises to grow their businesses in the middle east & Asia as well as all regions of the United States. She also gained inside experience in advertising, directing new business development for Aviatech, a full service advertising agency specializing in franchising. As a fitness trainer Liberty has trained thousands of clients in every type of training environment and has remained closely tied to the fitness community through her own continued education and love for helping others reach their goals. Currently Liberty is the Director of Global Operations for EnVie Fitness.

Liberty was featured in Marie Claire magazine in an article entitled "I Made it by Age 30, and So Can You!" and has also been included in the book by Debra Shigley entitled The Go-Getter Girls' Guide. She was the cover story for the an issue of Austinwoman Magazine, and has been quoted in many national, franchising and fitness industry publications including The New York Times, CNN Money, Fitness Business Pro, ACE Fitness Matters, Entrepreneur, Club Business International, Club Industry, Franchise Times and Franchising World.

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## Missy Hayes



Missy Hayes is a member of the founding team and currently the Vice President of Business Development and Marketing for MAR Systems. Previously with Metaloy, an industrial ecology company specializing in the re-use of catalyst in the petrochemical's industry, Mrs. Hayes focused on the reuse of fluid cracking catalyst and its distribution in the North American refining market.

During her 14 years at Metaloy she captured 80% of the North American market for spent fluid cracking catalyst re-sale, created an industry recognized systems for storage, handling and blending of products for reuse and became one of the top two brokers in the world with over a million dollars in sales annually.

In 2001 Metaloy spun-off MCAT Services, a venture backed start-up based on a patented magnetic separation process co-developed by Mrs. Hayes. Mrs. Hayes served as the project manager for the design, engineering, fabrication and site installation of the unit.

Mrs. Hayes has 20+ years of business development, product handling and market knowledge of petrochemicals. She supplied the start-up and first year campaign of media for the largest Cat Cracker in North America and created and facilitated the inventory merger and product sharing of catalyst during the BP and Amoco merge. She is the liaison between the EPA offices and MAR Systems. She has developed a number of strategic business partners, potential clients and clients. Her direction of a national campaign of awareness and the development of the "Send Us Your Water Program" has led to new client acquisition and numerous market opportunities.

Community involvement is important to Hayes. She is a founding member of the Cleveland Water Alliance, a non-profit organization that promotes economic development in the regional around clean water and clean water technologies. She is the Gala chair for a National Non-profit grief center, Cornerstone of Hope. Hayes was just honored by the Cuyahoga Valley Chamber of Commerce as "Person of the Year" for her work at not only Cornerstone but Trinity High School and the Cleveland Whitecaps.

Hayes has 2 issued patents; one for technology around recycling and reuse of material in the petrochemicals industry and the other for clean water applications specific to fracking.

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## Dr. Theresa Beyerle

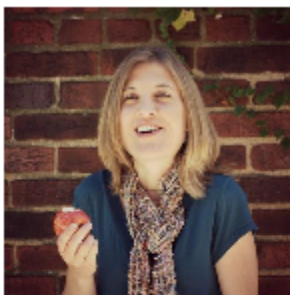


Dr. Theresa S. Beyerle is the Associate Director of the Institute for Teaching and Learning at UA. In that role, she oversees the service-learning program for the entire university. Her job is to connect faculty and class projects to local nonprofits – so she stays very involved in the local community.

Theresa has degrees from UA, Kent State, and Case Western Reserve. She volunteers for a number of different nonprofits – including Crown Point Ecology Center, the Summit County Historical Society, and the Rubber City Roller Girls.

In 2014, she entered her first (and last) bodybuilding competition – and at the age of 52 won both a gold and a silver medal.

## Terra Milo



As an Integrative Nutrition Health Coach, Terra Milo specializes in permanently transforming people's relationship with food, and themselves, so they can have more energy, conquer cravings, and feel more confident in their choices. After studying at the Institute for Integrative Nutrition, she has the tools and knowledge to support people in becoming their best selves. Terra is passionate about cooking with real food and discovering people's underlying relationship with food to break through old habits to improve their confidence and their lives.

Terra graduated from The University of Akron with a Master's degree in English Literature worked in Institutional Marketing at the university for a few years. She is a big fan (and season ticket holder) of Zips Soccer!

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Ladies,

Congratulations for making it a priority to attend Women's Fitness Week. All of you show an interest in your own good health. Bravo!

I'm not able to be there with you today (admittedly because I refuse to miss my relaxation time in Naples Florida!). If I were there in person, you would observe that I have had enough birthdays that, without being colored, my hair would be kinda grey. Sad but true, I'm what you kindly might refer to as "a woman of a certain age." You would also notice that I'm lean and pretty darn fit.

How did I manage that as a 60ish female while having held increasingly-more-responsible positions during my 30+year career as a lawyer and then a jurist? Here's my story—and I'm sticking to it.

First, active days are my lifelong reality. I come from a large family, and we all loved sports. I never really thought much about working out because I always was playing tennis, skiing, swimming, or just walking everywhere. And during my UA years, I competed in all intramural sports for Delta Gamma.

