

December 17, 2004

Mr. Murray Middlemost, Manager,  
Phoenix Fitness,  
1015 Golf Links Road,  
Ancaster, Ontario

Dear Murray,

As you are aware, I have recently joined Phoenix Fitness in Ancaster. I felt that I had a few comments that I would like to make with regard to my experiences at the Club. so far.

Every time I come into the club, someone always greets me, usually by my name, and with friendly comments and smiles. I also have found that everyone is most willing to help me with any problems I might have with setting up the equipment and are helpful with anything that I should ask of them. I must say that this gives me a good feeling and I must commend you and your staff on this. Phoenix Fitness is a very happy, positive place to come and I look forward to it every time.

I have some physical limitations due to a back injury and was very concerned whether I would be able to exercise without re-injuring myself. I decided to try a Personal Trainer and I have been most pleased with Elisa. She sat down with me and went over my medical issues and addressed any concerns that I had. She then made up a program that assured that no further re-injury would happen. I have been working with her twice a week since joining and feel that Elisa is EXCELLENT as a Personal Trainer.

When I started I soon realized just how out-of-shape that I was! However Elisa is very patient with me. always smiling and just keeps reassuring me and makes exercising fun. She is always very friendly, happy and co-operative. If I tell her that my back is really bothering me. she readjusts my program for that day. being very careful not to take any chances for re-injury. I really appreciate her versatility and patience in this regard. But she also has the capability to push me and I am very shocked and pleased with the progress I have made to date. She is very persistent and dedicated to teaching how to use the equipment properly and safely with a focus on proper breathing techniques. I must also comment on her stretching exercises. I find these so relaxing and also helpful with my back pain. I must say that I look forward to them.

I have also quit smoking and was fearful of more weight gain. Elisa sat down with me and helped me to see that I should be kinder to myself and not take on too much all at one time. She suggested I concentrate on the quitting smoking and not to focus so much on any weight gain. I realized she was correct and have followed her advice. She checks with me every time she sees me about how the quitting smoking is going and I find her

interest and support very helpful. Again I cannot sing her praises loudly enough! And I am also sure that when the time comes for the focus to be on weight loss, she will be there for me again.

Thank you for listening to my comments. I felt it was important to give you some feedback about my experiences at Phoenix Fitness especially when there are such negative things happening at other clubs in our area. I really honestly feel that Elisa is a huge credit to your organization and felt that I should express that to you. I am looking forward to working with her in the New Year and also coming to such a positive place to try to make more life changes for myself. I feel that there is not a problem that I could possibly have, that you would not make every effort to solve. I must admit that I am very happy with my decision to join the "Best Club"– Phoenix Fitness.

Sincerely,

A handwritten signature in cursive script that reads "Madeline Potter". The signature is written in black ink on a light-colored background.

Madeline Potter