Once we start working, though, personal fitness gets to be more of a requirement. For me I started making sure to stretch and do yoga regularly. For some years in my 40s I traveled every other week for my work as a Justice of the Ohio Supreme Court. I stayed in the Hyatt Columbus and you'd think that living/working situation would foster lethargy due to the inconvenience of being away from "home base" so much of the time. But that's actually when I began lifting weights. It turned out that I adapted to the Hyatt's nice gym. And my good friend and assistant at the court encouraged me to follow her lead on weightlifting. My approach was modest and untutored back in those days. Sandra told me to get two 10-pound weights and to lift those in specified ways every day.

Later, because I'm thin-boned and fair-skinned, I was a likely candidate—and a winner!—in the osteoporosis lotto. And even though many women stay active with cardio fitness, the osteoporosis crowd would be better off with the addition of weight training. Weight training (thank heaven) builds and restores lost bone mass.

Just last year, falling on ice produced extensive fractures to my wrist. Recovery from that pushed me to step up my weight lifting for better toning of all my muscles and building bone. I got lucky when a good friend referred me to Jamie Liles—a strength and conditioning coach for Akron's athletic teams—for help after surgery. She has been an incredible coach, showing me the way around the weight-room where the Zips athletes train. Jamie's taken me to the next level—and I heartily recommend that we all do what Jamie is showing me to do. As I can attest, we're not building muscle or bulk; we're after attractive definition and tone. What's not to like?

My training with Jamie aligns fine with holding a big job. For the last 11 years I have served as a judge on the United States Court of Appeals for the Sixth Circuit. (There are 11 circuits in the United States; the Sixth encompasses appeals of federal court decisions from the states of Ohio, Tennessee, Michigan, and Kentucky.) That big job demands a great deal of my time, of course. But like you, there's always a way to work it out if you decide that you want to. It turns out that my federal office building has a gym where the United States Marshals workout. Perfect!

The bottom line for me, ladies, is that our health matters. And busy women need to embrace healthy practices—including the benefits to be realized from a smart, weight-training regimen.

Deborah Cook

(over for bio)

# Judge Deborah Cook



President George W. Bush nominated Deborah Cook to the United States Court of Appeals for the Sixth Circuit in 2001. She was confirmed by the United States Senate two years later.

Before her appointment to the Sixth Circuit, Deborah Cook served for eight years as a Justice of the Ohio Supreme Court. And for the four years immediately preceding her Supreme Court election, Judge Cook served as Judge on the Ninth District Court of Appeals.

Before her move to the bench, Deborah Cook practiced for eleven years with Roderick Linton, Akron's oldest firm.

Judge Cook received her Bachelor of Arts and her Juris Doctor degrees from the University of Akron.

### Honors & Awards

- 2010 recipient of Thomas More Award
- Akron Bar Association Judicial Pioneer Award recipient, 2014
- Honorary Doctor of Laws Degree- University of Akron, 1996
- University of Akron Alumni Honor Award, 1997
- Delta Gamma National Shield Award for Leadership and Volunteerism
- Women's Network 1991 Woman of the Year
- President of 1974 University of Akron Senior Class
- Omicron Delta Kappa Leadership and Academic Honorary

### Past & Present Community Activities

- Founder, Collegescholars, Inc.
- Chair of the Ohio Commission on Public Legal Education
- Summit County United Way Board of Trustees; Akron Garden Tour co-chair
- President of Volunteer Center Board of Trustees
- Women's Network Board of Directors
- Chair of the Junior Leadership Akron Project
- Stan Hywet Hall and Gardens Board of Trustees
- Catholic Community Foundation Board of Directors

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## Nutrition 101 Recipes

## Breakfast Recipes

- Veggie Scramble**    **Prep time:** 3 minutes    **Cook time:** 10-15 minutes  
**Ingredients:** ½ cup mixed, chopped veggies; 2 eggs; 2 tsp olive oil  
**Directions:** Cook chopped veggies for 5-10 minutes in 2 tsp olive oil. Keep stirring veggies until they are slightly soft and a bit brown. Break the eggs into a small bowl and beat with a fork until the whites and yolks are mixed together. Toss the eggs into the pan with the veggies. Cook on medium heat, turning over mixture with a large spoon as the egg starts to solidify. The idea is to mix the solid eggs and liquid parts so everything cooks evenly, and does not burn! When egg is cooked through, your veggie scramble is done. Serve on an English muffin or wheat toast.
- Peanut Butter-Banana Smoothie**    **Prep time:** 3 minutes  
**Ingredients:** 1 large banana (the riper the better); ½ cup peanut butter or almond butter; ¾ cup of oats  
**Directions:** Put everything in a tall container (a really large empty jar is great) and blend with blender wand until smooth.
- English-Egg Muffin**    **Prep time:** 10 minutes  
**Ingredients:** 1 egg; 1 piece of cheese of your choice; 1 toasted English muffin  
**Directions:** Scramble egg in skillet on medium heat. Once egg is done, place it on the toasted English muffin. Top with cheese.

## Lunch Recipes

- English Muffin Pizza**    **Prep time:** 5 minutes    **Cook time:** 5 minutes  
**Ingredients:** 4 whole-wheat English muffins, cut in half; 8 oz tomato sauce or olive oil; 8 slices mozzarella cheese (or 4 oz shredded mozzarella); Sliced onions, bell peppers, mushrooms, olives, sausage, whatever you like best  
**Directions:** Preheat oven or toaster oven to 350°F. Spread each muffin half with tomato sauce. Arrange veggies (and meat if desired) on sauce, and top with cheese. Place on foil and cook in oven or toaster oven until cheese melts.
- Five Minute Quesadilla**    **Prep time:** 2 minutes    **Cook time:** 5 minutes  
**Ingredients:** 4 small corn tortillas; 1 can (~15 oz) black beans (drained, rinsed and mashed with a fork); ½ cup cheese, grated  
**Directions:** Spread mashed beans on each tortilla. Sprinkle cheese over beans. Add anything else interesting: salsa, leftover veggies, etc. Fold each tortilla in half. Cook in ungreased skillet on medium heat until cheese melts. Flip quesadilla on both sides when cooking. Add salsa, sour cream (low fat), tomatoes, lettuce, mushrooms, and onions.

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## Nutrition 101 Recipes

### Dinner Recipes

- Pasta With Chickpeas** **Prep time:** 10 minutes **Cook time:** 30 minutes  
**Ingredients:** 2 cups medium pasta shells, whole wheat or regular; 2 tsp olive oil; 2 onions, coarsely chopped; 1 can (~14 oz) chickpeas, rinsed and drained; 1 can (~15 oz) crushed tomatoes; 1 tbsp chopped parsley, or 1 tsp dried; 3 garlic cloves, minced (or 3 tsp ready-minced garlic); ½ tsp salt  
**Directions:** Cook the pasta shells according to package directions. Drain, reserving ½ cup of the pasta cooking liquid. In a large nonstick skillet, heat the oil. Add the onions; cook over medium heat stirring as needed, until onions are soft and slightly brown, about 5 minutes. Stir in the chickpeas, tomatoes, parsley, garlic, and salt. Reduce the heat to low and simmer, stirring as needed, until the tomatoes are softened, about 10 minutes. Stir in the drained pasta and the ½ cup cooking liquid; stir 2 minutes.
- Hearty Chili** **Prep time:** 10 minutes **Cook time:** 20 minutes  
**Ingredients:** 1 tbsp canola or olive oil; 1 onion, chopped (about ½ cup); 1 small green pepper, chopped (about ½ cup); ½ tsp chili powder; ½ tsp garlic powder or 1 clove garlic, minced\*; 1½ cup V8 juice (one individual-serving 12 oz. bottle); 1 can (~15 oz.) black beans or kidney beans, drained and rinsed  
**Directions:** Heat oil in large saucepan over medium heat. Add onion, pepper, garlic, chili powder and cumin and cook until onion is tender. Add V8 juice. Heat to a boil. Reduce heat to low. Cook for 20 minutes. Add beans and heat thoroughly.

### Snack Recipes

- Trail Mix** **Ingredients:** 3 parts nuts or seeds; 4 parts dried fruit (apricots, cranberries, raisins, banana chips or whatever you like)  
**Directions:** Mix nuts/seeds together with dried fruit. Keep in a covered container and grab a handful when you're hungry! \*Add pretzels or dark chocolate chips.
- Peanut Butter Oatmeal Energy Bites** **Ingredients:** 1 cup oats; ½ cup toasted shredded coconut; ½ cup peanut butter; ½ cup dark chocolate chips; ½ cup honey; 1 tbsp almonds slices; 1 tsp vanilla  
**Directions:** Combine all ingredients in a large bowl. Roll and compress the mixture into 1 inch rounds and place on parchment paper. Refrigerate a few minutes until firm and then transfer to an air tight container. Refrigerate and enjoy for up to one week.

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# WOMEN'S FITNESS WEEK

**Women  
Crushing  
Weights**

<b>SUN</b> <b>3/1</b>	•9 AM–12 PM: Weight Room Orientation
<b>MON</b> <b>3/2</b>	•11 AM–12 PM: Rock Wall Session •12 PM–1:30 PM: Dimensions of Wellness Fair • Massage appointments available from 12pm-3pm
<b>TUES</b> <b>3/3</b>	•12 PM–1 PM: Nutrition 101 •1 PM–3 PM: Individual Nutrition Appointments (or by appointment) •7 PM–8 PM: Nutrition 101
<b>WED</b> <b>3/4</b>	•11 AM–12 PM: Rock Wall Session •12 PM–1:30 PM: Success Stories—Speaker Panel
<b>THURS</b> <b>3/5</b>	•12 PM–1 PM: Self-Defense Session—Studio B •7 PM–8 PM: Self-Defense Session—Studio B
<b>FRI</b> <b>3/6</b>	•2 PM–5 PM: ZipLift Competition

**Free t-shirt to the first 100 registrants!**  
 Free to Students/SRWC Members • \$10 for non-members  
 Registration opens February 2nd, 2015  
 Register at: <http://www.uakron.edu/srws/fitness-wellness/womens-fitness-week.dot>